

A ONE-TIME OFFER: Cut your list costs in half! Reach double the prospects.

Want more “best prospect” names and addresses to increase response? Let us help with this 2-for-1 offer!

List discount—50% off your normal list costs

You won't see this offer again. Order 5,000 names—according to your specifications or modeling—and we'll charge you for 2,500. That's saving your direct marketing budget up to \$750, right off the top!

Benefits to you:

▪ **Access to a top-shelf mail list**

There are lots of credible list sources, but rarely does the direct marketing company OWN its list. We're one of about 14 direct marketing companies with co-ownership in the most comprehensive and up-to-date residential mail lists in the country. We have access to literally every household in the United States, pristine in terms of deliverability (address standardization, hygiene, and intelligent bar-coding).

▪ **Try our list modeling**

We can help you build profiles of your best customers and append demographic and lifestyle information in order to pull best-prospect lists. Using this “half-off” list offer, you could create an A/B test of two list profiles—all for the cost of one list!

▪ **Explore geo-targeting options**

Based on the location of your current customers, we can help you decide the radius of your trade area, whether it be by carrier route, zip code or metropolitan statistical area. Our models can integrate competitive intelligence to suppress prospects too close to the competition.

▪ **Use variable messaging to leverage list data**

Once you arrive at your list parameters, you may need to send to multiple locations (based on retail store locations, for example). We can vary messaging on each direct mail piece based on location or other prospect characteristics. For example, the same piece could have different store locations or even offers.

▪ **Ask about our postage-saving ideas**

We'll pull you lists in such a way that the Postal Service will accept reduced postage—another savings for you.

PrimeNet Direct Marketing Solutions

www.primenet.com 1.800.826.2869



**50% Off Your Next List
A \$750 Value—Free!**
(see details)

Boost results and revenue

DOUBLE

- OPEN RATES
- RESPONSE
- CONVERSIONS TO SALE

by targeting TWICE as many best prospects and not wasting resources on non-buyers.

Added Plus: our list hygiene saves you money...and complaints

Just a reminder that we take list hygiene seriously. Clean, up-to-date lists save you money from wasted mailings that go to non-buyers. Hygiene also prevents embarrassment (or worse) if a prospect mailing goes inadvertently to a current customer or if a prospect gets multiple mailings.

**WE'LL PULL YOUR
CUSTOMIZED LIST FROM THE
LARGEST AND MOST UP-TO-
DATE RESIDENTIAL
DATABASE AVAILABLE!**