



Precision Marketing™

Identify & Engage Prospects

Digital Insights for Home and Auto

Qualify and Engage High-Quality Leads

Engage the Right Leads at the Right Time

Finding new business is challenging. Old marketing methods waste time and money but don't always generate quality leads. Gain new leads or expand the services of existing customers with CoreLogic® Precision Marketing™.

By combining advanced customer insights with CoreLogic's gold-standard data and analytics, Precision Marketing's digital insight identifies qualified leads as prospects start their property insurance shopping journey.

Our CoreLogic Integrated Property (CLIP®) number is a unique identifier that links and aggregates our robust property data, even those not yet entered into tax-roll records. Precision Marketing utilizes CLIP to link data sets to:

- **Identify:** Select properties that match eligibility criteria before engaging them in marketing campaigns.
- **Enrich:** Gain a more accurate view of your potential customer's property in rich detail.
- **Engage:** Interact with potential customers when they are looking to purchase.

Ready to find and generate qualified leads?

Schedule a demo today at
CoreLogic.com/PrecisionMarketing

Highlights

Utilizing our GeoFraming™ network, we qualify and capture audiences actively in the market.

- Customizable geolocate behaviors
- Same-day ad service upon triggering activity
- Use your ads to direct interested prospects to your website

*Customary CPM rates apply to your target messaging

Precision Marketing grows your business through:

- Real-time prospect identification.
- Monthly match-back analysis.
- Reducing acquisition costs.
- Customization of prequalifying activities.
- Focusing on leads with high purchase intent.