Deluxe Business Triggers Marketing

deluxe®

trusted business technology

Find your best customers

Connect every month with over 1 million businesses that are experiencing important milestones.

Create B2B Relationships that Last

Build new relationships or expand existing ones by connecting with businesses in the market for new products and services.

Sending tailored messages to businesses at unique stages during their lifecycle can significantly improve campaign performance.

Speed to Market

Speed is essential given that these businesses often make quick purchase decisions after a milestone event. Results demonstrate that marketing responsiveness declines considerably over time. Identifying the right businesses and rapidly executing marketing outreach is key to maximizing return.

Build Loyalty from the Start

When businesses experience lifecycle events, they need strong partners to help them achieve their short-term and long-term goals. Many large financial decisions, from service providers to office equipment, are made within the first 30-60 days of a new business filing. Marketers can **capitalize on this heightened need and cement brand loyalty** by reaching out to these businesses with relevant products and services right when they need them.

Deluxe targets three categories of business triggers:

First-time filings and new-to-world businesses

Expanding businesses, such as new subsidiaries or new locations

Businesses actively seeking credit

Best-in-class coverage and the quickest time to market in the industry.

Many marketers rely on only a single source when targeting business lifecycle events. **We aggregate dozens of specialty trigger databases weekly, yielding over 6x more targets than other leading providers.** This ensures that business milestones are identified as soon as they appear across sources, providing marketers critical intelligence weeks ahead of their competitors.

New and Expanding Businesses

For businesses experiencing a milestone event or raising their hand as "in market", getting a well-timed and relevant offer not only drives higher response but also produces stickier, more profitable relationships for your company.

SOURCES

Our leads are sourced from publicly available information and self-reported sources such as:

- State license filings
- Incorporation & partnership documents
- Digital retargeting
- Utility and teleco connections
- Proprietary databases of business ownership & change in ownership

ENHANCED ATTRIBUTES

Get access to additional data including:

- Industry
- Phone numbers
- Executive contact
- Number of employees
- Home based business indicators

1 million+
BUSINESSES EXPERIENCING LIFECYCLE EVENTS MONTHLY:

> **New and Expanding Businesses:** 150,000+/week

> **Businesses Seeking Credit:** 100,000+/week

Businesses Seeking Credit

Businesses with imminent borrowing needs have a distinct data signature. Our Credit Signal tracks those data cues and identifies businesses that are likely to borrow within the next 60 days. These businesses are 12x more likely to originate a new loan than their peers.

Multi-Channel Execution

Data is aggregated and prepared for immediate deployment by channels of choice, including:

Direct Mail   **Digital Channels**

Our proprietary marketing platform enables us to deliver offers **within days** of the business milestone

Create stronger segments to drive campaign performance.

Deluxe's Business Triggers solutions are customizable to meet your business needs. We offer an array of delivery models, from data-only solutions to bespoke, full-service solutions with best-in-class campaign strategy, creative development, multi-channel deployment, and performance tracking.

About Deluxe

With over 100 years' experience, Deluxe has been helping enterprises, small businesses and financial institutions deepen customer relationships through trusted, technology-enabled solutions. As a data-driven marketing agency, Deluxe helps companies drive profitable account growth through superior data solutions partnered with marketing strategy and consulting to deliver highly effective and targeted campaigns.

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