

# CASE STUDY

## COMPANY DOUBLES USE OF EZINE LIST

### The Situation

A list manager client of ours came to us with a list of 1.5 million email addresses. What she wanted to do for her client, who publishes a very large ezine, was to append their list of email addresses with postal addresses along with other demographic and behavioral purchasing data. This would enable her to develop new markets and create additional revenue for her client.

### The Solution

MMI Direct set out a detailed plan, complete with flow charts of procedures and processing to help her accomplish the goal. The email list was appended with postal addresses. Then the list went through a series of hygiene processes including NCOA, PCOA, address enhancement, de-dup, deceased, etc. to achieve the most current deliverable postal addresses for this email list.

Finally, demographic and behavioral data were added to the file such as age, gender, hobbies, sports enthusiasts, travel, donors, mail orders buyers, etc.

### The Results

Our client was able to transform the list of email addresses into a valuable asset that could not only be used for more targeted email campaigns, but greatly increased its value by making it usable for direct mail campaigns as well. MMI Direct's process transformed the email list into a complete postal and email list which now generates additional product sales as well as additional list rental revenue for her client.

### About MMI Direct

We've been a direct marketing, data management company since 1972. We are proud to work with a wide range of clients including some of America's largest corporations, small businesses and nonprofits. We live and breathe data from the processing perspective as well as the fulfillment and hygiene perspectives.

We utilize the best software and computers to do our work, but they are merely the tools of our expert data processing professionals who know just what to look for and just what to ask about your campaign goals (even ones you didn't know you needed to answer) to deliver the best ROI for your campaigns.

Discover how we can help you increase your ROI. Start by dropping us a line at [mmidirect.com](http://mmidirect.com) or call us at 410-561-1500.

### Our Services

#### DATA PROCESSING

- Merge Purge
- Data Hygiene
- Analytics
- Congressional Append
- Demographic Append
- Phone & Email Append

#### LIST FULFILLMENT

- ListAssist
- List Hygiene
- Phone & Email Enhancement
- Demographic Enhancement
- Eblast Services