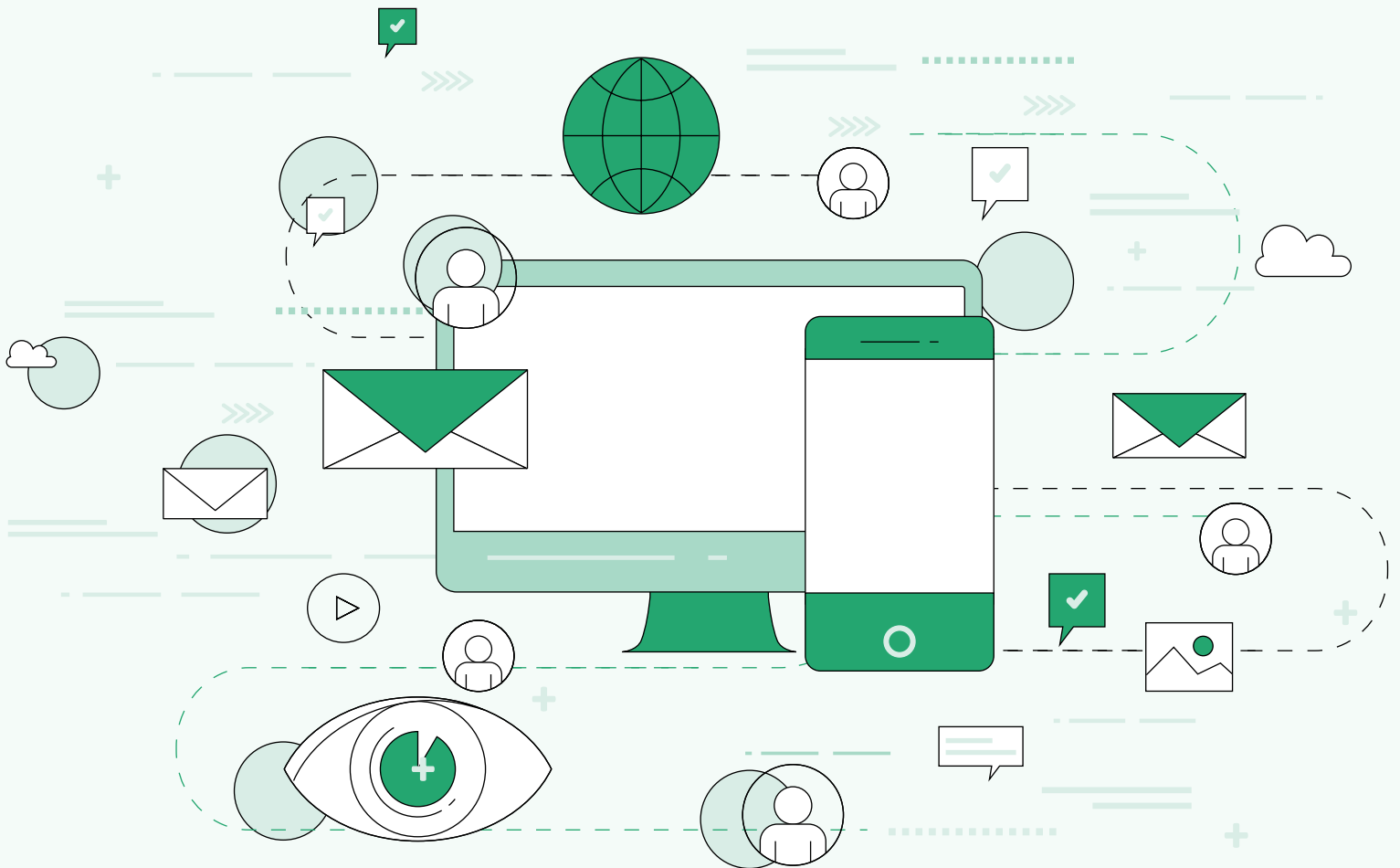
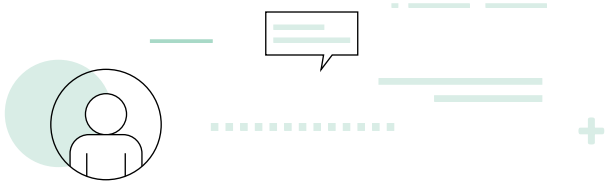


Need data? No problem! DG3 Strategic Data Solutions

Compliant, Intelligent Audience Data for Direct Mail,
Email, SMS, and Digital Activation

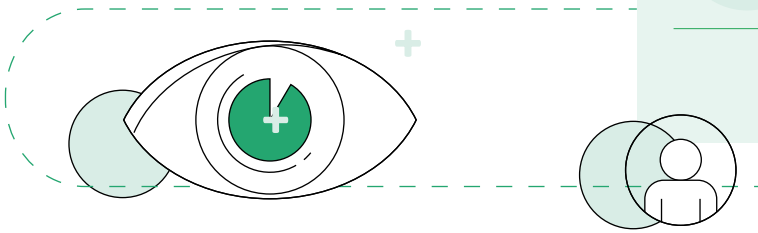








Overview

DG3 provides clients with access to precision audience data to power omni-channel campaigns that reach real customers — accurately, ethically, and at scale.

