



TECHNOLOGY DATABASE

Integrated Direct Marketing: *Proven success.*

Ci Technology Database clients that have the most success with e-mail marketing view it as part of an integrated program. "Integrated" doesn't mean "expensive" or "long-term." It just means more effective.

The Integrated Approach

Utilizing the e-mail delivery and targeting capabilities of the CiTDB, we've designed an integrated approach to finding the right prospects for our clients' solutions.

- We emphasize delivering a series of e-mail messages to your target audience, but changing those messages based on the prospect's response to the previous message.
- We add unique e-mail service provider capabilities and our own creative best practice expertise.
- We maximize and leverage e-mail responses with follow-up calling to the prospects that are most interested.

High-Value Prospects

- We ensure that the people who are most interested in your solution are targeted by you—immediately—so you can close business fast.

Integrated Direct Marketing Expertise

We're able to develop and implement these programs quickly - we've done it for the IT market leaders for 35 years.

HIGHLIGHTS

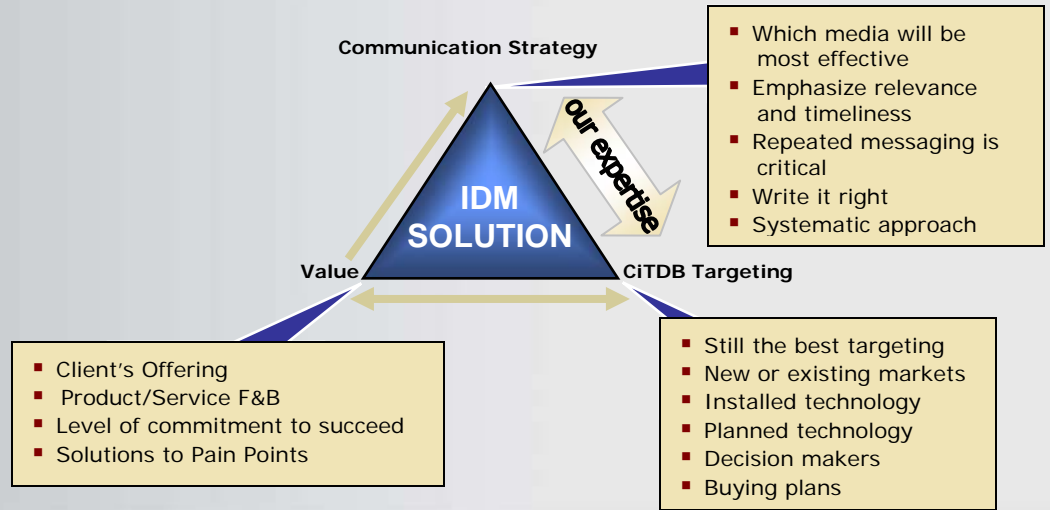
- ▶ **Response rates nearly double** when we employ this integrated method.
- ▶ Your success means **more effective results** with customer acquisition. No matter the IT vertical, **CiTDB just spoke to your next big customer ...**



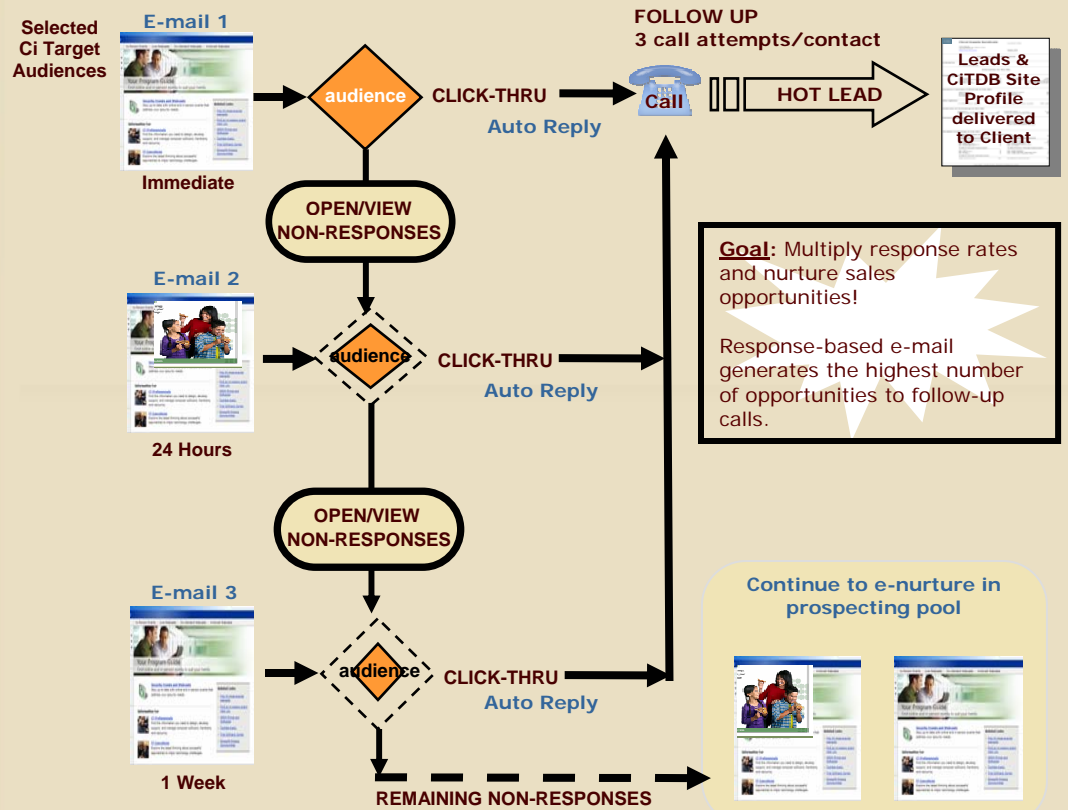
We make it happen.



The Cornerstones for successful Integrated Direct Marketing



THE IDM PROGRAM



TECHNOLOGY DATABASE

CONTACT US

Harte-Hanks Inc.
9980 Huennekens Street
San Diego, CA 92121

800.854.8409

www.hartehanksmi.com



We make it happen.