



Souhegan Valley Chamber of Commerce— Your Partner in Growing Your Business

Now the Souhegan Valley Chamber can help you build and launch targeted, multichannel marketing campaigns at a fraction of the cost of previously available solutions. We are your one-stop marketing resource — and we've partnered with Acxiom, the world leader in consumer insight.

Find new customers faster, save money, and improve ROI — with Souhegan Valley Chamber and Acxiom.

Whatever the size of your business, you can now access sophisticated marketing services through your local chamber of commerce.

We can help you with sales leads and mailing lists on demand, cleaning and enhancing your customer files, and gaining valuable customer insight through detailed reports. We can even build and launch multichannel mobile and social ad campaigns with the publisher of your choice, applying the same filters used when generating a prospect list for direct mail.

As your local chamber of commerce, we can provide precise audience targeting to reach consumers who are most likely to take advantage of your marketing offers.

In short, your local chamber can empower your business to find new customers faster, save money and improve your direct marketing ROI.

Best of all, this unique, privacy-compliant solution is powered by Acxiom Corporation, the world leader in consumer insight.



Find and reach new prospects more effectively

Marketing Lists

With more than 40 years of experience in direct marketing and data compilation, Acxiom, through your local chamber, offers the industry's widest variety of mailing lists and sales leads — including a huge range of selection options — to help you reach your best prospects and more easily find new customers.

Some of our most popular lists include:

- **Consumer Lists:** Reach households and individuals based on demographics, lifestyle interests and purchase behavior.
- **Business Lists:** Target businesses based on business type, number of employees, title and other selection options.
- **New Homeowner Lists:** Designed for marketers of all home-related products and services. Updated weekly to help you reach confirmed new homeowners in any area.
- **New Movers Lists:** New movers looking to establish new relationships with neighborhood services, home furnishing stores, telephone and Internet service providers, banks, local entertainment venues and more. Updated weekly from multiple sources to let you access ready-to-spend new movers.
- **Saturation Lists:** Provides 100 percent coverage of addresses within a geographic area, enabling you to saturate neighborhoods and reach the current occupant at each address.

NOTE: Check the back of this brochure for a list of available selection options.

Mobile Advertising

Now you can reach the same audience you already target with direct mail, but reach them multiple times, for a lot less money. You can easily deliver your message to households and individuals based on demographics, lifestyle interests and purchase behavior. And you can reach them on the devices they carry with them all day. The fact is, people now spend more time on their smartphones than they do watching TV or using a PC.

We make it easy for you to build and implement a powerful mobile ad campaign with the same filters and selects you've used successfully to generate prospect lists for direct mail. In addition to sending direct mail, you can also target prospects on their mobile phones for as low as two cents per ad view.

It's as easy as 1 – 2 – 3. First you define and target your audience, then you select a campaign plan, and finally we can build your ad with our no-skills-required Mobile Ad Creator.

Audience Propensities

You can use pre-built consumer behavior models to choose new prospects and execute campaigns more effectively. Acxiom's Audience Propensities are a comprehensive suite of integrated scores designed to predict consumer behavior, as well as product and brand affinities. Sample Audience Propensities include:

RETAIL

- Purchase Apparel from Target
- Shop for Books via Internet
- Purchase Nike Footwear

TRAVEL/ENTERTAINMENT

- Buy Travel Services Online
- Use JetBlue Airlines
- In Market for Cruise

MEDIA

- Read Health Magazines
- Watch ESPN
- Listen to Satellite Radio

AUTOMOTIVE

- In Market for New Vehicle
- Affinity for New Compact SUV
- Affinity for New Toyota

CPG

- Buy Gluten-Free Food
- Buy Pet Food online
- Buy Crest Sensitivity Toothpaste

COMMUNICATIONS

- Verizon Customer
- Own an Apple iPhone
- Phone has Unlimited Text Plan

CREDIT CARD

- Have Visa Gold Card
- Shop with Airline Miles Card
- Accept a Pre-Approved Offer