By combining DG3's own expertise in **data governance, audience activation, and targeting strategy** with an elite network of industry-leading data providers, we deliver marketing data that drives measurable results.



All DG3 data offerings are:

- 
Compliant with CAN-SPAM, GDPR, HIPAA, and CCPA
- 
Multi-channel ready — postal, email, SMS, and digital activation
- 
Validated and standardized through DG3's hygiene and suppression systems
- 
Flexible — from rapid ad-hoc list generation to sophisticated modeled audiences

Capability Matrix

Capability Category	Audience Types	Data Strengths	Best Used For
Consumer & Household Data	B2C	Demographic, lifestyle, psychographic, household composition	Acquisition, segmentation, personalization
Business & Professional Data	B2B	Firmographics, company size, industry, professional roles	ABM, B2B prospecting, demand generation
Behavioral & Transactional Signals	B2C + B2B	Purchase behavior, engagement indicators, intent signals	Lookalikes, retargeting, responsive audiences
Predictive & Modeled Audiences	B2C + B2B	Propensity scores, modeled intent, lookalike modeling	High-response targeting, optimization
Data Enhancement & Hygiene	B2C + B2B	Standardization, validation, NCOA, append services	CRM improvement, compliance, deliverability
Digital Activation & Onboarding	B2C + B2B	Privacy-safe match to social/display platforms	Omni-channel campaigns, retargeting

DG3 Data Services Include

- 1. Managed Audience Acquisition** DG3 manages all sourcing, licensing, and compliance across our provider network —delivering clean, compliant, campaign-ready lists.
- 2. Predictive Modeling & Scoring** DG3 provides access to audience intelligence through modeling, scoring, and lookalike identification to improve targeting precision.
- 3. Ad-Hoc List Generation** Rapid, tactical audience builds for immediate campaigns, events, or targeted promotions.
- 4. Modeled Audiences** Data-enhanced segments built using predictive modeling to identify high-value prospects
- 5. Data Enhancement & Hygiene** Append missing attributes, standardize postal and email data, and maintain compliance via DG3's in-house data governance engine.
- 6. Activation-Ready Output** All data is formatted for immediate activation across:
 - Direct Mail (postal-verified)
 - Email (deliverability validated)
 - SMS (TCPA compliant)
 - Digital / Social (privacy-safe onboarding)

Industry Applications

Industry	Applications
Pharma & Life Sciences	<ul style="list-style-type: none">- Healthcare provider and facility-level attributes (where permitted)- Patient-geography targeting using de-identified consumer data- Clinical trial and study recruitment segmentation- Localized campaigns for treatment centers, specialty services, and retail health- Full governance aligned with regulatory standards
Financial Services	<ul style="list-style-type: none">- Customer acquisition across banking, credit, insurance, and wealth- Lookalike and propensity modeling to identify high-value prospects- Small business and professional decision-maker outreach- Enrichment for customer segmentation and risk-appropriate marketing- Stringent data controls aligned with industry compliance requirements
Consumer, Retail & eCommerce	<ul style="list-style-type: none">- Modeled purchase propensity and lifestyle-driven audience targeting- Localized segmentation for retail store campaigns and geo-based promotions- CRM enrichment to power personalization and lifecycle marketing- Direct mail + digital orchestration for new customer acquisition- Seasonal and event-driven audience builds

Why Clients Choose DG3 Data Services

- **One Partner, Complete Access:**
Gain national audience reach through DG3's managed network of top-tier providers.
- **Comprehensive Audience Intelligence:**
Combine demographic, behavioral, and predictive insights for smarter targeting.
- **Omni-Channel Ready:**
Instantly deploy data across mail, email, SMS, and digital.
- **Speed & Flexibility:**
Lists available in hours; modeled audiences in days.
- **Compliance & Security:**
Every record validated against DG3's governance framework.
- **Scalable Solutions:**
From local activations to multi-million record national campaigns.

Contact us and let's build your next high-impact campaign together.