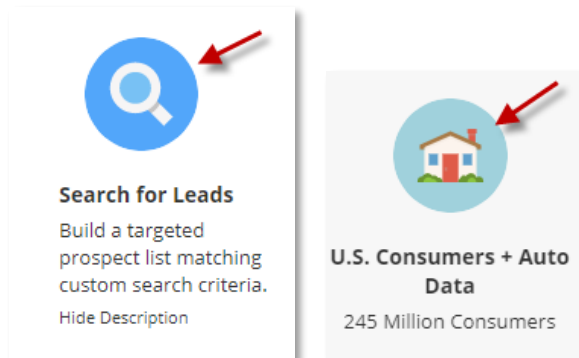


Motorcycle and RV Enthusiasts Campaign:

This is a quick and easy 3 step search guide to running an audit for either Motorcycle or RV enthusiasts in your targeted geographical area.

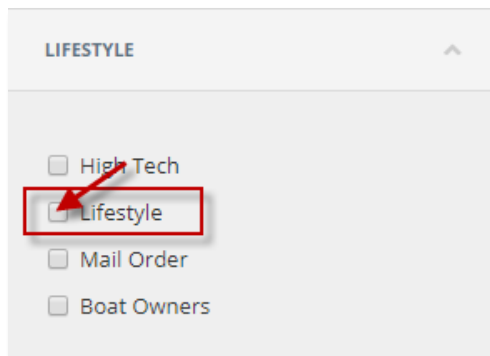
***Note: These searches should be run as separate audits; One for Motorcycle and a separate one for RV's.**

1. Click Search for Leads, then US Consumers + Auto Data to [Build A List](#).



2. ***You can select ALL filters you want on the left-hand side BEFORE clicking Run Search. Record counts will update immediately at the bottom of the page when selecting filters***

Choose **Lifestyle** to select Lifestyle:



3. Click on the plus symbol by either **Motor Vehicles/Motor Sports** or **Travel**. Then check mark the appropriate box next to **Motorcycle Enthusiast** or **Recreation Vehicle Travel**.

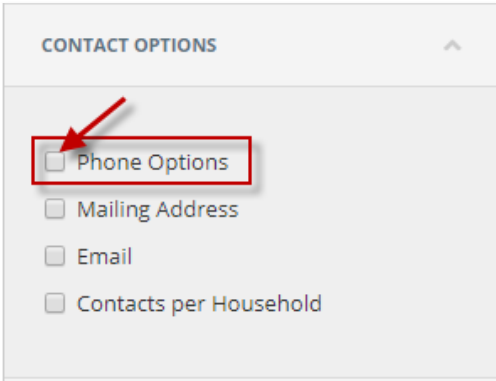
Lifestyle Clear All ⓘ ✕

- Apparel / Fashion / Beauty *0 selected*
- Arts / History / Science *0 selected*
- Books / Magazines *0 selected*
- Charitable Donor *0 selected*
- Cooking / Wine *0 selected*
- Collectibles *0 selected*
- Hobbies / Crafts / Sewing *0 selected*
- Gambling / Games / Sweepstakes *0 selected*
- Health / Diet / Fitness *0 selected*
- Home Improvement / Decor *0 selected*
- Motor Vehicles / Motor sports *1 selected*
 - Automotive Enthusiast
 - Auto Racing Enthusiast
 - Motorcycle Enthusiast
 - Truck Enthusiast
- Outdoor Recreation *0 selected*
- Personal Finance / Self-Help *0 selected*
- Pets / Animals *0 selected*
- Photography *0 selected*
- Politics / Religion / News *0 selected*
- Purchase Behavior *0 selected*
- Sports *0 selected*
- Technology / Entertainment *0 selected*
- Travel *0 selected*

