

Do You Have "Data" Or Competitive Intelligence?

Get Greater Value From Customer Data

According to various reports, nearly 80% of prospect database information is incomplete or out of date. In other words, it's mostly useless data. Yet accurate prospect and customer information is the most profitable marketing tool you own. At DM2-DecisionMaker® we help businesses enhance the quality of their information. Simply put, we turn data into competitive intelligence.

Whether you are launching a new product or promotion, or returning from an industry event with new contacts - you need to deliver your message to a targeted audience - one that includes key decision makers in your market.

Don't Let Stale Data Cripple Your Results

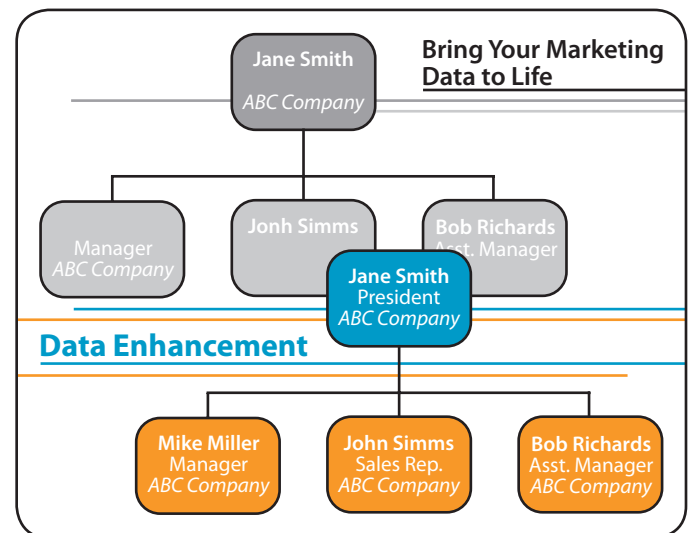
All customer and prospect data has a shelf-life. And at today's pace of business change, even the most efficient companies can find it difficult to keep contact information current. As you know, this can cost you. Because having the right contacts can make all the difference in your results.

DM2 delivers the most in-depth, rich demographic information so you can:

- Gain greater intelligence about your customers
- Uncover new contacts at your customers and other industry-leading companies
- Better target qualified prospects



The **DecisionMaker Data Enhancement** service compares your contact file to our complete up-to-date database of more than 35 million professionals and fills in the blanks. It's like having access to a current organizational chart for your customers and prospects whenever you need it.



Freightliner, the leading U.S. heavy truck manufacturer, chose the DecisionMaker Data Enhancement service to update their customer file with current contact information, titles and phone numbers. Their test using the new data resulted in a **28% response rate**. DM2 worked closely with Freightliner through a simple 3-Step enhancement process:

1. Freightliner sent DM2 their contact records in a standard file format.
2. DM2 compared the file to the DecisionMaker® Marketplace Databases that best fit Freightliner's target market.
3. The DecisionMaker Data Enhancement service appended the contact details to approximately 40% of Freightliner's house file and returned the updated file to them.

DM2 Delivers Decision Makers

Data Enhancement matches your internal marketing file to our DecisionMaker database of 35 million decision makers from over 25 industries, and provides you with their buying behavior, business type, job function and other targeted business data.

Once we profile your internal marketing database, we help you better understand who your customers are, who they're not and we provide highly valuable information about them - so you know how to effectively target your message to them.

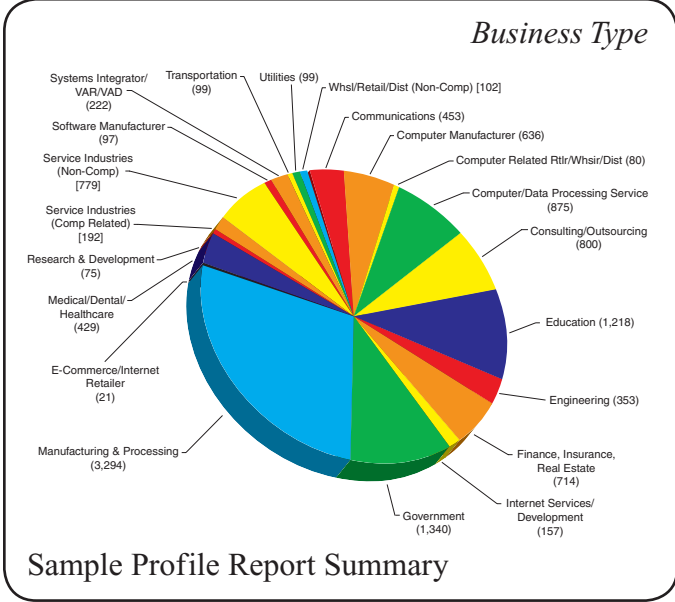
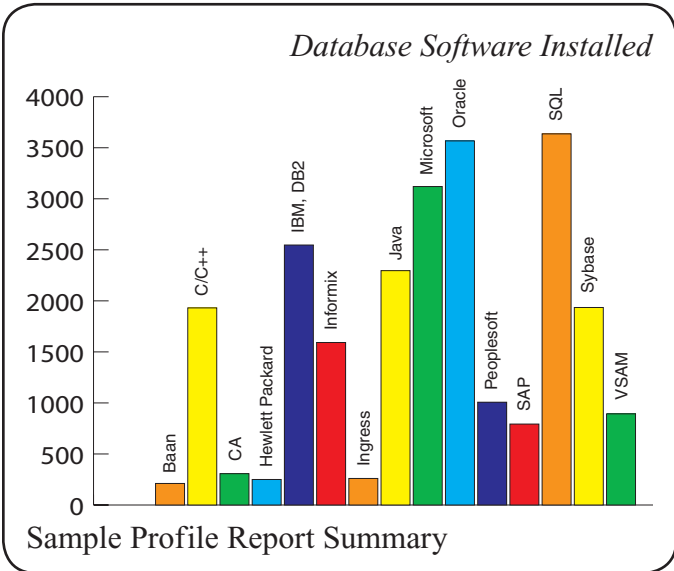
Customer Intelligence Requires Comprehensive Analysis

Data Enhancement services include:

- A professional match of your house file against our current DecisionMaker database.
- A summary "profile" analysis of the matched list that will identify the types of individuals and companies in your marketing file.
- Appended business demographics on each matched record of your list.

Data Enhancement Can Also Deliver:

- New business contacts within your target audience at the same and/or other locations.
- New companies that match your target segment profile, and contacts at those businesses.



Sample Profile Report Summary

The DM2-DecisionMaker Advantage

DM2-DecisionMaker (DM2) is direct marketing to decision makers. We help companies improve their sales and marketing effectiveness by connecting them with pre-qualified leads, new prospects, and industry experts. Our results-driven services include multi-channel list rental, lead development, expert research panels, and custom marketing programs. DM2 maintains its headquarters in Oak Brook, Illinois and manages a rigorously updated database of more than 35 million postal and 6.1 million email addresses of sourced business professionals from 25+ industries.

For More Information

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