

RFMplus®

Target the most recent catalog buyers available

Known purchase data can be the best indicator of future consumer behaviors — and the more recent the transaction, the more responsive that data will be. The RFMplus® cooperative database offers access to a 1- to 60-day hotline of consumer purchase data, including recency, frequency and monetary factors (RFM), as well as purchase categories and demographics.

Freshly captured transactional data

Developed in partnership between Experian and Millard Group, Inc., RFMplus is built from transactional data provided by multiple catalog participants. The database, with millions of buyers, is updated weekly, allowing marketers to reach consumers who have purchased as recently as seven days prior. This 60-day revolving catalog database captures the latest order transaction data at the point of purchase from over 50 mail-order catalogs offering you the most recent mail-order buyers' names available.

Participation has its advantages

Beat the rush

Access super-hotline credit card catalog buyers before they have a chance to appear on other monthly or quarterly databases. Get a jump on the competition by reaching these valuable prospects before they have been saturated by your competition. Access RFMplus to complete list exchanges with other participants to maximize trade value. You can even use RFMplus to gain easy access to your own super hotline names for last-minute additions to your merge.

Reactivate stagnant customers

Identify your inactive customers who are actively buying from other catalogs. Contacting these current buyers is more likely to rekindle a relationship than mailing to your entire inactive file.

Expand channel reach

Flag your retail customers who are also active catalog buyers, and are likely to convert to multichannel customers if you mail them a catalog.

Earn list rental income

There are two ways to recognize incremental revenue using RFMplus. First, offer your own hot data to participants and non-catalogers of your choosing, using RFMplus in an enhanced list rental application through your traditional list management relationship. In this environment, you and your list manager keep the regular base list rental income generated from your specific list.

Secondly, you may opt-in to RFMplus Prospect Plus to include your names in an across-database rental pool that is offered only to non-catalogers with non-competing offers, such as financial services, fundraising and publishing. You receive quarterly royalties on your names that are used via Prospect Plus.



Everything to gain

Participation in RFMplus is risk free. There is no cost to join or obligation to provide a certain quantity of names. You reserve the right to approve all orders for your specific list in exchange or rental situations. And there is no time commitment, so you can join on a trial basis and discover how valuable these truly recent names can be to your business.

RFMplus is an open database, meaning participants receive a regularly updated list of all other participants in the database. This can help you identify specific lists you may already rent, in order to include their super hotline records in your mail plan. And for across-database rentals, you have the right to block usage of your names by companies you specify, bearing in mind that blocking is reciprocal.

You gain access to millions of 1- to 60-day buyers for your own prospecting and reactivation efforts, and have the opportunity to earn additional list rental income in the process — all with no risk to you. It's the best of both worlds.

Enriched with additional valuable data

Not only does RFMplus provide critical hotline names, it also offers selects to help refine targeting efforts by metrics such as recency, frequency and monetary factors, multi-buyers, as well as geographic and demographic selects. In addition, you may choose from 64 product categories such as apparel, gifts, gardening accessories, home merchandise and much more. And for participants in Experian's Z-24® catalog cooperative database, we offer selection based on Z-24 profile scores.

Find out more about RFMplus and how you can start benefiting from this super hotline file — and reach this season's buyers — this season.

**To find out more about RFMPlus,
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