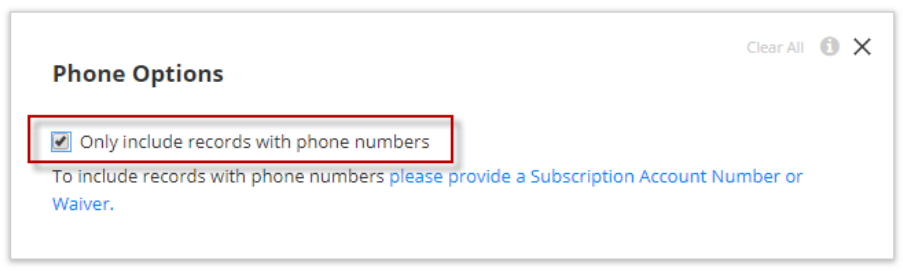
Lifestyle Clear All ⓘ ✕

- Apparel / Fashion / Beauty *0 selected*
- Arts / History / Science *0 selected*
- Books / Magazines *0 selected*
- Charitable Donor *0 selected*
- Cooking / Wine *0 selected*
- Collectibles *0 selected*
- Hobbies / Crafts / Sewing *0 selected*
- Gambling / Games / Sweepstakes *0 selected*
- Health / Diet / Fitness *0 selected*
- Home Improvement / Decor *0 selected*
- Motor Vehicles / Motor sports *0 selected*
- Outdoor Recreation *0 selected*
- Personal Finance / Self-Help *0 selected*
- Pets / Animals *0 selected*
- Photography *0 selected*
- Politics / Religion / News *0 selected*
- Purchase Behavior *0 selected*
- Sports *0 selected*
- Technology / Entertainment *0 selected*
- Travel *1 selected*
 - Aviation
 - Cruises
 - Ocean / Beaches
 - Recreation Vehicle Travel
 - Travel - General
 - US Travel

***Note:** If you are running a telemarketing campaign, make sure you choose *Phone Options* under Contact Options and check mark '*Only includes records with phone numbers*' to scrub against the Federal DNC.

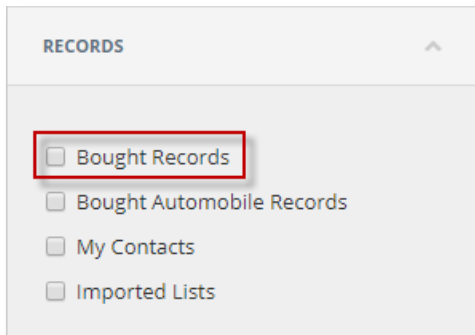


A screenshot of a 'CONTACT OPTIONS' menu. The menu is titled 'CONTACT OPTIONS' at the top. Below the title, there are four options, each with a checkbox: 'Phone Options', 'Mailing Address', 'Email', and 'Contacts per Household'. The 'Phone Options' checkbox is highlighted with a red box, and a red arrow points to it from the top left.



A screenshot of a 'Phone Options' dialog box. The title is 'Phone Options' and there are 'Clear All', 'i', and 'X' icons in the top right corner. Below the title, there is a checkbox labeled 'Only include records with phone numbers' which is checked and highlighted with a red box. Below this checkbox, there is a note: 'To include records with phone numbers please provide a Subscription Account Number or Waiver.'

Choose Bought Records and check mark 'My Unbought Records Only' will also allow you to only pull those records you have not downloaded previously



A screenshot of a 'RECORDS' menu. The menu is titled 'RECORDS' at the top. Below the title, there are four options, each with a checkbox: 'Bought Records', 'Bought Automobile Records', 'My Contacts', and 'Imported Lists'. The 'Bought Records' checkbox is highlighted with a red box.



A screenshot of a 'Bought Records' dialog box. The title is 'Bought Records' and there are 'Clear All', 'i', and 'X' icons in the top right corner. Below the title, there are three radio button options: 'My Bought records only', 'My Unbought records only', and 'Account Unbought records only'. The 'My Unbought records only' radio button is selected and highlighted with a red box.

Save List and Export

FOR ADDITIONAL QUESTIONS OR ASSISTANCE VISIT OUR HELP SITE www.dataaxlegenie.com/allstate

CALL 888-870-5117

Email allstatehelp@data-axle.com