

# RESPONSE POWERED SOLUTIONS

for education markets



Boost your **response rates**—and your bottom line—with the **power of MDR**

Customized, response-driven solutions for your direct and e-mail marketing



*Grow with us*

# Looking to add more **MUSCLE** to your mailings?

## Strengthen your results with MDR's **RESPONSE POWERED SOLUTIONS**

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### **TARGETED**

**Predictive response selections** to direct your mailings to the most responsive segments and lower your production, postage, and mailing costs.

### **ACCURATE**

The combination of MDR's highly accurate database and purchasing information means you can **maximize** your mailing efforts—and **your marketing dollars**.

### **PROVEN**

MDR's response lists are contributed customer names from education marketers just like you—the **highest-performing** education **response files** you'll find anywhere.

### **CURRENT**

Our databases are **updated continuously** and new selects added all the time. We also keep track of teachers who are no longer at institutions—so we can update your customer list if you need to.

### **FLEXIBLE**

Deliver your message by **e-mail or snail-mail—or a powerful combination of both**. MDR can customize the timing and delivery of your mailing according to your marketing needs. Use e-mail to save time—or to offer a teaser for follow-up direct mail.

### **COMPREHENSIVE**

MDR continues to maintain the **largest educator response files available**. In addition to our powerful response files, our database and e-marketing tools can help you solidify your customer base, identify solid leads, and develop new prospects—all within your budget.

...it all adds up to a **boost**  
for your education marketing—  
and **your bottom line!**

# Channel the Power of Direct Response...

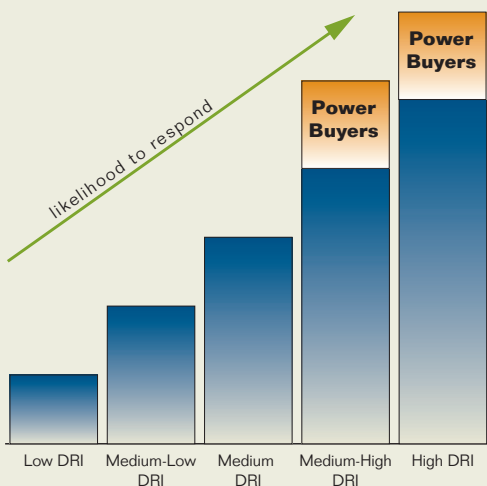
## with MDR's exclusive

# Direct Response Index™

Only **MDR's unique DRI** can help you reach schools and individuals based on their likelihood to respond to your direct marketing.

**DRI** is a powerful database selection—based on 9.5 million transactions—that incorporates key elements, such as a school's ratio of buyers to all educators, total instructional expenditure, and demographic information. Using MDR's unique indexing methodology, schools are scored and ranked from low to high DRI.

The result is a high-impact selection tool that indicates a school's propensity to respond to your educational products by direct marketing. We've done the work so you can cut costs on printing, mailing, and postage—and achieve a higher response on your mailings.



## How should I use **DRI**?

With DRI, you can customize your message to proven buyers—highly responsive schools—as well as to your prospects. Mail and e-mail targeted pieces to the High DRI schools—these are your most promising leads. Low DRI schools are good for prospecting and testing, so you might want to test lower cost promotions or create smaller universes for these contacts. Either way, you've already improved your sales opportunity by identifying the likelihood to open and read your messages.

## Where can I apply the **DRI** select?

- DRI is available for:
- Schools and School Districts
  - Libraries
  - Day Care Centers
  - Special Education Markets
  - Title I Districts and Schools

## What are **POWER BUYERS**?

Power Buyers are educators associated with High and Medium-High DRI institutions who have purchased within the past 6 to 12 months. These are your best targets—the ready-to-buy educators in the most responsive schools.

## Can I use **recency of purchase** as a select for non-DRI lists?

Yes. You can choose buyers within the past 6 months or past 12 months for any of our educator lists.

**Learn more about DRI today—call 800-333-8802.**

# Get a leg up on the competition... use **MDR's Response Powered** to drive your multichannel marketing

## SCHOOL Buyers

These are confirmed buyer names, gathered from the customer lists of more than 90 education marketers and linked to MDR files. For a real response-booster, add a DRI select and target the educators with the highest propensity to respond.

