



Integrated Marketing Database Analytic Solutions For Direct Marketing Challenges

With nearly 20 years of direct response outsourcing experience, **1 2 1 Direct Response (1 2 1)** understands the unique needs of our nonprofit and commercial clients. Whether you need direct response marketing for fundraising, donor acquisition, donor re-activation, donor renewal, B2B or B2C lead generation, direct sales, customer care, collections, campaign performance analysis, or sales process tracking, **1 2 1** is the partner for you.

The foundation of all great direct response programs is advanced database acquisition, management, segmentation, and analysis. By coordinating each of these with daily contact activities (phone, mail, e-contact), **1 2 1** builds an integrated communications solution that optimizes results for you.

Database Solutions:

1 2 1 can help your organization to:

- **Identify**, acquire, and test prospect lists.
- **Build and maintain** prospect and customer databases.
- **Segment and analyze** your database.
- **Customize contact strategies** based on segment performance and **1 2 1** communications techniques.

Let us help you identify more productive list segments, list segments that respond to different contact strategies and timing, high-response segments that can be used to model and find similar targets, and responder segments based on time of day and appeal styles.

Let us help you appropriately match the direct response contact technique with the contact preference of each individual prospect, customer, or donor. Whether it is:

- **Re-activating** lapsed direct mail responders.
- **Acquiring** new accounts, leads, or donors..
- **Cross-selling** to existing clients
- **Up-selling** to existing clients.
- **Mailing** to contact center non-responders.
- **Collecting** e-contact information.

▶ Database Marketing Solutions Outsourcing Applications

- Direct Sales Campaigns
- Fundraising Programs
- Lead Generation
- Donor Re-activation and Renewal
- Inbound Customer Service
- Inbound Direct Retail TV Sales

▶ Integrated Database Marketing Applications

- Increase Response Rates
- Reduce Acquisition Cost
- Identify Response List Segments
- Estimate Market Potential
- Identify Response Preferences of Individual Responders
- Move Contact Center Non-responders to Direct Mail
- Re-activate Lapsed Mail Responders with Contact Center Techniques

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Combining Advanced Technology with Experience and Expertise

Using state-of-the-art outbound and inbound contact center technologies as well as in-house direct mail and fulfillment facilities, **1 2 1 Direct Response (1 2 1)** is able to provide optimal efficiency in list penetration, closing ratios, average sales, average speed of answer, call abandonment rates, and talk time. We pay close attention to the set-up and management of programs, which are supported by real-time list segment performance information as well as ongoing segment performance analysis. Call us today to learn more about how we can help you.

Database Building and Segmentation Analytics—The Foundation of Direct Response Excellence:

Whether it is list acquisition, responder or donor segmentation, or lifetime value analysis, **1 2 1's** objective is to use **Smarter Marketing** intelligence to develop targeted direct response strategies, employing the contact channel (phone, mail, e-contact) that matches the contact preference of the prospect, client, or donor. **Let us show you** how we can build and manage marketing databases and information systems to help you increase direct response results!

Telemarketing and Telefundraising Excellence:

1 2 1's commitment to low coach-to-agent ratios (12:1), and an intense, goal-driven management culture delivers outstanding performance for all of our clients. Innovative donor acquisition, lapsed donor re-activation, and other gift optimization strategies integrated with honed phone and mail techniques is what **1 2 1** does every day, with excellence. As new technologies drive the direct response marketing industry to be more efficient, cost-effective, and innovative, many agencies lose sight of (1) the importance of the contact center agent and (2) the necessity of matching the direct mail message to the profile of the prospect, donor, or responder. No matter how efficient and elaborate the technology may be, without old-fashioned know-how and a commitment to communicating on a one-to-one basis, program performance and marketing metrics will prove ineffective. By combining advanced technology, experienced agents and creative scripting, and strong database management and analytic tools, **1 2 1** achieves the results our clients demand.

Direct Mail Integration Excellence:

1 2 1's Direct Mail Division is integrated into our contact center operations, enabling us to rapidly coordinate direct mail fulfillment response with daily telemarketing activities. This division provides copywriting, graphics design, and full lettershop capabilities that react quickly to telemarketing campaign results.



► 1 2 1 Promises

Brand Integrity

Protecting the brand of our clients while selling their value.

Professionalism

Communicating with prospects, customers, donors, and members with the highest level of integrity.

Productivity

Meeting our clients' acquisition cost and campaign performance goals.

Partnership

Respecting each client as a partner, with a willingness to share risk in a way that serves the interest of our clients, their constituents, and our firm.

Advanced Database Management

Deploying intelligent list acquisition and database management systems to generate incremental campaign performance.

Compliance

Utilizing advanced scripting and calling technologies to create the most productive partnerships, while helping clients to comply with stringent telemarketing and charitable institution regulations.

Direct Mail Fulfillment

Assisting clients with copy design, graphics, printing, folding, insertion, perforation, stamping, and mailing services.

Specializing in small- to high-volume mailings, including the daily mailing of fulfillment or follow-up mailers in response to daily calling activities.