



Targetbase Fast Facts

Management Team

President and CEO: Mark Wright
Chief Technology Officer: Peter Kulupka
EVP, Strategy and Analytics: Beth Kuykendall
Chief Creative Officer: Kimberley Walsh
Client Technology Delivery Officer: Mark Zahorik

Ownership

Targetbase is a wholly owned subsidiary of Omnicom Group Inc.

Locations

Dallas, Texas, and Greensboro, North Carolina.

Our Clients

Fortune 1000 companies including:



Strategic Partners

We have established, strategic partnerships with:



Industries We Serve

Our clients span multiple industries, including but not limited to: healthcare, healthcare insurance, pharmaceutical, energy/utilities, retail and luxury goods, travel, hospitality, gaming, consumer electronics, consumer packaged goods, telecom, wireless, and media.

Industry Recognition

According to Forrester Research, "This firm is one of the best options in the study for customer engagement strategy. It excels at services that span ideation, production, analytics, and lifetime value measurement, which calculates realized, expected, and potential customer value. Its proprietary marketing platform facilitates data management and insights use."

Source: Forrester Wave™ evaluation: Customer Insights Service Providers, Q4 2015.



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Who We Are

Targetbase is a data-driven, strategic communications agency. Our agency believes clients become stronger when they leverage the wealth of information consumers provide every day. Targetbase applies its experience in acquiring knowledge and key consumer insights and turns that relevant data-driven intelligence into brand experiences that consumers want. The agency brings together direct marketing disciplines, the innovative nature of digital thinking, and the intelligence of marketing analytics—all integrated in one agency backed by the Omnicom family.

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding, and research. Operating through a combination of networks and organizations, DAS serves international, national, regional, and local clients through more than 700 offices in 71 countries.

Our Capabilities

If it engages and motivates on a direct-to-consumer level, then Targetbase does it. Our capabilities include a breadth and depth of creating customer experiences in all direct-to-consumer media, from digital to direct mail to mobile; from branded content to social connections to loyalty initiatives. Targetbase integrates technology, analytics, creative, and strategy to create a better consumer experience, which improves consumer engagement and drives a more profitable outcome.

Our Technology

The Targetbase Marketing Platform is at the heart of customer engagement. Through this open platform, we have the ability to connect data and help our clients improve their use of customer intelligence. Our proprietary platform makes data actionable by maintaining an accurate view of a customer's interaction, driving communication through all channels, and providing management with dashboards and views into the opportunities to deepen customer relationships. Additionally, the platform can measure and report the results of your marketing program. To learn more, please visit targetbase.com/solutions/connecting-data/.



Contact for More Information

Shannon Stapp, Senior Vice President
shannon.stapp@targetbase.com
972.506.3856

Headquarters:
7850 North Belt Line Road
Irving, TX 75063

Greensboro, NC:
202 CentrePort Drive, Suite 400
Greensboro, NC 27409