



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 4.6 million email addresses, MDR offers you the largest and most accurate database in the education industry. And all MDR email products are fully compliant with the CAN-SPAM Act.

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

MDR EXCLUSIVE! CAMPAIGN ANALYZER

Get state-of-the-art reporting on every email campaign!

Savvy email marketers want to learn more about their campaign results: what messages educators respond to, what part of the country or district those educators come from, what job titles are most responsive, and how campaigns perform over time. **MDR's Campaign Analyzer** gives you that insight—and much, much more.

A **free** reporting tool available to all email users, **Campaign Analyzer** includes:

- Fully customizable reports across hundreds of list segments and demographics, building on MDR's deep selection criteria.
- Ability to quickly and easily view open and click-through data by day over time by cumulative results, by institution type, by specific links clicked, and by most popular links clicked, among many other reporting options.
- Ability to profile your respondents by job title and function and the subject they teach.

Campaign Analyzer's comprehensive reporting is included in all email marketing campaigns. To learn more about **MDR's Campaign Analyzer**, visit schooldata.com or call your MDR Representative at **800-333-8802**.

"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 email?*

87% access their email during the day.

75% have purchased over the Internet.

57% use their school email 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

E-Marketing Solutions

BEST QUALITY, DELIVERABILITY, AND SERVICE



MDR's email 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 will add their email addresses to your list and send out an email on your behalf to your customers.

- The easy, low-cost solution for appending email addresses to your customer file.
- Develop your own robust in-house email marketing programs.
- Proven effective to reactivate dormant customers.
- Unlimited use of email addresses with E@ppend Premium.
- One-time email 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 email database with hundreds of database selects—job function, enrollment, school type, geography, and more. Choose your audience and we will deploy your message.

- This solution gives you access to MDR's database of over 4.6 million email 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-email to the same audience.

Get the best of both worlds—purchase a direct mail list and get the corresponding email list at a discount of just \$200/M.

- Use the email 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 Email Addresses – Take advantage of this new, targeted channel to reach educators via their personal email 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.

Email Hot Leads – Follow up on your hottest leads—people who are responding to your email campaign while it is 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 Email Counts

K-12	3,712,087
College	1,245,977
Public Library	12,158
Early Childhood	4,951
Educators at Home	240,970

As of 07/11

E@quire: One-Time Deployment

K-12, District, Day Care, Library	\$299/M
College	\$350/M
Educators at Home	\$250/M
InfoBuyers	\$250/M

E@quire Plus

K-12, District, Day Care, Library First Deployment	\$299/M
Second Deployment	\$210/M
College	\$350/M
Second Deployment	\$270/M
Educators at Home	\$250/M
Second Deployment	\$175/M
InfoBuyers	\$250/M
Second Deployment	\$175/M

E@ppend

One-time deployment	\$350/M
Premium	\$499/M

DM-Optimizer

Requires a corresponding direct mail list purchase. Direct mail list fees and minimum order are separate.

DM-Optimizer Email List	\$225/M
Educators at Home E@quire DM-Optimizer Email List	\$150/M

Email guidelines apply.
Call for details.

Additional Services

Message set-up	\$125 flat fee
----------------------	-----------------------

Complex messages may incur an additional fee.

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