

Removing the Guess Work From Targeting

Verified data is true-life data gathered by the major compilers based on what an individual buys, how often they buy it and what that individual's actual address is. Modeled data from providers like Claritas make "assumptions and predictions" about people based on stereotypes and where they live. When evaluating data that will ultimately determine the areas an advertiser will deploy a campaign to, it is important to know that the targeting is not built on assumptions.

Our goal is to provide you with the most up to date and accurate data possible. For that reason, Varga only uses verified data from tried and trusted sources for all of our door hanger advertising campaigns. When choosing a data source we consider who built the database, how often it's updated, why they've built it, how they add to it, how much it grows each quarter, and how the data is analyzed.

Three examples of data classification: Verified vs. Modeled

John goes to Sears and buys a screwdriver.

- **Verified Data:** If John buys tools from anywhere on a regular basis he's added to the "buys tools list" and "Do-It-Yourself list." If he uses his credit card at Sears or other mid-range department stores at least 3 times in a 9-month period he'll be added to the list for mid-range department store shoppers.
- **Modeled Data:** John is added to list including Do-It-Yourselfers, likes to work on cars, and buys "manly" items, shops at mid-range stores and cares about traditional American values. If his income is low he's also classified as "can't afford to pay for work and has to do it himself." If his income is high, then he is classified as "time on his hands" and "into hobbies".

Tom and Mary stop in Las Vegas on their way through town. They buy gas with their credit card and then stop at a casino for an hour, getting cash from a casino ATM machine. They also buy burgers at a fast food place with their ATM card.

- **Verified Data:** While noted, these activities mean nothing unless they are recurring in a specific time frame.
- **Modeled Data:** Tom and Mary are candidates for casino vacation packages, road trip packages, road-side service plans, a gasoline credit card, hotel discounts, new cars, sweepstakes offers, lottery offers, fast food coupons, automobile services such as oil changes and tires. If they are senior citizens they'll be added to lists for retirement housing in the desert.

Susan orders a Total Gym exercise system for her home from an infomercial.

- **Verified Data:** Her name is added to the "interested in exercising list" and it's also added to "discretionary income of \$_____" for that month as well as credit card user for major purchases.
- **Modeled Data:** Susan is an immediate candidate for all types of weight loss, muscle building, fitness ads as well as workout clothes, shoes, pedometers, blood pressure, heart monitor, diet books, jogging, bicycling, nutritional aids, fitness programs, diet programs, spray tans, plastic surgery, fun "Club Med" type vacations, gyms, clothing, etc...And, if she's between the ages of 45 and 60 she's going to start getting ads for mid-life crisis type products.