

ONLINE MEDIA DAILY

Ad Industry Media Options Explode: From 8 In The 1970s To 100+ Today

by Joe Mandese, Friday, January 27, 2012 8:16 AM

KEY LARGO, FL - One of the greatest challenges confronting the ad industry over the past several decades has been media fragmentation, but most agencies and advertisers typically think of it in terms of how it affects consumers - and their ability to reach them. On Thursday, during MediaPost's Mobile Insider Summit here a highly regarded researcher and analyst presented data indicating it has had a profound impact on the number of media options advertisers and agencies must also now choose from.

"In the 1970s, there were eight choices," Patrick Quinn, founder and CEO of PQ Media, said during a presentation of a new study on mobile and social media at the summit. He was referring to the number of media platforms that advertisers and agencies had to research, plan, buy and analyze the effects of when mounting a campaign to reach consumers with advertising.

"Today there are more than 100, and 17 from mobile alone," he added.

Quinn said that fragmentation of options, and the problems it has caused in manpower, workflow, thinking and comparing media options, is the No. 1 challenge cited by PQ Media's panel of industry leaders that it surveys periodically. Among other things, he noted, many of those platforms have entirely different ways of thinking about and estimating how consumers are exposed to their medium.

To illustrate how vexing, and sometimes emotional, the problem can be, Quinn said he had "just left an angry guy" at New York's LaGuardia Airport who unleashed his frustration about media fragmentation on him, before departing to come to the summit here.

"Which are right for you," Quinn asked Summit attendees of the 100-plus media options they must now consider.

Among other things, the fragmentation and inconsistency among those platforms is creating challenging issues such as "incompatibility" in their measurement systems and metrics, coverage issues, and user experience and ad effectiveness issues.

Even within a given platform that marketers and agencies may think of as a single medium -- say mobile, as an example -- Quinn noted that there are now "44 different revenue streams" for the various sub-components - carriers, networks, publishers, exchanges, app developers, etc. - that make up the mobile media industry today.

4 comments on "Ad Industry Media Options Explode: From 8 In The 1970s To 100+ Today".

David Smith from Mediasmith commented on: January 27, 2012 at 9:21 a.m.
A post like this would be so much better with a graphic /list

Joel Rubinson from **Rubinson Partners, Inc.** commented on: January 27, 2012 at 9:32 a.m.

perhaps Joe Mandese or the person quoted from PQ could list the media platforms? It is hard for me to get to these numbers otherwise...

Myles Younger from **Canned Banners** commented on: January 27, 2012 at 11:55 a.m.

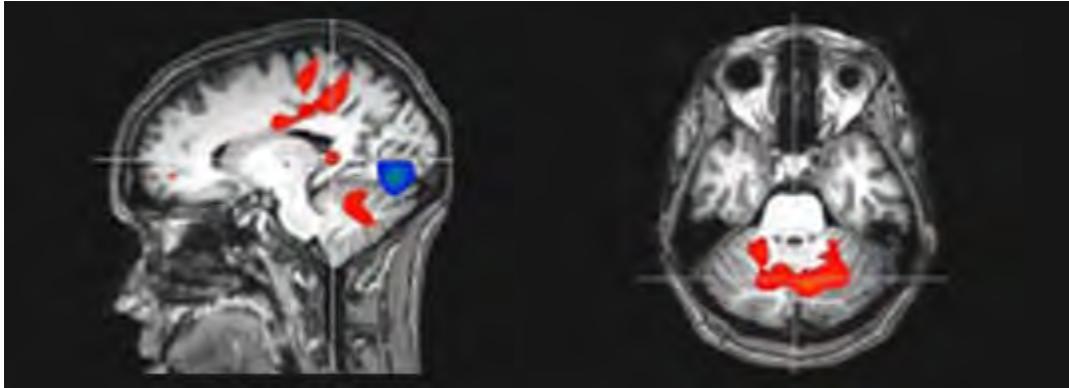
Yeah, I'm left wanting here, but genuinely curious to see a list of these media options. This is what infographics were created for.

