

Qwest Dex  
Data Products Group

# It's about people



*Connect with the  
people who mean the  
most to your business.*

Qwest  | Dex 

Data Products Group

# why

## direct marketing?

Direct marketing is a general term that describes several ways of selling. These include direct mail, mail order and direct response.

Why utilize direct marketing? Because it works. In today's increasingly competitive environment, the question should perhaps be, why *NOT* direct marketing? Of the direct marketing methods, direct mail is a much-used tool. It's easy to see why, when you consider these impressive numbers:\*

- In 1996, 56.7 percent of the adult U.S. population placed an order by mail for a product or service.
- In 1997, direct mail sales continued to increase and reached \$421.3 billion.
- Businesses are receptive. Over \$145 billion in business-to-business sales was attributed to direct marketing in 1997.
- Projections indicate sales driven by direct marketing will increase by \$8.3 billion each of the next five years.

Three major components compose a direct mail program and consequently determine its success. These are as follows:

- **The List:** Who will receive your offer?
- **The Offer:** What are the benefits, the "deal" with which you will entice your prospects?
- **The Creative:** How will your offer be physically represented (i.e. the look, format and feel)?

The ability to measure and test your direct marketing campaign greatly improves the chance of initial — and repeated — goal attainment. Perhaps the greatest advantage of direct marketing over other advertising formats is the relative ease with which you can track results, making it apparent when your strategy is or is not performing to expectation.

*\*U.S. Postal Service figures*



# connections

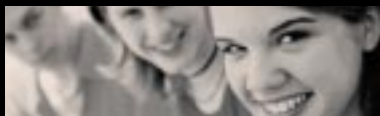
Many direct marketing companies rent lists. We help you make connections that build your business.

Because behind every address and telephone number within our database are the people you need to reach.

Real people. Real customers. We help you make connections by keeping our focus on the single most important ingredient in direct marketing. People.

We understand that. That's why we work harder than any other company to ensure that your information is accurate and up-to-date.

Talk to us today. We'll show you how our menu of the most accurate and current direct marketing lists in the business will help you connect with all the right people.



**1-800-999-4630**

[www.qwestdex-dpg.com](http://www.qwestdex-dpg.com)

The background features a collage of faces and text. At the top, the word "from" is written in a large, green, cursive font. Below it, the text "Qwest Dex — Data Products Group" is displayed in a bold, white, sans-serif font. The background also includes faint, semi-transparent images of people's faces and the word "consume" in a light green font.

*from*

**Qwest Dex — Data Products Group**

**list products**

- Consumer New Mover
- Business New Mover
- National Consumer Masterfile
- National Business Masterfile
- Consumer Deletes
- Business Deletes
- National New Home Owner
- Enhanced New Mover

**list services**

- Client Profiling
- Database Clean-up
- Data Analysis
- List Cleaning

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fictional. Any likeness to individuals living  
or deceased is purely coincidental.



## Consumer New Mover

*Last year the Delgados spent \$1,200 with the auto repair shop, \$3,400 on clothes, \$300 for their kids' swimming lessons and \$240 on video games. Last week, they moved into your market.*

**Consider these** very important facts regarding those who move into a new residence:

- *Every month*, approximately 1.7 million people pack their belongings and move.
- Additionally, movers can spend up to 800 percent more in the first six months on purchases related to their new homes than established residents spend in two years.\*
- All movers have a need for the same products and services utilized at a previous residence.



# Care to welcome them to their new home?

\*Source: FMP Direct Marketing Group, 1998.

When people move, their first call is usually to us. Within hours of ordering new phone service, Qwest Dex lists the names, addresses and phone numbers of your newest potential customers in our *Consumer New Movers* database. The list is updated on a daily basis to ensure the freshest, most accurate records available. Put this neighborly resource to use, before your competition even knows they're in town.

### Markets available:

- Qwest Dex 14-state region
- National

### Includes:

Name, address, phone number

### Selection options:

- ZIP Code, carrier route, county, state, area code/prefix and other geographies, SCF
- Single-family and multi-family dwellings
- New telephone hook ups/numbers
- Moved residences/numbers

### Updating options:

Daily, seven-day, 14-day, 30-day, 60-day, 90-day, six months, annually

**Please call for a customized quote — DPG 800-999-4630**



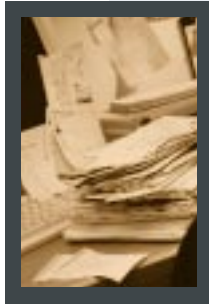
## Business New Mover

*In a mad dash to get the computer network installed, Judy Gibney forgot all about installing a security system and ensuring the company's ability to process credit card payments.*

In these crucial days of start-up, she'll be soliciting a number of critical business services to get her company up and running. You can lead the pack.

