

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: Travel Segments



Adventure Seekers:

Drawn to active or outdoor vacations like hiking, rafting, or off-grid travel.

Available Universe: 5,531,225



Airbnb/VRBO Renters:

Travelers booking short-term rentals for flexible, home-style stays.

Available Universe: 1,526,106



Beach Vacationers:

Likely to book warm-weather getaways with family or friends.

Available Universe: 6,950,275



Casino Gamers:

Leisure travelers seeking gaming and entertainment-focused trips.

Available Universe: 6,149,216



Cruise Alaska:

Booking scenic voyages featuring glaciers, wildlife, and rugged coasts.

Available Universe: 4,048,272



Cruise Canada:

Exploring Canada's ports and coasts through seasonal cruise routes.

Available Universe: 4,073,364



Cruise Caribbean:

Tropical cruise-goers visiting island destinations and resort ports.

Available Universe: 4,466,123



Cruise Mediterranean:

Cruisers drawn to European cities, cultural ports, and coastal sunshine.

Available Universe: 6,086,011



River Cruisers:

Leisure travelers booking relaxed, inland cruises through iconic regions.

Available Universe: 5,289,977



RV Buyers:

Actively shopping for RVs to support long-term or frequent road trips.

Available Universe: 7,617,728



RV Renters:

Occasional travelers renting RVs for flexible, road-based vacations.

Available Universe: 6,069,224



RV Road Trippers:

Planning scenic or multi-stop travel adventures via recreational vehicles.

Available Universe: 4,764,019



Road Tripping Vacationers:

Domestic travelers booking scenic routes or drive-to destinations.

Available Universe: 5,075,812



Time Share Owners/Renters:

Vacationers committed to resort-based travel through shared ownership.

Available Universe: 4,078,193