

DATA

IS THE FUEL
OF

MODERN BUSINESS

Your data is probably worth more than you think.
Both to you, and to other organizations who can deploy it.
ALC's Data Monetization platform will enable you to realize
maximum value from all your data assets.

\$4.6 BILLION AND COUNTING

In the modern economy, data is the high-grade fuel that drives American business. Organizations large and small, commercial and non-profit, public and private, deploy data to acquire new customers, leverage customer relationships, increase market share, improve bottom-line profitability...

The good news is that most organizations possess a wealth of data. The bad news is that few monetize it to maximum value.

Over the past 38 years, ALC has grown to become the industry leader in data monetization – generating more than \$4.6 billion in incremental income for our clients and partners. Here's our proven and profitable path to realizing and monetizing the value of your data.



6

STEPS TO MONETIZING THE VALUE OF YOUR DATA

1 DATA MONETIZATION AUDIT

The ALC Data Monetization process starts with a complete Data Monetization Audit of your data sets – 1st party, 2nd party and 3rd party – as well as both offline and digital. We'll audit your active customer, donor or subscriber files, as well as your dormant, former or inactive customers. Plus, we look at your website traffic, your opened emails, and your prospect data, leads, inquiries and other information seekers.

2 ENHANCEMENT & SEGMENTATION

We calculate and project data volume, by source, as well as enhance, analyze and segment your data by dozens of demographic, psychographic, trigger, attitudinal and behavioral characteristics and attributes.

3 VITAL SIGNS ANALYSIS & EVALUATION

The product of the Data Monetization Audit is a comprehensive analytic report we call "Vital Signs." And in itself – regardless of whether or not you choose to move forward with one or more of our data monetization programs – Vital Signs will be worth its weight in gold to you in simple terms of understanding your various audience segments, your marketplace and your opportunities for business growth and incremental profitability.

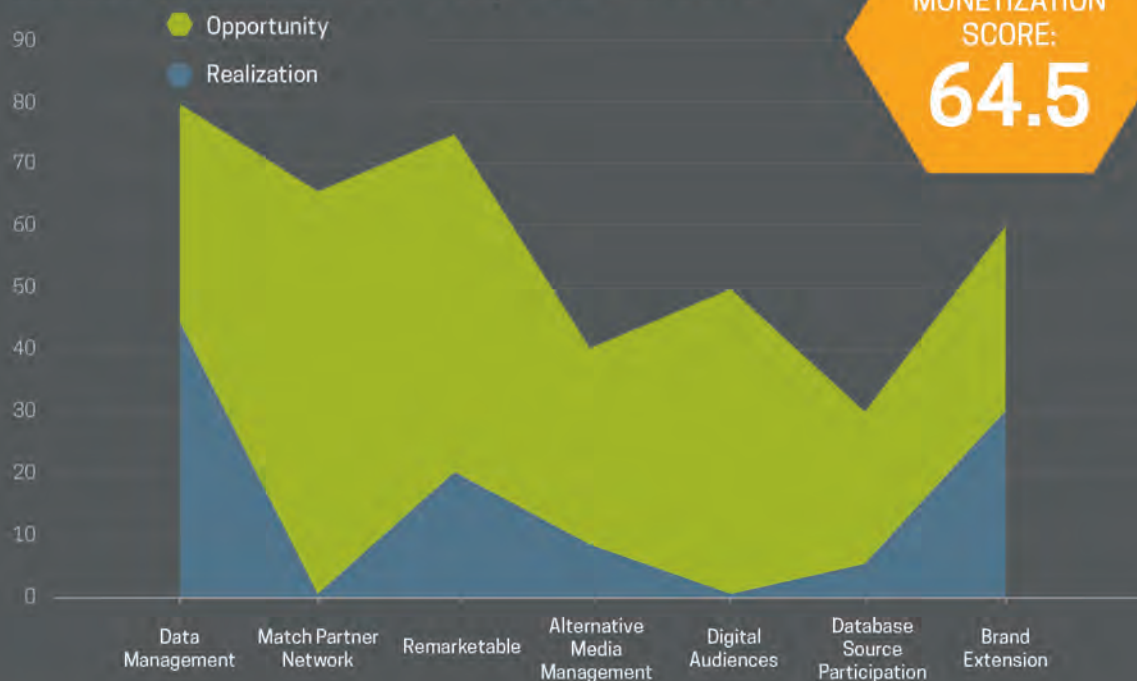
Prospecting Data
(Leads, Inquiries, Information Seekers,
Third-Party Prospecting Files)