Jeroen Hoekman from **Freelance Digital & Social Business Consultant** commented on: January 29, 2012 at 7:38 a.m.

I am not so much concerned about the list of media, as the problem obviously is that there are too many of them to handle. I was actually hoping to hear some suggestions how the ad industry can deal with this problem and how this changes the way we reach customers.

Paper Beats Digital For Emotion

Mon, Oct 4, 2010
Neuromarketing, Branding, Market Research



Direct mail is so last millenium, right? Ultra-efficient digital marketing seems all but certain to supplant actual paper marketing delivered by humans. It might be a little too soon to shut down the paper mills, though, according to a study by branding agency Millward Brown. The research project used fMRI brain scans to show that our brains process paper-based and digital marketing in different ways, and in particular that **paper ads caused more emotional processing**.

According to the study, **physical media left a “deeper footprint”** in the brain, even after for controlling for the increase in sensory processing for tangible items:

- *Material shown on cards generated more activity within the area of the brain associated with the integration of visual and spatial information (the left and right parietal).*
- *This suggests that physical material is more “real” to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks. [From Millward Brown Case Study - [Using Neuroscience to Understand the Role of Direct Mail.](#)]*

The study also found that the tangible materials involved more emotional processing in the subjects, important from a branding and ad recall standpoint:

- *More processing is taking place in the right retrosplenial cortex when physical material is presented. This is involved in the processing of emotionally powerful stimuli and memory, which would suggest that the physical presentation may be generating more*

emotionally vivid memories.

• *Physical activity generates increased activity in the cerebellum, which is associated with spatial and emotional processing (as well as motor activity) and is likely to be further evidence of enhanced emotional processing.*

Before we get carried away and crank up the printing presses, a few limitations of the findings should be noted. The biggest is that a head-to-head comparison of similar digital and print ads may not represent most real-world marketing situations. Digital ads can do things that print ads can't match, like this **Halo ad** from **Unicast**. Digital ads can build in **video, audio, and interactivity**. Furthermore, digital ads can be **targeted** far more effectively based on user interests (search and content), past behavior, and other characteristics that print can't match.

Paper-based Marketing. As a long-time direct marketing guy, I'm happy to see that high-tech brain scans show that paper still has some advantages that bits can't match. The Millward Brown study didn't get into how to optimize a print piece, but here are a few quick ideas:

- Think about the tactile nature of the piece. Heavier stock and a textured finish could emphasize the “tangibility” of the mailed item.
- Take advantage of the brain's emotional engagement with tangible media and craft a message that has an emotional impact.
- Build in your brand imagery, since brand recall may be enhanced by the paper medium.

Digital marketers, on the other hand, need to **look beyond static banners** that are little more than converted print ads. (The ubiquity of the term “banner blindness” is one clue about how ineffective many digital ads are.) I have little doubt that a comparison between a paper ad and a **well-targeted, engaging, rich-media ad** would at least even things up, if not tilt in the favor of digital. Digital ads have the potential to stimulate multiple senses, both surprise and interact with the viewer, and overall be very engaging. I'm confident that these strengths can **offset the “tangible” advantages of paper** for most applications.

Despite the prevalence of digital media, catalogs remain a huge part of retail business

By **Tim Feran**

The Columbus Dispatch Sunday August 5, 2012 6:47 AM



In an age when retailers are aggressively pursuing customers electronically — on the Web, through social media and via mobile apps — printed catalogs would seem to be a relic of the past.

But there is more life left in those glossy pages than you might think. In fact, far from being an afterthought in a retailer's business plan, printed catalogs remain a key method for luring customers — maybe more important than ever.

Columbus-based fashion retailer Express revamped its catalog last year after extensive research.

“The catalog continues to open new doors and opportunity for us,” said Jim Wright, senior vice president of marketing. “We see a strong future for the catalog, with this being one of many ways that we communicate with our customer.”

