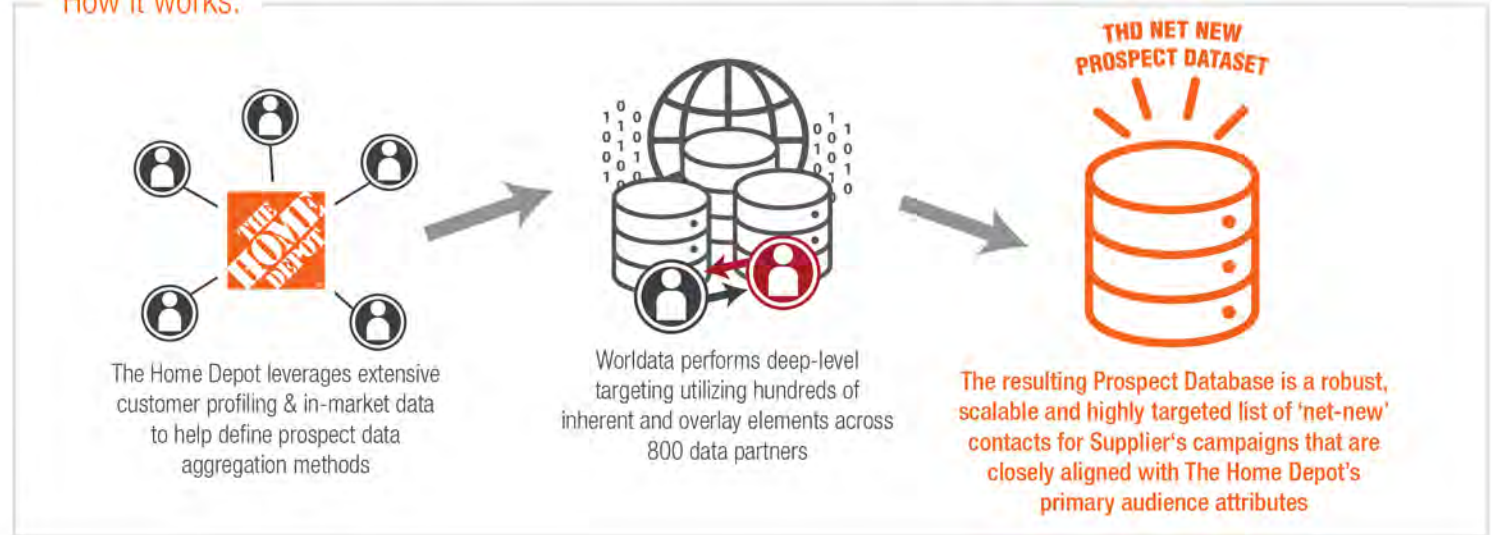


# INCREASE YOUR REACH, EXPOSURE AND REVENUE

by expanding prospecting opportunities beyond The Home Depot Database.

How it works:



## THE 4-STEP PROCESS:

- 1 Supplier will provide criteria on their key desired demographics to further refine target audience
- 2 Worldata will build out email creative based on information provided by the suppliers
- 3 Supplier receives and approves test message prior to campaign deployment
- 4 Worldata handles all email execution and transmission



### Prospect Database select criteria includes the following:

- ✓ Age
- ✓ Income
- ✓ Marital Status
- ✓ Number of Homes Owned
- ✓ Presence of Children
- ✓ Home Design Interest
- ✓ DIY Interest
- ✓ Camping Interest
- ✓ Coffee Enthusiast
- ✓ Frequent Online Buyer
- ✓ Intent to Purchase
- ✓ Outdoor Living Interest
- ✓ Gender
- ✓ State/SCF/Zip
- ✓ Homeowner
- ✓ Recent Mover (last 6 mos)
- ✓ Gardening Interest
- ✓ Home Improvement Interest
- ✓ Woodworking Interest
- ✓ Home and Garden
- ✓ General Contractors
- ✓ Purchase Authority
- ✓ Books & Magazines
- ✓ **AND MANY MORE!**