

# Connecting with your best audience segments just got easier—Introducing Connex Consumer Targeting by Ruf Strategic Solutions

OLATHE, Kan. --- **Ruf Strategic Solutions, a national marketing intelligence and automation company**, recently unveiled its most comprehensive consumer intelligence offering. Connex Consumer Targeting is an audience segmentation solution featuring multiple tools that allow marketers to identify, target and engage their most lucrative audience segments across multiple channels.

Connex Consumer Targeting delivers the insight marketers need to –

- Acquire new customers
- Build and maintain customer loyalty
- Pinpoint their most responsive prospects
- Drive increased sales with relevant communications

Jake Ruf, CMO of Ruf Strategic Solutions, said his company’s latest offering drives more strategic marketing investments for maximized ROI. “Connex Consumer Targeting reveals the unique attitudes, preferences and buying habits of a brand’s most promising audience. Using this intelligence, marketers can develop meaningful communications and offers that resonate with their customer’s unique lifestyles. Connex Consumer Targeting also allows marketers to acquire new consumers who “look” like their best customers,” he said.

Connex Consumer Targeting is built on a new platform, which delivers superior data quality and coverage -

- Fresher, more accurate data
- Portable across all platforms
- More than 5,400 consumer propensities
- Improved segmentation analysis
- Email targeting

- Facebook targeting
- Targeted banner ads
- API connectivity

Ruf Strategic Solutions is passionate about its clients' success. Since 1976, Ruf has been helping results-oriented marketers achieve their goals with rich consumer insights and intelligent tools that engage their audience, drive conversion and maximize marketing ROI. Ruf's solutions integrate, automate and optimize your BIG DATA, transforming it into the real-time knowledge you need to make smarter, data-driven marketing investments. Ruf's expertise, innovative solutions and commitment to service empower you with truly actionable and measurable marketing intelligence! To learn more about Connex Consumer Targeting, visit our website at <http://www.ruf.com>.

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