



Fusion Intel Overview

Welcome to Fusion Intel, where data-driven precision meets powerful marketing prowess. With unprecedented cell phone data access and cutting-edge strategies, we chart a new course for personalized marketing success. Embrace innovation and elevate your brand with us as we revolutionize the digital landscape together.

Unique Cell Phone Data System

- **Fusion Intel Key Advantage:** unique private access to cell phone data typically available to governmental agencies.
- **Four-Dimensional Behavior Analysis (4DBA):** Our special access enables us to track consumers' real-time movements and interactions with locations, events, and businesses. Additionally, we can discover the precise multi-year history of movement and interactions for each target consumer. This valuable data allows us to understand when and where your target audience is most engaged.
- **Precise Consumer Segmentation:** Armed with granular details about consumer preferences, interests, and engagement periods, we can segment your target audience with unrivaled accuracy. This means that your marketing efforts will reach the right people at the right time, resulting in vastly superior engagement rates and dramatically increased conversions.
- **Deeper Demographic Understanding:** Beyond existing demographics targeting, we are able to delve deeper into your target audience's interests, hobbies, lifestyles, and more. This amplified holistic understanding empowers us to tailor messaging that speaks directly to their unique desires and needs like no other firm in the market is able to.
- **Game-Changing Competitive Edge:** Gain access to targeted data and intersection points that cut out guesswork, resulting in astounding conversion rates as high as 24% — a significant improvement compared to the market's 1% average. This is precision-targeting like never before, delivering personalized content to the right audience at the perfect time, directly to apps, browsers, and other programs directly on their phones, fostering higher engagement, and nurturing lasting customer relationships. Outperform your competition and drive exceptional success for your business.

Unmatched Targeting Capabilities

Fusion Intel's unmatched targeting capabilities redefine how you connect with your audience. Powered by our exclusive **Four-Dimensional Behavioral Analysis (4DBA)** cell phone data access, we take targeting to new heights, providing precise and personalized marketing like never seen before.

1. **Pinpoint Accuracy:** Our unique approach leverages real-time and unparalleled historical consumer data to identify your most relevant audience segments. Say goodbye to wasted resources – every marketing dollar is invested where it matters most, maximizing your ROI.
2. **Laser-Focused Retargeting:** With unrivaled insights into consumer behavior, we retarget your audience with laser precision. Our data-driven approach ensures your messages resonate deeply, driving engagement and boosting conversions.
3. **Tailored Personalization:** Forge stronger connections with consumers through tailor-made content. Our access to exclusive cell phone data allows us to craft messages that speak directly to individual preferences, fostering brand loyalty and repeat business.
4. **Anticipate Trends:** Stay ahead of the curve with our trend-spotting capabilities. By analyzing emerging patterns and behaviors, we position your brand at the forefront of market shifts, propelling your business to new heights.

Fusion Intel and The Competition

- **Competition's Approach**
 - Most marketing companies rely on conventional targeting and geo-fencing methods with relatively limited access to consumer data.
 - They use more generic marketing strategies, resulting in lower engagement rates and suboptimal conversion outcomes (typically a 0.002% to 0.003% true conversion rate).
 - Traditional approaches lack the ability to deliver highly personalized, deep historical access tailored to individual consumer trends.
- **Fusion Intel's Unique Approach**
 - Fusion Intel revolutionizes marketing with our unparalleled level of cell phone data access. *Discover real consumer behavior as opposed to mere consumer interests.*
 - Our unique **4DBA** targeting capabilities enable precise audience segmentation based on real-time and historical behaviors and interactions only available to our firm.
 - We procure highly personalized data that shines a unique, invaluable light on consumer preferences, driving exceptional engagement and with conversion rates as high as 24%, far surpassing the market average.
- **The End Result**
 - Game-changing data access
 - The deepest customer profiling
 - Dramatically improved conversions

Respect of Privacy

Fusion Intel prioritizes data privacy and is committed to the protection of valuable information. Our approach includes:

- Data Privacy Measures: Implementing data privacy measures to safeguard sensitive information and ensure confidentiality.
- Regulations: Adhering to relevant data protection laws and industry regulations.
- Fusion Intel Does NOT capture personal data associated with a cell phone which violates privacy policies. Instead, our system exclusively tracks and analyzes the unique identifiers associated with the mobile device ensuring a privacy-conscious approach to data management.

Client Success Examples

- Universal Music Group
 - Performing **4DBA** and delivering deepest customer profile data.
 - Creating and implementing new customer targeting strategies.
 - Implementing custom retargeting campaigns of existing U.S. customer base.
- Regional life insurance company in the United States
 - Performing a **4DBA** customer analysis of over 100,000 client policies which delivered an approximately \$15,000,000 bottom line improvement for the client.
 - Creating and implementing new client targeting strategies including video production and retargeting of existing clients.
 - Delivering thousands of precisely-targeted new client leads of unprecedented quality for 100 insurance and annuity agents.
- Comic-Con International
 - Performing **4DBA** and delivering deepest customer profile data.
 - Implementing custom retargeting campaigns of existing U.S. customer base.
- 4-time platinum recording artist
 - Successfully took the artist's new track with less than 3,000,000 streams and achieved over 66,000,000 streams in the next 4 months, crediting Fusion Intel's approach almost exclusively with that growth.
 - Achieved in-depth **4DBA** listener profiles which allowed unprecedented insight into the artist's target audience.

*Elevate your marketing strategy with Fusion Intel.
Partner with us and experience the power of the highest-precision marketing, today.*