

DECISIONMAKER® DATA ENHANCEMENT

Improve the effectiveness of your client's most valuable asset - customer data. By adding targeted, industry-specific company and individual demographics to the customer and prospect information that your client already owns, you can greatly increase their response rates. Our unique profiling and enhancement process requires very little effort from you or the mailer and provides exceptional returns. Some customers have experienced as much as **28% response rates on the first test!**

AND, YOU RECEIVE 20% COMMISSION EACH TIME THE FILE IS ENHANCED.

DecisionMaker® Data Enhancement

Data Enhancement Process

1. Mailer sends your customer file or database to DM2, through you, another third party or directly.
2. DM2 standardizes, cleanses and profiles the file, and provides a detailed analysis of the companies listed.
3. DM2 matches file against our industry-specific databases of 36MM B2B contacts.
4. DM2 delivers enhanced file with updated demographics such as job function, telephone numbers and buying authority for current contacts and adds new contacts and/or new companies.

Broker Benefits:

- Promotes new business and recurring revenue**
- Enables targeted recommendations for future list rental**
- Enhances customer relationships**

Customer Benefits:

- Promotes new business and recurring revenue**
- Delivers new prospects to your client**
- Provides perpetual use of names**
- Targeted messages to the right people**

Data Enhancement Pricing

Our pricing is focused on the specific type of data your client needs. Depending on the decision makers that they are looking to target, this simple pricing will help to effectively reach the customers and prospects as well as enhance relationships with current customers. Choose which demographics your customer needs to update their customer and prospect database.

New Names \$1.00 per name

Individual Name	Title	Company Name	Company Address
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Standard, Premium Deluxe pricing is set per select

Standard \$0.05 per select

Business Type	Employee Size	Job Function	Sales Volume
SIC/NAICS Code	Title		

Premium \$0.15 per select

Area of Work	Building Const. Activity	Database Software Installed	Design/Specify for Industry
Equipment Type	Operating Sys/Network	Programming Language	Telephone Numbers

Deluxe \$0.25 per select

Buying Authority*	Computer Systems on Site		
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*Includes up to 5. \$0.25 for each addition beyond 5.

Program Requirements & Pricing Details

Data Enhancement

Typical match rate is 50-60% by location.

- Setup fee: \$3,000
- Setup includes:
 - File conversion
 - Merge/purge
 - Output
 - Profile Report
- Select fees:
 - Appended names are quoted on a per "new" name basis.
 - Select options - Standard, Premium, Deluxe:
 - See pricing table

Profiling Timeline

Appending demos to Existing Names:

1-20k names: 4 days

>20 k names: 5 days

Appending contacts, locations or both:

1-20k names: 5 days

>20 k names: 6 days

Appending all of the above:

1-20k names: 6 days

>20 k names: 7 days