When new businesses get started or relocate, they call us first. Within hours, that information is in our database. That's why we can give you the inside scoop on who's new and who's where in your market before anyone else. The entire database is updated daily, making it the most current source of information available about some of your best new prospects.

So whether you want to sell a security system to Judy — or just about anything else to new business owners — with the help of Qwest Dex Data Products Group, new business is just a phone call away. We'll help you get your message delivered before your competition even knows who's new in town.



See any prospects here?

### Markets available:

- Qwest Dex 14-state region
- National

### Includes:

Business names, addresses, phone numbers

### Selection options:

- ZIP Code, carrier route, county, state, area code/prefix and other geographies, SCF
- New telephone hook ups/numbers
- Moved businesses/numbers

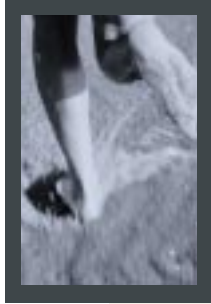
### Updating options:

Daily, seven-day, 14-day, 30-day, 60-day, 90-day, six months, annually

*With both kids in college, Marie and George Parker decided now might be a good time to take that vacation to the islands.*

**Balmy beach** photos and an attractive package deal. For a certain couple, it was just too inviting to turn down. By matching households with children over 18 to those with a \$50k+ annual income, finding these perfect prospects for a special R & R pitch was easy.

A typical Consumer Masterfile scenario works like this. You provide a list of your customers' names and addresses. To ensure current information, we'll perform a list cleaning. We then create a profile of your current customers, generalizing about your best future prospects. Next, we append useful information to your customer data (e.g. current phone numbers and other pertinent demographic information). A critical data analysis then indicates prominent attributes of your best customers. Finally, we match those characteristics to potential customers with similar profiles in our Consumer Masterfile.



So did one very smart travel agent.

**Markets available:**

Total U.S. coverage

**Includes:**

Names, addresses

**Selection options:**

- Single-family and multi-family dwellings
- Length of residence
- Home ownership
- Head of household and/or spouse occupation
- Male or Female
- Presence, number and age range of children
- Number and age range of adults
- Marital status
- Estimated household income
- Direct mail buyer/respondent
- Credit card holder

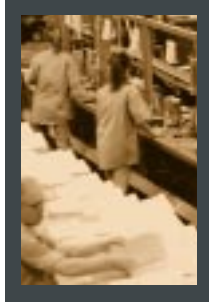


## National Business Masterfile

*Four years ago Mark Lucero risked it all to start his own printing company. Today Mark closed the books on his first \$1 million quarter, and began to think about getting more space.*

**Interesting how** that office park brochure arrived just as Mark's business began to take off. But that's exactly the way the leasing agent planned it. By mailing to a selected Qwest Dex Data Products Group Business Masterfile list of local businesses with sales of a certain level, the agent was able to reach prospects like Mark with pinpoint precision. That's just one example of the way smart companies are putting their messages before businesses and executives most likely to buy.

Make sure your marketing dollars go to reach real prospects. Let us know the industry or business type you're targeting, or choose from a number of other key identifying variables. We'll show you how to put precision marketing to work. Because with the right list, more business will soon be heading your way.



# Guess who he's about to call?

### **Markets available:**

Total U.S. coverage

### **Includes:**

Business names, addresses

### **Selection options:**

- Telephone numbers
- Fax numbers
- SIC (Standard Industry Classification) code
- Executive name & title
- Number of employees
- ZIP Code, carrier route, county, state, area code/prefix and other geographies, SCF
- Sales volume
- Headquarters or branch
- Credit rating codes

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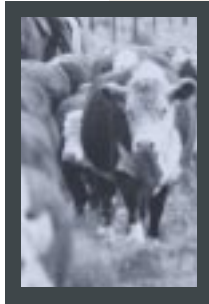
## Consumer Deletes

*Jeremy Walker left the corporate world and his old digs to wear a new hat: proud owner of a sprawling ranch in the country.*

**Outdated mailing** lists often equate to obsolete customer information. That means you could be wasting money and reducing response rates by sending material to people who are no longer in the area.

Qwest Dex Data Products Group offers a solution that makes sure you're up to speed on who's still in your market, and who's not. When you put our Consumer Deletes list to work on your customer database, you'll be assured of reducing expense while improving your delivery rates. And that means a greater likelihood of positive return.

Because as good a customer as Jeremy Walker was, it pays to remain focused on the prospects who are staying put.



