

New Data Partnership Enhances Marketing Intelligence Solutions

OLATHE, Kan. --- **Ruf Strategic Solutions, an innovative database and marketing intelligence company**, recently announced its new alliance with the [KBM Group](#), a member of the [Wunderman Network](#) and leading provider of knowledge-based marketing solutions. Now, Ruf clients can realize a deeper, more complete understanding of their customers and optimal prospects with the integration of KBM Group's AmeriLINK® consumer database into Ruf's proprietary marketing intelligence engine.

Some of the highlights of the expanded intelligence Ruf clients will now enjoy include the addition of new segments that target life insurance holders, new movers, new homeowners and consumers who have recently increased their disposable income. The partnership with KBM Group also provides Ruf clients with improved access to specialized niches such as the Hispanic-American segment, as well as more in-depth intelligence regarding healthcare behaviors and consumer shopping and buying habits.

Ruf Strategic Solutions partner and Chief Strategy Officer, Kurt Ruf, is pleased with the increased knowledge this new partnership delivers,

“As Ruf continues to grow and expand, it's more important than ever to empower our clients with the most in-depth marketing intelligence available. The complexity of today's marketing environment demands more points-of-reference, so our clients have the intelligence they need to make strategic investments with their marketing dollars. KBM Group's data adds to the depth and breadth of information we are able to provide our clients, which in turn delivers a more robust understanding of their customer's and prospect's purchasing behaviors.”

KBM Group's director of data acquisition & strategy, Todd Ratliff, says,

“KBM Group welcomes the opportunity to partner with Ruf as part of its expanded suite of client solutions. Ruf’s innovative marketing intelligence solutions align extremely well with KBM Group’s customer-centric solutions that enable marketers to achieve improved ROI. We look forward to a mutually beneficial partnership that delivers impactful, measurable results for marketers.”

The new partnership also positions Ruf for continued growth and supports its focus on integrating social media and digital marketing channels into its suite of solutions. Ruf will continue to expand its depth of intelligence and access to the analytics its clients need to help them break through the digital clutter to reach their ideal target.

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 measureable marketing intelligence!

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