

## Active Deal Explorers

### Convert deal seekers into revenue generating customers.

AWI presents its proprietary database of Active Deal Explorers. These consumer Explorers know how to research, are actively searching for the best offers and deals all over the internet and are engaging with offers that help them save money. With many product and service offer categories, from home security to senior care, Active Deal Explorers delivers consumers who are looking to become customers.

### How Does the Active Deal Explorers Database Work?

Put AWI's lead generation expertise to work for you. As AWI generates interest for a variety of products and services the outcome is millions of consumer engagements every month including live call center and online interactions. This allows AWI to grow the consumer profile, qualify consumers for various offers, and results in our Explorers database. AWI is excited to bring you our most current consumer information, *updated weekly*, as a list selection or licensed database install.

### AWI's Active Deal Explorers By the Numbers

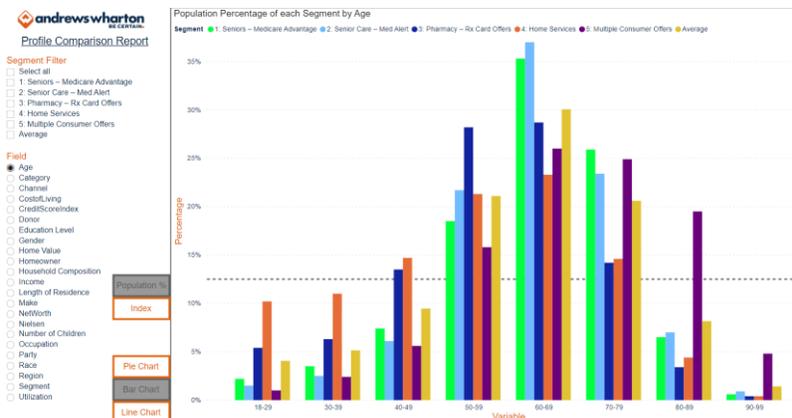
All records were collected in a consumer privacy compliant manner and all consumers receive options to opt-out of third-party marketing use of their information. All Explorers licensed installs receive weekly updates. Email and phone are available.

#### AWI's Active Deal Explorers is updated weekly. Counts as of July 2020:

◆ 12 Month Database Count	19,640,641
◆ Average Weekly Update	220,000

### Interactive Profile Dashboard

To help understand this unique database and align it with your marketing offers, AWI has created interactive Profile reports to highlight audience characteristics. AWI's sales team will help guide your list selection from the Explorers database.



**Be Found. Be Insightful. Be Certain.**

**Contact AWI** today and let us help you turn Explorers into customers.

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