

# MANAGE. MARKET. DEVELOP.

With over 100 years combined expertise in 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 data 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.

# AUDIENCE marketing, tracking, and trending

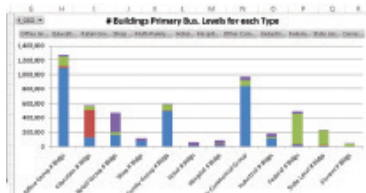
The Stamats audience team can assist in developing marketing campaigns and budgets to gain additional audiences. We also provide extensive reporting for you to track these campaigns.

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. Email delivery and appending services are available through our partners. 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_ID	MARKET	TOTAL	OFFICE	INDUS	RETAIL	OTHER
(1) Building/Development Firm	6,123	6,141	252	3,235	393	351
(2) Building/Management Firm	6,309	6,382	282	3,517	462	381
(3) College/Design Firm	400	376	56	126	79	17
(4) Financial/Investor	1,820	1,830	58	380	140	31
(5) Government/Management Firm	1,627	1,620	102	207	140	11
(6) Business/Professional Services	4,880	2,147	70	172	208	144
Unassigned Sub Total	14,046	14,124	6,147	9,649	3,246	1,082
Unassigned	1,410	2,104	34	130	51	1,389
GRAND TOTAL	6,750	6,821	62	337	54	6,819

List Research List Brokerage

Stamats Data Management 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/standardization
- Web analytics/engagement
- List management (query & research)
- Website support, maintenance, development, and hosting

The SDM team has been recognized multiple times for outstanding achievement and innovation in magazine audience/databases by Circulation Management Magazine and was honored in 2016 by being named a Folio: 100 Honoree.

The Stamats Data Management 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.