



DecisionMaker[®] Data Enhancement

You have customers. Now you can know them.

Raise Your Customer Intelligence

Nearly 80% of prospect database information is incomplete or out of date. Yet, it is the most powerful marketing tool you own. The challenge is finding the value of the data in it. DM2-DecisionMaker helps businesses enhance the quality of their information and improve their customer intelligence.

When to Enhance Your Database

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.

Why Enhance? Improved Marketing Effectiveness

Customer data has a shelf-life. At the pace of business change it's tough to keep contact information up to date. And, the lack of current, accurate data could be costing your business new revenue opportunities. Knowing who to contact can make all the difference.

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

- Learn more about your customers
- Discover new contacts
- Target qualified prospects

The DecisionMaker Data Enhancement service compares your contact file to our complete database of more than 30 million professionals. It's like having an up-to-date organizational chart for your customers and prospects delivered whenever you need it.



- Title
- Sales Volume
- Buying Authority
- Emp. Size

Data Enhancement can help you build **more relationships** with your current customers.

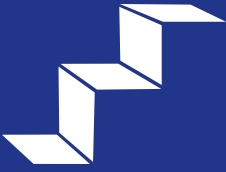


Data Enhancement can generate **new prospects** with companies just like your best customers.



Average Match Rate at Individual Location:
40%-60%





data enhancement
lead generation
expert panels
b-to-b list rental
list management

CASE IN POINT

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® Market place 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.

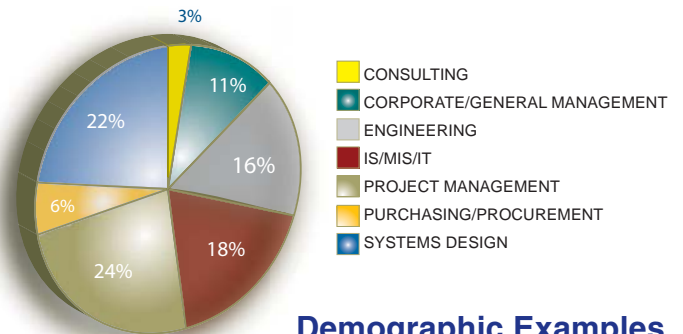
DM2 Delivers

Data Enhancement matches your internal file to our DecisionMaker database of more than 30 million sourced business professionals from over 25 industries.

All Data Enhancement services include:

- A professional match of your house file against our current DecisionMaker business database.
- A summary "profile" analysis of the matched list that will help identify the types of individuals and companies that meet your target customer criteria.
- Appended business demographics on each matched record of your list.
- NEW business contacts at your target company list.
- NEW companies that match your customers' profile, AND contacts at those businesses.

PROFILE REPORT SUMMARY



Demographic Examples

- *Buying Authority*
- *Job Function*
- *Title*
- *Business/Industry*
- *Sales Volume*
- *Employee Size*

The DM2-DecisionMaker Advantage

DM2-DecisionMaker (DM2) is direct marketing to decision makers. We help companies enhance 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 generation and qualification, expert research panels, and custom marketing programs. DM2 maintains its headquarters in Oak Brook, Illinois and manages a quality database of more than 30 million postal and 5.3 million email addresses of sourced business professionals from 25+ industries.

For More Information

For more information, call +1.800.323.4958
visit dm2decisionmaker.com or email
info@dm2decisionmaker.com.