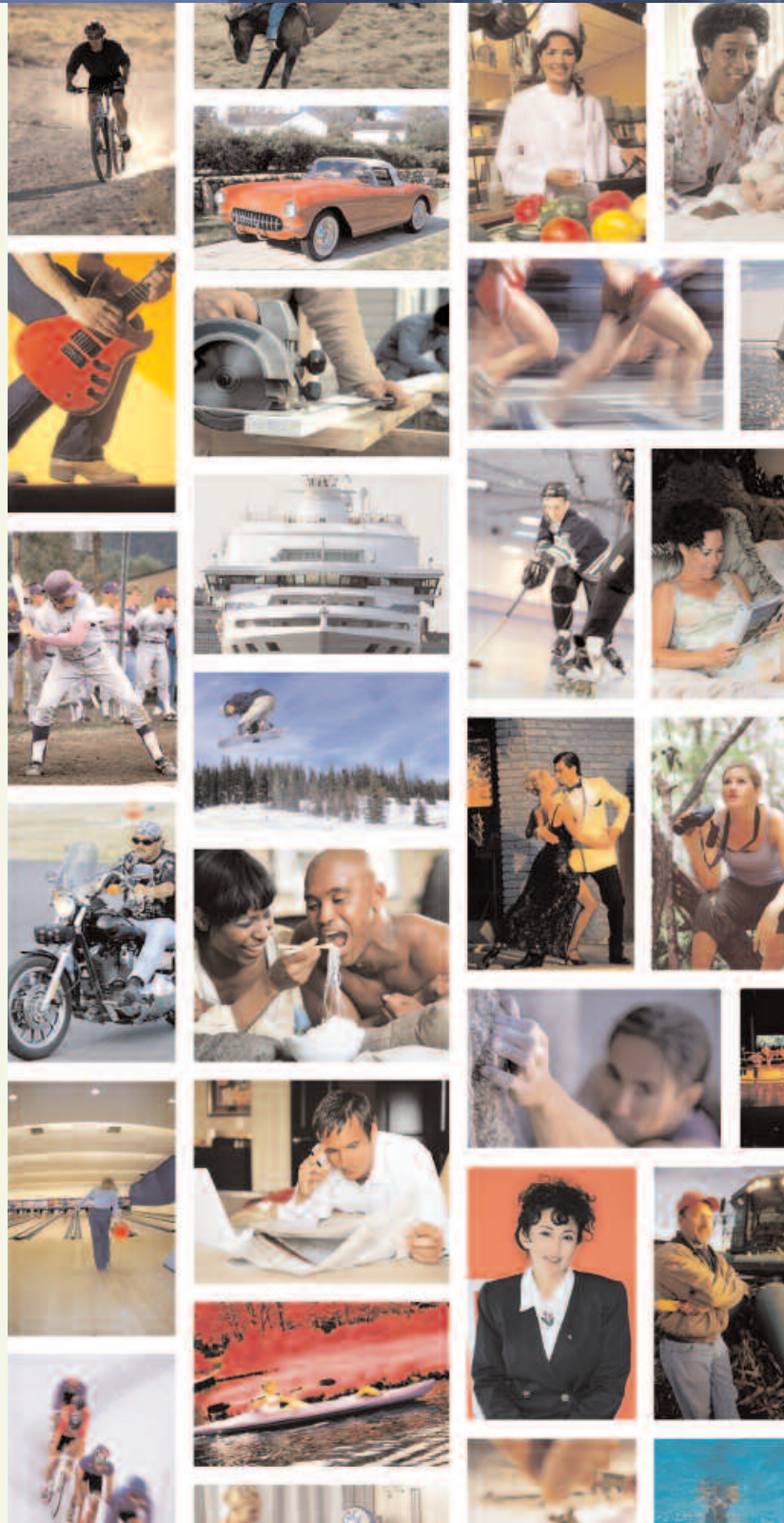


Consumer Passion Index

**CPI**

# The Next Generation in Lifestyle Data

**Consumer Passion Index (CPI)** is a fresh new source of lifestyle indicators created from multi-sourced transactional data.



