

# Performance Direct Marketing

- marketing data
- data services
- data analysis
- voice messaging
- web based technologies



# Performance Direct Marketing

To help you achieve complete success, we utilize a consultative approach and focus on understanding your overall business goals.

**Alesco Data Group** is an integrated direct marketing services company providing data and related services for direct mail, e-mail, telemarketing and voice messaging campaigns. We utilize our in-depth direct marketing knowledge to create programs that allow you to successfully find new customers, retain those customers and maximize their profitability.

Our expertise and cutting-edge data solutions allow clients to achieve superior results in their prospecting and retention marketing efforts resulting in higher sales, lower costs and greater returns on investment.

## Our Philosophy

We believe that well planned and properly executed direct marketing programs provide a key competitive advantage, convey differentiation in the marketplace and, ultimately, create successful companies. We're known for our ability to deliver solid results based on tested solutions that rely on close analysis of the facts about our client's situation and what they need to accomplish. Our goal is to develop effective partnerships with our clients. To help you achieve complete success, we utilize a consultative approach and focus on

understanding your overall business goals. Once armed with this information, we combine our work ethic, intimate knowledge of our industry and superior technology to bring you solutions that will make an immediate impact on your business.

Our recommendations consistently produce measurable results and enable you to profitably grow your business. Because our solutions are based on a thorough understanding of your goals, we can guide you through every step of a direct marketing project from initial planning to execution and final results analysis.



# Products and Services

Our accurate and privacy-compliant data solutions produce successful and cost-effective results for our clients.

## Marketing Data

Sound data recommendations are the foundation of every successful direct marketing effort. Whether used for targeted mailing lists or within robust database marketing platforms, our accurate and privacy-compliant data solutions produce successful and cost-effective results for our clients.

Our consultative, client-centered approach enables us to consistently select the appropriate mix of data for every application. Supporting every recommendation is Alesco's unparalleled data depth and coverage, superior updating methodologies and cutting-edge web-based access tools.

**Consumer Database** - 200 million consumers by name and age, lifestyle interests, ethnicity, purchase behavior and detailed financial-related data including mortgage, wealth and credit attributes.

**Resident Database** - At over 135 million addresses (and growing!), this file allows you to gain access to every household in the country. Compiled directly from US Postal Service information, you may select records by ZIP code, carrier routes or within a radius of your location.

**Business** - Telephone verified for maximum accuracy and coverage, 18 million businesses including information on over 15 million executives and business owners.

**Specialty** - We literally have thousands of specialty lists available. Reach specialized vertical markets, professions and trade industries with greater accuracy and selectivity.

## Data Analysis

Transform your marketing data into actionable business intelligence. Our data analysis services

will allow you to refine your acquisition, retention and customer lifetime value (LTV) marketing efforts. We'll enable you to leverage your data for greater ROI across the full customer lifecycle.

Our Data Analysis experts will show you how to enrich your data, analyze it and create comprehensive action plans for maximum results. From basic profiling to custom modeling applications our team has the background and experience to craft the optimal solution for your needs and budget.

- Profiling
- Response Models
- Attrition Models
- Up-sell Models
- Segmentation
- LTV Models
- Strategic Consulting
- Custom Mapping

# Products and Services



Our data hygiene and enhancement solutions will dramatically improve the accuracy and performance of your programs.

## Data Services

Alesco offers a comprehensive suite of database services designed to increase targeting efficiency, decrease costs and minimize waste during the marketing process. We couple our address hygiene, merge/purge and suppression services with our experience and know-how to bring you the best solution for each individual application.

**Data Hygiene** - Clean data is critical to successful direct marketing initiatives. Our data hygiene solutions enable you to significantly improve data quality and eliminate wasted postage, making your campaigns more effective and less costly. Whether used

alone or in conjunction, our hygiene solutions will dramatically improve the accuracy and performance of your programs.

Our hygiene services include:

- CASS
- PCOA
- LACS
- Do-Not-Mail
- NCOA
- DSF2
- AEC
- Suppression

**Data Enhancement** - Alesco's data enhancement services will fill missing gaps within your database and can enable you to increase lines of communication with your customers by adding telephone and e-mail data to their records.

We offer a full range of enhancement services including:

- Telephone Append
- Reverse Telephone Append
- Consumer Append
- Business Append

**Data Processing** - Our turn-key data processing capabilities ensure that your processing needs are met on time and on budget.

- Merge/Purge
- Geo Coding
- Custom Processing
- Radius Processing

**DNC Compliance** - Alesco offers a complete Do-Not-Call solution for Federal and State Do-Not-Call regulations.

- SAN Registration
- DNC & DMA Suppression

# Products and Services



## Voice Messaging

If your business would benefit from a quick, effective and inexpensive means of communicating with your customers, Alesco's Voice Messaging service may be the "silver bullet" you've been looking for.

