

The Missing Business/Consumer Link

A powerful combination of ALC's Executive Masterfile – the broadest & deepest B2B file on the market – and ALC's Link2Me technology has produced ExecuLink, a unique database that matches executives with their home address.

Never before have marketers had this level of insight into what their consumer audience does for a living or how and where their business customers live. Now with ExecuLink, you have the unprecedented ability to place your offer in a prospect's home as well as on his or her office desk.

ALC ExecuLink gives marketers a newfound ability to target consumers by key business data and executives by personal and household demographics. You can also reach them by email and online display ads. This presents you with an array of multichannel marketing opportunities.

One-to-One Marketing Applications

Armed with actionable information about a potential customer's business and home life, direct marketers can explore many creative strategies to deliver such relevant offers as...

- High-end apparel and merchandise catalogs for executives at their home address
- Financial planning information for executives by age at both office and home
- B2B subscription offers at home address
- Travel offers for both business and pleasure
- Gift catalogs for an executive's spouse



ExecuLink is the only marketing resource that combines business and consumer data for executing highly targeted, multi-touch campaigns. In today's world where the lines between business and consumer actions are blurred, it is critical to reach customers wherever they make decisions for both the home and office.

Business Targeting Data

- Job Title/Function
- Industry/SIC Code
- Sales Volume
- Employee Size
- Fortune Ranking
- Public/Private Company
- Colleagues' Contact Info

Consumer Targeting Data

- Age
- Gender
- Household Income
- Net Worth
- Marital Status with Spouse's Contact Info
- Home Owner/Renter
- Dwelling Type/Home Value
- Presence of Children/Age of Children
- Political Affiliation

Multichannel Touchpoints

- Home Postal Address
- Business Postal Address
- Email Address
- Online Digital Display

The more you know about your prospects, the more effective your communications can become. A young manager with children may respond better at work than home, while a senior executive may wish to review business information offers at home. Each accesses the web and their email wherever they happen to be — home, office, airport, or soccer game.