

Strike While the Iron is Hot



Consumers always do their research prior to making a purchase. Ever wish you could know which consumers are looking into your product or service category?

AWI's Web Intent Data is your ticket to the relevant audience for your marketing efforts.

 **Relevancy**  **Recency**  **Research**

Popular Categories Include:



AWI's Web Intent Data Delivers Recent Seekers

AWI's Web Intent Data identifies consumers who are doing the research and visiting online sites that indicate they are considering a purchase decision. Web Intent Data is collected from millions of data points that span over 1,000 different product and services categories.

AWI's Web Intent data is available to drive Email, Direct Mail, and/or Digital Display Campaigns.



Postal Lists

AWI can deliver directly to you or your service bureau's SFTP site or S3 Data Bucket.



Digital Display Lists

AWI will provide full PII to your campaign platform or digital onboarding agency.



Email Lists

AWI can deliver to our in-house Email Campaign Deployment team. Our Deployment team can work with you to load your campaign assets and approve testing deployments. Standard email campaign reporting is provided in 1 to 3 days.

Be Relevant. Be Insightful. Be Certain.

The team at AWI can work with you to identify your ideal audience and match up your product and adjoining marketing strategy with the related Web Intent Data



List Services **Data Enhancement** **Email Suite** **Digital & Interactive** **Lead Generation** **Data Analytics**