

DECISIONMAKER® ON DEMAND

Multi-Channel Marketing at its best.

Save time and money when you plan your next multi-phase marketing campaign. Just like buying in "bulk" provides cost savings, so does DecisionMaker On Demand. You purchase the names you need for the your entire campaign, and then use as needed. Effective for:

DecisionMaker® On Demand

- Seminars and Events
- Product offer series
- Research Surveys

www.dm2decisionmaker.com/ondemand

You choose which names you need to target, the right channel mix and when to use them for one fixed cost. **DECISIONMAKER ON DEMAND** allows you to order the number of names you need for email, postal or telemarketing lists during a specific time period.

This simple, flexible and cost-effective service allows you to deploy the quantity and frequency of marketing messages with NO ADDITIONAL FEES. It's like having the names in the bank and not paying a service fee when you need them!

DECISIONMAKER® ON DEMAND

<u>Email Options</u>			
Maximum # of Names	Time Period	Maximum # of Transmissions	Cost
50,000	12 months	18	\$25,000
20,000	6 months	8	\$11,000
10,000	3 months	4	\$6,000

Email Multi-Channel Choices

<u>E-Mail + Postal Options</u>			
Maximum # of Names	Time Period	Maximum # of Transmissions	Cost
50,000	12 months	18	\$31,000
20,000	6 months	8	\$14,000
10,000	3 months	4	\$8,000

<u>E-Mail + Telemarketing Options</u>			
Maximum # of Names	Time Period	Maximum # of Transmissions	Cost
50,000	12 months	18	\$32,000
20,000	6 months	8	\$14,000
10,000	3 months	4	\$8,000

<u>E-Mail + Telemarketing + Postal Options</u>			
Maximum # of Names	Time Period	Maximum # of Transmissions	Cost
50,000	12 months	18	\$37,000
20,000	6 months	8	\$16,000
10,000	3 months	4	\$9,000

See Reverse Side for Postal and Telemarketing On Demand Options

Program Requirements & Pricing Details

DecisionMaker On Demand

DM2 allows you to order On Demand names from the available options that can be used any time during the associated time period. Each On Demand usage time has a maximum number of transmissions for deployments during that time period.

On Demand names can be used in any size increment of the total number of Email names, postal names, and telemarketing names, as long as the maximum number of transmissions is not exceeded.

On Demand names include all select options.

To be eligible for DecisionMaker On Demand, order must be at least 10,000 names. However, messages can be deployed in groups of less than 5,000 names without paying the standard minimum order fee.

No additional transmission/suppression/select fees apply at the time of each deployment.

DECISIONMAKER® ON DEMAND

Use the mix of channels that is most appropriate for your offer, event or other promotional campaign. When you need to integrate two or three, simply choose the option that works best and we'll help you deliver your messages at the right time through the most effective channels.

DECISIONMAKER® ON DEMAND

Postal Options			
Maximum # of Names	Time Period	Maximum # of Transmissions	Cost
50,000	12 months	18	\$13,000
20,000	6 months	8	\$6,000
10,000	3 months	4	\$3,000

Telemarketing Options			
Maximum # of Names	Time Period	Maximum # of Transmissions	Cost
50,000	12 months	18	\$13,000
20,000	6 months	8	\$6,000
10,000	3 months	4	\$3,000

Postal Multi-Channel Choices

Postal + Telemarketing Options			
Maximum # of Names	Time Period	Maximum # of Transmissions	Cost
50,000	12 months	18	\$18,000
20,000	6 months	8	\$8,000
10,000	3 months	4	\$4,000

Usage Example and Benefits

Maximum # of Names vs. Maximum # of Transmissions:
Messages sent must be within the maximum number of transmissions and the maximum number of names, throughout the designated time period.

Example: If the marketer has 10,000 Email On Demand Names, he/she can deploy a maximum of 4 times, with each transmission sending to 2,500 individuals. These transmissions must be within a 3 month time period. Quantity and frequency vary based on your need.

Benefits: Flexibility of deployment timing and quantities
Targeted multi-channel marketing opportunities
Increased marketing effectiveness with greater response rates

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