

Acquire New In-Market Customers

The \$30 billion health and fitness industry in the U.S. has been growing by at least 3 – 4% annually for the last ten years and shows no signs of slowing down anytime soon.

V12's comprehensive acquisition packages for health and fitness leverage industry-leading data, in-market shopping indicators, state-of-the-art analytics and machine learning capabilities, and end-to-end omnichannel campaigns and programs to drive superior results.

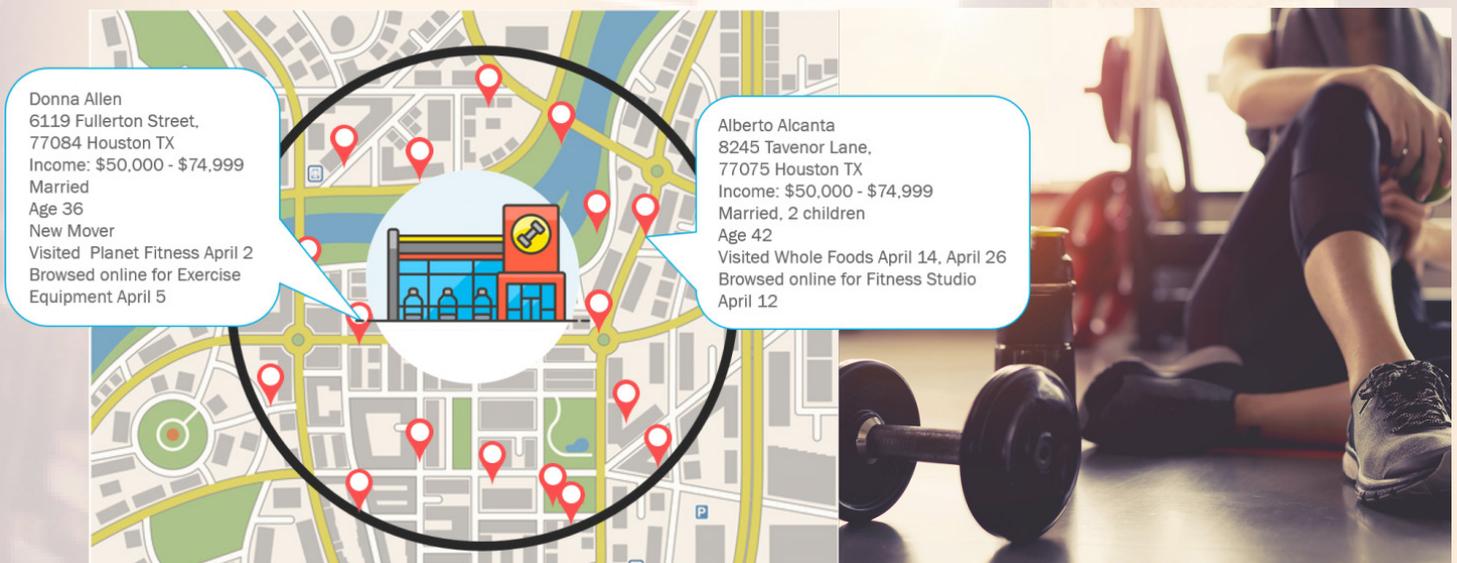


V12 SIGNALS FOR HEALTH & FITNESS

Developed over a three-year time span, V12 is proud to launch the industry's largest and most inclusive database of in-market health and fitness consumers.

Using hundreds of sources of offline and online data, best-in-class technology and analytics, and proprietary data methodology, we can tell you who is actively browsing for health and fitness products and services, who visited your competitor's fitness club yesterday, or who just moved into your area

- Target consumers who have visited your store, a competitor's location or a fitness club within the previous 24 – 48 hours. Unlike other mobile solutions which only target the device, V12 Signals is a proprietary mobile solution that connects devices to actual consumer identities. Each lead includes name and address and is often enhanced with additional demographic, lifestyle and contact data.