Voice Messaging is a new state of the art telephony technology that allows companies or organizations to leave natural sounding, pre-recorded messages on clients' answering machines or voice mail. Companies can record a message and have it automatically delivered to thousands or even millions of people within hours at a fraction of the cost of a direct mail campaign. Voice Messaging is fundamentally changing the way companies communicate with their customers. Voice Messaging enables personal

communications that are easy to create, quick to deliver, customizable, low-cost and high-performing versus other marketing communication methods. Our system calls your customers' phones and, when it detects an answering machine, leaves a professionally recorded message of 30 to 40 seconds in duration. The quality of the voice message is so clear that recipients cannot tell the difference between the recording and a live person.

When used on a stand-alone basis, organizations are able to drastically reduce costs, shorten lead times and increase response rates as compared to direct mail campaigns. When used in conjunction with direct mail, the results are even more impressive.

Some clients have doubled their response rates by sending follow-up messages shortly before or after their direct mail campaigns. Organizations of all sizes are using Voice Messaging for:

- Sales Offers
- Event Announcements
- Customer Reminders
- Product Updates
- Overdue Notices
- Surveys

Voice Messaging delivers measurable results that far exceed other direct marketing methodologies. Let us show you how to increase your sales, retain your customers and improve profitability with our Voice Messaging services.

Voice Messaging is fundamentally changing the way companies communicate with their customers.



# Web-Based Technologies

Take advantage of cutting-edge list selection tools directly from your desktop.

## Web Based Technologies

Our web-based technologies enable you to take advantage of cutting-edge list selection tools directly from your desktop with a minimum investment of time and resources. We offer several programs that allow you to utilize our technology within your business and stay one step ahead of your competition.

**Online Counts & Orders** - Alesco's online count and order system ([www.alescoleads.com](http://www.alescoleads.com)) puts you in full control of the list buying process. Alescoleads.com is a secure, e-commerce enabled system that allows you to select targeted consumer, resident and

business data right from your desktop.

**Referral Program** - Our Referral Program is the easiest way to generate additional revenue from your existing web traffic. Put a link to [alescoleads.com](http://alescoleads.com) on your website and receive a commission every time one of your referrals purchases from us. Our system automatically tracks all referrals and sends you a monthly report of their usage along with your commission check.

**Storefront** - Our Storefront service enables you to offer your clients a web-based count and order entry system while retaining your

customer relationships. We create a private-label website with your logo, corporate color scheme and payment processing system. Your clients will have real-time access to all of the databases available on our alescoleads system.

**Data Pipe** - Seamlessly integrate list selection into an existing e-commerce website with our Data Pipe technology. Perfect for print-on-demand and other online fulfillment environments, our system offers the same count and order functionality as alescoleads and allows you to create a new, automated revenue stream from your existing customer base.



# Clients

Thousands of clients - from sole proprietors to Fortune 1000 companies - use our products and services to successfully grow their business.

**O**ur clients rely on our attention to detail and our extreme desire to do good work for them. We are tenacious advocates of our clients' success and it shows in everything we do.

By utilizing the latest tools and methodologies, we provide the best, highest performing solutions for our clients. By continuously improving ourselves we stay at the forefront of our industry and our competition.

#### The Result?

Thousands of clients - from sole proprietors to Fortune 1000 companies - use our products and services to successfully grow their business.

*"Our relationship with Alesco continues to meet and exceed our expectations. They have helped us prove that direct marketing is an effective way to grow our business".* – Mark Z.,  
Financial Services, New York, NY

*"Alesco Data Group's service is excellent. Their dedicated staff has become true partners to our business".*  
– Susan J., Telecom, Chicago, IL

*"I am very pleased with the level of service and more importantly the results generated by using Alesco Data Group. Thank you for all services to date and I look forward to continued success working with your organization in the future"*  
– Ray M., Retail, Los Angeles, CA

Alesco Data Group will help you:

- Identify best prospects
- Increase customer retention
- Reduce selling costs
- Acquire new customers
- Decrease customer churn
- Maximize revenue and profit

Alesco Data Group is unique because of our experience, our expertise and our approach. What's most important is that our work gets results!

Take charge of your sales and marketing efforts and generate measurable, cost-effective results by partnering with Alesco Data Group. Call us at **800-701-6531** to get started.

- ▶ Accurate.
- ▶ Complete.
- ▶ Alesco.

**alesco** DATA GROUP ▶

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