



EXPAND YOUR REACH

with
MDR's E-Marketing Solutions



Grow with us

If you've been thinking about expanding the reach of your direct marketing program with email, now is the time!

Email has become a **must-have** component of a successful marketing plan. MDR offers a full suite of email solutions that deliver real results for all types of direct marketing programs.

Email is a **smart** way to reach educators:

- 87% access their email during the day
- 75% have purchased over the Internet
- 57% use their school email accounts for information about education products and services*

Email is the **perfect complement** to any direct marketing campaign. For just pennies a contact, email lets you reach more customers, create more impact, and generate more sales.



*Source: MDR Report, *Email Trends in the Education Market: A Comprehensive Analysis of the 2005-2006 School Year.*

Reach educators via their channel of choice

- 95% of teachers indicate they frequently use email
- Teachers rate email messages second only to catalogs as the most valuable communication channel for receiving product information

Source: MDR Report, *Email Trends in the Education Market: A Comprehensive Analysis of the 2005-2006 School Year.*

Maximize your ROI

"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.*




Increase the efficiency and effectiveness of marketing efforts

"We started using email with MDR and saw an immediate uptick in our results—to an 8% -10% increase in click-throughs and requests for review copies. Equally important to us is the way MDR helps us manage our data...to combine print and email, saving us both time and money."

*– Dianne Lorento, E-Marketing Coordinator
Kendall/Hunt Publishing Company*

Email expands your ability to solve business challenges

MDR e-marketing solutions are designed with the outcome in mind. How can we help you maximize your marketing efforts and improve performance?

	Challenge	Solution	Recommended Action
	"I need to jump-start our direct mail campaigns to be more profitable."	Find an easy, low-cost way to reactivate dormant customers and stimulate unprofitable segments of your customer file.	Develop your own in-house e-marketing capability by adding/updating email addresses in your customer file with E@pend . MDR deploys your message with campaign tracking, opt-out management, and results reporting.
	"How can I do targeted prospecting more cost-effectively?"	Prospect using email and highly targeted lists that model your current customer file.	Use E@quire to select your audience from MDR's 4-million-record database. MDR deploys your message with campaign tracking, opt-out management, and results reporting. Plus you get Hot Leads for immediate follow-up.
	"We're not reaching our targets with direct mail alone."	Supplement direct mail with pre- and post-email to the same audience for a 7%-9% improvement in response rates.	Purchase an MDR direct mail list and get the corresponding email list at a discount with DM-Optimizer . MDR deploys your message with campaign tracking, opt-out management, and results reporting. Plus you get Hot Leads for immediate follow-up.

Quality email contacts expand the reach of your message

With MDR you have the confidence that every solution starts with our incomparable educator database to help you precisely target buyers, control costs, and improve results.

MDR Database

- Largest and **most accurate** in the industry
- **4 million** email addresses
- **70%** of teaching professionals
- Multiple selects, such as job function and school type, allow you to **segment** and **target** precisely



E@PPEND

Complete your own customer records and build stronger, more profitable customer relationships when you use E@ppend to add email addresses to your house file.



E@QUIRE

Prospect into specific market segments with E@quire. Create highly targeted email lists with hundreds of MDR selections—job function, new teachers, enrollment, school type, Direct Response Index™ (DRI), response names, and more.



DM-OPTIMIZER

Increase response rates with synchronized, multi-channel campaigns using DM-Optimizer. Purchase a direct mail list and the corresponding email addresses for follow-up messaging.

How can e-marketing help you?

- **Target** messaging and offers to specific segments
- **Test** new acquisition and lead-generation strategies
- **Conduct** market research
- **Drive** traffic to your Web site
- **Build** stronger, more profitable customer relationships



MDR...The e-marketing professionals that get you results!

Email marketing has come of age, and MDR has been at the forefront of its transformation into a sophisticated, versatile marketing tool.

New! **MDR's Educators at Home Email.** Expand your reach by targeting educators at home as well as at school. Use MDR's Educators at Home Email to reinforce your message or to sell additional products to this prime audience.

New! **Hot Leads.** Get the contact information you need for follow-up while your campaign is in progress. Follow up with your prime prospects—those who have opened your message.

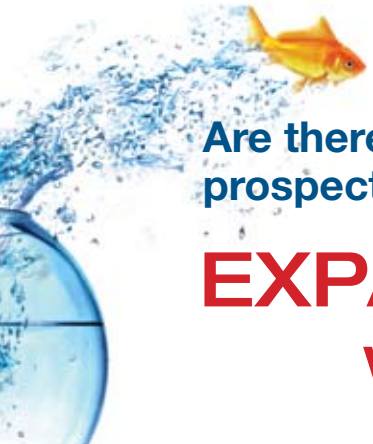
- ✓ All of MDR's E-Marketing Solutions are fully compliant with the CAN-SPAM Act and feature opt-out management.
- ✓ Get more messages to your customers and prospects. MDR's exclusive "no mass" email delivery technology staggers messages sent to each institution's network to ensure maximum deliverability.
- ✓ Our Email Campaign Manager (ECM) tool puts you in control with asset management, deployment, and reporting capabilities. We've streamlined the process so email marketing can be a natural extension of your direct mail program.
- ✓ As email marketing continues to evolve, MDR will keep you ahead of the competition with webinars that showcase best practices, trend surveys of the latest thinking, and provide ongoing development of new and improved tools to keep your program cost-effective and efficient.
- ✓ Benefit from our experience by calling on MDR for help with additional services—dynamic content insertion, creative content consultation, advanced campaign tracking options, and detailed post-campaign match-back analytics. When combined with the power of the educator database, our expertise offers you nearly unlimited options in email marketing.



Are there customers and prospects you want to target?

**EXPAND YOUR REACH
with MDR's
E-Marketing Solutions.**

**Contact an MDR Representative
at 800-333-8802 to explore
the possibilities...and start
generating results today!**

A goldfish is shown swimming in a splash of blue water that appears to be coming from a glass or bowl on the left side of the frame. The fish is facing right.

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