

OPTIMIZING DATA STRATEGY THROUGH LIFE EVENT IDENTIFICATION



LOADING...

Data remains a key element in driving personalization and enabling companies to deliver relevant content and meaningful experiences. While data is continually collected across channels and touchpoints, timing and relevancy are still key factors in reaching particular audiences. Allant offers a wide range of multi-source data solutions that not only help companies understand more about their customers, but also identify important life events that may trigger a need for new products and services. Life event data provides valuable insights and, when used at the right time, can increase cross-sell and acquisition efforts. Talk with Allant and learn how life event data can further optimize your overall data strategy.



NEWLY ENGAGED

Women who have recently gotten engaged. The data is selectable by wedding date.

Compiled from direct responses to space ads in national wedding publications, bridal registries, and major invitation companies. New names added monthly. NCOA processes run quarterly.



NEWLYWED

Newlyweds compiled from bridal registries, wedding invitation purchasers, other public records.

Compiled from courthouse records and direct mail responses. New names are added monthly. NCOA processes run quarterly.



RECENTLY DIVORCED

Recently divorced individuals sourced from county courthouse filings.

Sourced from county courthouse filings, deduped, and run through hygiene and proprietary processing monthly as new records are added to the file.



NEW PARENTS

New Parents Database puts you in touch with more than 3.2 million expectant or new parents annually.

Reliable information from diverse sources, including retail outlets, Internet sites and online programs (e.g., photography studios, baby furniture and maternity stores, consumer packaged goods manufacturers and publishers). Includes the names of parents who have children up to 3 years old, as well as those expecting in the next few months (=approximately 7.5 million prospects).





NEW TEEN DRIVER

New teen drivers (learners permit). Postal records include addresses of the parents.

Sourced from self-reported parental data, survey questions, and social media data. New names are added monthly. NCOA processes are run quarterly.



NEWLY LICENSED TEENS

Data for teens who recently received a license and the parents of these teens (due to privacy concerns regarding minors).

The teen records are sourced from over 10,000 websites which provide opt-in to receive third-party marketing messages. The parent records are sourced from survey and social media quizzes. The data is multi-verified. All data matches three or more sources.



FIRST TIME HOME BUYERS

New home buyers sourced from mortgage data and county deed data. MFDU and SFDU available.

Mortgage and county deed data is sourced, deduped, and run through hygiene and proprietary processing monthly as new records are added. Model is used to select first time buyer.



COLLEGE STUDENTS - FIRST YEAR/FRESHMAN YEAR

List of students from U.S. colleges. The student address is either the home address or an off-campus college address.

Compiled primarily from student directories and internet site data (college related site) where students are seeking college information / advice. New names are added monthly. NCOA processes are run quarterly.



AFFLUENT RETIREES

Active retirees and Individuals living their golden years with a net worth over \$750,000.

Excellent prospects for fundraisers, travel, financial services, investment opportunities, mail order purchases, who have invested and reinvested in stocks, municipal bonds, mutual funds, and real estate. – emails available.



PRE-MOVERS (HOMES LISTED FOR SALE)

Homeowners starting the move cycle. Updated: Weekly- address, Monthly- name and address

Sourced from public record data, utility data, on-line listings, for sale by owner, national listings, moving companies, realtor groups, opt-in sites for pre-movers, and proprietary sources.



PREMIUM PRE-MOVERS (HOMES UNDER CONTRACT)

Homeowners under contract. Updated: Weekly- address, Monthly- name and address

Target at the precise moment they are making decisions—one to six weeks before they leave their current home.



NEW MOVERS

Names and addresses of people who have just moved. Updated: Weekly- address, Monthly- name and address

Utilizes directory assistance feeds from over 2,600 telephone service providers daily. The file is further augmented with over 200 additional data feeds, including: utilities, publishing and subscriptions, deed data, and self-reported sources. Available daily to allow access to new movers early in their purchase cycle.