

- ▶ OPTIMIZE CAMPAIGN PERFORMANCE ▶ LEVERAGE COMPETITIVE & MEDIA INTELLIGENCE
- ▶ BENCHMARK PERFORMANCE WITH INDUSTRY & MARKETPLACE STUDIES

Market**Relevance**[®]

The Power of Perspective

To effectively acquire new customers through Direct Mail and Insert & Print Media requires powerful research and analytical tools that work to improve media performance and provide a deep understanding of your competition and marketplace. Delivering on these essential needs is MarketRelevance, our proprietary research and analytics platform. When combined with the most sophisticated and experienced marketing talent driving media strategy, planning and buying, we are able to dramatically improve your acquisition performance.



p a r a d y s z m a t e r a

paradyszmatera.com

To learn more, contact Debbie Seigenthaler at 615-791-4471 or dseigenthaler@paradyszmatera.com.

© 2008 ParadyszMatera. All rights reserved.

- ▶ OPTIMIZE CAMPAIGN PERFORMANCE
- ▶ LEVERAGE COMPETITIVE & MEDIA INTELLIGENCE
- ▶ BENCHMARK PERFORMANCE WITH INDUSTRY & MARKETPLACE STUDIES

OPTIMIZE CAMPAIGN PERFORMANCE

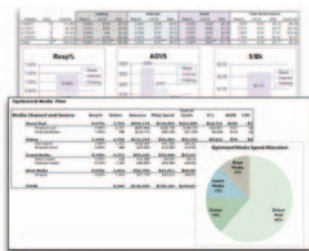
AddVantage™

Using a powerful combination of reports and analyses, we intimately study your campaign performance history to help uncover the subtleties that have led to acquisition successes/failures, identify untapped universe opportunities and improve individual program performance.



Multi-Channel Marketing Reports

After importing performance data from your online and offline channels, media opportunities are ranked—down to the individual program level—based on financial and new customer growth goals. Our suite of proprietary reports provide you with a road map to help prioritize and optimize marketing dollars across channels.



LEVERAGE COMPETITIVE & MEDIA INTELLIGENCE

Promotion Library

Our one-of-a-kind Promotion Library allow you to track competitors' direct mail, insert media and email promotions (25,000+ captured annually). Browse full-color scans and in-depth promotion details, expose new market opportunities, and find breakthrough creative, format and incentive ideas.



Media Library

Using our Media Library, you can uncover what list and insert programs your competitors are using, flag new test ideas and access every media property on the market, complete with full program descriptions, universe, selections, usage, etc.



Insight

Our weekly e-newsletter, Insight, delivers proprietary reporting that informs your media strategy and campaigns including: promotion trends, list analysis, digital and email activity, and new media programs to the market.



BENCHMARK PERFORMANCE WITH INDUSTRY & MARKETPLACE STUDIES

MarketTrends™

MarketTrends are quarterly and biannual studies designed to give you timely and actionable intelligence within your core category to more quickly benchmark progress relative to your specific marketplace. We examine performance trends, campaign timing, peak in-home dates, incentive use and universe trends.



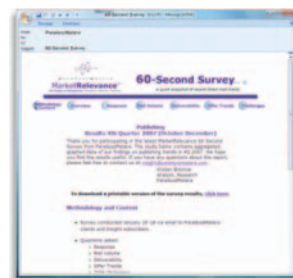
PerformanceWatch™

Specific to nonprofit and publishing marketers, Performance Watch is a biannual report summarizing direct mail acquisition results for a cooperative of marketers. The report looks at performance trends in mail quantity, response, revenue and profitability to help you better evaluate internal and external factors that may be affecting your acquisition performance.



60-Second Survey

This quarterly study is designed to give you a quick snapshot of recent offline and online direct response trends. The survey looks at sales (by channel, date, type, incentive use), response, average order and overall channel volume within your marketplace.



Market Snapshot

Market Snapshot provides a close-up look at unique market sectors for merchandise (e.g. women's apparel, children, automotive, pet supplies) and city/regional publishing. The ongoing studies quantify overall market size and examine promotion activity, incentive use, top search terms and universe to gauge the health of a given sector or subcategory.



Seasonality Study

Our annual Seasonality Study identifies seasonal patterns in direct mail. The study aggregates monthly mail volume and performance data for key consumer products and markets. It identifies when companies are mailing, when consumers are responding, and uncovers opportunistic months to increase your mail volume.

