SIMPLIFYING COMPLEXITY.
HARNESSING MARKETING TECHNOLOGY.
MAILING SMARTER.
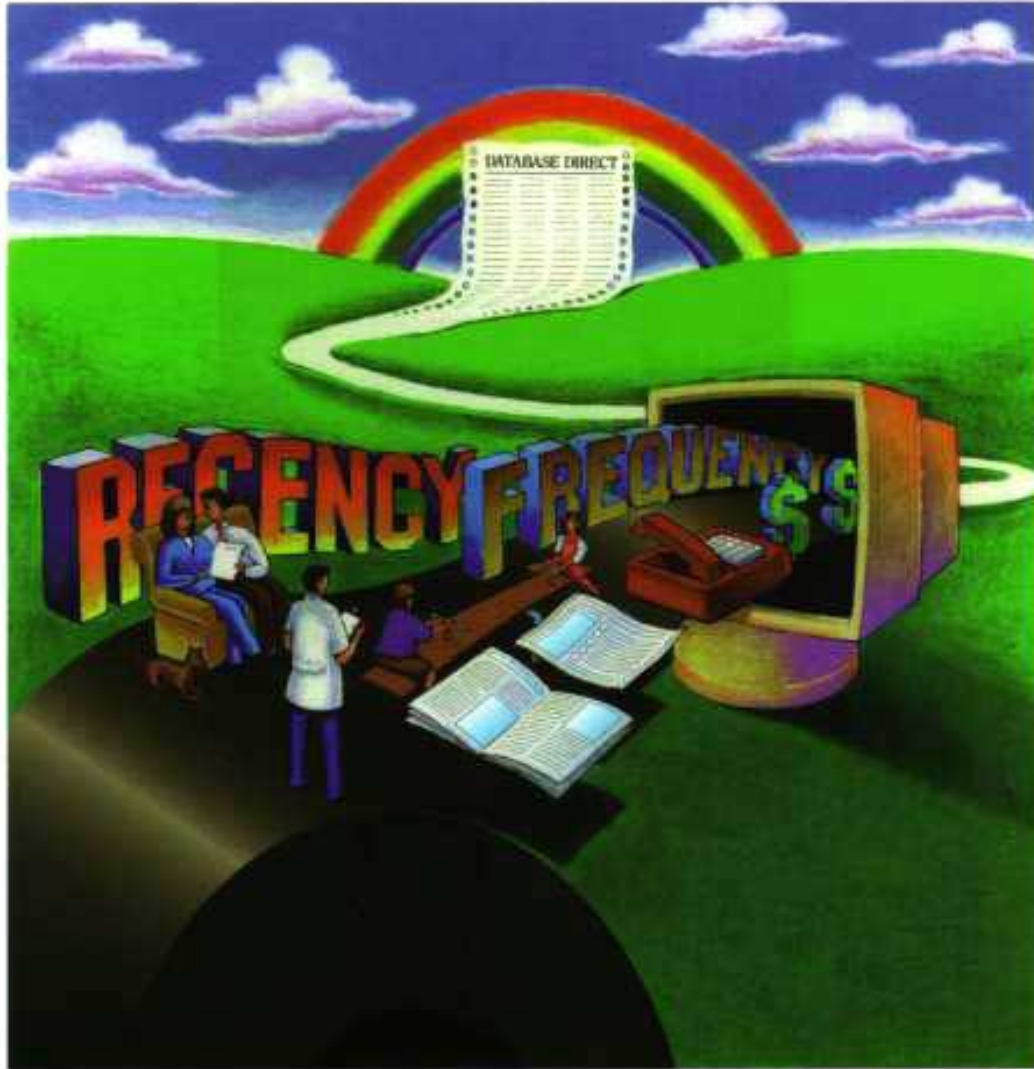
database
DIRECT

- Database Development
- Merge/Purge
- Response Analysis
- On–Line Systems
- List Rental Fulfillment
- NCOA National Change
  of Address Processing
- DSF Delivery Sequence File
- Business and Consumer
  Enhancements

database
DIRECT

Dear Direct Marketing Professional:

As the new millennium approaches, the ever-growing competitive global market makes it even more necessary for you to have a well-planned direct mail strategy and cost effective mailing campaign. Database Direct can help.

Database Direct is committed to offering database marketing and data processing services using the most advanced methods, software tools and technology-leading equipment available anywhere. And we have dedicated ourselves to providing quality customer service to help make your job easier and your DM campaigns more successful.