Mai Dunn Associates

**MDA**

*MDA. The Power of the Name.*

# What is CPI?

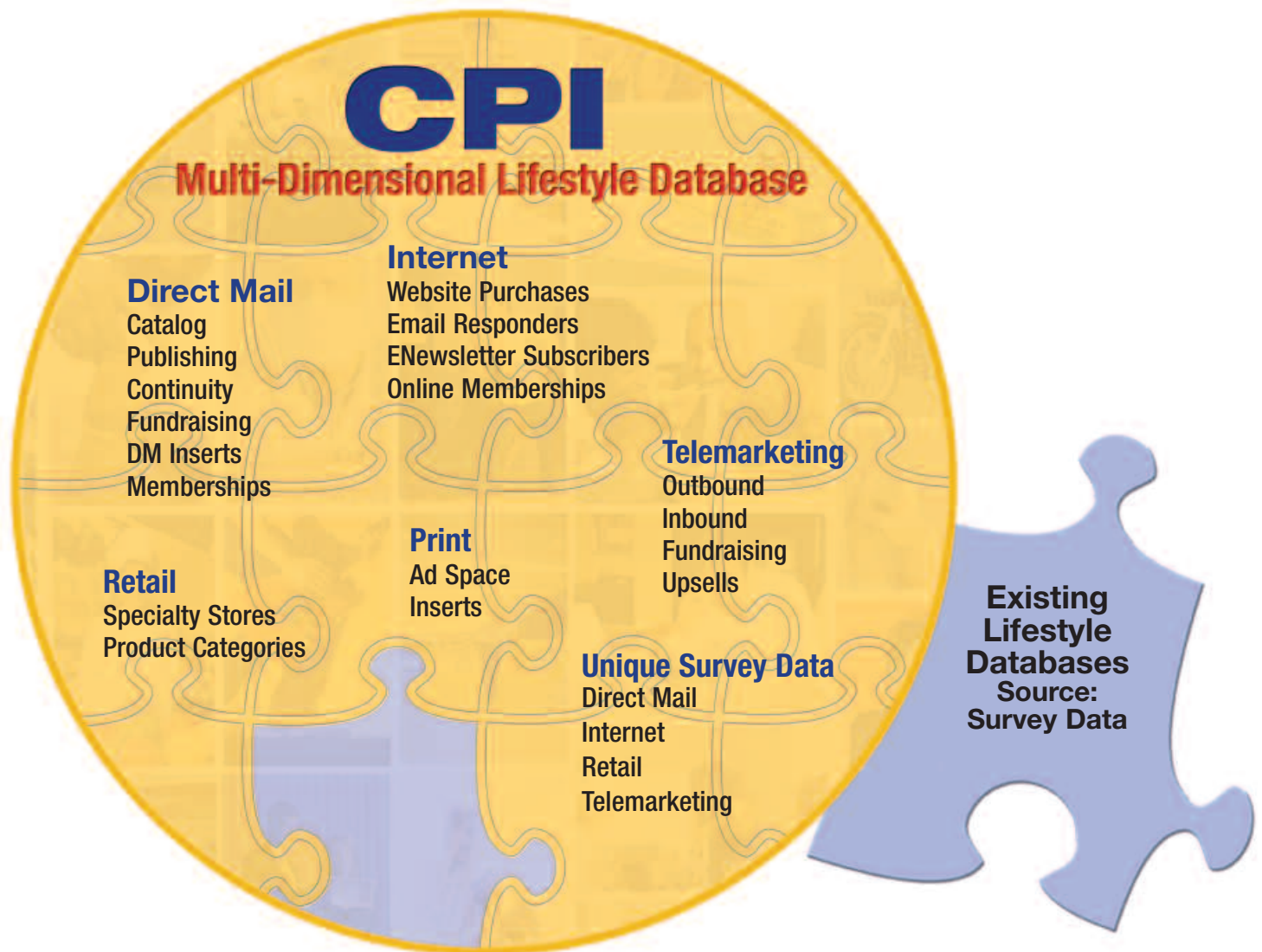
## The First Multi-Dimensional Lifestyle Database

**Consumer Passion Index (CPI) is the next generation in lifestyle databases.**

CPI is the first **Multi-Dimensional Lifestyle Database** identifying interests by purchase data from a variety of channels. Using the multi-channel approach sets CPI apart from other lifestyle databases which rely solely on survey data. This technique captures new prospects and unique segments of data that cannot be found elsewhere. CPI identifies the “passion” of consumers through purchasing decisions and actions.

### **Actions speak louder than check marks.**

The existing lifestyle databases have inherent limitations due to their source. Self-reported data originating from surveys is not as strong an indicator as actual purchase data.



