

List Management

You're only as efficient, relevant and successful as your list.

Your biggest business asset by far? Your list. Hands down.

It really doesn't matter how good your marketing piece is, how beautifully designed your e-mail is, how compelling your offer. If you send it to the wrong person, an **unqualified audience**, it ends up in the trash – actual or virtual.

So let's talk about lists.

Common lists come from two main sources: 1) existing customers and 2) lists purchased or rented from list vendors. For the most part, they tend to be **static**. They are comfortably nestled in a database and are seldom tweaked.

SegMark has developed a network of **list brokers** that will find the right list for you – the first time. SegMark also has a number of innovative **processes** designed to help you acquire and **build your own** lists, according to your parameters.

Once you have your lists, SegMark turns them into workhorses. They are constantly **updated, filtered, profiled, cleaned and refined** to make sure only relevant messages get to qualified prospects.

The lesson is simple: If you consistently deliver your message to interested parties, you'll not only **save** money, you'll **make** money.

It all starts with the list. And a call to SegMark, of course.



Send communications to the wrong person and it will end up in the same place every time.

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300 Danbury Road • Wilton, CT 06897 • 203.563-9212 • SegMarkSolutions.com