



# INTEGRATED DATA SOLUTIONS

## TURN TO VERTIS COMMUNICATIONS FOR ACTIONABLE MARKETING INTELLIGENCE TO INCREASE RESPONSE RATES AND REVENUE

Captivate your audience and generate higher response rates with strategic data insight from Vertis Communications. Our world-class data analysts transform your data into intelligent and creative marketing initiatives.

Get greater lift out of your marketing programs when Vertis helps you better understand and leverage your valuable customer data. We are experts at segmenting, modeling, profiling, and analyzing customer behavior, but we do more than provide you with reports—we make your data actionable.

Bridging the gap between data analysis and creative, Vertis can help you discover why, where, and when people purchase. And we use this knowledge to create strategies, concepts, and promotions that convert consumers into loyal, repeat customers.

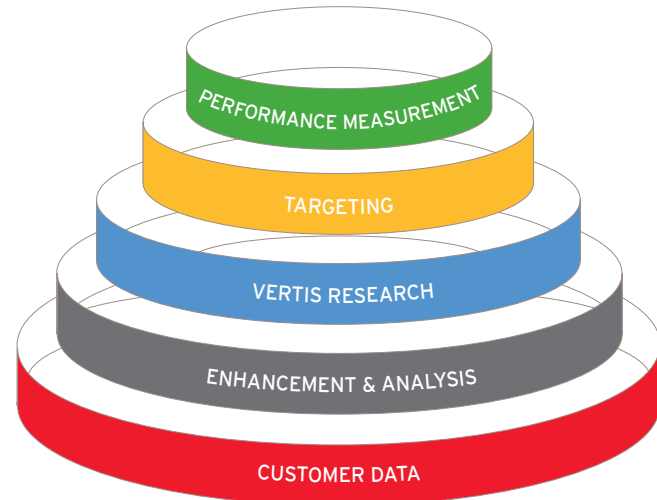
When you are ready to expand your audience, Vertis develops processes, based on existing customer profiles, to add high-potential prospects. As your customers change, or as your business changes, turn to Vertis Communications to increase response rates and improve return on investment.

PARTNERING WITH CLIENTS TO  
SOLVE THE MOST COMPLEX,  
TIME-SENSITIVE MARKETING  
CHALLENGES THROUGH  
CONSULTING, CREATIVE,  
RESEARCH, DIRECT,  
MEDIA, TECHNOLOGY, AND  
PRODUCTION SERVICES.

**VERTIS COMMUNICATIONS  
IS YOUR MARKETING PARTNER  
FOR THE TOUGHEST JOBS.**



## DATA CENTRIC MARKETING STRATEGY



- **PERFORMANCE MEASUREMENT**  
Evaluate program performance and further recommendations
- **TARGETING**  
Select data to precisely target most likely prospects
- **VERTIS RESEARCH**  
Vertis Customer Focus®, RISC AmeriScan research
- **ENHANCEMENT & ANALYSIS**  
Overlay demographic and psychographic elements, data hygiene
- **CUSTOMER DATA**  
Current and past customers' names and addresses, available demographics, transactional data

BY HELPING YOU UNDERSTAND AND UTILIZE VALUABLE CUSTOMER DATA, VERTIS' DATA-CENTRIC APPROACH TO MARKETING **GAINS GREATER LIFT** FROM YOUR MARKETING PROGRAMS.

A LEADING LAWN SERVICE PROVIDER WANTS TO GROW ITS DIRECT MARKETING RESPONSE RATES FROM ITS SEASONAL ACQUISITION PROGRAM WITH SOPHISTICATED DATA ANALYSIS AND RESPONSE MODELING.

A NATIONAL HARDWARE RETAILER IS LOOKING TO TARGET A NEW AUDIENCE BASE WITH SOPHISTICATED LOCAL MARKET TESTING OF AUDIENCE SEGMENTATION, CREATIVE MESSAGING, AND MEDIA OUTLETS.

**TURN TO VERTIS COMMUNICATIONS FOR A DEEP UNDERSTANDING OF YOUR BUSINESS AND PRACTICAL, MEASURABLE SOLUTIONS THAT DRIVE SALES.**

### Improve your customer data quality

Increase deliverability and reduce mailing expenses with our state-of-the-art data hygiene and suppression services. We work with your data to correct customer data degeneration and ensure accuracy.

### Know your customers and how to reach them

Our skilled data analysts help you understand who your customers are—their buying habits, where they live, and what hobbies they enjoy—enabling you to create more effective, personalized marketing programs. And when you share key customer information with us, we can identify common characteristics and patterns within

your customer segments. Our findings help mold key messaging so it resonates with your target consumers, further improving the effectiveness of your marketing campaigns.

### Vertis' proprietary research helps you connect with your customers

Generate the best response from your database with creative campaigns designed to speak directly to your customers. By combining our proprietary research with your customer data, Vertis can provide design and messaging recommendations that will enhance your direct marketing initiatives and speak directly to your consumers.

### Target your best customers and prospects using carefully selected customer data

No other company possesses the marketing experience supported by world-class printing to execute effective campaigns across multiple channels and industries. When you turn to us, you have access to our full breadth of knowledge and capabilities.

Vertis Communications uses best-in-class database management and statistical analysis tools to create a strong foundation for your marketing initiatives by enabling data visualization and analytical reporting in seconds or minutes—not hours or days. And we bring valuable expertise for predictive acquisition and retention modeling to make your data actionable and to ensure results.

Reach your target audience and drive response from your direct mail and online marketing campaigns with the right mailing list for your campaign. Because we understand the strengths and weaknesses of data sources out there, we can find the list that best suits your marketing objectives.

### The types of lists available are virtually limitless:

- National consumer databases
- Business to business
- Responder/buyer files
- New movers
- Mass resident lists
- Specialty data
- E-mail append services



**Build your customer base through profiling, segmenting, and modeling**

Boost customer acquisition response rates, reactivate lapsed customers, and identify new sales opportunities using our compelling modeling analysis to measure historical customer behavior, transactional history, and campaign response history.

We bring disparate data together to create one comprehensive marketing view of your customer. Then we profile and segment it into targetable groups. This allows us to identify the attributes, needs, and desires of each customer group and helps you develop marketing strategies that motivate your audience to action.

**Measure program performance**

Vertis Communications does more than deliver reports. We assess the effectiveness of your marketing programs. Using an iterative campaign planning process, our team of analytic and marketing experts helps you design, test, measure, and predict campaign response. Effective strategies are put into production for a greater return on investment.

TURN TO US™



Call **800.577.8371** to learn more.  
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