Express is far from alone in finding new life in the old catalog. “The surprise is how print is still so much alive,” said Kelly Ruoff, managing creative director at brand-marketing firm Ologie.

“Electronic is performing well, but the printed page is still very good,” said Matt Wilson, who follows retail at SBC Advertising. “The people from Restoration Hardware have gone completely old-school, for instance, printing a freaking phone book every quarter. The effect it has on people is remarkable.”

The numbers are remarkable, too.

More than 12.5 billion catalogs were mailed to U.S. homes last year, according to the Direct Marketing Association, and 89.6 million Americans bought an item from those catalogs.

The reason for the catalog’s enduring strength? It works. The Direct Marketing Association’s research finds that a catalog sent through the mail is 30 times more effective at getting consumers to buy something than is electronic mail.

Even younger shoppers, the least-likely customers to use printed media, are hip to the old-school format. The National Retail Federation recently reported that 15 percent of college shoppers plan to buy back-to-school items via catalog. Although the percentage might seem small, it has tripled since 2003.

The reason? “It’s easier for people to ignore Web advertising because we’ve trained ourselves to focus on the middle of the screen page,” said Shawn Brown, vice president of creative services at SBC Advertising. “But when you get a catalog in the mail, typically you at least look at the cover.”

Although millions of people use catalogs to buy merchandise — the same way that their ancestors did 100 years ago — the new rise of the old catalog is a result of more than direct sales. Its popularity today also comes from its role as a marketing tool.

“The catalog is really a multichannel driver,” Brown said. “You’ve got a lot of Internet sales, a lot of people visiting stores because they saw it first in a catalog.”

At Victoria’s Secret, that seamless transition from looking at the printed page to buying online or in a store is well-known.

“As we think about our catalog business, we really don’t think about it as a separate business,” said Sharen Turney, CEO and president of Victoria’s Secret, in recent comments to analysts. “Our goal is to have one seamless experience from the customer point of view.”

The Express catalog “drives customers into all of our channels, including mobile,” Wright said. “Associates often see customers come to the store with our direct mail and catalogs asking for specific merchandise.”

One notable exception to the catalog trend: Abercrombie & Fitch.

Although the New Albany-based casual-clothing retailer famously produced a racy magazine-catalog, *A&F Quarterly*, from 1997 through 2003, Abercrombie has since produced only a few one-time-only publications. “It’s now very much a sometime thing,” an Abercrombie spokesman said. “The company is investing in its (direct-to-consumer sales), and the growth in that channel has been and is continuing to be remarkable. But that’s electronic, not printed, communication.” Even though Abercrombie is out of the traditional catalog game, the retailer does continue to lead the way in one significant way: Its publications are meticulously executed, with high-fashion photography. For instance, in 2010, its publication featured a collection of Bruce Weber photos with a “screen test” theme.

In similar fashion, the Express catalog is intended to be “a very beautiful and engaging brand experience that highlights Express’ commitment to fashion,” Wright said. “For many of our customers, the catalog is a high-quality and visceral way to experience the brand and its fashion.”

One instructive example of the power of the printed catalog — and what can happen when that power is forgotten — occurred at women’s apparel and accessories retailer Coldwater Creek, Brown said.

About three years ago, a new CEO came in and, looking for a way to save money and fatten the bottom line, dramatically reduced the number of catalogs printed and mailed out. When sales began to plummet — even Internet sales, because the catalog had been driving customers there — Coldwater Creek reverted to sending out a large number of catalogs, sparking a turnaround.

“I kind of laugh when I hear people say print is going to be dead in a couple years,” Brown said. “It’s not, not in my lifetime.”

tferan@dispatch.com

Why retail catalogs survive, even thrive, in Internet Age

By Michelle Fox, CNBC.com

Online spending may be increasing, but the venerable catalog is doing anything but fading away. In fact, it is still an important part of business for retailers.