Donna Allen
6119 Fullerton Street,
77084 Houston TX
Income: \$50,000 - \$74,999
Married
Age 36
New Mover
Visited Planet Fitness April 2
Browsed online for Exercise
Equipment April 5

Alberto Alcanta
8245 Tavenor Lane,
77075 Houston TX
Income: \$50,000 - \$74,999
Married, 2 children
Age 42
Visited Whole Foods April 14, April 26
Browsed online for Fitness Studio
April 12

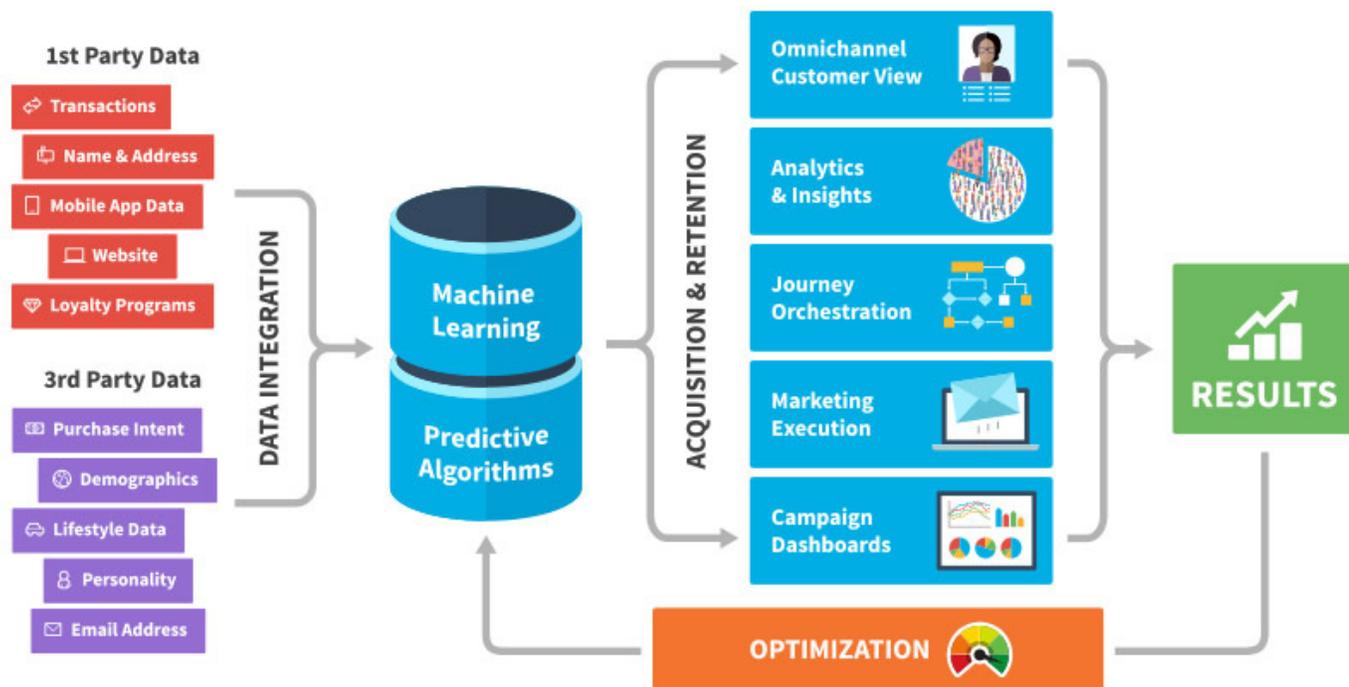
- Target consumers who are actively browsing online for products you sell. We provide massive visibility into behavioral data and searches occurring on over 90% of internet-connected devices every month.
- Market based on lifestyle changes and trigger data such as new movers, new children and economic changes. Identify Consumers Who Have Visited a competitor's fitness club.



Integrated Programs to Drive Results

Introducing V12 Velocity for Health & Fitness, an integrated Customer Data Platform (CDP) solution to drive omnichannel marketing programs across channels including direct mail, email, social (Facebook) and digital display.

You can now acquire in-market consumers in a matter of weeks with our quick-start acquisition program or choose to access our full Customer Data Platform for end-to-end marketing program execution.



To take your customer acquisition to the next level, email info@v12data.com or call (833) 812-4636.