

Meet Cora Barnes.



She just ordered your intro offer for the 14th time.

Every time you fulfill an order, you take on risk. Alliant Cognito™ helps you even the odds by letting you avoid opening accounts at addresses with a long history of fraudulent behavior.

Cognito is the industry's most comprehensive file of high-risk addresses. It lets you instantly identify 750,000 places where you *do not* want to do business. Drawn from Alliant's continuously updated databases of multichannel marketing transactions, Cognito addresses have an average of 50 or more orders with marketers — and an astonishing 95%+ write-off rate.

You can benefit from the hard-won experience of the largest direct and interactive marketers in the business. Contact Mary-Jo Checco at 845-276-2600 ext 223, or mchecco@alliantdata.com, to arrange for your free test and ROI analysis.

And be sure to tell her Cora sent you.

cognito™
The Definitive High-Risk Address File



- Reduce corporate bad debt by 2% or more
- Drive down annual cost of billing and collection efforts by 5% or more
- Increase net profit in marketing campaigns across all channels

Now you can identify and contain orders from high risk addresses — *before they become write-offs*

As you increase your multi-channel marketing activity you increase the opportunity for scammers to order products and services they have no intention of paying for. Now you can protect the integrity of your business with Cognito™.

Cognito is easy to integrate into your operations. Simply use it to scrub inbound orders, leads and acquisition lists to identify addresses with a known history of fraudulent activity — then flag those accounts for appropriate action.

Minimize lost products and services with the industry's most comprehensive source of transaction information

Cognito gives you access to over 750,000 risky addresses where you *do not* want to do business. Cognito addresses are identified from over \$21 billion in consumer transactions collected from Alliant's continually updated behavioral databases. Alliant tracks detailed information on over 1.5 billion consumer product shipments, updated monthly by over 20 multi-channel marketers.

Cognito addresses represent delivery points which consistently exhibit high order volumes and minimal payment rates, with characteristics such as:

- Suspected fraudulent behavior reported by one or more marketers
- Account history with 95%+ write-off rate
- Write-off and Claim Dollars are five times greater than payments
- Recent write-off activity and no payments made within the last 12 months

Trust, but verify

Cognito addresses represent over \$500 million in unpaid orders and more than \$150+ million in lost profit. Make sure you aren't the next victim. An unlimited-use Cognito license will give you the benefit of the hard-won experience of the largest direct and interactive marketers in the industry.

Still wondering how much Cognito can save your organization in unpaid shipments and lost profit? Contact Alliant today for a simple return on investment analysis. The test is FREE and it will show you the power of knowing your customer — *before you ship*.



Reduce fraud and boost your profits

Every organization measures campaign profit in different ways. No matter what channel, or which metrics matter most to you, Cognito delivers. Send us your latest campaign results and see what can happen when Cognito has your back.

One Shot Book:

4% reduction in write-off accounts

Replenishment Health Care Products:

7.4% campaign profit increase

Magazine Subscriptions:

10% reduction in bad debt

Continuity Collectibles:

8.5% campaign profit increase

Multichannel Retailer:

2% overall reduction in fraudulent accounts