List Brokerage

We provide more Experience, more Expertise and more Services than any other brokerage firm in the industry…

We'll help you acquire new customers, subscribers or donors at the lowest possible cost, but that's just the beginning. Clients choose DMI over our competitors, because when they decide to work with one of our brokers, they've hired a complete direct marketing team!

Our seasoned list professionals have long and deep experience with lists. In addition, they bring you expert strategic and circulation planning, customer retention and lifetime value analysis, competitive analysis and in-depth market research, and creative design and print production. It all starts with the hardest working, most diverse and most progressive group of list brokers in our business.

- 32 highly skilled list professionals with an average of 16 years of marketing experience
- Strong backgrounds on the 'mailer side' – many of our brokers have hands on direct mail experience
- Expertise in all markets: Publishing, Catalogs, Fundraising, Financial Services and Retail; Consumer and Business-to-Business
- Dedicated International, Insert Media and Email Marketing Support
- Access to proprietary market research and competitive analysis tools
- Terrific relationships with list managers and list owners
- Long-time client relationships; 30 of our current clients have worked with a DMI broker for 10 years or more

All of this adds up to comprehensive recommendations, superior negotiation skills, outstanding customer service and the development and implementation of cost effective acquisition strategies. These days we know that's not always enough, so we're here to help with other key components of your direct marketing program:

Circulation Planning

- Developing mail plans through extensive research of mailer history in conjunction with the newest techniques and industry standards
- Creating segmentation strategies for the client's housefile and outside lists
- Developing Co-operative Database strategies and coordinating their use

Statistical Modeling and Analytical Services

- Providing our professional in-house staff to build models internally and/or in conjunction with our client's modelers
- Sharing our expertise with all modeling techniques: regression, response, profile and zip models
- Building models on both housefiles and outside lists

Merge Purge Expertise

- Evaluating current specifications
- Writing instructions that maximize mailing productivity

Post Campaign Analysis

- Preparation and presentation of campaign results
- Presentation of innovative marketing recommendations from project data
- Creating forecasts, long-term value analysis reports and competitive evaluations

Creative Services and Print Production

- Providing our award winning, in-house copywriters and creative professionals to formulate effective direct mail pieces
- Coordinating multiple print projects to provide clients with the lowest possible printing costs

For more information, please contact:

Larry May
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Direct Media, Inc.
Integrated Marketing Solutions

Founded in 1969, Direct Media helps clients develop and implement customer acquisition strategies and maximizes the revenue potential of their most important asset, their customer file. Areas of expertise include direct mail, database marketing, insert media, email and search engine marketing, both in the United States and Internationally.

Direct Media, Inc.
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Marketing Genetics™

The next generation in list segmentation, data profiling and predicitve modeling.

All direct marketers are continually trying to identify and reach out to prospects that resemble their best customers, potential clients who possess the same customer DNA. They realize that this is no easy task.

Customer DNA is built from multiple purchase transactions, demographic and lifestyle data, credit information and self-reported buying preferences . . . collective characteristics that compel buying activity. Until now, there was no single place to find such collective customer DNA, let alone harness its power . . . until Marketing Genetics.

M-Gen offers the most robust, accurate and responsive suite of direct marketing products on the market today and enables you to accurately identify prospects that match your customer DNA!

Direct Media has partnered with the premier data cooperatives to create a unique database of 87 million individuals with over 2.3 billion purchase transactions and unparalleled demographic and lifestyle selectivity. The M-Gen Consumer BuyerBase is a powerful prospecting and data enhancement tool:

Prospecting

- Boolean selections
- Good customer match profiles
- Response regression models
- Merge/purge optimization

House-file Data Enhancement

- Reactivation of lapsed customers
- Cross sell and/or up sell using transactional data
- DNA profile analysis
- List rental sales

We know, the possibilities are endless! A good place to start is with an inexpensive good customer match model…

- You provide us with a sample file of your best customers or most recent responders to your direct marketing efforts.
- We provide you with a scored model, designed to select prospects that best match key buying behaviors and product interests with your best customers.
- We inlcude a full DNA Customer Profile Summary showing match rates highlighting the key transactional and demographic data that drives your customers.

The M-Gen Consumer BuyerBase good customer match is priced for today's market…

- Base Rate - $75/M. $65/M for Fundraisers.
- Minimum order 25,000 names.
- $15/M Scoring fee.

Summary of M-Gen Key Benefits

- Complete customer profile capabilities.
- Huge universe potential.
- Reasonable list rental pricing.
- Fast, economic modeling capabilities.
- Knowledgeable data products team to consult with you and your clients.

For more information, please contact:

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Executive Data Bank

Executive Data Bank and Executive Data Bank List Select

The Executive Data Bank (EDB) is the industry's premium source for one-stop BtoB list access. We've combined more than 350 of the top BtoB lists generated 100% from direct response, paid subscriptions, and controlled circulation (no compiled) to offer unparalleled targeting within a universe of 29,000,000 unique contacts selectable by job title, job function, SIC, employee size, sales volume, product type and much more.

