



What is the value of a single source for global business-to-business marketing data and services?

Sales territories now span geographic regions and countries or extend around the globe. And customer and prospect contact information is often out of date or incomplete, in addition to being in multiple formats based on location.

Marketers and sales professionals need one source of contact information with complete and targeted information about each of their customers and prospects to ensure that they:

- Reach the right decision makers at each company.
- Target industry segments with the most relevant message.
- Get the greatest return on their investment of time and money.

MARDEV-DM2 is the single source for complete business-to-business (B2B) marketing process management—from the data required to directly deliver your message to the right audience to the ability to track and manage the effectiveness of each marketing campaign and its conversion to sales.

What problems does MARDEV-DM2 solve?

Global marketers face ongoing challenges that prevent them from measuring marketing ROI—issues such as:

- Lost revenue due to messages that do not reach the right decision makers
- Wasted resources on campaign production and mailing to the wrong address
- Process delays since customer and prospect data is stored in separate locations and systems
- Difficulty measuring response to campaigns across multiple channels
- Lack of insight into the process of converting leads to sales

As a marketer under greater pressure than ever to measure the results of every dollar spent, you need to know that you are starting with current, high quality marketing data and the services that deliver results and address the challenges you face.

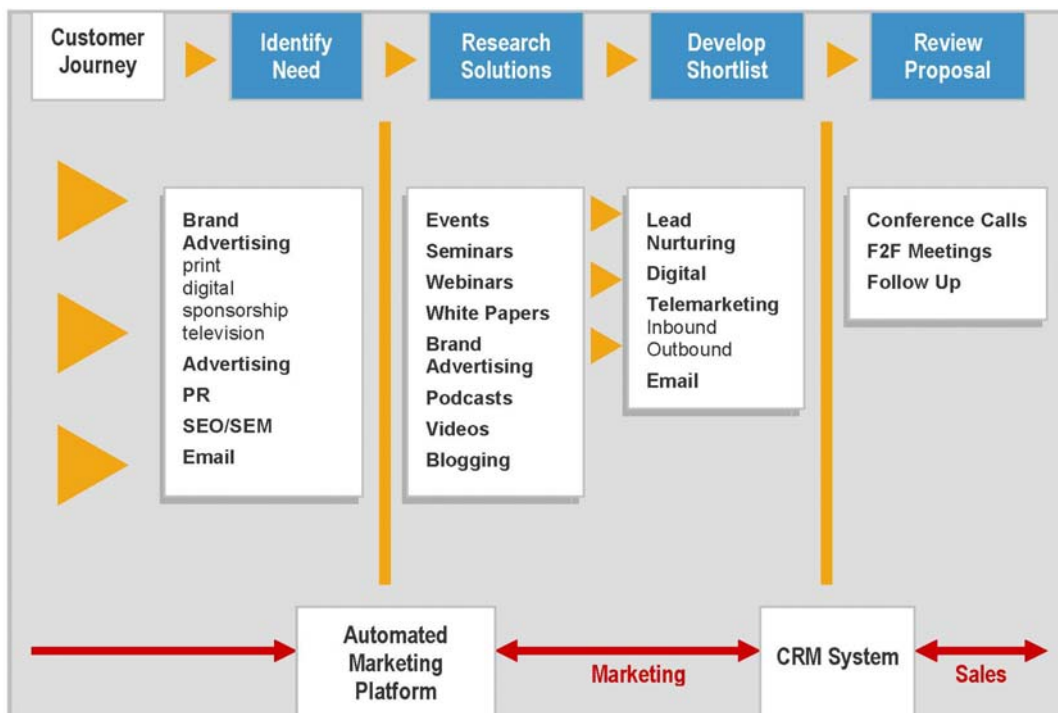
What marketing services does MARDEV-DM2 provide?

MARDEV-DM2 delivers global business-to-business marketing data and services that are designed to effectively and efficiently move customer and prospect conversations and relationships through the buying cycle to the point of sale.

The MARDEV-DM2 portfolio of **Smart Marketing Tools** promotes your product message and company brand to decision makers in your target markets through:

- Integrated email, postal and telephone direct marketing
 - Database cleansing and enhancement
 - SEM/SEO programs on topic-specific Web sites
 - Lead generation, development and nurturing
 - Automated campaign management and tracking
 - Closed-loop sales follow-up
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Meet customers where they are in the buying cycle



As prospects move closer to a buying decision, it is critical that your message is in front of the right people responsible for making that decision. MARDEV-DM2 delivers the message on your behalf and keeps it there. And, we deliver current contact information about the buyers and influencers to improve your business targeting.

Why MARDEV-DM2?

With global reach, more than 300 databases of 50 million sourced business professionals, the targeted industry contact data from MARDEV-DM2 serves as the ideal starting point for an integrated, measurable marketing campaign. Add to that the ability to measure the return on each campaign and consistently learn more about your customers and prospects so you are always targeting the right buyer. Unlike companies that are limited by either services, the depth of data, or geography, MARDEV-DM2 is a global B2B provider of the customer acquisition data and marketing services that you need to develop relationships with your target market and accelerate your business.

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