

Plunge Digital: Marketing Products and Services Guide

About Us:

Plunge Digital is an information services company with Best-In-Class consumer and business intelligence to empower both small and large businesses with superior data quality and precision, enabling our clients to deliver the right message, to the right person, at the right time. Plunge Digital has been built on linking our offline data assets with online information to provide the quality, breadth, and depth of data our clients expect and need. Our data allows our clients to achieve the highest level of audience segmentation and reach to power their direct marketing programs across both offline and online channels to achieve a greater ROI.

Company Details:

Name:	Plunge Digital
Website:	http://www.plungedigital.com
Headquarters:	Little Rock, AR
Specialties:	Marketing Services, Direct Marketing, Conquest Marketing, Email Marketing, Digital & Display Marketing, Business & Consumer Marketing Databases, Insights & Strategy, Customer Acquisition & Retention, Omni-channel & Cross-channel Marketing, Geolocation / Hyperlocal Geofencing Data, List Management, and List Fulfillment Services.
U.S. Databases: (Offline / Online)	Consumer, Business & Professionals, Life Event / Life Stage, Kelley Blue Book Verified Automotive Data, Ailment, Purchasing & Transactions, Geo-Hyperlocal, Insights / Social Behaviorment Analytics & Custom Insights.

➤ **Plunge Digital - National Business & Professionals Marketing Database:**

Plunge Digital’s Businesses & Professionals marketing database is built from over 30 years of compiling comprehensive business intelligence. Plunge leads the industry in identifying, compiling and verifying businesses and business firmographics. With over 50 million individuals at their place of work, our Business Intelligence products offer comprehensive and accurate information with all the firmographic selections needed to target your ideal customer(s). We are especially strong in Small Office/Home Offices.

Our database embraces every data-driven application in both online and offline environments. Data use applications include customer prospecting, file enhancements, CRM, analytics, email marketing, internet display, social media, direct mail, telemarketing, lead generation, and online data management—to name a few.

Individual Level	Owner Level	Company Level
<ul style="list-style-type: none"> Contact Name / Title Gender Direct Dial Phone Number Email And more... 	<ul style="list-style-type: none"> Business Owners Years in Business Women Owned Business Minority Owned Business And more... 	<ul style="list-style-type: none"> Corporate Type Sales Volume Employee Size Financial Worthiness And more...

➤ **Plunge Digital - National Consumer Marketing Databases:**

Plunge’s national consumer database is comprised of 268 million individuals representing over 122 million households. These targetable profiles include the highest quality geo-demographic, lifestyle, life-stage and consumer transactional/purchasing histories. Our data allows brands and marketers to identify large audiences, targeting only the individuals and/or households whose interest, affinities and geo-demographic profiles match their criteria. All consumer transactional information is sourced from offline and/or self-reported feeds, direct-to-consumer marketers who use promotional offers to sell products/services, subscriptions, continuity and memberships.

Individual Level	Household Level	Neighborhood Level
<ul style="list-style-type: none"> Age Gender Email Lifestyles & Hobbies Transactions / Purchases And more... 	<ul style="list-style-type: none"> Home Owner / Renter Length of Residence Home Age Mortgage Type & Rate Presence of Child And more... 	<ul style="list-style-type: none"> Median Household Income Net worth Ethnicity MSA / CBMSA FIPS Code And more...



➤ **Kelley Blue Book Verified Plunge Digital Automotive Marketing Database:**

Kelley Blue Book verified, Plunge’s automotive database allows marketers to reach car owners from Audi to Yugo and everything in between. Our database is purpose-built from a base file of 163,000,000 unique VINs. We provide consumer auto owner comprehensive and accurate information with all the targetable selections needed to reach and market to your ideal customers. See also our “in-market” categories to find individuals who are in-market to purchase an automobile.

Auto Categories Include:

- Make
- Model
- Style
- Trim
- Year
- Fuel Type
- Transmission
- Number of Doors
- MSRP
- And more...

