Postal Email Phone Reactivate Model

Marketing Genetics™
from DIRECT MEDIA

29 Million 3-Month Hotline
8 Million Email Addresses
286 Million Phone Numbers

With Marketing Genetics, building your donor base has never been easier. Marketing Genetics captures the science of true RFM data from over 58 million households in the United States and adds comprehensive demographic/psychographic data to create one powerful database. Marketing Genetics can help you generate donors by mail, email and phone. We can reactivate your lapsed donors, provide an analysis of your best donors, optimize your merge purge or build a custom model of your best donors.

Let the power of Marketing Genetics' 58 million households increase your donor base!

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