Contact CPI Sales Team at 845-278-1200



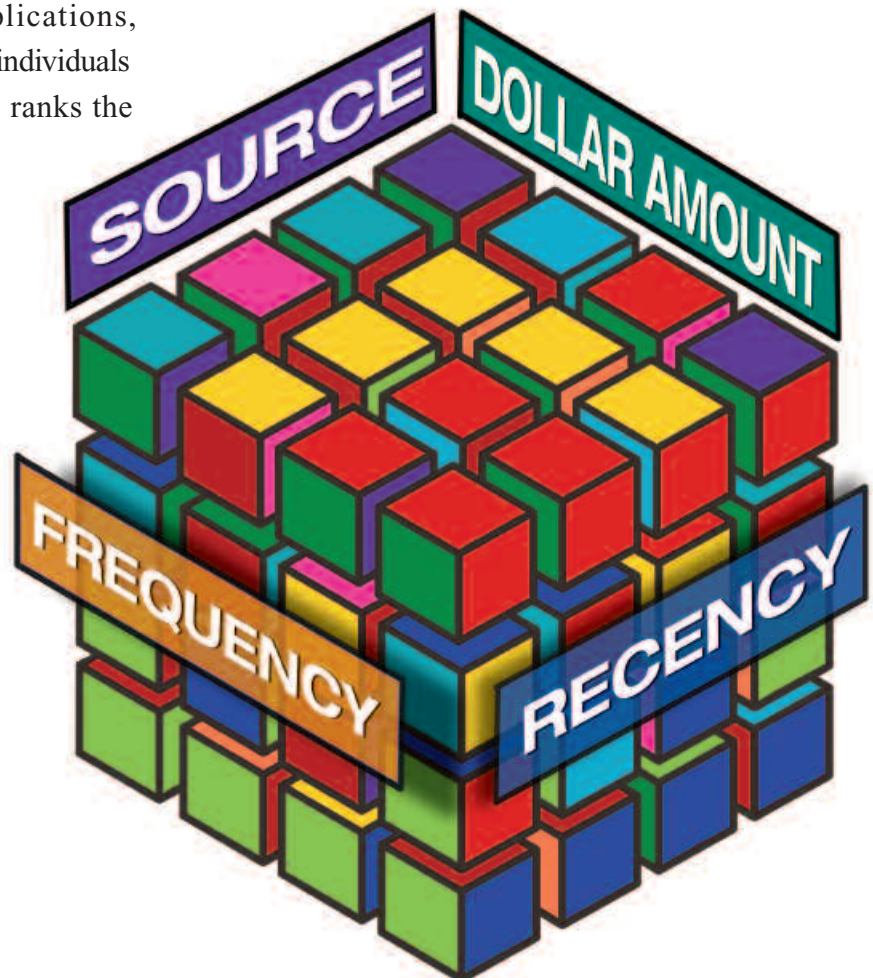
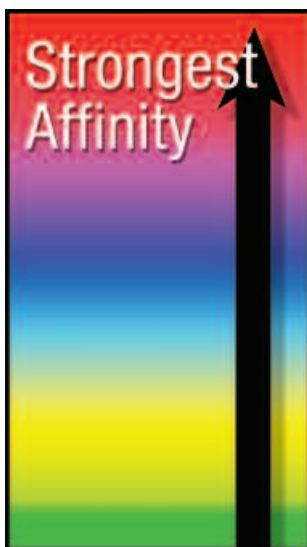
# CPI's Unique Multi-Dimensional Indexing System.

CPI **Indexing** is a unique application that enables marketers to reach better qualified prospects within their vertical markets.

**Indexing Variables =**

- Source
- Frequency of Behavior
- Dollar Amount Spent
- Recency of Activity

Through proprietary modeling applications, CPI **Indexing** identifies the strength of individuals within specific affinities. The model ranks the consumer within each category.



# CPI Category Counts.

## CATEGORY SELECTS

Auto Racing Enthusiasts  
Automotive Enthusiasts  
Aviation  
Bargain Seekers  
Baseball  
Basketball  
Beauty  
Bible/Devotional  
Birds  
Boating/Sailing  
Books  
Business/Home Office  
Camping/Hiking  
Cats  
Charitable Donors  
Children/Family  
Children's Apparel  
Collectibles  
College  
Computers  
Cooking  
Crafts  
Crafts/Crochet  
Crafts/Knitting  
Crafts/Quilting  
Crafts/Sewing  
Credit Card  
Cultural Arts  
Current Events  
Diet  
Do It Yourself  
Dogs  
Fiction Book Buyers  
Fishing  
Fitness/Exercise  
Football  
Gambling  
Gardening/Flowers  
Gay/Lesbian  
Golf  
Gourmet Foods/Cooking  
Health  
Hispanic