At Database Direct, we believe in these three ideas that we have adapted as our philosophy:

1. Simplifying the complexity of our clients' mailing campaigns by building and maintaining comprehensive, state-of-the-art relational databases.
2. Harnessing the power of new marketing technologies to make all the possibilities work.
3. Providing data processing services that help our clients to reduce costs and mail smarter.

If you're ready to maximize your mailing results or are looking for ways to save money on your mail plans, you owe it to yourself to talk with us. For a free, no obligation evaluation regarding your database marketing or data processing needs call me at 914-735-3200 or e-mail me at info@databasedirect.com. I look forward to speaking with you!
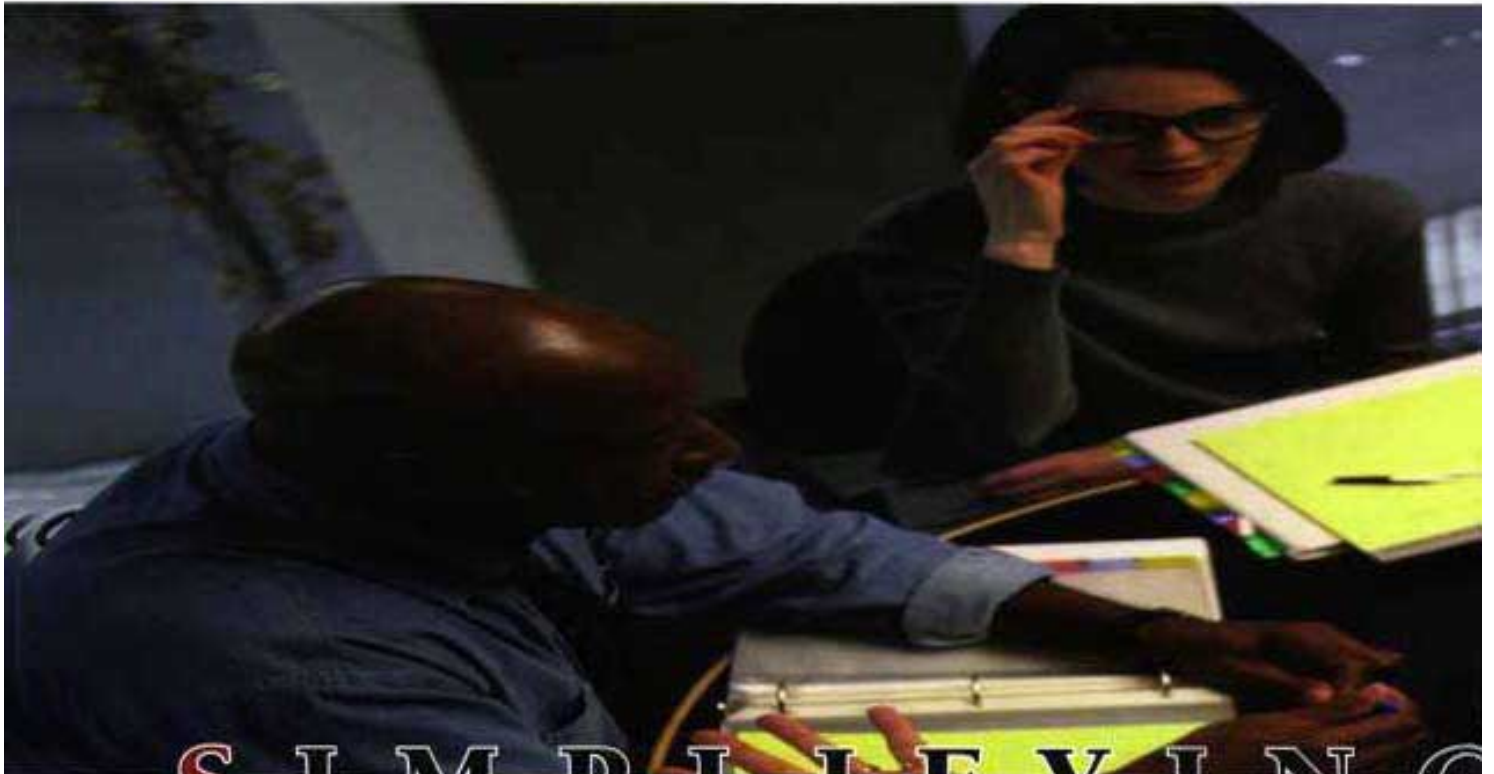
Sincerely,

Tito DiFilippo
President

SIMPLIFYING

▸ A product manager wants to know, "Can we mail a discount upgrade offer to all customers in specific SIC codes who bought the portable version of our product within the last 2 years?