NON-PROFIT

- Member of Charitable Organization
- Contribute to Religious Organization
- Member of Private Club

INSURANCE

- Have Geico Automotive Insurance
- Carry Term Life Insurance Policy
- Obtain Medical Insurance Online

FINANCIAL SERVICES

- Have a Home Equity Loan
- Bank with Capital One
- Have Certificates of Deposit

INVESTMENT SERVICES

- Have Fidelity Funds
- Have a Proportion of Assets in Bonds
- Have a 529 Savings Plan

POLITICAL

- Affiliated with Democratic Party
- Very Interested in Current Affairs
- Signed a Public/Civic Petition

SOCIAL MEDIA

- Heavy Facebook User
- Heavy Twitter User
- Social Influencer

TECHNOLOGY

- Own a Wii
- Purchase Digital Cameras
- Early Technology Adopter

Enrich your data and market more effectively

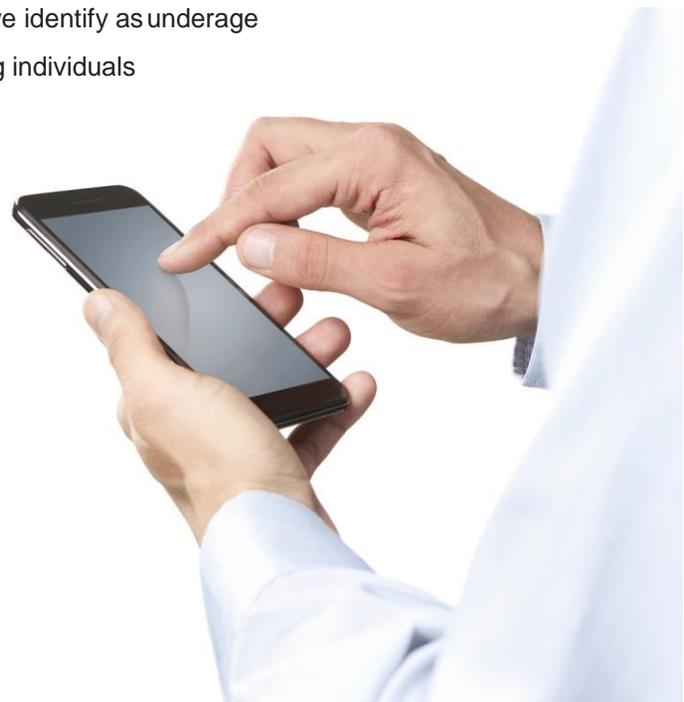
Data Hygiene

Refresh your list with the most current data available. You'll save time and money, avoiding duplicate records and undeliverable mail. Among our most popular data hygiene processes are:

- **NCOA** (National Change of Address)
- **PCOA** (Proprietary Change of Address)
- **Address Standardization**
- **Deduplication** — individual, household, address and phone
- **Privacy/Suppression** — e.g., do not contact, deceased, bankrupt

To ensure the cleanest, most deliverable and privacy-compliant database, while helping you avoid marketing to unqualified individuals, Acxiom can also execute the following database hygiene processes:

- **Address processes:**
 - Address Standardization
 - USPS NCOA^{LINK®} — USPS change-of-address processing
- **Individual Deduplication**
- **Household Deduplication**
- **Address Deduplication**
- **Phone Number Deduplication**
- **Suppression flags**
 - Deceased Suppression — flagging or removing individuals who appear on our deceased file
 - Underage Suppression — flagging or removing records we identify as underage
 - Taxes, Liens and Judgments (TLJ) — flagging or removing individuals who have an unpaid tax, lien or judgment against them
 - Bankruptcy Suppression — flagging or removing individuals who appear on our bankruptcy file
 - Prison Suppression — flagging or removing individuals who appear on our prison file



Consumer Data Enhancement

Acxiom can overlay more than 3,000 demographic and psychographic categories of information to each consumer in your database. This data will provide you with added buyer behavior insight and enhanced segmentation, and it will position you to communicate with your customers and prospects with greater relevance and personalization about individual areas of interest and life stage.

