



## MANAGE. MARKET. DEVELOP. FULFILL.

With over 100 years combined expertise in audited audience development we can provide the expertise you need to make your data work for you.

The data you collect is powerful, yet sometimes difficult to analyze because it is in separate information silos. By integrating the data into one singular source, you have the ability to identify audience trends, analyze behavior, create custom and targeted profiles, and identify content or product interests. Begin utilizing your data and see faster response to opportunities and threats, improve efficiency/customer experience, and gain a competitive advantage.

Choose the level of service that's right for your organization. We can provide everything from full-service audience development to database hosting and maintenance depending on the needs of your brands and your team. We work with you to develop a list of services that work for you.

### Here is a list of services SDM can provide:

#### UNDUPLICATED INTEGRATED DATABASE

The heart of what makes SDM unique. Most fulfillment solutions house data in separate silos of information making it difficult to analyze how your audience engages with your brands.

We collect all the data you have and integrate it into one single database solution, giving you the ability to view everything your audience is engaged with: newsletters, live events, webinars, digital, print, subscriptions and much more!

Stop paying for data housed in multiple databases- put it all together with SDM.

#### 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**

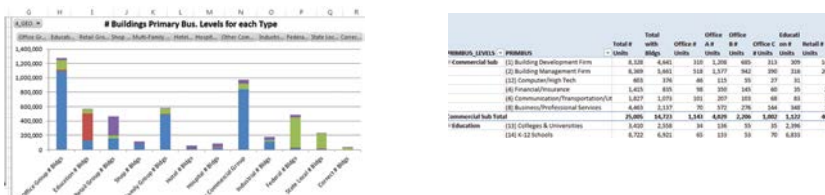
The Stamats audience team can assist in developing marketing campaigns and budgets to gain additional audiences. We also provide extensive reporting for you to track these campaigns.

**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.



**SILVER LIST RESEARCH LIST BROKERAGE**

Now part of Stamats Database Marketing, Silver List Research continues to provide full-service direct marketing consulting and data list brokerage of nearly 40,000 consumer and business-to-business mailing lists and databases. We specialize in working with trade publishers and trade shows.

Our job is to save you time and money! We make list purchases more efficient (and less costly) by coordinating even the smallest details; working in concert with your service bureau or telemarketing vendors to insure all lists are delivered in a timely fashion with all the correct data elements included.

**OTHER CUSTOMIZABLE SERVICES INCLUDE BUT ARE NOT LIMITED TO:**

- 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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