▸ A marketing manager wants to determine the average lifetime customer value to get a better handle on what his company can afford to spend to generate a first order from a new buyer.

▸ A sales manager asks "From the trade show mailing we did last March, how many new customers did we get, and how much did they spend with us?"

You smile. "No problem," you say. Access your online database and it's done.

Pipe dreams? Not at all.

These are the kinds of database solutions Database Direct, Inc. is creating for smart marketers every day.

COMPLEXITY

Database Direct has been in the database marketing environment from its inception, building and maintaining customer and prospect databases in a variety of formats.

Our veteran database marketing specialists take the complexity out of database design, creation, usage, and maintenance — transforming a mountain of raw data into actionable, accessible information for making marketing decisions and implementing campaigns in real time.

As a marketer, you need to concentrate on marketing and management, not on the day to day tasks of building, maintaining, and running a relational database... such as list selection, negotiation with list owners, administering build updates, file restructuring, statistical modeling and reporting, and training.

By having Database Direct handle these tasks, you free your staff to focus on their core business activities. Also, since database marketing is one of our core competencies, we have a dedicated research team that continually develops and uncovers tools, techniques, systems, and database marketing strategies to maximize results for our clients.

HARNESSING MARK

> Some database vendors try to fit their single proprietary system to every database marketing problem — like forcing a square peg through a round hole.

> Not Database Direct.

We use a broad range of relational database and data warehouse systems to customize the optimum solution to your database marketing requirements.

The driving force behind our database design is giving you the ability to manipulate your customer and prospect universe in a fast, flexible database environment.
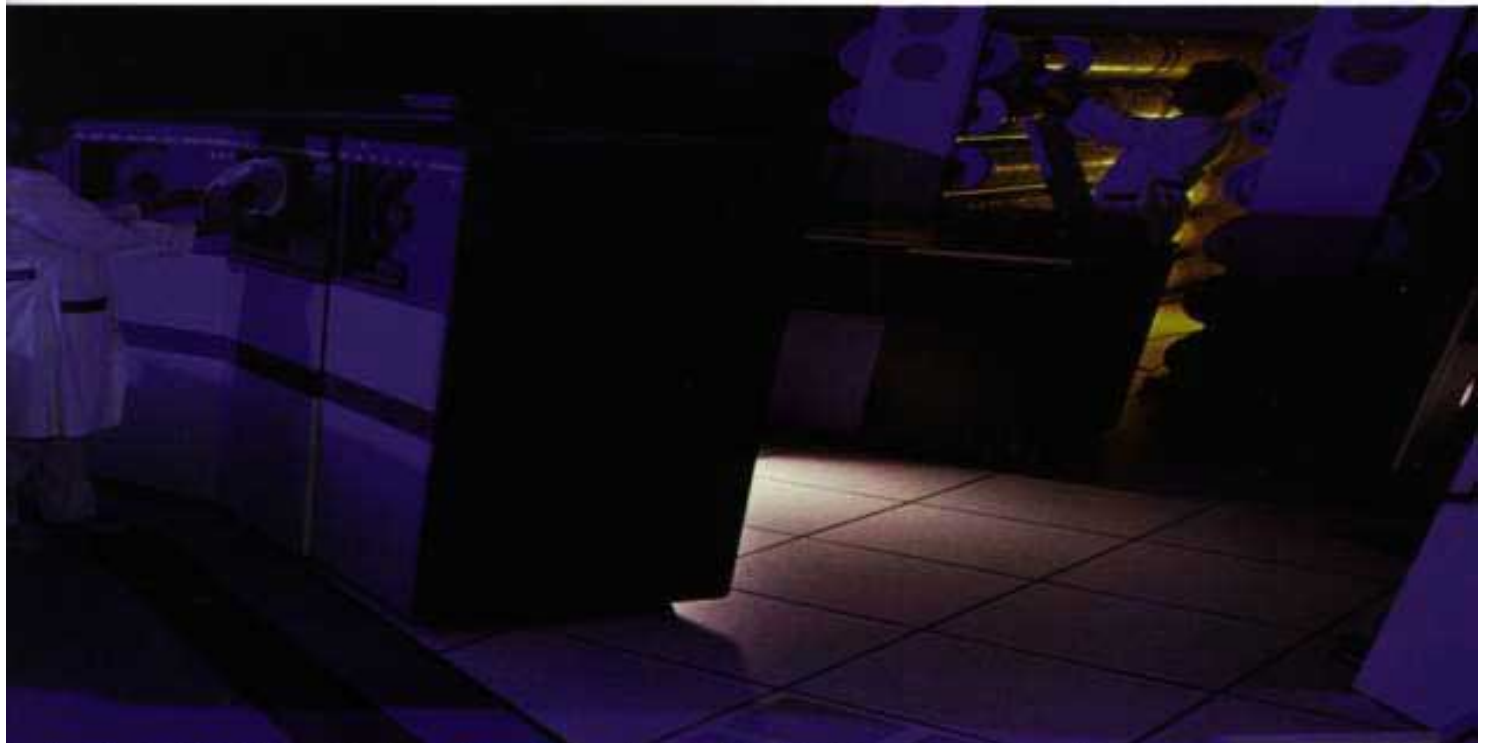
ETING TECHNOLOGY

