

DecisionPoints:

Unlock the Power of Precision Prospecting

DecisionPoints is DDG's proprietary audience intelligence platform, enabling high-performance, direct omnichannel marketing through the most predictive, multi-source consumer data available.

Updated monthly and enhanced with comprehensive demographic, lifestyle, and transactional data, **DecisionPoints** delivers a dynamic edge in consumer insights.

Tap into Robust Data Streams that include:

- ✓ Self-Reported & Survey Responders
- ✓ Direct Response & Mail Order Buyer
- ✓ Transactional & Trigger Data
- ✓ Lifestyle, Demographic & Behavioral Data
- ✓ Loyalty Memberships & Affinity Programs

Why DecisionPoints?

Targeted Precision for Maximum Impact

DecisionPoints is designed to identify **the highest quality prospects**, tailored to each marketer's needs. Using a sophisticated **selection methodology**, the database prioritizes **source and channel data** critical to success.

Trigger Data That Matters and gain valuable insights from data reflecting:



Life Events
& Changes



Self-Reported
Planning



Major Decision-Making
Research Activities

Customized Prospecting Universes

DecisionPoints offers powerful segmentation capabilities, including:

Industry-specific solutions (**Financial Services, Insurance, Health, Automotive, Retail, Travel**, & more).

Marketer-specific **private prospecting universes**, designed for **exclusive targeting**.

Turn Data into Actionable Decisions with DecisionPoints—Where Innovation Meets Performance.

Contact us today to learn more about how **DecisionPoints** can revolutionize your marketing strategy.
sales@datadecisionsgroup.com



DecisionPoints: Segments



Automotive Intender Data:

Connect with car buyers and service seekers using real-time behavior, intent, and trend signals to improve targeting, increase conversions, and drive campaign ROI.



Healthcare and Ailments:

Identify households managing conditions like asthma, arthritis, and diabetes. Promote relevant health products and services with precise, condition-based targeting and segmentation.



Health Insurance:

Reach consumers switching plans due to cost, coverage, or age. Align messaging with Medicare and ACA trends, response behaviors, and key renewal and enrollment triggers.



Property & Casualty Insurance:

Tap into shoppers comparing rates for health, auto, life, or home insurance. Deliver personalized offers based on intent signals and household coverage needs.



Financial Services:

Find individuals seeking banking, loans, or credit. Promote credit card, mortgage, home equity, or savings products with targeting based on financial behavior and lifestyle data.



Donors and Contributors:

Reach active donors supporting causes like health, animals, children, and the environment. Align outreach with giving patterns and donor values to increase engagement and conversion.



New Homeowners/Movers:

New homeowners and movers are highly responsive in key categories. Promote financial, insurance, and retail offers early using lifestyle and transition data for timely, targeted outreach.



Retail Consumers:

Market to high-intent buyers seeking products across health, finance, and lifestyle categories. Use in-market signals, self-reported data, and seasonal trends to drive measurable response.



Travel & Entertainment:

Target frequent travelers by mode, destination, or spend. Promote relevant offers for domestic or international travel based on preferences and habits.



Transactional Data:

Use verified purchase behavior and extensive lifestyle attributes to refine targeting. Launch campaigns across finance, health, travel, retail, and more using real transaction data.

Many More Custom & Vertical Segments Available!