History  
Hobbies  
Hockey  
Home Decorating/Furnishings  
Humor/Comics  
Hunting  
Inspirational  
Internet Buyers  
Men's Fashion/Apparel  
Motorcycles  
Music  
Non-Fiction Buyers  
Outdoor Sports  
Personal Finance  
Personalized  
Pets  
Photography  
Politically Liberal  
Rural/Farming  
Science  
Science Fiction Buyers  
Skiing  
Soccer  
Sports  
Stationery  
Sweepstakes  
Tennis  
Tobacco User  
Travel  
Travel - Cruise  
Travel - Recreational Vehicles  
Travel- Foreign  
Travel- US  
Truck Enthusiasts  
TV/Movies/Video  
Wildlife/Environment  
Women's Fashion/Apparel

**AND MANY MORE!**

## INDEXING

Ranking of CPI Lifestyle  
Categories to identify intensity of  
interest within specific affinities.

## TRANSACTIONAL DATA

Source  
Recency  
Multi-Buyers  
Dollar Amount  
Magazine Buyer  
Catalog Buyers  
Credit Card User  
Gift Giver  
Business Merchandise

## DEMOGRAPHICS

Presence, Age and Gender  
of Children  
Marital Status  
Home Ownership  
Dwelling Type  
Gender  
Age  
Income  
Ethnicity  
& more

# Prospecting made easy.

**The Power to Connect.**  
**All target audiences are not created equal.**

In the sample below, four mailers targeting the collectibles market needed an optimum universe of 500,000 names. Each one had different priorities about their best prospects.

## CPI Collectibles Universe - 3,400,000

### 4 Different Selection Processes

Company A	Company B	Company C	Company D
<b>Demographics is top priority</b>	<b>Source is top priority</b>	<b>RFM is top priority</b>	<b>Level of Interest is top priority</b>
Gender, Age, Income 2,100,000	Direct Mail Source 2,400,300	3-Month Recency 800,000	Top 10% Index 700,300
6-Month 710,000	12-Month 1,750,200	Multi-Buyers 660,300	12-Month 610,300
Top 70% Index <b>497,000</b>	Top 30% Index <b>525,300</b>	Total Dollars <b>487,330</b>	Multi-Buyers <b>496,340</b>

Let us find your ultimate audience.



# What CPI will do for you.

## The Power to Connect.

### **Quality NEW List Rental Prospects**

CPI utilizes more than 750,000,000 lifestyle indicating transactions to create over 60 vertical markets segments.

### **Data Licensing**

This application provides direct marketers unique consumer data to better understand their own customer base and create opportunities for prospecting efforts and marketing/advertising research.

### **Custom Modeling**

MDA takes a unique approach to modeling in that we are not tied to specific statistical techniques. Through the use of CPI, MDA can tailor an analytic strategy that meets your marketing needs.

### **Data Enhancement for List Rental**

This application allows list owners to install unique consumer data onto their list rental product to enhance the quality of their names, attract new mailers and provide supplementary list rental revenue.



Quality NEW List Rental Prospects

Data Licensing

Custom Modeling

Data Enhancement for List Rental

# You can License CPI.

## Value of CPI Data License:

The CPI data is available for licensing to direct marketers and advertisers to install into their consumer file to use for tailored prospecting efforts, enhance consumer knowledge and provide data for marketing/advertising research.

**Up Sell and Cross Product Marketing Opportunities** Identify viable prospects by category for up selling and cross marketing to your current customer base.

**Increased Ad Sales** Increase ad sales through leveraging this unique data on your readership that cannot be found elsewhere.

**New Marketing Opportunities** CPI brings new and unique data to your consumers, providing insightful information to enhance the knowledge of your own consumer house-file to identify new marketing opportunities.

**Reactivate Expired Names and Previous Buyers** Tap into expired or previous consumers by applying the CPI data to identify key prospects within your own consumer base.

**Data Enhancement for List Rental** List Owners may apply CPI data to their list rental product(s) to enhance the quality of their names, attract new mailers in vertical markets and provide supplementary list rental revenue.

## License Terms:

One year unlimited usage on all data and data elements provided.

Quarterly updates sent to client to refresh file and add new names/data.

Samples of the data are available for your team to review in further detail and match against your customer file to realize the potential and uniqueness of this data.

Pricing is based on application and data usage.

Contact CPI Sales Team at 845-278-1200