

# Channel Xchange

## Don't let your website visitors slip away unnoticed.

Their interest in your site can lead to fruitful communication—gain new donors, buyers, and subscribers leading to increased revenue. It's no secret that your website is an important tool in your marketing arsenal to acquire new customers and drive revenue. But have you ever been able to leverage your visitors' online activity, beyond the reach of traditional retargeting and display ads? With Infogroup Media Solutions Channel Xchange, you can.

*Infogroup Media Solutions Channel Xchange* helps convert your website traffic into actionable information to better integrate and drive your multichannel marketing efforts. It can help you take your existing site visitors, and reach them via direct mail, email, display, social and more.



You gain the advantages of working with Infogroup Media Solutions:

- Our high quality Infogroup proprietary data\* will result in better match rates on emails and postal addresses
- More cost effective since we own data
- Better targeting due to our data assets and channel optimization
- Custom modeling based on transactional history
- Gain insight into customer behavior and preferences
- Full circle match allowing you to contact web visitors in effective channels with targeted messaging

We give you the tools to inspire your website visitors to follow through on their interest in your product or cause.

For more information, please contact us at:  
**1.800.223.2194** or [ChannelXchange@infogroup.com](mailto:ChannelXchange@infogroup.com)

## About

### Infogroup Media Solutions

Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.

Website | [www.infogroupmediasolutions.com](http://www.infogroupmediasolutions.com)

Facebook | [www.facebook.com/infogroup](http://www.facebook.com/infogroup)

Twitter | [www.twitter.com/infogroup](http://www.twitter.com/infogroup)

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