



Data Analytics

Our proprietary analytics suite identifies the unique characteristics of your customers and zeroes in on the right prospects. We'll start by helping you understand more about your customers, refine your existing strategy and target high potential prospects. Simply put, you will have critical, real-world insight into your market.

With the extensive data about consumers in the consumer database today, we can give you lots of intelligent data about your current readers, subscribers and members.

- 360 Characteristics about Consumers
- 220 Million People in Database

HOW CAN THIS HELP YOU DRIVE REVENUE?

- We can give you important behavioral characteristics about you customers to sell to advertisers and identify new categories that you may not have thought of before based on data
- We can create a profile of your current customers and find like people based on data matches so you can increase subscriptions, membership, and readership

QUICK STEPS TO A WORLD OF KNOWLEDGE

- Sign NDA and Upload your list into our Data Masher
- A Report Characterizing your Members, Readers and Subscribers is obtained
- The universe of like people is defined for you. How many additional prospects are out there?
- Information your advertisers would be interested in about your audience is summarized
- Propensity, capacity and lifetime value scores are assigned to new prospects

YOU ARE READY TO GROW REVENUE

- Purchase a new list of top prospects (members, readers, subscribers) to market to
- Share important data with advertisers that you did not know before about your customers to drive new ad sales



SERVICES

List purchasing
Mail Tracking Solutions
Co-Mailing
Co-Palletization
Co-Mingling
Truckload freight
LTL Transportation
Packaging Services
Ground Expediting
International Mail
Canadian Mail
Ocean Freight
Postal Documentation
Firm Bundling

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