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CoreLogic brings offline data to digital world

CoreLogic has recently expanded its focus to partner with leading providers of data-driven consumer marketing; making its premium property data and analytics available for marketing campaigns across a multitude of channels.

Every day CoreLogic delivers timely property data and analytics to some of Australia's largest organisations across banking, government, real estate and industry associations. Matching this rich property data to the channel partner's online data provides them with the ability to deliver a personalised and more definitive message to a targeted audience.

The CoreLogic offline property data stretches beyond household level information and includes development approvals, school zones, geo spatial data and aerial imagery which can be widely used to identify the presence of attributes such as solar panels, swimming pools and even roof pitch.

CoreLogic CEO Asia, Graham Mirabito said, "We now live in an environment where a micro moment has become extremely relevant for marketers looking to hone in on customer behaviors.

"Our databases are the largest and timeliest in Australia and NZ with 500M data decision points on over 97% of properties updated daily. Offline data empowers multi-channel marketing campaigns that target consumers which own a home, have recently sold, have specific attributes like garages, multiple bathrooms, and with equity in their home."

“The introduction of the CoreLogic Partners Program aims to further grow partner expertise in property data sets, particularly in the application to digital advertising. Channel Partners can now enhance their business reputation by leveraging CoreLogic data and analytics in their campaign targeting, and even build customised analytic models and data sets.

“We provide training, access to global industry events and for premier partners, access to a market development fund; all managed by a dedicated Business Alliance Manager,” Mr Mirabito said.

For more information on the CoreLogic partners program go to corelogic.com.au/partners or email channelpartners@corelogic.com.au. Media Inquiries to: media@corelogic.com.au/Mitch Koper on 1300 472 767

CoreLogic RP Data is a wholly owned subsidiary of CoreLogic (NYSE: CLGX), which is the largest property data and analytics company in the world. CoreLogic RP Data provides property information, analytics and services across Australia and New Zealand and is currently developing and growing partnerships throughout Asia. With Australia's most comprehensive property databases, the company's combined data offering is derived from public, contributory and proprietary sources and includes over 500 million decision points spanning over three decades of collection, providing detailed coverage of property and other encumbrances such as tenancy, location, hazard risk and related performance information. With over 11,000 customers and 120,000 end users, CoreLogic RP Data is the leading provider of property data, analytics and related services to consumers, investors, real estate, mortgage, finance, banking, insurance, developers, wealth management and government. CoreLogic RP Data delivers value to clients through unique data, analytics, workflow technology, advisory and geo spatial services. Clients rely on CoreLogic RP Data to help identify and manage growth opportunities, improve performance and mitigate risk. CoreLogic RP Data employs over 480 people at nine locations across Australia and in New Zealand. For more information call 1300 734 318 or visit www.corelogic.com.au