Full-service Email Marketing

Reach the same prospecting targets via full-service customer acquisition and retention programs designed by Acxiom's Digital Interactive Group. We help you achieve your goals through a strategically designed program that includes testing, analysis and refinement for optimizing campaign return.



Email Append and Verification

Communicating with customers via email offers perhaps the highest payback of any direct marketing approach. We can verify that your existing email addresses are deliverable, flag known spam traps and high complainers, and in cases where we find bad email addresses, flag them and replace them when possible with a valid current email address. This easy, low-cost solution enables you to expand your range of communication and improve your email deliverability rate.

- **Email Append:** Append email addresses to your consumer database and expand your communication reach through a convenient, permission-based process.
- **Email Verification:** Keep your email deliverability rate high and save money by avoiding outdated or invalid email addresses.

Portrait Reports

Gain greater insight into the demographics and psychographics of your customer database, compared to your target area. We offer a variety of reports starting at \$200, including:

- **Look-Alike Reports:** Find new prospects who look like your best customers.
- **Personicx® Portrait Report:** This analytical report features Personicx segmentation to enable you to better understand who your customers are. (Personicx is Acxiom's industry-leading consumer segmentation and visualization system that allows marketers to organize customers and prospects based on their demographics and buying behaviors.)
- **Data Profile Analysis (DPA):** The Acxiom DPA compares the demographic, lifestyle and interest characteristics of your customer households to those in your territory. The result is a list of characteristics that identify and distinguish your customer households.

Social Advertising

With more than 1.3 billion members, Facebook is far and away the top social media site. We can enable you to target your customers or prospects on Facebook with the same list and selects that you use to build a direct mail list or mobile campaign.

Made for you

Easy and economical, this new marketing program is made for businesses just like yours. If you would like to speak to a friendly, data-driven chamber marketing expert, just call <insert chamber number>.

AcxiomSelects

Below is a partial listing of our most popular data selection options.

CONSUMER INDIVIDUAL SELECTS

- Age 2-Year Increments
- Date of Birth
- Education
- Ethnicity
- Gender
- Language Preference
- Occupation
- Religion
- Voter/Party

HOUSEHOLD SELECTS

- Adult Age Ranges Present in Household
- Age Head of Household
- Business Owner in the Household
- Children's Age 1-Year Increments
- Children's Age Ranges Present in Household
- Community Involvement Financial Support
- Education Head of Household
- Estimated Household Income
- Green Living
- Highly Likely Investor
- Household Size
- Income Producing Assets
- Life Insurance Policy Holder
- Marital Status
- Net Worth
- Number of Adults
- Number of Children
- Number of Generations in Household
- Occupation Head of Household
- Presence of Children
- Senior Adult Present
- SOHO Indicator Telephone Number
- Veteran in the Household
- Voter/Party Head of Household
- Working Woman

HOMEOWNER SELECTS

- Available Home Equity Range
- Congressional District
- Dwelling Size
- Home Market Value
- Home Square Feet
- Homeowner/Renter
- Lender Name
- Lender Type
- Length of Residence
- Loan Amount
- Loan Date
- Loan-to-Value Range
- Owner Type Detail
- Presence of Pool
- Property Type
- Purchase Amount
- Purchase Date of Home
- Purchase Year of Home
- Real Estate Investment
- Year Home Built

INTEREST SELECTS

- Arts
- Auto Work/Mechanics
- Aviation
- Beauty and Cosmetics
- Biking/Mountain Biking
- Boat Owner
- Boating/Sailing
- Broader Living
- Camping/Hiking
- Career
- Career Improvement
- Celebrities
- Children's Interests
- Christian Families
- Collectibles
 - Antiques
 - Arts
 - Coins
 - General
 - Sports Memorabilia
 - Stamps

