



At the Frontier of Senior Marketing: An Unparalleled Data Universe

“*Active lifestyle*” is today’s catch phrase for seniors. The actual truth: Seniors are active consumers – seeking more value, function, or a more unique experience. Even more than these, seniors want a human connection. Many have lost touch with friends or have become isolated due to health issues.

The seniors in our database live with loss of bladder control, called “the last taboo.” Often, the first person they talk to about their bladder problems is one of our product counselors. This sharing creates a bond of trust, similar to family ties. The regular contacts are more than sales calls and become much-anticipated conversations between friends.

As a marketer, you need to know what seniors want and value. You need an information edge.

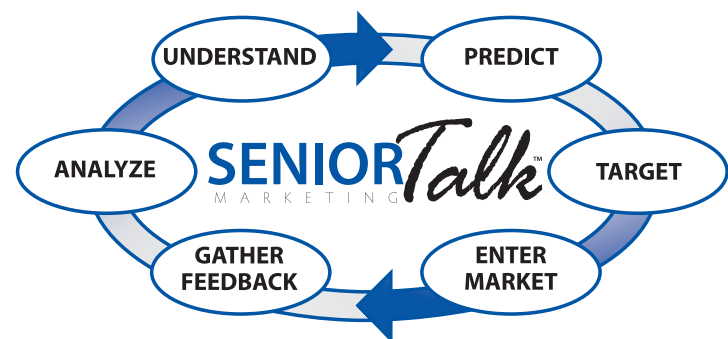
An Unparalleled Data Universe

SeniorTalk has it – an extensively detailed knowledge base of senior consumers and their purchase behaviors. This data results from more than 20 years of daily direct response marketing, surveying, and telephone contacts for literally millions of touches. It is a fresh, highly receptive cohort, for several reasons:

- The data has never been rented or sold.
- Both customers and leads are regularly surveyed to determine their openness to receiving marketing offers.
- Accuracy and quality of the contacts are assured, since they are actively marketed to or are receiving product shipments.
- List hygiene practices, such as matching against the USPS National Change of Address file, are routinely performed.

With our repertoire of research and analytical tools, **SeniorTalk**:

- ✓ Defines trends and patterns, both regional and national
- ✓ Determines the attitudes, awareness, and product needs and usage of our clients’ markets
- ✓ Profiles and segments high-value customers using demographic, lifestyle, and behavioral descriptions
- ✓ Predicts behavior using variables such as the presence of medical conditions (i.e., hypertension, diabetes, allergies, etc.), age, gender, caregiver status, and more



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SeniorTalk uses the resulting information and models to identify the best value proposition, channel mix, promotion, and creative for each customer group. We help our clients meet a range of objectives...both strategically – from new product evaluation through product launch – and tactically, including refinements such as follow-up compliance calls and cross- or up-selling.

Continual updating of our database for product purchases, response to offers, and appending of external data from other proprietary databases enhances our ability to finely target the highest-value customers for our clients.

Highlights of SeniorTalk's Consumer Knowledge Base

Age	54% are 61 years or more
Gender	67% female; 33% male
Location by US region	38% Eastern 24% Southern 22% Midwestern 15% Western
HH income	Closely mirrors statistical range for entire US
Household composition	20% - 1 adult 33% - 2 adults 20% - 3 adults 27% - household or group setting with 4 or more adults
Caregiver status	33% are caregivers
Offspring	50% are grandparents
Housing type	77% in single family homes 13% in apartments or condos 10% in group settings
Presence of pets	More than 50% are pet owners

Self-reported medical history

70% report arthritis
75%, frequent stomach upset
66%, toe nail fungus
50%, hypertension
42%, high cholesterol
30%, constipation
30%, dry eyes
25%, diabetes
25%, migraines
20%, compression hosiery use
15%, astigmatism
100%* have incontinence or care for someone who does

Total records 3.5 million customers and leads

*17% of customers known to have incontinence reported to other surveyors that they do not suffer from this condition.

CASS Certification

This database is CASS-certified, which requires a high level of accuracy in key address information. Certification also helps ensure the best postal discount.

Healthcare Professionals Database

For clients who wish to generate leads from referral marketing, **SeniorTalk** also offers a proprietary database of healthcare professionals. The majority of the 14,000 contacts in this database are nurses and rehab professionals working in various healthcare settings where patients with urologic and related needs are served.

In short, **SeniorTalk** offers its clients a suite of services to enable their success, starting with a substantial universe of proven receptive, senior consumers and powerful techniques for targeting customers.

www.seniortalkmarketing.com

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