Buyers at School	Direct Mail	E-Mail
Total Names	1,309,414	898,382
Multibuyers	563,503	392,690
School Administrators in High DRI Schools <sup>1</sup>	164,859	104,146
Teachers in High DRI Schools <sup>1</sup>	84,343	53,508
Teachers in High DRI Schools <sup>1</sup>	1,123,142	779,515
School Librarians	636,303	446,232
	59,843	36,583

## COLLEGE Buyers

MDR offers you the depth and breadth of names in an ever-changing higher education market so you can maximize your impact and minimize your costs. Don't forget to mail to librarians and department chairs—they often influence buying decisions.

Buyers at College	Direct Mail	E-Mail
Total Names	115,862	91,136
Multibuyers	18,685	14,751
Deans and Administrators	25,419	18,771
Department Heads	11,855	9,417
College Librarians	4,282	2,776
Book Buyers	27,286	21,925

## PUBLIC LIBRARY Buyers

Librarians are active, informed buyers—and also influencers on others in their community. It pays to know who to target, when to mail, and what to say. Use MDR's exclusive DRI select to reach the best prospects in public libraries and improve your marketing results.

Public Library Buyers	Direct Mail	E-Mail
Public Library Personnel in High DRI Libraries <sup>1</sup>	13,676	3,720
	4,469	1,519
Library Directors	5,385	1,501
Branch Heads	1,789	307
Children's Librarians	2,246	614

## EARLY CHILDHOOD Buyers

Tap into the fastest-growing segment in education—early childhood—by targeting buyers at day care centers. MDR's unique DRI select is one way to pinpoint this market and keep your mailing costs within budget.

Early Childhood Buyers	Direct Mail	E-Mail
Pre-K to Grade 3 Teachers	411,266	280,611
Head Start Teachers	225	127
Day Care Center Personnel in High DRI Centers <sup>1</sup>	15,820	383
	8,560	257

<sup>1</sup>Institutions with High and Medium-High DRI scores.

## Can I use response names in my e-marketing campaigns?

**Absolutely!** And don't forget **MDR's exclusive DM-Optimizer**, which lets you purchase the same names for both print and e-mail campaigns, a popular way to reinforce your marketing message.

# Solutions

Targeting buyers of your own or other education products is the best way to grow new business. MDR can help you reach those buyers with a multichannel approach—through **mail and e-mail**. Reinforce your mail offer with e-mail for only a fraction of the cost!



### Remember...

Teachers are consumers with high household incomes—and they often have children who are consumers too.

Use our Educators at Home file along with Lifestyle Indicator, Households With Children, and Household Interests selections to find opportunities beyond the school.

### EDUCATORS AT HOME

Expand your reach by targeting them at home as well as at school. Use Educators at Home addresses to reinforce your message—or to sell additional products to an audience that tends to have a higher household income.

#### Did you know?

Teachers spend, on average, \$450 of their own money for classroom materials.

Educators at Home	Direct Mail
Total Names	1,715,448
Grade Teachers by Job Title	319,258
College Buyers at Home	160,260
Telephone Numbers	201,069
Past 6-Month Buyers	75,014
Past 12-Month Buyers	496,190
Children by Age and Gender	1,372,907
Charitable Contributors	446,604
Home Ownership	1,209,895
Investors	331,079
Online Purchasers	219,120
Travel Interest	498,172

### Is there more I can do to improve response?

**Of course!** Let's face it. With postage and paper costs increasing faster than inflation, you can't afford to mail to underperforming market segments and inactive names on your house file. Use MDR's **Educator Scrub Merge/Purge** and **Super 10 Data Append**—designed specifically for education marketers—to **mail smart and maximize your response**.

### Does MDR offer more selections?

**Yes!** MDR has **hundreds of selections** so you can pinpoint your audience and mail more efficiently. With the full range of selections MDR has to offer, there are **limitless ways you can segment your audience**. Recent selects include NCLB Failing Schools, NCLB SES Eligible Schools, schools based on ACT® or SAT® scores, Coaches, and schools receiving funding under the Hurricane Education Recovery Act.

Call today for your **FREE** consultation and learn how to put **MDR's Response Powered Solutions** to work for you.

# Pump up your response rates— and sales—with MDR's RESPONSE POWERED SOLUTIONS

## Did you know that educators...

- Are one of the most responsive direct marketing consumer groups
- Spend approximately \$450 of their own money on students each year
- Have above-average incomes

You can't afford NOT to add this proven audience to your multichannel marketing plans.

Get started today! Call MDR at 800-333-8802  
or order online at [www.schooldata.com](http://www.schooldata.com)

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Address Service Requested