"It's basically a marketing tool," said retail analyst Eric Beder, a managing director at Brean Murray, Carret & Co. "The beauty of a catalog is that you don't have to go online to see it, so you can use it anywhere."

More than 12.5 billion catalogs were mailed out to homes in the [U.S.](#) last year, according to the [Direct Marketing Association](#), the largest global association for the marketing community. And there are still those who use the catalog for what it was originally intended for: More than 89.6 million Americans bought an item from a catalog last year.

These days, it is more than just a means to allow customers to order merchandise from the privacy of their homes. Retailers are relying on it to draw in business and spread their brand's name.

J.Crew, which began as a mail-order business, now has over 300 stores across the U.S. and Canada but it still mails out 40 million catalogs per year.

Because of the marketing punch they pack, J.Crew CEO Mickey Drexler, goes over every issue with a fine-tooth comb before it's published.

"I'm looking at the color; I'm looking at the clarity of a picture, the newness, the creativity," Drexler said.

Roughly 30% of J.Crew's revenue comes from online and catalog sales — the two are tightly intertwined.

"Most of our business goes from catalog to online," Drexler said. "I'm always looking at the turn-on item or category or outfit that will drive them to want to shop at J.Crew instead of the millions of choices out there."

A couple of years ago, some retailers decided to cut back on publishing catalogs in order to save money. That move proved to be a hard lesson in the power of the catalog, said Ken Ebeling, senior vice president of membership at the Direct Marketing Association.

"Sales plummeted," he said. "They realized if they don't keep their catalogs out there, their e-commerce will decline."

In fact, some businesses that have never published catalogs before have decided now they want in.

Apparel retailer Express has always done direct mail, but about a year and a half ago decided to publish catalogs. It not only shows up in mailboxes, but on different channels such as Facebook as well.

"Our 20-something customer makes little delineation between channels. She or he enjoys viewing our catalogue online, in her mailbox or on the phone, so we make sure our fashion is always available no matter where our customers want to view it," Express CMO Lisa Gavales said. "That said, we haven't seen any virtual viewing work as well as a good, old-fashioned paper catalog."

[New York](#) and Co., another fashion retailer, refers to its new catalog as a "fashion book." Titled "The City," it not only highlights the company's products, it also includes nuggets of information about New York. The first edition was published in March of this year, and the second edition came out in May.

"Our assortments are right, our brand is right. We wanted to get out there and express our brand in a way that we never really have before," New York and Company spokesperson Suzanne Rosenberg said. "We've had a good reaction, both online and in stores."

Beder believes companies can become more focused within the catalogs and can tailor them for specific events or a certain customer base.

"I think that the trend is going to continue," he said. "If anything, we've seen more people add catalogs than drop them."

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Top 10 back-to-school trends for 2012

By MARGARET CASE LITTLE, SENIOR DIRECTOR | Published: JULY 26, 2012
[2 Comments](#) | This entry was posted in [Research](#), [Retail Trends](#)

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BACK TO SCHOOL

10 trends impacting Back-to-School spending in 2012

The tardy bell will be ringing sooner than we know it. Parents, kids and retailers have one thing on their minds: back-to-school shopping. According to the National Retail Federation, combined K-12 and college spending will reach a record \$83.8 billion. That's quite a few colored pencils and new backpacks.

Here's a breakdown of the biggest trends retailers can expect to see this year.

1 Economy Still Top of Mind

85% of shoppers say the economy will impact how, what, when, where and why they shop for school and college items.

85%

2 Refill, Replenish, Restock

Pencils break, backpacks rip, children grow and technology is more affordable than ever – all contributing to the \$688 receipt the average family of K-12 students will spend on supplies.

