



The Stamats Database Marketing (SDM) team has a long history in managing audiences, databases, and analytics in the B2B publishing media.

Our integrated unduplicated database system provides a solution you can rely on and identifies all the touch points of your audience in one system. The professionals at Stamats fully understand how to assess, analyze, and deliver audience customer solutions incorporating multiple products on multiple platforms, and tracking engagement of individuals across all products associated with your brand.

Whether you need complete integrated unduplicated data management solutions or help with your own database, Stamats can provide a birds-eye view of your audience or contacts on how they engage with your brands.

Here is a list of services SDM can provide:

UNDUPLICATED INTEGRATED DATABASE

The SDM system combines all your data and touch-points into one integrated database. Collecting and unifying all the data of an audience helps marketers better understand who they are reaching and how they are interacting with your product. SDM can maintain extensive demographics too.

DATABASE MANAGEMENT & MARKETING

Your data can be analyzed to identify their behavior, trends, and target your next marketing campaign for generating personalized communications. Advanced list queries target audiences you need by searching on channels, demographics, interaction, etc.

DATA PROCESSING

Processing of accurate data; mailing information, subscriptions, emails, forms, and opt-outs across all databases in accordance with database best practices, postal, brand qualifications, and standardization guidelines. Our team has 35 years combined experience in accurate data processing and fulfillment.

SUBSCRIPTION MARKETING, TRACKING, AND TRENDING

The Stamats audience team can assist in developing marketing campaigns and budgets to gain additional audiences. We also provide extensive reporting for you to track these campaigns.

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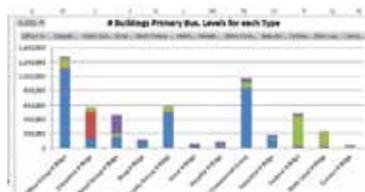


EMAIL MANAGEMENT, MARKETING, AND TRACKING

Your emails can be kept up-to-date by monitoring your user not founds, bad domain, hard bounces, and email appends. Stamats partners with Real Magnet for email solutions. Enrich the understanding of your audience through collecting all the areas your audience is engaged.

REPORTING & ANALYTICS

Reports provide multi-item filtering, pivoting, and drill-through capabilities. Reports are organized into workbook themes in Microsoft Excel. All workbooks share the powerful OLAP cube technology for rapid analysis and filtering of data. The Excel Workbook format has continued to remain the # 1 choice over all other report formats developed over the last 15 years.



Market Segment	Revenue	Profit	Units	Price	Volume	Market Share
Construction	1,200,000	300,000	100,000	12,000	100,000	15%
Manufacturing	800,000	200,000	80,000	10,000	80,000	12%
Retail	500,000	125,000	50,000	10,000	50,000	8%
Healthcare	300,000	75,000	30,000	10,000	30,000	5%
Education	200,000	50,000	20,000	10,000	20,000	3%
Government	100,000	25,000	10,000	10,000	10,000	2%
Non-Profit	50,000	12,500	5,000	10,000	5,000	1%
Other	200,000	50,000	20,000	10,000	20,000	3%
Total	3,000,000	750,000	300,000	10,000	300,000	100%

DEMOGRAPHIC PROFILING & TRENDING

Collect demographics on your audience who interact with your channels. The number of demographics are endless and completely customizable to your needs.

<p>Travis Mathew Travel Bookings</p> <p>Address: 8127 W Washington St Ste 200 Milwaukee, WI 53214-0000 Phone: 414-229-4100 E-mail: travis@mathew.com</p> <p>Job Functions: Meeting/Conference Planning, Board/Management Meetings, Training/Educational Meetings, Incentive Travel/Trips Show/Ballroom/Conventions, Site Selection/Virtual Meetings Type of Facilities: Convention Hotel, Ballroom, Hotel, Airport Hotel, Boardroom/Conference Center, Convention Center (off Resort Site)</p>	<p>Primary Business: Trade/Show/Exhib</p> <p>Job Title: Meeting/Convention Planner</p> <p>KOL/Key Decision: 21-00</p> <p>Where They go Most Often: CA, Northern CA, California, NYS, NY, IL, IN, IA, MO, MI, MN, ND, SD, TN, VA, Caribbean Islands, DC, MD, NJ, NY, PA, LA, WA, HI, Outside North America: Europe, Central America Address: 1-800-553-8878-229-4100-1-800-553-8878</p>
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OTHER CUSTOMIZABLE SERVICES

- Survey tabulation and reporting
- USPS mailing address cleanup
- Email append
- Audit compliant (BPA)
- Web Analytics/engagement
- List management (query & research)
- Website support/hosting

The SDM team has been recognized multiple times for outstanding achievement and innovation in magazine audience/databases by Circulation Management Magazine. Stamats Database Marketing team understands the power of data as it holds the answers. By utilizing your data you will see faster response to opportunities and threats, improve efficiency/customer experience, and gain a competitive advantage.

For more information, contact your sales representative or:

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