

# Audience IntelliList Benefits Local Market Targeting

SCHAUMBURG, Ill., May 18, 2015 (SEND2PRESS NEWSWIRE) – On May 15, Cogensia launched Audience IntelliList – the marketer’s new, go-to solution for selecting the best targeted direct mail and email marketing lists. Loaded with key information to target and acquire new customers, IntelliList’s database contains more than 113 million households.

So, what makes IntelliList different? It’s the Segmentology® methodology that helps marketers select their best audience.

“Segmentology is our disciplined approach of scientifically grouping consumers into unique and relevant subsets that provide insight into the mind, needs and behavior for the purposes of marketing, merchandising and business strategy development and execution,” Mary Kay Simpson, vice president of product management and marketing, Cogensia, says.

Specifically, Cogensia’s Silhouettes3D™ includes 58 segments of American consumers. These profiles are based on consumer intelligence scoring algorithms which incorporate attitudes, demographics, channel behaviors and lifestyles. In addition, IntelliList includes Social Influencer, Digital Enthusiast, Ecommerce, Brand Loyalty and Price Sensitivity selections.

“Our large clients have long known about the power this solution delivers. Today, we make this sophisticated intelligence available to advertising agencies, list brokers, franchisee organizations and local marketers,” Brad Rukstales, CEO of Cogensia, says.

IntelliList also offers the marketing industry’s first ever, household-level restaurant behavior profiles to support restaurant traffic drivers and prospecting email. There are eight major dining profiles based on the type of restaurant; they range from white table cloth to quick and casual.

“When marketers use these targeted lists, they are provided with the necessary tools for delivering the right message or promotion to the right audience,” Simpson says.

How does it work? Marketers simply enter their criteria and IntelliList shows them, in real-time, how many consumers are available. All data is at the household level and is segmented out by geography, demographics, interests and attitude. And, IntelliList representatives work with marketers so they can quickly purchase, deploy and begin to see results through direct mail or double opt-in email.

For more information about IntelliList: <https://www.audienceintellilist.com/>.

## **About Cogensia:**

Cogensia provides breakthrough data-driven marketing strategies and solutions. We empower clients with the data, insights and platforms to build

sustainable customer relationships and maximize marketing ROI.

For more information about Cogensia: <http://www.cogensia.com/>.

TWITTER: @cogensia – <https://twitter.com/cogensia>.

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