- Flash drive
- 3-ring binder
- Backpack
- Colored pencils
- Colored pens
- Eraser
- Glue stick
- Graph paper
- Hand sanitizer
- Highlighters
- Markers
- Organizer/planner
- Paper clips
- Pens/pencils
- Penicil sharpener
- Pocket dictionary

3 Online Takes Bigger Piece of the Pie

Since 2003, online shopping has quadrupled for back-to-school – and this year, smart shoppers are heading online in droves to comparison shop and find the best value.

10.9%	21.4%	39.6%
2003	2007	2012

Percentage of school shoppers buying at least one item online

4 The Early Birds are Already Shopping

Nearly one-fourth of back-to-school shoppers say they'll start shopping at least two months before school begins and almost half will begin three weeks to a month out.

5 Empty Nests Abound



Dorm supplies and furnishings will be in high demand as **one-quarter of college-aged students will be packing up to live in campus housing** this year – the most in the survey's history.



6 Online Shoppers Set to Spend More

And by more, we mean quite a bit!

Shoppers heading online will spend \$874 on average for back-to-school supplies, a 27% increase above the overall shopper average.



7 Students (and Parents) Win with Gift Cards



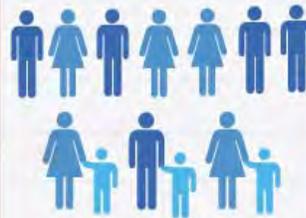
Budget-conscious parents are cutting back on sending their college students off with "emergency" credit cards, instead choosing to spend **an average of \$71 on pre-paid gift cards** for coffee, pizza, music and more.

8 Who Says the Catalog is Dead?

15% of college shoppers say they'll purchase back-to-school items via catalog – a stat that **has tripled since 2003.**



9 Baby Boom!



The high growth in spending this year could be due to record levels of elementary and middle school enrollment, with **3 in 10 Americans noting they have children between the ages of 6 and 17.**

10 Department Stores Trending Up

Chain department stores find themselves in with the popular crowd this year, as **6 in 10 shoppers plan to shop that category** – the most in the survey's history.



Also in with the cool kids?

- Discounters
- Clothiers
- Office suppliers
- Electronic stores

Archives

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ANA Social/Digital Marketer Survey: 'Tangible' ROI Quest Continues

Posted by [Sheila Shayon](#) on July 19, 2012 10:07 AM



While more than 70% of marketers are using new media platforms, 62% are increasingly concerned with the inability to prove ROI across these channels according to the [ANA](#) (Association of National Advertisers) 2012 Digital and Social Media Survey, conducted in April and May 2012 with 224 client-side marketers.

Use of online video (e.g., YouTube) increased from 64% last year to 80% in 2012, and since 2007, overall usage of social media and mobile marketing has grown significantly, with 90% and 74% of marketers using them, respectively.

Respondents' preferred social/digital channels for consumer outreach:

- Facebook – 96%
- Branded mobile apps – 70%
- Twitter – 89%
- QR codes – 67%
- LinkedIn – 49%
- Text ads – 53%
- Pinterest – 33%
- Non-video ads – 41%
- Other – 14%

- Video ads – 25%

“Marketers are rapidly learning what works best for their brands and they look to remain nimble and move to adopt new opportunities,” said Bob Liodice, president and CEO, ANA. “Platforms offering the most tangible ROI will be favored by marketers moving forward. It is imperative for the industry to standardize measurement practices for digital, social and mobile markets.”

Marketers continue to use web-based platforms including websites (95%), email marketing (91 %) and online advertising (89%) to reach customers.

Despite the growth in new media platform usage, concern over adequate metrics for the best balance of traditional and digital media remains paramount, and 53% of ANA respondents say there’s a dearth of understanding about digital in their organization.

Sixty percent of marketers surveyed are currently measuring the effectiveness / ROI of their social media efforts, and mobile marketing (70%) ranks highest in terms of marketers’ desire for measurement with just half of those surveyed as interested in online video marketing measurement.

