



The Life Event Trigger Program powered by IMDataCenter.com and sponsored by FFP Insurance Services starts with updating your current client and prospect contact information and ends with precisely targeting consumers with specific life events that drive insurance changes/upsells. Our data is comprehensive and updated daily or monthly depending on the type and source of the data. We will supplement your existing database with additional prospect records to meet the minimum of 2,000 records. All pricing indicated is for 2,000 records. If you have a larger database, contact us for pricing.

We help your integrated marketing by leveraging multiple touch points (direct mail, email, social and telemarketing) to decrease your cost per touch while increasing awareness and impact. It typically takes 3 touches per contact to result in an appointment or inquiry. Timing is everything and success depends on making the right offer to the right consumer at the right time.

There are three service levels to choose from built around (1) Updating Records (**Gold**), (2) Adding Demographics & Triggers (**Diamond**) and lastly (3) adding Facebook & Instagram (**Platinum**) Ads. The result is 2,000 records made up of your data and our trigger data output ready for multi-channel marketing. **Gold** processing starts with change of address (PCOA) processing. PCOA typically updates an est. 40% of addresses for files 1 to 4+ years old including moves that are not registered with the post office and deceased processing. Data is then enhanced with current contact information including Landlines 10%, Wireless Phones 30%, and Validated Emails 35%. Triggers Prospects are then added to the client file to meet the objective 2,000 record marketing universe.

Diamond service includes all **Gold** processing and adds demographics to client file and life event triggers with updates up to three times per year.

Triggers Include:

- i. Recent or Upcoming Marriage
- ii. New Parents
- iii. Child Nearing High School Graduation in HH
- iv. Probable New Teen Driver
- v. Recent or Upcoming Divorce
- vi. Recent Home Buyer

PROCESSING FAQ

Recommended Input Layout:

*.csv (Comma Delimited)

- Unique ID (Sort)
- Prefix
- Firsts Name
- Middle Name
- Last Name
- Name Suffix
- Birthdate
- Address 1
- Address 2
- City
- State
- Zip Code
- Phone Number
- Cell Phone



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- vii. New or Recent Move
- viii. New Mortgage
- ix. Age 61 and 64 for Medicare and Social Security decision time

- x. Loss in the Family
- xi. Business Owner
- xii. SOHO (small office home office) Indicator

Demographics for client file include:

- i. Own Life Insurance Policy
- ii. Political Party
- iii. Hispanic Language Preference
- iv. Children's Age Ranges Present in Household
- v. Marital Status
- vi. Estimated Income
- vii. Homeowner
- viii. Gender

Platinum service includes all **Gold** and **Diamond** services plus Facebook Advertising. This service requires a \$2,000 up front commitment to pay for advertisements. You can expect approximately 300 ad clicks directly to your landing page and website.

Gold	Diamond	Platinum
PCOA Address Update New Contact Info!	Gold plus Triggers	Includes Gold and Diamond
<ul style="list-style-type: none"> • 35 Years of Moves • Deceased Processing • Landline (10%) • Wireless Phone (30%) • Email Address (35%) • Triggers to Fill to 2K 	<ul style="list-style-type: none"> • 8 Demographics on Client File • 12 Life Triggers • Updates 3x per Year • Easy Output with Files by Trigger 	Plus, Facebook Campaign 
\$295 2,000 Record Output	\$475 2,000 Record Output \$50 per month for updates	\$2,475 2,000 Records Out \$70 per month for updates
Note: Pricing is for 2,000 records and we will add prospects to reach minimum!		

Note: Our data is highly targeted and accurate and must be used in accordance with the DMA's best practices. All FTC, Federal and State Laws must be abided by. For example, if a household is flagged for a life event you cannot mention it directly but can generally say for people that have these types of life events, this information is helpful. By using our data, you acknowledge that you will use it ethically, responsibly and will consult your own legal advice. Be general not specific.

How to Send Your File:

Customer service is paramount so you can just email your file in any format to ffpis@imdatacenter.com or upload it at <http://www.imdatacenter.com/life-triggers/>

Once we have your file, we will contact you for any additional information we need and our output will be easy to use split out by life event for easy follow up.

We look forward to working with you.



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