

## **CustomerLocate**

### **Facilitate accurate targeting, selection and onboarding of new and prospective customers**

**Faced with limited marketing resources and a need to optimise their deployment, today's companies find it difficult to obtain new prospects quickly and cost effectively. In these troubled economic times it is important to seek savings and maximise ROI. New from DataXcavator, CustomerLocate mines public databases for precisely the type of prospective customer you want.**

Its sophisticated probabilistic algorithm utilises advanced DeepMine heuristic enquiry technology to turn your preferences into a precise search. Then DataXcavator's SavvyDelete app takes out old or incorrect records, its proprietary Zapp-It pattern recognition engine (developed by MIT specialists) detecting data staleness instantaneously. As a consequence, it delivers genuine sales prospects that will be interested in your proposition.

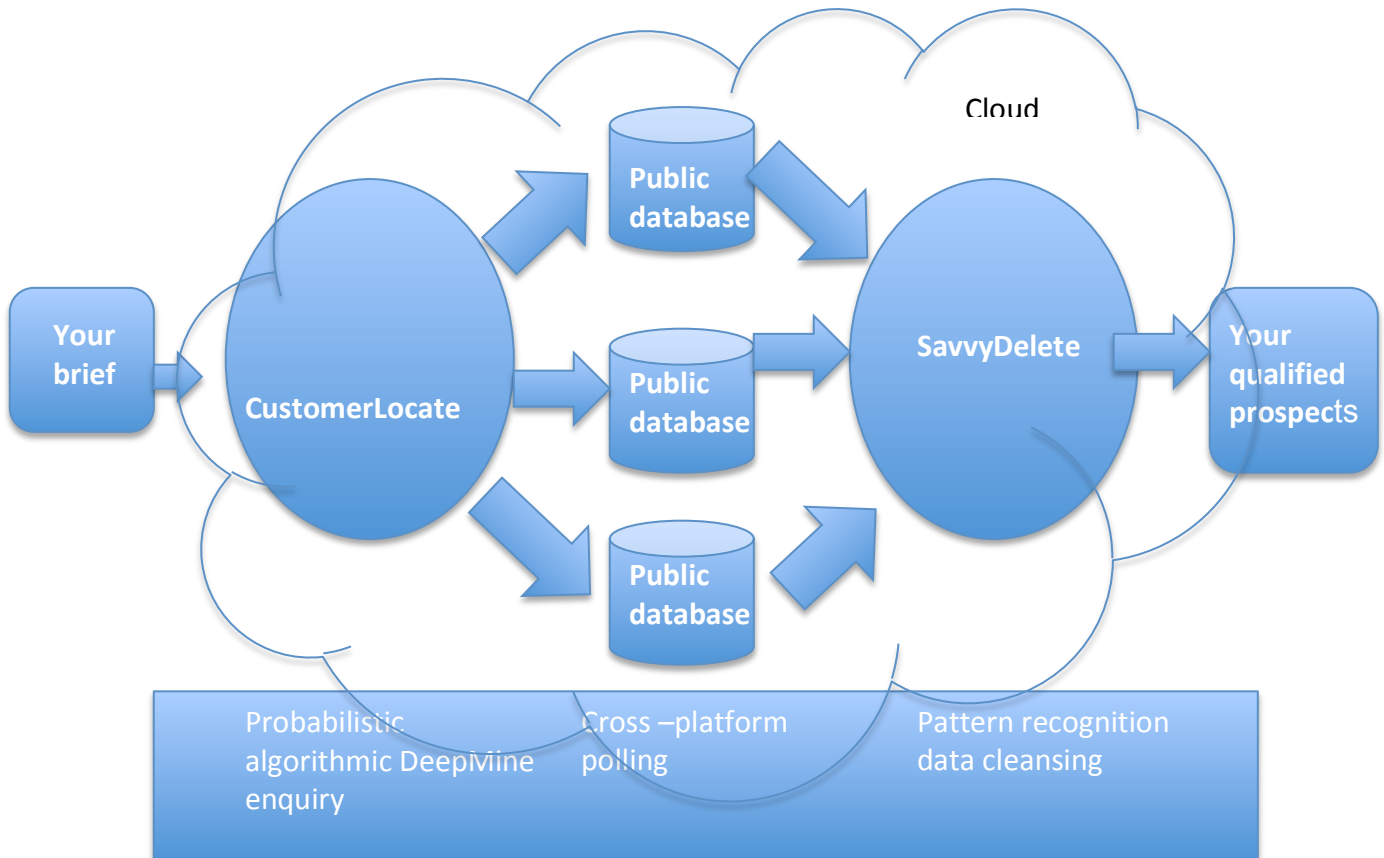
“CustomerLocate has been a revelation. We've seen a 20% increase in response rates on our DM since we started using it to get more refined prospect lists.” *Manufacturing company*

### **CustomerLocate: key features**

- **Probabilistic algorithm technology.** Central to the CustomerLocate proposition, this innovative, proprietary solution translates user preferences into a structured query that optimizes record retrieval.
- **Platform-agnostic.** CustomerLocate retrieves data regardless of format for a true cross-platform experience

- **Intelligent record removal.** CustomerLocate's SavvyDelete module uses an AI-based record deletion routine which gathers continuous intelligence over millions of records.

### The CustomerLocate process



To learn more, call 01234 56789 or email [questions@dataxcavator.com](mailto:questions@dataxcavator.com)