About 9 out of 10 marketers do measure search engine marketing (paid keyword), compared to their website (89%), email marketing (88%) and online advertising (88%). Metrics such as the number of Facebook “likes” or Twitter “re-tweets” scored at the bottom of the list, with 30% and 39%, respectively, finding them effective.

According to 49% of marketers surveyed, the digital marketing / media team is responsible for all social media efforts and primary reasons for social media monitoring are: Brand integrity (29%), Insights / trends (26%), Customer service (18%), Corporate PR (16%).

Overall, 75% of respondents dedicate 1-3 people to this task, with 17% involved full time and 83% taking it on in addition to other responsibilities.

Printing Impressions

Direct Mail Still the Best Method to Acquire New Donors

ATLANTA—August 14, 2012—A study carried out by research company Campbell River on behalf of the non-profit advisory body, Dunham+Company, found that people were more than three times as likely to donate after being contacted by direct mail than by email. August 14, 2012

The researchers asked people making a donation what had prompted them to make a contribution to the charity. The portion of people who were donating after receiving a direct mail appeal was 17 percent, more than three times higher than the 5 percent who had been prompted to donate by an email.

Rick Dunham, CEO of Dunham+Company, described the results of the study as “a bit of a shock.” But perhaps there is a simple explanation: we pay more attention to a physical object that comes into our mailbox than electronic email, which is easily deleted with the click of a mouse.

Analyzing the results of the study, it was found that donors in the 40-59 categories are the most responsive to direct mail—47 percent of them responded to receiving a letter by making a donation in 2012, which is a dramatic increase from 34 percent in 2010. Donors over 60 also respond well to direct mail—24 percent of them donated in 2012 after receiving a letter, an increase of 6 percent since 2010.

Direct mail is particularly effective at getting people to make their first donation to a charity. According to the Blackbaud “2011 DonorCentrics Internet and Multi-Channel Giving Benchmarking Report,” three quarters of new donors were prompted to donate by direct mail, compared to just 17 percent by email.

Direct mail is more expensive as a campaigning tool than electronic methods—such as email and social media—but it also brings in a lot more revenue. The 2011 Blackbaud report revealed that the typical charity in the United States receives 75 percent of its funding through the mail. In comparison, online giving accounts for 10 percent of the total revenue. Moreover, it was revealed that the majority of donors make donations purely through direct mail.

Although electronic campaigns are a good way to raise awareness and increase a charity's visibility, non-profit organizations looking to raise funds should be wary of relying too heavily on online campaigning. Many of the boomer generation who are most likely to donate still are not internet savvy and can appreciate the thought time that goes into direct mail ads. Not engaging in physical mail when searching for donations is simply neglecting some rather large segments and as the research shows, some responsive segments at that.

About AccurateLeads

AccurateLeads is a leading provider of direct marketing services that help businesses grow their client basis. Founded in 1984, AccurateLeads has developed a unique process that helps businesses create an individualized multichannel marketing plan to stimulate growth and out brand competition.

Source: AccurateLeads.

Media inquiries:

Peter Propp
1-800-253-1944, extension 701
ppropp@eml.intelisent.com

Orchestrated Direct Marketing Campaigns Give Marketers an Edge

Marketers who deliver synchronized and personalized messages via e-mail, direct mail and other methods can experience 6x the ROI of less sophisticated direct marketing campaigns.

WINDSOR LOCKS, Conn. - January 24, 2012 - Marketers who leverage live data to enhance the timeliness and relevance of their outbound marketing messages can achieve nearly six (6) times the return on investment of marketers who are less strategic in their approach, according to a study released today by Intelisent. The study, "Personalized Marketing and Real Time Data," was written by noted marketing industry analyst David Daniels of The Relevancy Group.

The study showed that marketers who "orchestrate" their campaigns by delivering highly personalized messages via multiple messaging channels at precisely synchronized intervals can achieve nearly four (4) times the revenue and six (6) times the ROI of marketers who use less sophisticated approaches.

