



Direct List Technology, Inc.

Providing Quality Mailing Lists,
Database and Analytical Services....and more!

About Direct List Technology

What's the Direct List Technology (DLT) difference?

We pride ourselves in offering the best service in the industry. *We'd rather talk to you* than get an automated list order, because our experienced list professionals can help you get the right list. Looking for a quick list? You can check one out yourself, anytime, online.

Our methodology is unique. We can't tell you the exact list ingredients that create our "secret sauce" for the best list—but it's a powerful, proven, winning combination.

We help get great results via integrated email/direct mail solutions. Our clients realize that our e-lists—alone, or in conjunction with direct mail lists—add reliability and reach to their marketing mix.

Our lists are the highest quality in the nation. You save money whenever you use the best—with postal savings and lower production costs—since you will hit the mark with each piece you send.

Since 1987, Direct List Technology has been building a legacy of success and savings for our clients.

Our Services

Mailing Lists

Whether you are targeting a single neighborhood or the entire nation, the flexibility of DLT mailing lists allows you to reach almost any selected segment in the United States.

RESIDENT LIST

Residential addresses in the United States, including homes, apartments, mobile homes, Post Office boxes and businesses; in carrier route walk sequence for the lowest postal rate. Average income, age, home values and percentage of ethnicity by carrier route are available.

RESIDENT PLUS LIST

Residential addresses in the United States with consumer names available in over 80% of the list. This gives you the walk saturation postal rate and personalization. Average income, age, home values and percentage of ethnicity by carrier route are available.

CONSUMER LIST

Names and addresses of the individual heads-of-household in the United States. Selects, such as age, income, gender, marital status, presence of children, ethnic surnames and homeownership can be used to sharpen your targeting ability and improve response. Many other individual household demographics are available.

DUN & BRADSTREET BUSINESS LIST

Names and addresses of businesses by Standard Industrial Classification (SIC) code. Additional employee size, sales \$'s, contact name, headquarters and other demographics are available.

HOMEOWNER LIST

Individual names and addresses of owner-occupied dwellings compiled from official county records. Household demographics are available.

Specialty Response Lists

Targeted mailing lists result in more successful direct mail campaigns. DLT response lists include the names and addresses of consumers identified by specific lifestyle characteristics, leisure-time interests and purchasing habits. Some of the lists available:

- Auto Ownership Data
- Outdoor/Recreational Buyers
- Travel Buyers
- Pet Owners
- Swimming Pool Owners
- Ethnic List / Ethnic Speaking
- Lifestyle Lists
- *New lists are added regularly; contact us if you need some other list.*

Special List Services

NEIGHBOR NOTIFICATION PROGRAM

You can reach potential buyers (from 100 to 1,000) for services around a location where your services are currently being performed. Great for a home service business, construction projects, home remodeling, pool services, etc.

GEO PLUS

The process that matches your customers or prospects to the office, retail store, or location nearest to their address. Your customer or prospect can be assigned to a single location or to several close-by locations. Great for directing customers to a new store, or letting them know which location is closest to them.

SMART SELECT SYSTEM

A system to examine your geographic areas or zones and improve your targeting ability and reduce your postage costs. The system will also maximize advertisers' response and ROI.

WALK SEQUENCE – POSTAGE SAVINGS – CONSUMER & CUSTOMER LISTS

Save money, walk sequence your consumer & customer list to qualify for the lowest postage rates available. DLT will calculate your postage savings based on quantity and density.

EMAIL SERVICES – CUSTOMERS & PROSPECTS

Identify your target area and send your marketing branded message via email to current customer or prospects. You can set up a frequency program to communicate to your loyal customers using e-mail broadcasts.

Database and Analytical Services

Your own customer database is the most effective mailing list available... and DLT can help you keep it up-to-date, verified, cost-effective and ready to use at your convenience!

POSTAL CODING AND SORTING

Maximize postage savings and enhance response by using the "CASS, PAVE, DPV, and DSF" certification services when preparing your database for a mailing campaign.

MERGE/PURGE

When you would like to combine lists, DLT can provide you with a single clean list with duplicates identified and eliminated.

ADDRESS HYGIENE

To improve deliverability and merge/purge accuracy, DLT can standardize and correct addresses; add, verify and correct ZIP Codes and utilize the NCOA system. They also have the ability to verify e-mail addresses.

MAPPING

DLT can map radius from a carrier route and zip code centroid and has the capability of mapping any address down to the zip+4 level for all your public notification needs. We will produce maps for your presentations or clients. Penetration analyses are available for choosing the best prospects for your direct marketing needs.

DATABASE CREATION AND MAINTENANCE

DLT can convert, set-up and configure your Database from any combination of hard copy and electronic media. Maintenance of your list includes additions, changes, deletions and automatic duplicate elimination processing.

Analytical Services

Targeting the right audience is critical to running an effective marketing campaign. DLT offers a menu of special services to help you strategically analyze, select and prospect to your best existing and potential customers.

CUSTOMER PENETRATION ANALYSIS

Matches your customer database to a universal database to indicate how successful you are in a given market and identify key opportunities for your marketing efforts.

CONSUMER PROFILE ANALYSIS

Examines the customers on your list and overlays information on each customer to determine the best look-a-like prospects available. You can then use this information to select the most responsive lists for your mailing campaign.

BUSINESS PROFILE ANALYSIS

Profiles your business customer database and identifies your "best business customer" for a more successful marketing campaign.

Our Values

You work with people because of their expertise and their business style. DLT wants to share its values with you so you fully understand our customer and business philosophy.

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| Customer Oriented | - Thinking and empathizing with the needs of our clients |
| Integrity | - Following through on promises |
| Quality | - Meeting or exceeding internal and external clients' requirements |
| Teamwork | - Working together to achieve common goals |
| Respect | - Listening to and appreciating the other person's point of view or idea |
| Responsible | - Taking ownership for your behavior and decisions |