MyIntentData™ for Insurance

EXECUTIVE BRIEF

The Intelligent Data Marketing System™

For life, long-term care, and Medicare producers. From attention to intention, and from raw intent data to booked appointments, without buying the same aged leads as everyone else.

The shift from the attention economy to the intent economy, quantified, sourced, and applied.

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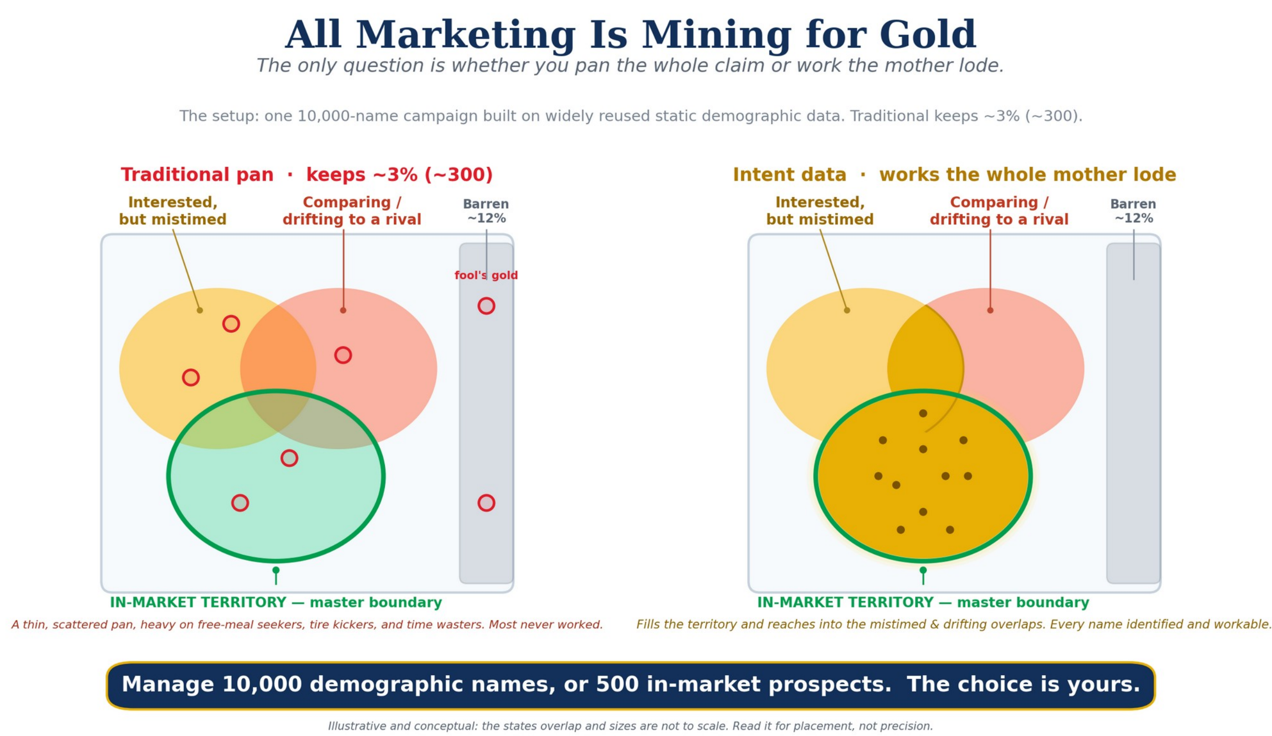
Executive Brief

For a century, marketing has been an attention business: buy reach, repeat the message, and about 3% of the audience responds on your day. You paid to reach all of them. The Intelligent Data Marketing System™ (IDMS™) from Elite Wealth Network flips that. Instead of paying to reach a whole ZIP to find the few who are ready, it identifies the in-market few directly, and hands your insurance practice the reports, record data sheets, and the done-for-you Records-To-Revenue Tactical Playbook™ content to turn that demand into booked revenue.



All marketing is mining for gold: the traditional pan keeps a thin, scattered ~3%, while intent data works the whole in-market mother lode (illustrative and conceptual).

~3%	~97%	ROMS
Kept by attention marketing	Demand that leaks to competitors	The scorecard that proves it

THE ONE IDEA

Attention marketing keeps roughly the 3% who are ready today. IDMS™ reaches the rest of the demand you already paid to create, and, unlike a raw data feed, delivers the content to convert it. The advantage is concentration, not reach: reach the in-market few directly instead of paying for a whole ZIP to find them.

See who is in-market for what you sell. Model your numbers at elitewealthnetwork.com and myintentdata.com, then book a 30-minute demo. The full evidence, methodology, and complete source list are in the standard and comprehensive editions of this paper.