

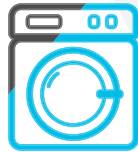
## 2017 HIGHLIGHTS FROM VALID DATA SOLUTIONS

Unifying data from disparate collection points to provide a single, holistic view of your customers from which exceptional experiences can be delivered.



**DATABASE  
RECORDS HOSTED**

168.5 Billion



**ANONYMOUS CONSUMERS IDENTIFIED,  
CONSOLIDATED AND CLEANSED**

89.3 Billion



**CHANGE OF ADDRESS  
RECORDS PROCESSED**

26.5 Billion



**PURCHASE  
TRANSACTIONS CAPTURED**

3.2 Billion

Delivering the right message, to the right audience, at the right time, in the right way.



**MARKETING DOLLARS  
WE SAVED OUR CLIENTS**

\$134 Million



**DIRECT MAIL CAMPAIGN  
RECORDS PROCESSED**

21.4 Billion



**DIGITAL CAMPAIGN  
RECORDS PROCESSED**

6.3 Billion



**EMAILS  
DELIVERED**

3.1 Billion



**SMS MESSAGES  
DELIVERED**

1 Billion

Providing Customer Insight, Business Intelligence, Campaign Analytics, and Model Development for better Marketing Return on Investment.



**CUSTOMER  
ACQUISITION/  
CONVERSION**



**CUSTOMER  
PROFILING/  
SEGMENTATION**



**CROSS-SELL/  
UPSELL  
OPPORTUNITIES**



**CUSTOMER  
RETENTION/  
REACTIVATION**



**DATA  
VISUALIZATION  
& REPORTING**



**MARKETING MIX  
ATTRIBUTION &  
MEASUREMENT**



**MARKETING  
STRATEGY**