# FamilyTies National Database

## *What It Is and Why It Matters*

The FamilyTies National Database is designed to help marketers recognize and reach qualified prospects and their families. These connections can be a powerful tool to get your message in front of those who can influence significant decisions.

Knowing the family connections for your target audience can help you identify hard-to-reach audiences who may be very receptive to your message. All too often, these relationships have been difficult to discern because the nuclear family has evolved, last names change, and people move more frequently. Instead, marketing teams have found it easier to focus on individuals, households, neighborhoods and traditional ways to define their audience.

Today, the FamilyTies database leverages more than 40 years of expertise in managing data and applying intellectual capital to empower you to deliver more personalized and effective marketing campaigns.

## Baseline Data

It all begins with the critical component of occupancy data, or who is living at a particular address. But current occupancy data, the basis for so many marketing efforts, can only tell you part of the story. Family members, who may have lived together three years ago, are likely living in completely different homes today. So a substantial occupancy history base is vital for compiling likely family combinations that extend beyond the original household.

The baseline data of FamilyTies can draw upon a 20+-year historical base of names, demographics, and address combinations to begin understanding familial associations.

## Logical Rules and Problem Solving

Applying appropriate rules and problem solving is as important to the FamilyTies methodology as is the baseline data. Knowing two people lived together at one time, while useful, is just part of the

story. The ability to apply business rules based on known and reasonably assumed information builds a more complete picture. For example:

➢ Are the people in question the same gender?
➢ Do they have the same last name?
  ○ If they have different last names, have they always had different last names, or did they share the same last name at one time?
➢ Are they close to one another in age?
  ○ If they're far apart in age, does it represent a generational difference?
➢ Did they live together for a long or brief time?

This is a small sample of the questions and answers used to create business rules to recognize parents and their adult children.

## A Unique Approach to Family

No one else matches the level of familial connections FamilyTies delivers. Why? Because the combination of assets and capabilities required for the baseline data, logical rules, and heuristics is not available anywhere else. While others might offer a current snapshot of household-level information, their info is incomplete. Let's explore how FamilyTies works with a sample family:

**1998:** Michael and Joan Winters are "known" in the FamilyTies National Databases
● Michael Winters is 49 years old; Joan Winters is 47 years old
● They live at 158 Elm St. in Mobile, Alabama
● Their 21-year-old daughter, Sarah, lives at home
● Their 19-year-old son, Daniel, lives at home

**2000:** Sarah moves to Chicago, Illinois
● 2004 Sarah marries Bert Harbison and becomes Sarah Harbison
● 2006 Sarah and Bert have their first child, a boy
● 2008 Sarah and Bert move from Chicago to Yakima, Washington

**2001:** Daniel moves to Los Angeles, California
● 2005 Daniel marries Amy Eskind
● 2009 Daniel and Amy have a baby girl

**2019:** Michael and Joan Winters are now 70 and 68 years old
● Daniel and Amy Eskind still live in Los Angeles
● Sarah and Bert have divorced; Sarah marries Richard Anderson and moves again

By 2020, Michael and Joan have a substantial net worth. Their adult children, Sarah and Daniel recognize that they need to be involved in Michael's and Joan's healthcare and other decisions. Michael and Joan have long-term care insurance, they set up 529 accounts for their grandchildren's education, and have thought about moving to be closer to one of their kids. They are a desirable senior living prospect. But how do you reach their chief influencers, their adult children?

FamilyTies' identity resolution capabilities means they can recognize Sarah and Daniel as Michael and Joan's children even though they have moved and remarried. FamilyTies' world-class data integration capabilities can reconcile Sarah Winters, Sarah Harbison and Sarah Anderson as the same person in spite of name, marital status, and address changes. By applying logic to determine current relationships, actual family ties are now a marketing reality.

## The Power of Family Time

Family members are powerful influencers when it comes to a wide variety of high-impact decisions. Senior living marketers know this, which is why direct messaging to the extended family is so important. But as society has become more mobile and households are less traditional, reaching adult children is a challenge when you rely on traditional data lists.

The FamilyTies data is continually updated, so you can reach adult children when your prospects are at a critical decision-making stage. You can confidently craft messaging that resonates on a personal level to result in a more compelling and effective campaign. And when you share the right emotionally resonant message to the right audience at the right time, you'll see the right results.