



Customer Insight™ - A Customer Profile Analysis



Direct List Technology, Inc.

Here to Help with ALL your Mailing List Needs

888.772.6947

Quick – Easy - Accurate Analysis Tool Find your Best Prospects

WHY USE CUSTOMER INSIGHT?™

Profiling your customers is an important strategic marketing tool that you can use to select your best prospects and develop the appropriate marketing message and create the proper direct marketing communication piece.

For example, if 85% of your customer are seniors, own their own homes, have income level of \$50,000+. You would select your prospecting list according to those characteristics, Age 55+, no renters, income levels of \$ 50,000+. From this information you would also design your piece and offer to match the senior mentality to get the best response and ROI.

WHO COULD BENEFIT FROM CUSTOMER INSIGHT?™

Anyone that mails frequently [monthly or quarterly] and want to improve their marketing efforts to improve response and ROI. Their customer database should have a minimum of 5,000 records. To perform the analysis only the Name, address, City, State and Zip Code are required.

PRICING

Please contact us for specific pricing and order requirements.

WHAT IS CUSTOMER INSIGHT?™

It is an analysis tool that helps you understand the characteristics of your current customers so you can identify others in your trading area that could become "best customers".

Knowing the distinctive characteristics of your current customers enables you to determine who are the "best prospects" in your trading area.

This analysis will help you target your best audience, with the right message and creative and allow you to market more intelligently market to improve response and ROI.

CHARACTERISTICS INCLUDED IN CUSTOMER INSIGHT?™

Gender, Age, Income, Home Value, Wealth, Household Type, Length of Residence, Dwelling Type, Home Ownership, Marital Status, Number of Children, Direct Mail Responder, Interests, Niches [lifestyles]
Region of the Country,

YOUR CUSTOMER INSIGHT?™ SPECIALISTS

Please contact: Lyn, Edette, Corine, Christa @ Direct List Technology for further information.
Fax: 714.772.6947 Email: info@Directlist.com ,www.Directlist.com

We have been working with and compiling consumer lists for over 25 years.
You will be surprised at the things we can do for you with the consumer list!!
Call for special needs at 1.888.772.6947 TODAY!