Benefits of Executive Data Bank

- 29 Million+ contacts and addresses
- Comprised of over 350 response generated files.
- Updated monthly
- Blended pricing – single price per thousand
- Large universe allows highly targeted offers to mail with scale
- Volume discounts available

Mailers can save significant merge purge costs using Executive Data Bank List Select (EDBLS) as your single list source. Just select specific lists from the EDBLS datacard, in minimum groups of 5 or more lists per order. With so many lists under one roof, forget the merge purge - we've got your market covered.

In addition to response generated files, we've added the best B2B compiled data in the U.S. and mailers can now test a deduped selection of both. The huge overall universe of this file allows you to further drill down into meaningful segments, while still maintaining large mailable quantities.

Benefits of Executive Data Bank List Select

- 42,000,000+ contacts and addresses
- More than 250 Direct Response and Controlled Circulation available for selection or omission
- Compiled sources available on EDBLS only
- Mailers order on a LIST SPECIFIC basis
- Enhanced with and selectable by the D&B & Experian, business data

- Updated monthly
- Blended pricing – single price per thousand
- Large universe allows highly targeted offers to mail with scale
- Cost savings – reduce merge purge costs, avoid multiple list orders, shipping costs and tape or email fees
- Lists are deduped from each other on output
- Volume discounts available

You'll experience the ease of use and quick turnaround that a living, breathing database provides. You'll place just one order, instead of the many you struggle with now.

Executive Data Bank (Masterfile)
Administrative Assistants
Construction Executives
Financial Executives
Human Resource Managers and Training Professionals
Healthcare and Medical Professionals
Sales and Marketing Executives
Information Technology (IT) Professionals
SOHO (Small Office Home Office) Businesses
Manufacturing Professionals
Retail Professionals
Emerging Businesses

For more information, please contact:

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DataWarehouse

The Direct Media|Millard DataWarehouse:
Delivering your business-to-business direct mail…

To the right person,
At the right time,
For the Right Price.

The average businessperson receives over 2,000 pieces of mail each year. A profitable direct mail program is all about getting to the right person, at the right time at the lowest possible cost. With over 32 million business sites, prospects from 1100 of the nation's premier business lists, Direct Media Millard's DataWarehouse delivers targeted prospects, on demand, for a significant reduction in the costs of lists through traditional merge purge processing. Mailer's housefiles, prospect and suppression files can also be included in the DataWarehouse, creating a total mailing environment.

From an innovative past...

- In 1979, Dave Florence, Direct Media's founder and 2005 DMA Hall of Fame Inductee, creates the industry's first cooperative prospecting database.
- The Business Databank quickly became the prospecting cornerstone of the country's leading business-to-business marketers.
- To this day, the architecture and intelligence used to create the first list specific databank provides the structural foundation of virtually every private and cooperative database on the market, within both BtoB and consumer sectors.

To a cutting-edge future...

- While functional imitators are available, the Direct Media Millard DataWarehouse remains a unique all-encompassing prospecting tool.
- Traditional selection such as lists, recency, gender, etc to cross-base selects like SIC, employee size, etc.
- Three overlaid sources on every record.

- Advanced statistical models can be built to carve out prospects that are unique to your business criteria and/or match the profile of your best customers.
- Automate multiple mail date schedules.
- One of the largest multi-buyers databases in existence.
- Previous orders are omitted across the base on an individual level.

To a Dramatic Improvement of your ROI...

- Pay only for the names you mail!
- Pay no select charges on list owner derived data!
- No minimum requirements per list!
- Only one tape and shipping charge applies!
- Minimal processing and merge/purge costs!
- State of the art technology provides for quick turn-around on orders and counts, allowing you more time to read results.

The DataWarehouse allows you to accurately plan your business mail, increase your response rates and save on production and merge purge costs. Isn't it time to turn your prospects into customers with DMM's DataWarehouse, the BtoB industry's original and still leading prospecting database?

For more information, please contact:

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Direct Media|Millard
An infoGROUP company

Direct Media's
Strategic Planning Services

Multi-Channel Mail Planning . . .

Total Marketing Plan Integration . . .

Response & Lifetime Value Analysis . . .

The DMI Strategic Services Division develops, coordinates and executes marketing campaigns for Direct Media's clients. The SSD reflects Direct Media's continuing effort to provide our clients with a full service approach to direct marketing. We employ experienced circulation consultants who will plan, improve and measure your marketing campaigns. This will enable you to lower costs, improve response rates, and increase sales.

- **Circulation Planning**
  - Develop tri-channel mail plans for clients using extensive research of clients' history in conjunction with newest techniques and industry standards.
  - Create and develop client segmentation strategies and analysis for housefile and prospect lists.

- **Merge Purge Expertise**
  - Analysis of current specifications.
  - Writing instructions designed to maximize mailing productivity.

- **Strategic and Tactical Marketing Plans**
  - Coordinate the use of compiled lists, co-ops', service bureaus and print services.
  - Execute clients' promotional strategy, including test plans, analysis, and final rollout plans.

- **Post Campaign Analysis**
  - Prepare and present results and marketing recommendations from project data.
  - Prepare forecasts, long-term value analysis reports and competitive evaluations.

To learn more about DMI's Strategic Services Team and how they can help you grow your business, contact **Lori Hill** at (203) 532-2524, lhill@directmedia.com.

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