

Deluxe Life Event Triggers Marketing

deluxe.



Find your best customers

Connect with over 10 million households
each month experiencing life stage
transitions.



Overview

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Make your marketing eventful.



Build new relationships or expand existing ones by connecting with consumers on the verge of making important financial and purchase decisions.

Trigger marketing is all about relevance—it's about mastering the confluence of data to get the right message in front of the right people at the right time.

Speed to Market

Speed is essential given that these consumers often make quick purchase decisions after the triggering event. Results demonstrate that marketing responsiveness declines considerably each additional week after the life event. Identifying these consumers and rapidly executing marketing outreach is key to maximizing return.



Capitalize on Context

Diamond ring. Homeowners insurance. New home office. Major life events trigger unique financial decisions. By capitalizing on these transitions, you can **acquire new customers and present unique cross-sell opportunities** to engage and retain your existing customer base.

Households experiencing life event changes are more likely than their counterparts to engage with and try new brands—but timing is everything.

Deluxe offers three distinct categories of life event triggers:



Lifestyle

- Newly married
- Newly engaged
- Newly single
- New parents
- Expecting parents



Household

- New movers
- Pre-movers
- New homeowners
- Household composition changes



Enterprise

- New home businesses
- New business owners
- Young professionals



Why We're Different

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

Many marketers rely on only a single source when targeting life events. We aggregate dozens of specialty trigger databases weekly, yielding over 4x more targets than other leading providers.

This ensures that consumer milestones are identified as soon as they appear across sources, providing marketers critical intelligence weeks ahead of their competitors.



2.4 million +

HOUSEHOLDS EXPERIENCING
LIFE STAGE TRANSITIONS WEEKLY:

> New Movers: 900,000+ /week
All Other Life Events: 1,500,000+ /week

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

- Deed filings
- Newspapers
- E-commerce activity
- Memberships
- Public records
- Re-location signals
- Coupon/rebate redemptions
- Subscriptions
- Court filings
- Registries
- IP re-targeting
- Utility and teleco connections

Our Data is Tailored to Your Specific Needs:

Multi-Channel Execution

Data is aggregated and prepared for immediate deployment by channels of choice, including digital and direct mail.

Customer Monitoring

Append Life Event Triggers data to your existing CRM database to monitor and engage with your own customers before your competitors do.

Enhanced Attributes

Get access to additional data attributes, such as previous address and move data, phone numbers, age, gender, and more.

Create stronger segments to drive campaign performance.

Deluxe's Life Event Triggers 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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