Anonymous
Website Visitors

CRM Data
(Inactive Customers)

CRM Data
(Current Customers)

Monetization Depth Chart



If your score is high – 80 or better, then you can sleep well at night knowing you’re doing a pretty good job of maximizing the value of your data. A score between 60 and 80 indicates a real opportunity to add incremental income to your bottom line. And a score below 60 is a red alert you simply cannot afford to ignore.

4 DATA MONETIZATION SCORE

Based on the findings we present to you in our Vital Signs report, we will evaluate the monetary opportunities inherent in your data assets, and compare that against the incremental value you currently realize from each opportunity.

The result is a simple Data Monetization Score which will provide you with a clear understanding of just how much money you are “leaving on the table.” What’s more, it will enable you to compare your data monetization performance against other organizations of similar size and in your or associated market sectors.

5 PROGRAM PLAN & PROJECTIONS

Your Data Monetization Score leads us then to the development of a detailed data monetization go-to-market strategy, along with formal revenue projections, implementation timetable and performance benchmarks.

ALC assumes full responsibility, not only for the development of the data monetization strategy, but for its implementation and seamless integration into your core business.

6 REPORTING & CONTINUOUS IMPROVEMENT

We’ll report to you monthly, detailing both activity and results (compared against specific performance benchmarks). What’s more, we’ll meet with you quarterly to review new programs and monetization opportunities.

THE
ALC

DATA MONETIZATION PLATFORM

The proprietary ALC Data Monetization Platform consists of 8 proven programs all specifically geared to deliver incremental income from your data assets, with little or even no upfront cost to you.



VITAL SIGNS

Provides you invaluable, actionable and fungible insights into the characteristics and trends reflected in your CRM and prospecting data sets.

MATCH PARTNER NETWORK

Monetizes the value of your website traffic and email opens via the placement of your cookies on the various data exchanges, as well as via direct sales to major brands, without cannibalizing current efforts.

REMARKETABLE

Enables high-performing, customized retargeting communications – to both your known and anonymous website visitors – via direct mail, email, digital display, social, mobile, IVR and programmatic TV via a proprietary, patent-pending, privacy-compliant, multichannel communications and optimization platform, that leverages the same “intent-to-buy” web browsing behavioral data deployed in display retargeting – integrated with a comprehensive universe of 3rd party data.

DIGITAL AUDIENCES

Leverages the value of both your offline and digital data by integrating it within unique, well-defined, highly-sought-after audience segments.

DATA MANAGEMENT

Maximizes the value of postal and email address information through the rental, sale or exchange of your data with other brands and organizations who wish to reach your customers.

DATABASE SOURCE PARTICIPATION

Earns you royalties by including your data in aggregated offline databases.

ALTERNATIVE MEDIA MANAGEMENT

Drives incremental income through the inclusion of 3rd party marketing and promotion with your on-going customer communications.

BRAND EXTENSION

Identifies incremental business opportunities that leverage both your brand and your customer relationships through the sales and marketing of ancillary products and services to your customer base and prospect universe.

NO RISK. NO COST. NO COMMITMENT.
NO REASON NOT TO SAY “YES”

We are so certain we can uncover fresh sources of incremental income for your organization, that we are ready, willing and eager to conduct a Data Monetization Audit at our cost. And regardless of whether or not you decide to move forward with one or more monetization programs, the audit is yours, with our sincere appreciation for the opportunity.

**CONTACT US TODAY TO
SCHEDULE AN AUDIT.**

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