➤ **Plunge Digital - Hyperlocal Geofencing & Location Database Solutions:**

With Plunge Digital’s hyperlocal location-based geofencing database and solutions, we help enable our clients with omni-channel market strategy to help engage with clients across multiple channels – Mobile, Social, Email, Display, and Offline by helping build a better brand experience and improve message convergence. This product is best used for clients who seek to improve their prospecting, retargeting, and to conquest their competitor’s customers and/or prospective customers.

With over 200 million active unique Device ID’s (DIDs) active in our network within the past thirty (30) days, Clients and brands use our location visitor data to retarget visitors to their stores, their competitor’s stores, and/or find new target audiences. We currently track more than 2,000 individual chain locations (e.g., all of the Wal-Mart locations in the U.S. equal only one (1) of the 2,000+ locations).

Top High-Level Location Categories include:

Shopping	Automotive	Food & Drink	Travel	Sports
• Clothing Stores	• Automotive Dealers	• Bars	• Hotels	• Gyms
• Electronic Stores	• Auto Repair Shops	• Cafes	• Airports	• Golf Courses
• Grocery Stores	• Gas Stations	• QSR	• Car Rentals	• Stadiums
• <i>And more...</i>	• <i>And more...</i>	• <i>And more...</i>	• <i>And more...</i>	• <i>And more...</i>

➤ **Plunge Digital – PlungeRx Ailment Database:**

Plunge Digital’s Ailment Database consists of consumers with a variety of different diseases and sicknesses. PlungeRx is purpose-built from a base of 65,000,000 consumers. The data is collected from over 300 sources with an explicit opt-in consent and is all self-reported by consumers who have contributed their information through opt-in surveys, subscriptions, registrations, and a network of permission-base publishers.

We have taken great care to strike the right balance of targeting and anonymization of these consumers. Similar to other industry leading clustering products, we aggregate this data at the ZIP4 level. This level is highly granular and allows for higher level of segmentation while we ensure anonymity of these individuals. Our PlungeRx Cluster Segmentation audiences allow us to provide our clients with a responsible and compliant way to reach individuals who are most likely to have an interest in products, offers, and services specific to the assigned ailment clusters.

Ailment Categories Include:

- Allergies
- Arthritis
- Cholesterol
- Insomnia
- Diabetes
- High Blood Pressure
- Obesity
- *And more...*

➤ **Plunge Digital – Life Event / Life Stage and “In-Market” Database:**

Plunge Digital’s Life Event / Life Stage and “In-Market” data empowers clients and brands with best-in-class data to inspire action around the Individual and/or Household current life stage(s) and life event(s). With monthly updates, we deliver both offline & online data segment audiences to our clients so they can be first to promote their brands, products, and/or services to the right individual, with the right message, at the right time. Our data not only helps clients identify those individuals and households experiencing a life stage / life event, we help clients know where these consumers are at in each stage / event. For example, knowing an expecting mother is expecting in the next 4-to-6 months is a great time for brands to market newborn products while the mother may be looking to add items to a registry. Likewise, knowing there is already a newborn in the household within the last 30 days may be a better time to market diapers & formula coupons for your brand.

Top Life Stage / Life Events Include:

Newly Engaged	Newlywed	Expecting Parents	Newborns
<ul style="list-style-type: none"> • Brides / Grooms • Engaged Date • Wedding Date • <i>And more...</i> 	<ul style="list-style-type: none"> • Recently Married • Wedding Date • Anniversary Month/Year • <i>And more...</i> 	<ul style="list-style-type: none"> • Mothers • Fathers • Expecting Date • <i>And more...</i> 	<ul style="list-style-type: none"> • Newborn Household • New Mothers / Fathers • Newborn Date • <i>And more...</i>

Pre-Movers	New Movers
<ul style="list-style-type: none"> • Pre-Mover Household • Indicated Move Date 	<ul style="list-style-type: none"> • New Mover Household • New Mover Date