

Conrad

D · I · R · E · C · T

YOUR DIRECT RESPONSE PARTNER

Mail ✓ Online ✓ Direct Response ✓

Mailing List Brokerage and Management
Online Marketing Services
Full Campaign Management

As a Conrad client, you can expect:

- Sound strategic solutions
- Innovative thinking
- Prompt follow-up
- Advanced technology
- Results-oriented creative
- Attentive service
- Comprehensive reporting
- Competitive pricing





Conrad

D · I · R · E · C · T

ACQUISITION MARKETING

List Brokerage Services

Whether your efforts to acquire new customers, donors or subscribers are focused on traditional direct mail, print media, or the highly competitive online space, Conrad's experience and expertise can help you achieve your goals.

What sets Conrad's list experts apart from the rest? Intelligent list recommendations, outstanding service, out-of-the-box thinking, aggressive negotiation on behalf of our clients, and meticulous attention to detail.

Our in-depth experience helps us find the best lists, the best selects, and the best deals so that you get the best response from the names you rent. We consider your offer, mail piece, and overall objectives. We examine your potential list universe and research what other mailers are using and what and when they are mailing. And we understand the strengths and limitations of both highly targeted vertical lists and large databases, and can help you decide which will work best for you.

The Conrad Difference: Experience, Innovation, Integrity

Your Conrad list expert makes it a practice to...

- Track competitive marketers and industry trends
- Get to know your products and customers
- Look for synergies with other products and interests
- Fine tune the best selects
- Take advantage of exchange opportunities
- Make intelligent use of cooperative databases
- Protect your interests
- Follow through promptly
- Pay attention to detail
- Always adhere to the highest ethical standards



ACQUISITION MARKETING

Online Marketing Services

Applying the same sound direct response fundamentals that have helped our clients acquire new customers, subscribers, donors and leads since 1982, Conrad Direct can improve the results of your online acquisition program.

Conrad's customized and integrated approach to digital marketing allows you to deliver a powerful, consistent message across a wide range of online media. These include (but are not limited to) banner advertising, social media and blogs, paid and organic search, and targeted e-mail campaigns.

Our proprietary network of online media partners allows us to offer unique exclusive opportunities that you will not find elsewhere at any price.

We can help you succeed with:

- E-mail
- Display ads
 - Within targeted e-newsletters
 - On-site ads
- Search – SEM, SEO
- Landing page/website development
- Advanced targeting technologies
- Custom partnership arrangements
- Cooperative cookie-ID databases
- Social networks
- Mobile, and more





ACQUISITION MARKETING

Direct Response Advertising Services

Direct response advertising takes many forms. Count on Conrad's expertise to help you connect with individuals who are interested in your products, services, content or cause in a multitude of ways.

If you are a traditional direct marketer looking for new advertising channels to enhance your acquisition efforts, you can rely on Conrad's seasoned D/R experts to guide you through this new but not uncharted territory.

If your primary marketing focus is digital, Conrad can help you maximize the effectiveness of your online campaigns with direct mail and advertising that integrates seamlessly with your web-based marketing programs.

For all direct response media, including insert advertising, print advertising and short and long form radio, we offer a full menu of direct response advertising services including:

- Strategic planning
- Complete campaign management
- Media plans and recommendations
- Rate negotiation and placement services
- Response analysis
- Creative services (ad design and production)

Our long-time involvement with vertical markets like alternative health, the mature market, publishers and non-profits targeting the entire political spectrum has given us in-depth knowledge that can help you avoid potential pitfalls and optimize the return on your marketing investment.





Conrad

D · I · R · E · C · T

LIST MANAGEMENT SERVICES

Whether your marketing database consists primarily of postal or e-mail addresses or both, your housefile is your single most valuable asset. Conrad Direct's List Management Division is 100% focused on helping you optimize your list rental income and leverage the value of your housefile to open-up new opportunities that can help your business grow.

Conrad Direct will market your list aggressively and creatively, utilizing a variety of analytical tools to identify an expanded universe of potential list renters. We will tap an extensive network of industry contacts to maximize your return on this key asset.

At the same time, working closely with our list brokerage division, we can provide guidance on the effective use of reciprocal agreements and list exchanges, participation in cooperative databases, and custom partnerships, all of which can help you obtain the best possible return from your housefile while protecting its integrity.

As your list managers, our job is to:

- Understand your business – your products, your customers, your priorities
- Sell creatively
- Negotiate aggressively and intelligently
- Pay careful attention to detail
- Follow up promptly on all orders
- Recommend ways to add value to your list
- Keep your data secure
- Provide clear, timely, accurate, detailed reports
- Protect your interests with conservative credit policies
- Collect rental income and pay you promptly



Conrad

D · I · R · E · C · T

DATA SERVICES

Nothing is more vital to the success of your marketing efforts than the intelligent use of good data; and nothing can do more damage, more quickly, than bad data.

Our highly skilled and experienced data service team understands the complexities of the merge purge process to help you take full advantage of this vital marketing tool. At the same time our expertise in data modeling and analysis will enable you to get the best results from both prospecting and customer marketing activities.

With more than 25 years experience helping both online and offline marketers maintain and manage data, Conrad Direct Data Services can help you build stronger relationships with your customers/donors/subscribers, and enhance response in all of your acquisition efforts.

Conrad Direct Data Services include:

- Merge/Purge
- List rental fulfillment
- List maintenance/updates / hygiene
- Data modeling for acquisition, reactivation, and list rental file enhancement
- Data analysis
- Comprehensive database management
- Data appends (e-mail and postal)
- E-mail database management and deployment





FULL CAMPAIGN MANAGEMENT

For clients seeking a full array of direct response marketing services, Conrad Direct offers the extended capabilities and expertise of a seasoned direct response campaign management team.

Our hands-on expertise in off- and online list and media planning and buying, our strategic focus, and our careful attention to detail all work to assure a smooth implementation and successful outcome for your campaign.

We understand that obtaining new customers is only the first step; the ultimate success of your business depends on maximizing those customers' lifetime value. Our expertise, counsel and management services provide valuable support throughout the entire customer acquisition and retention process, including strategic planning, touchpoint strategy, format/offer/price guidance, copywriting and design, media selection, coordination of online and offline -contacts, and more.

And finally, our production expertise will enhance the profitability of your campaigns with more efficient and cost-effective printing and mailing.

Services include:

- Strategic planning
- Creative development
- Media buying and representation
- Data management
- Print and direct mail production management
- Customer retention marketing
- Online marketing services
- Start-to-finish campaign planning and implementation





CONTACT US

By mail:
300 Knickerbocker Road
Cresskill NJ 07626

By phone:
201-567-3200

By fax:
201-567-1530

By e-mail:
listinfo@conraddirect.com

Visit us on the Web at:
www.conraddirect.com

• Call us today! •