According to Daniels, "It's not surprising that consumers react more positively to those messages that are relevant and coordinated across channels. What is surprising is how little marketers use this tactic to its fullest, especially when the return is so high." The full study can be found at www.intelisent.com/whitepaper.

"Smart marketers want to use every tool at their disposal to improve customer engagement and activation rates. They need the message to be relevant and the consumer to be willing to hear the message," according to Intelisent founder and CEO Mark Mandell. "The toolset we've developed at Intelisent delivers personal messaging and rich, real-time data - and the means to leverage that data towards a successful outbound marketing outcome."

The study is titled "Personalized Marketing and Real Time Data." Some other key findings include:

- Marketers who embrace segmentation and personalization experience fewer challenges and greater results than those who don't.
- Ten (10) percent of consumers who receive relevant marketing emails share them on their social networks on a regular basis, a number that is as high as 22% with consumers in younger demographic segments.
- Contrary to common logic, the messages in most e-mail marketing efforts are far less personalized than offline direct mail messages.
- The majority of marketers have not integrated the disparate array of customer data sources into a centralized database for direct marketing purposes.
- Only 25% of direct marketers embrace essential testing tactics, such as control versus lift and multi-variant analysis.

"It is exciting for us to see data-driven findings from The Relevancy Group that support our decision to launch Intelisent as a new and separate business," said Mandell. The company is a spin off of direct marketing leader Data-Mail, which was founded in 1971 in Newington, CT. "Our direct marketing background has led us to develop outstanding data processing capabilities. So we know how to generate messages that are custom to the individual with custom terms. Our core Intelisent products allow us to monitor minute details about message arrival, both online and offline."

"More and more customers have asked us to help them execute campaigns based on new and strategic ways to reach their target audience with great messages and offers delivered in a time-sensitive manner. We've been winning business based on a new model, and we've recognized the opportunity to invest in a broader platform that provides essential tools for orchestrated direct marketing."

Marketers leveraging the Intelisent platform can create minutely segmented messages and deliver them across print and electronic channels in a highly orchestrated manner. They can:

- Track and leverage delivery and open data in real-time so that traditional direct marketing efforts can be reinforced by electronic tactics and vice versa.
- Use remittance mail tracking to manage cash flow.
- Use mail delivery information to predict store traffic so retailers can shift inventory and balance staffing.
- Create a call center script with similar custom messaging, based on the details known about that consumer - and only call the consumer when a specified set of campaign actions has already occurred.

According to Mandell, "We view our data processing, data monitoring and message delivery capabilities as critical assets for marketers who are looking for ways to improve engagement, conversion, and ROI in their outbound marketing campaigns."

###

About Intelisent: With strong roots in personalization, data and postal processing, email marketing, mail tracking, address correction, and postage optimization, the Intelisent team is well-positioned to help large marketing organizations adopt the new world order of marketing where personalized, one-to-one communications are an essential business tool. Call (800) 253-1944 or send an e-mail to info@Intelisent.com. Visit us at <http://www.Intelisent.com>.

About The Relevancy Group: The Relevancy Group is dedicated to educating the market on the imperative tactics needed to foster trust with consumers and improve an organization's relevance within the broader online economy. Working with the leading vendors and associations serving the household names that comprise our economy, The Relevancy Group acts as an educator and trusted advisor in the aim of optimizing cross-channel marketing strategy and tactics. For more information, please visit: www.relevancygroup.com.

Bio: David Daniels, CEO, The Relevancy Group: According to Direct Magazine, David Daniels is "one of the most influential experts in email marketing, if not the most influential." Until January 2010 he served as Vice President and Principal Analyst with Forrester Research and JupiterResearch. David is co-author of the book "Email Marketing An Hour A Day" and has been a contributor to the Weekend Today Show on NBC. David has held senior level positions at Apple Computer, Urban Outfitters/Anthropologie, Micro/MacWarehouse, ProTeam and CDA Computer Sales. David writes a bi-weekly column for ClickZ on Email Marketing.

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