



# E-Marketing Solutions

BEST QUALITY, DELIVERABILITY, AND SERVICE

## E@ppend...E@quire...DM-Optimizer:

your three-step plan for improving sales and profits

### E-MARKETING SOLUTIONS WILL HELP YOU...

**Maximize your ROI.** Whether your goal is increasing sales...improving customer lifetime value...generating healthy customer growth...reducing direct mail expenses, or all of the above, MDR's suite of E-Marketing Solutions is your answer.

**Increase marketing efficiency and effectiveness, while leapfrogging your competition.** MDR's E-Marketing Solutions offers you a timely, measurable, actionable, and cost-effective way to expand your multi-channel strategies. Covering 70% of teaching professionals and based on our exclusive database of 3.7 million e-mail addresses, MDR offers you the largest and most accurate database in the education industry. And all MDR e-mail products are fully compliant with the CAN-SPAM Act.

**Reach educators via their channel of choice.** With MDR E-Marketing Solutions, you'll be able to interact with educators through the channel that they are most likely to respond to.

### BENEFITS

- Target your best customers and prospects with messaging and offers based on their specific product interests;
- Test new acquisition or lead-generation strategies, creating relationships with your customers online;
- Conduct market research and get timely insight for product development;
- Generate actionable results at a very low cost;
- Drive qualified traffic to your Web site;
- Complete your own customer file and build stronger, more profitable customer relationships;
- Get more messages to your customers and prospects. MDR's **exclusive** "no mass" e-mail delivery technology staggers messages sent to each school network to ensure maximum deliverability; and
- Take advantage of our **exclusive** E-Mail Campaign Manager (ECM) tool and get the most sophisticated asset management, deployment, and reporting tool available in the education industry.

"MDR's E@quire product has helped us target many specific, hard-to-reach audiences with a depth of deliverability that has been outstanding. Customer service and support is also great!"

*Chip Franklin  
Parthenon Group*

"We started using MDR's E-Marketing Solutions two years ago as part of a new multi-channel strategy and we were overwhelmed by the results—our response rates increased fourfold and our return on direct mail marketing has increased dramatically!"

*Jason Klein, COO  
Award Emblem Mfg. Co., Inc.*

### What do educators think about e-mail?\*

**87%** access their e-mail during the day;

**75%** have purchased over the Internet;

**57%** use their school e-mail accounts for information about educational products and services.

\*Source: MDR Report, E-Mail Trends in the Education Market: A Comprehensive Analysis of the 2005-2006 School Year.

Call your MDR Representative at 800-333-8802 to start generating results today!

[www.schooldata.com](http://www.schooldata.com)

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## MDR's e-mail marketing solutions are your three-step plan for improving sales and profits:

### **E@ppend** – Enhance, extend, and update your in-house files or stimulate unprofitable print segments of your customer file.

Give us your customer file. We'll add their e-mail addresses to your list and send out an e-mail on your behalf to your customers.

- The easy, low-cost solution for appending e-mail addresses to your customer file;
- Develop your own robust in-house e-mail marketing programs;
- Proven effective to reactivate dormant customers;
- Unlimited use of e-mail addresses with E@ppend Premium; and
- One-time e-mail deployment and results reporting are included.

### **E@quire** – Prospect into schools using highly targeted lists that model your current customer file.

Get access to the entire MDR e-mail database with hundreds of database selects—job function, enrollment, school type, geography, and more. Choose your audience and we'll deploy your message.

- This solution gives you access to MDR's database of over 3.7 million e-mail addresses.
- Target the highest potential prospects and choose from hundreds of MDR selections—job function, new teachers, enrollment, school type, Direct Response Index™ (DRI), response names, and more.
- Campaign tracking, opt-out management, and results reporting are included.

### **DM-Optimizer** – Leverage two channels and dramatically increase your direct mail results by sending a synchronized pre or post e-mail to the same audience.

Get the best of both worlds—purchase a direct mail list and get the corresponding e-mail list at a discount of just \$125/M.

- Use the e-mail list to alert your customers and prospects about an upcoming promotion or as an effective means to follow up.
- A multi-channel strategy yields dramatic, proven results: Test cases with leading consumer marketers have shown response rates from 7% to 9% for a follow-up campaign versus 1% to 2% with a standard, single-message campaign.
- Campaign tracking, opt-out management, and results reporting are included.

### **New Options for E@quire and DM-Optimizer**

**Educators at Home E-Mail Addresses** – Take advantage of this new, targeted channel to reach educators via their personal e-mail address. Traditional education marketers can use it to reinforce their messages, and consumer marketers use it as a way to reach this attractive audience. Remember, educators are also decision makers at home. Many are home owners and parents with varied interests that include traveling, investing, and more.

**E-Mail Hot Leads** – Follow up on your hottest leads—people who are responding to your e-mail campaign while it's going on! You get key contact and demographic information for those who are opening your messages and clicking on links. Deliver qualified leads to your sales force for immediate follow-up action on prospective customers.

### Educator E-Mail Counts

K-12	2,445,364
College	876,391
Public Library	8,314
Early Childhood	1,640
Educators at Home	487,593

As of 05/14/07

#### **E@ppend**

One message deployment and return of appended addresses.....	<b>\$750/M</b>
One-time deployment.....	<b>\$350/M</b>
Deploy only.....	<b>\$100/M</b>
Message set-up.....	<b>\$100 flat fee</b>

(Complex messages may incur an additional fee.)

#### **E@quire**

One-time deployment.....	<b>\$325/M</b>
Two-time deployment, second message within 21 days.....	<b>\$550/M</b>
Message set-up.....	<b>\$100 flat fee</b>

(Complex messages may incur an additional fee.)

#### **DM-Optimizer**

Purchase a direct mail list and get the corresponding e-mail list to use for a pre/post campaign .....	<b>\$125/M</b>
Message set-up.....	<b>\$100 flat fee</b>

E-mail guidelines apply.  
Call for details.

#### **Additional services:**

- Dynamic content insertion, HTML creative consultation, advanced campaign tracking options, and detailed post-campaign match-back analytics
- Customized service to meet your most complex project requirements

Call for details.

**All our solutions are backed by the quality and service you expect from MDR.**