

Data Card Trends

| Consumer Media | 2011 | 2012 | % Variance | Business Media | 2011 | 2012 | % Variance |
|---------------------|--------|--------|------------|---------------------|--------|--------|------------|
| United States | 36,430 | 41,176 | 13% | United States | 22,147 | 26,872 | 21% |
| Canada | 3,038 | 4,342 | 43% | Canada | 4,241 | 5,879 | 39% |
| Other International | 4,967 | 5,727 | 15% | Other International | 4,795 | 5,637 | 18% |

| Offline Consumer Media | 2011 | 2012 | % Variance | Offline Business Media | 2011 | 2012 | % Variance |
|--------------------------|--------|--------|------------|--------------------------|--------|--------|------------|
| Postal Direct Mail Lists | 38,368 | 38,619 | 1% | Postal Direct Mail Lists | 24,916 | 27,054 | 9% |
| Insert Media | 1,671 | 1,096 | -34% | Insert Media | 273 | 1,874 | 586% |
| Telemarketing & Fax | 15,781 | 16,268 | 3% | Telemarketing & Fax | 17,127 | 16,351 | -5% |

| Digital Consumer Media | 2011 | 2012 | % Variance | Digital Business Media | 2011 | 2012 | % Variance |
|------------------------|--------|--------|------------|------------------------|--------|--------|------------|
| Email Lists | 11,563 | 14,589 | 26% | Email Lists | 10,387 | 13,233 | 27% |
| Email Newsletter Ads | 0 | 360 | NEW | Email Newsletter Ads | 0 | 337 | NEW |
| Online Display Ads | 223 | 1,879 | 743% | Online Display Ads | 223 | 1,622 | 627% |
| Mobile Lists | 1,107 | 592 | -47% | Mobile Lists | 138 | 67 | -51% |
| Mobile Display Ads | 5 | 4 | -20% | Mobile Display Ads | 1 | 3 | 200% |
| Co-Registration | 18 | 7 | -61% | Co-Registration | 46 | 31 | -33% |

| Consumer Media Universe | 2011 | 2012 | % Variance | Business Media Universe | 2011 | 2012 | % Variance |
|--------------------------|--------|--------|------------|--------------------------|--------|--------|------------|
| Greater than 100,000,000 | 434 | 518 | 19% | Greater than 100,000,000 | 45 | 48 | 7% |
| 10,000,000 - 99,999,999 | 3,589 | 4,046 | 13% | 10,000,000 - 99,999,999 | 644 | 670 | 4% |
| 1,000,000 - 9,999,999 | 10,311 | 11,546 | 12% | 1,000,000 - 9,999,999 | 2,257 | 2,601 | 15% |
| 100,000 - 999,999 | 12,534 | 13,681 | 9% | 100,000 - 999,999 | 6,630 | 7,913 | 19% |
| 10,000 - 99,999 | 8,938 | 9,763 | 9% | 10,000 - 99,999 | 10,324 | 12,671 | 23% |
| 1,000 - 9,999 | 2,136 | 2,996 | 40% | 1,000 - 9,999 | 3,133 | 3,979 | 27% |

"This online media is no longer new, and should be viewed as an extension of the services that traditional list brokers and managers represent and recommend to their clients." Lee Kroll, Kroll Direct Marketing

"For example, if we know and can identify 'new moms', then we can use that postal data to create a much more targeted marketing platform for banner ads or email." Ryan Lake, Lake Group Media

"The smartphone has become the communications device of choice. As a result, location-specific messaging is growing--and why not, when clickthrough rates are 5- to 10-times greater than email." Chicca D'Agostino, Focus USA

"Online and email marketing driven by RFM targeting will move b-to-b merchants from leveraging the Internet as an inexpensive communication vehicle to using it as a more active selling tool." Ed Larkin, MeritDirect

Data Cards for Online Display

3,000+ Top Sites Available

Same Brands as List Owners

Direct to Publisher

Media Planners Creating RFPs

Broker' & Managers' Roles?