Intuitive, marketer-friendly desktop access to your database makes it easy to market to your best responders, target specialized mailings to subsegments of this universe, and generate reports that track results and help you fine-tune your efforts.

Database Direct uses a combination of our own technology and best-in-class third-party systems to get the job done. A 36,000-square-foot mainframe data center at our site provides the full range of CPU capabilities, RAID DASD sub-systems, and 3480 class tape drives needed to best meet your database requirements at the lowest possible cost. Closed-circuit TV monitoring, secure key-card access, and a built-in multi-hour UPS further enhance system availability and security.

MAILING

> ▶ *In addition to database design, construction, maintenance, and consultation, Database Direct offers a full range of related computer services to help you mail smarter.*

MAIL PLANS

We use advanced statistical response models to study lifetime value, RFM (recency, frequency, monetary), product affinity, and market penetration to determine how to allocate marketing funds for maximum return on investment. This allows you to target prospects who are most likely to respond and purchase, maximizing profitability on every direct marketing campaign.

MERGE/PURGE

Our mainframe merge/purge system can spot and get rid of duplications with unparalleled speed and accuracy, eliminating waste and reducing mailing costs. The system enables us to sequence fields and records in any order desired and generates comprehensive reports on duplication and purging within and between files.

SMARTER

NCOA NATIONAL CHANGE OF ADDRESS PROCESSING*

Database Direct offers fast, accurate NCOA processing to keep your marketing databases current and eliminate non-deliverable addresses.

DSF DELIVERY SEQUENCE FILE*

DSF is a U.S. Postal Service database containing all the addresses to which the post office delivers mail. Running your database against this file helps improve mail deliverability, meet post office Coding Accuracy Support System requirements, and reduce postage costs through delivery sequence sortation.

BUSINESS AND CONSUMER ENHANCEMENTS

By running your house file and prospecting database through our system against other files, we can overlay data enhancement onto business and consumer databases — giving you much more information about your universe. Enhancements to business lists can include number of employees, industry, SIC, sales volume, and job function. Consumer overlays include home value, income, marital status, presence of children, and identification of credit card buyers.

*Database Direct is not a licensee of the U.S. Postal Service.

ABOUT DATABASE DIRECT

Business and consumer direct marketers nationwide count on Database Direct and its affiliate companies to create and manage their customer and prospecting databases.

With its corporate headquarters and mainframe data center in Pearl River, NY, Database Direct uses a number of proven relational database systems to design, build and maintain marketing databases for direct marketers nationwide. Staff expertise includes data processing, systems analysis, database design, list selection, and online database marketing.

Database Direct combines extensive in-house capability and strategic partnerships with allied vendors to tailor marketing databases to the exact requirements of each customer. The result is a richer, easier-to-query database that enables our clients to mail smarter, improve marketing results, and reduce mailing costs.

LIST RENTAL FULFILLMENT

If you prefer not to fulfill orders from marketers renting your list in-house, outsourcing list rental fulfillment to Database Direct frees you from this burdensome chore. We can save you time and money while offering list users faster turnaround on their orders.

For more information contact:

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   PEARL RIVER, NY 10965-8556
   PHONE (914)-735-3200
   FAX (914)-735-0218

DM SB
Standard of Excellence

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