



# AFFINITY

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## Company Profile

**Putting you in touch with over 42 million willing buyers**

Affinity Data was founded in 2006 by Murray Hewlett (B.Sc., MBA). The company's vision is to acquire and manage high quality contact data, to build the largest and most concise direct marketing database in South Africa. Our clients buy the certainty that when they use our information their marketing efforts meet with success. We offer a range of services to support these efforts, including list rental or purchase, lead generation, data management, and customer acquisition strategies for postal, telephone, SMS, and digital campaigns.

## Finding the right customers

A customer is a person or business that needs what you're selling, can afford it, and has the authority to buy it. But time, effort, and money are often spent on leads who don't meet these conditions, causing expensive marketing campaigns to fizzle and die. Focusing on the wrong leads means that sales are lost before you ever attempt to make contact.

Affinity Data matches sellers with the right customers who have already expressed interest in their products or services. With a contact database of over 42 million **pre-qualified** prospects, you can skip the tedium of cold calling and start selling immediately.

## Lead generation

Outsource your most time-consuming task to Affinity Data – lead generation. Instead of qualifying each contact you have, hand the job over to us and we'll do all the ground work. Our digital services will generate as many hot leads as your sales staff want. Once finished, you'll have a list of people you know are eagerly waiting for your offer.

## Customer database update

With millions of contact records at our disposal, the chances are good that we have every one of your customers on file. So if you want to keep your data up-to-date the easy way, let Affinity Data assist you with updating your customer database. We'll provide you with the latest information for each of your contacts including their current demographics.

## List rental

Just give us your demographic criteria and before you know it, you'll have a list of contacts – with their very latest information – ready to be contacted and qualified. When you rent a list

## Other services

We offer every service you need for connecting with customers, including postal mailing, email marketing, mobile marketing, and digital campaigns. We'll assist you with all the details of your campaign, including tracking and reporting on the results.

## Our database

We continually procure fresh contacts from web site registrations, online purchases, call centre records, or other acceptable sources. We demand quality information, including comprehensive demographics (e.g. standard age, telephony, location) and psychographics (e.g. buyer behaviours, social activities, spending patterns). Such detail guarantees highly targeted communications.



## Conclusion

Affinity Data provides the certainty of successful marketing and increased sales.

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