- Collector – Avid
- Common Living
- Community/Charities
- Computers
- Cooking
 - General
 - Gourmet
 - Low Fat
- Crafts
- Cultural/Artistic Living
- Current Affairs/Politics
- Dieting/Weight Loss
- DIY Living
- Education Online
- Electronics – Consumer
- Environmental Issues
- Exercise
 - Aerobic/Cardiovascular
 - Running/Jogging
 - Walking
- Fashion
- Fishing
- Food
 - Vegetarian
 - Wines
 - Natural
- Games
 - Board Games/Puzzles
 - PC Game Player
 - Video Game Console
- Gaming
 - Casino
 - Lottery
- Gardening
- Grandchildren
- Health/Medical
- Highbrow
- HighTech Living
- History/Military
- Home Furnishings/Decorating
- Home Improvement
- Home Living
- House Plants
- Hunting/Shooting

- Investments
 - Foreign
 - Personal
 - Real Estate
 - Stocks/Bonds
- Money Seekers
- Movie Collector
- Movies at Home
- Motorcycling
- Music
 - Avid Listener
 - Home Stereo
- Music Collector
- Music Player – Audio Equipment
- NASCAR
- Parenting
- Pets
 - Cat Owner
 - Dog Owner
- Photography
- Professional Living
- Reading
 - Audio Books
 - Financial Newsletter Subscribers
 - General
 - Magazines
 - Religious/Inspirational
 - Science Fiction
- Recreational Vehicles
- Religious/Inspirational
- Science/Space
- Self Improvement
- Sewing/Knitting/Needlework
- Scuba Diving
- Smoking/Tobacco
- Spectator
 - Baseball
 - Basketball
 - Football
 - Hockey
 - Racing – Auto/Motorcycle
 - Soccer
 - Tennis
 - TV Sports
- Sporty Living
- Strange and Unusual
- Sweepstakes/Contests

- Theater/Performing Arts
- Travel
 - Cruise Vacations
 - Family Vacations
 - Foreign
 - U.S.
- TV Reception
 - Cable
 - HDTV/Satellite/Dish
 - Satellite Dish
- Upscale Living
- Water Sports
- Wireless – Cell Phone
- Woodworking

BUYING BEHAVIOR SELECTS

- Apparel
 - Big & Tall
 - Children's
 - Men's
 - Women's
 - Women's – Petite
 - Women's – Plus Sizes
- Arts & Antiques
- Auto Parts & Accessories
- Books & Magazines
- Books & Music
 - Books Audio
- Children's Apparel
 - Infants & Toddlers
- Children's Learning & Activity Toys
- Children's Products
 - Baby Care
 - Back To School
 - General
- Computing/Home Office – General
- Donation/Contribution
- DVDs/Videos
- Electronics & Computing TV/Video/
 - Movie Watcher
- Electronics, Computing & Home Office
- Gardening
- Health & Beauty
- High End Appliances
- Home & Garden
- Hunting
- Jewelry

LIFE EVENT SELECTS

- Child Nearing High School Graduation
- College Graduate
- Empty Nester
- Expectant Parent
- New Parent
- Recent Divorced
- Recent Home Buyer
- Recent Mortgage Borrower
- Recent Newlyweds

HEALTH/AILMENTS

- Allergy
- Arthritis
- Cholesterol
- Diabetic
- Disabled
- Homeopathic
- Organic Focus
- Orthopedic
- Senior Needs

VEHICLE SELECTS

- Intend to Purchase
- New Car Buyer
- New/Used Indicator
- Number of Vehicles Owned
- Truck/Motorcycle/RV
- Vehicle 1 Make/Model/Year
- Vehicle 2 Make/Model/Year
- Vehicle Insurance Renewal Month
- Vehicle Type 1
- Vehicle Type 2

SOCIAL NETWORKING

- Heavy Facebook User
- Heavy LinkedIn User
- Heavy Twitter User

About Acxiom

Acxiom is an enterprise data, analytics and software-as-a-service company that uniquely fuse trust, experience and scale to fuel data-driven results. For over 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, we leverage cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients. For more information about Acxiom, visit Acxiom.com. Acxiom is a registered trademark of Acxiom Corporation.

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