



# High Performance Data Solutions

Insight & Analytics | Data Processing & Management | Digital Marketing | Alternative Media | List Management | Lead Generation

The Alesco Group *of* Companies

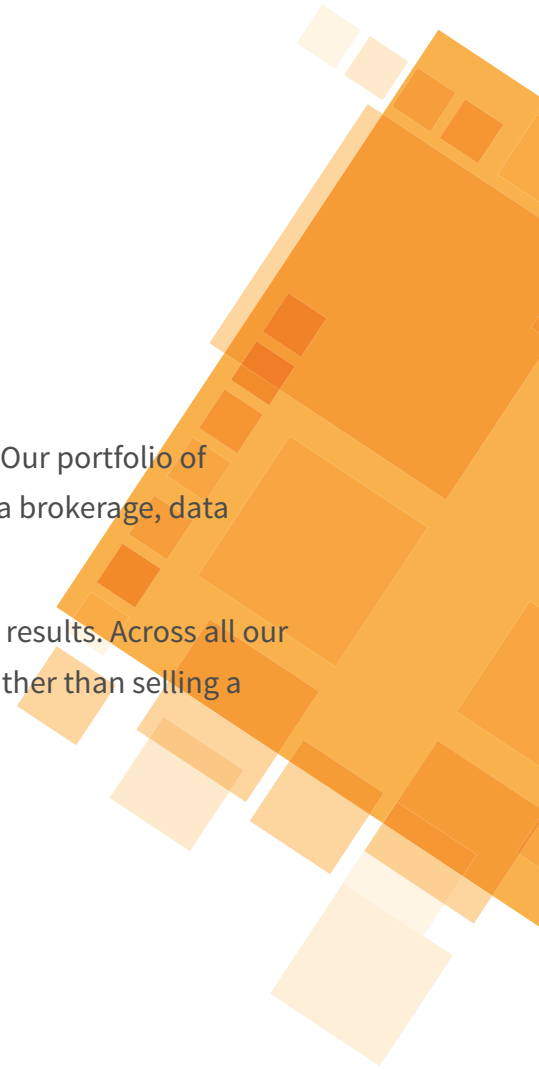
**alesco**  
DATA   
[www.alescodata.com](http://www.alescodata.com)

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The Alesco Group is a diversified marketing services organization. Our portfolio of companies specialize in data management and monetization, data brokerage, data compilation, analytics and digital marketing services.

Clients look to us to provide solid recommendations that produce results. Across all our brands, our consultative approach focuses on solving problems rather than selling a specific product or service.





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## Portfolio of Companies

### Alesco Data

Alesco Data specializes in delivering quality, responsive compiled business, consumer and specialty data. Alesco's databases are used for prospecting, verification and validation, enhancements and modeling applications. These are complimented with a full range of data processing, data aggregating and custom database build and deployment services.

### Response Solutions

Response Solutions offers multi-channel campaign recommendations to sophisticated marketers. Cost-effectively acquire new customers and maximize lifetime value via postal and email addresses, digital advertising solutions, insert media, private database builds, custom models and response analysis services.

### Statistics

Statistics is a marketing services provider specializing in digital data monetization strategies, media brokerage and integrated campaign solutions. Statistics develops custom programs for advertisers, publishers and other organizations in need of revenue growth and cost-effective turnkey new customer acquisition solutions.



## High Performance Data

### Data Solutions

- Consumer
- Business
- Institution
- Specialty/Vertical
- Direct Response
- Compiled
- Controlled Circulation
- Buyer
- Donor
- Multi-Channel
- Offline-to-Online

### Data is what we do.

It is the foundation of every successful direct and digital marketing campaign. Whether accessed via traditional list rental or within complex analytics environments, our suite of high performance data solutions is the engine that drives results.

### List Management Benefits

- Maximum file exposure
- Market expansion
- Unlimited cross-sell opportunities
- Aggressive marketing strategy
- Customized reporting
- Optimal security

## List Management

Monetize your assets and grow revenue. Statistics' list management division treats every list with enthusiasm and respect, no matter how large or small your property. Our knowledgeable, professional staff are ready to create a comprehensive strategy that extends the reach of your files and maximizes your list rental revenue.

### List Brokerage

Target top buyers in your ideal market. Work with a seasoned account professional to implement a profitable campaign using postal, email, telemarketing, digital or multi-channel solutions to drive results. We constantly monitor the newest trends and options available so that we can make informed, customized list recommendations based on your offer.

### List Brokerage Benefits

- Targeted recommendations
- Email expertise
- Multi-channel capabilities
- Aggressive negotiations
- Fast turnaround
- Innovative ideas

### Email Marketing Benefits

- Immediate recognizable ROI
- Targeted opt-in email lists
- A/B split and multivariate testing
- Creative consultation
- In-house transmission
- Custom reporting and analysis

### Email Marketing

A suite of e-services including list rental, data licensing, dedicated email campaigns, email verification, email enhancement and in-house email transmission. Use email to develop your multi-channel strategy and increase your acquisition and retention campaign results while minimizing costs and overhead.

### Digital Marketing

Our digital marketing services will extend your campaign reach and reinforce your message using online display/banner ads, display retargeting, email retargeting, and offline-to-online conversion strategies.

### Digital Marketing Benefits

- Build brand loyalty
- Optimize conversions
- Numerous inventory options
- Easy integration
- Extend campaign reach



### Alternative Media Benefits

- Advertiser validation
- High open rates
- Untapped prospects
- Custom reporting
- Cross-sell opportunity

## Alternative Media

Reach new prospects through catalog blow-ins, co-ops, package inserts, shared mail and/or statement stuffers. We provide access to thousands of alternative media programs in virtually every market. Work your message into a free standing ad or piggyback with mailers to be included in deliveries.

## Ad Display Lead Generation

Generate leads in real-time on a cost-per-lead basis (CPL). Our lead generation services allow advertisers to collect leads based on the criteria they select. Let us customize a lead gen program using co-registration, email and banner ads to meet your specific objectives. We will continually make adjustments and monitor your offer to ensure it is fully optimized—each day.



### Ad Display Lead Generation Benefits

- Low risk
- CPL model
- Qualified leads
- Real-time delivery
- Data validation



## Insight & Analytics

Gain valuable insight into your customers and prospect smarter. Whether you're a B2C or B2B marketer, our experts will help you better understand your core market(s) and apply that information towards acquiring new customers. We build custom analytics solutions that produce results and allow you to make more informed decisions and predict outcomes with more certainty.

### Commonly Used Models

- Look alike profile reports
- Best customer (cloning) models
- Response models
- Up-sell/cross-sell models
- Attrition models

### Database Services

- Data hygiene
- Data validation
- Data enhancements
- Merge/purge
- Custom database builds
- Matchback (response) analysis

## Data Processing and Management

Our comprehensive suite of database services are designed to decrease costs, minimize waste, increase targeting efficiency and improve ROI.





### **Alesco Data**

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## The Alesco Group of Companies

