



AGR Marketing Solutions Introduces INTELLI-LINK® To Unify Disconnected Consumer Identities and Enhance Marketing Profiles

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AGR Marketing Solutions, LLC, a leader in delivering "On-Target" Consumer Marketing Profiles, today unveils INTELLI-LINK® to combat the Consumer Identity Crisis that faces today's marketers. This crisis continues to evolve as identity attributes change more frequently, the Internet introduces new and diverse identity components, and consumers interact on-line with various degrees of anonymity on multiple devices - aka the Internet of Things (IoT). INTELLI-LINK® addresses these challenges with innovative interrogation and linking technology. The goal is for consumers to receive individualized offers that match their interests, through the marketing media(s) that they use, at the time they are most likely to act. The result is better served consumers and higher ROI on marketing investments.

Stephen Harwick, AGR Founder & CEO states, "INTELLI-LINK® analyzes a consumer's presence, frequency and recency across compliant data sources and channels. Understanding these intersections provides more reliable and deeper consumer insight for marketing plans - and - multi-source contact details enable consistent omni-channel cross media marketing. Early results have exceeded expectations from individualized messaging for social media marketers to enhanced geo-fencing, reachability & media mix

for Big Box Retail.?

INTELLI-LINK®:

Increases confidence in unified consumer identity & preferences, enhances over 40% of traditional consumer databases, identifies over 40% more target audience, links demographic, psychographic, on-line behavior & off-line data, offers industry specific data points, analytics, scores & intersections, captures IoT data including device preferences and details, delivers omni-channel contact details delivered standalone or as a database append, improves targeting new customers, growing customer relationships, on-boarding and activating new customers, and reviving dormant customers.

AGR Marketing Solutions, LLC is known for blending diverse and unique data with innovative linking technologies to create highly precise "On-Target" Consumer Marketing Profiles. Industries served include Automotive, Insurance, Healthcare, Retail, Consumer Credit, Financial Services, Direct Mail, On-line & Email Marketing, Consumer Data Companies, and Advertising & Marketing Agencies. The company was founded by Stephen Harwick who has over 40 years' experience in technology & data enabled marketing solutions. Learn more at www.agrmarketingsolutions.com, on LinkedIn, or download the AGR overview including an INTELLI-LINK® case study.

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For more information about AGR MARKETING SOLUTIONS, LLC, contact the company here: AGR MARKETING SOLUTIONS, LLC Stephen Harwick 941-916-9841 info@agrmarketingsolutions.com AGR MARKETING SOLUTIONS, LLC 130 E Marion Ave, #510968 Punta Gorda, FL 33951

AGR MARKETING SOLUTIONS, LLC

Since 2009, AGR has delivered "On-Target" consumer data profiles by blending our wide data network with our innovative technologies. To further the value of our data, we provide consultative analytics and customer focused marketing solutions.

Website: <http://www.agrmarketingsolutions.com>

Email: info@agrmarketingsolutions.com

Phone: 941-916-9841