**So why keep sending mail to his old address?**

**Markets available:**

Qwest Dex 14-state region

**Includes:**

Names, addresses

**Selection options:**

- ZIP Code, carrier route, county, state, area code/prefix and other geographies, SCF
- Telephone numbers
- Within last 90 days



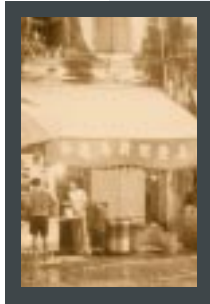
## Business Deletes

*Amy Li moved her graphic design business halfway across the globe last month.*

**Don't blame** Amy for moving out of the picture. She's pursuing a lifelong dream at a new forwarding address. Instead, place the blame on an outdated database that doesn't tell you who's still in business and whose records should be deleted.

The good news is that Qwest Dex Data Products Group can help you determine who's still doing business in your market, and who's disappeared from the scene. If you want to be assured of reducing unnecessary expense and improved delivery rates, put our Business Deletes list to work on your current customer information.

Because as much as you might like to do business with Amy Li, it pays to stay close to the rising stars who chase their dreams in your market.



Maybe  
that's  
why she  
hasn't been  
getting back  
to you.

**Markets available:**

Qwest Dex 14-state region

**Includes:**

Business names, addresses

**Selection options:**

- ZIP Code, carrier route, county, state, area code/prefix and other geographies, SCF
- Telephone numbers
- Within last 90 days



## National New Home Owner

*Helen Jones got the raise. Richard got the realtor. Julie got the big bedroom. Jimmy got a new friend with a much cooler bicycle. (Which is why they just pulled out the checkbook.)*

**Consider that** within a short time after moving in:\*

- 60.3% of new homeowners buy furniture.
- 57.2% purchase window treatments.
- 40.0% invest in their kitchen.
- 51.5% acquire electronics products (stereo/CD player, TV, VCR, etc.).
- 39.7% buy "other" appliances (washer, dryer, vacuum, etc.).



Clearly,  
it pays to  
keep up  
with the  
Jones  
family.

\*Source: U.S. survey results, compiled by Beta Research Corp., 1998.

With the Qwest Dex Data Products Group New Home Owner file, you can unlock the door to this rich potential market. Come in contact with new homeowners at the very time they're establishing new buying habits.

So keep up with new homeowners like the Jones — and families just like them. Make them feel welcome in their new world, and chances are they'll become a part of yours.

### Markets available:

Total U.S. coverage

### Selection options:

- Name, address, phone
- ZIP Code, carrier route, county, state, area code/prefix and other geographies, SCF
- Sale date
- Loan amount
- Down payment amount
- Purchase price
- Loan type
- Rate type

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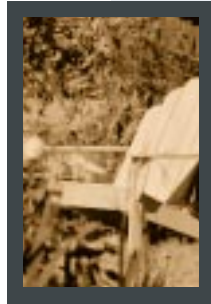
## Enhanced New Mover

*The kids are married. Mom and Dad just sold the big house. And this year, for the first time, they'll spend more hours in the garden than in the office.*

From retirement, to marriage, to the birth of children, life changes often are reflected in the choice of where — and how — people live.

Qwest Dex Data Products Group Enhanced New Mover list tells you more than who has moved where. It's carefully overlaid with demographic and behavioral selections to help you know the details about the people who have just taken up residence in your market. Whether they're newly retired, newly married or somewhere in between.

Nearly 20 percent of the U.S. population moves every year. And while new movers often represent some of your best prospects, they're anything but identical. So make sure you deliver your new-mover audience an appropriate message by enhancing your marketing effort with Qwest Dex Data Products Group Enhanced New Mover file.



For the  
Nelsons,  
it's a new  
state of  
the union.

### Markets available:

Total U.S. coverage

### Includes:

Names, addresses, phone numbers

### Selection options:

- Hotline names (i.e. added to the file in the last 30 days)
- Distance of move
- Single-family and multi-family dwellings
- Head of household age
- Head of household gender

## Client Profiling

*For five years now, the occupant of Apartment 114-A has been a loyal and steady customer.*

**If all you** know about Lillian Wong is an address on a mailing list, you could be losing out on financial opportunity. Your customers probably vary a great deal. Identifying and capitalizing on those differences can help you tailor your message, increasing the likelihood of response and revenue.

Qwest Dex Data Products Group Demographic Appending services will help you zoom in on your market by carefully looking at your current information and identifying a wide range of customer characteristics. Starting with your database we can analyze data patterns, project a profile of your best potential customer and suggest an appropriate marketing list.

Because if she's a good customer now, just think how profitable it might be to form a closer relationship with Lillian — and others like her.



Isn't it time  
you got  
to know  
Lillian  
Wong a  
bit better?

### Markets available:

Total U.S. coverage

### Selection options:

- Single-family and multi-family dwelling
- Size of dwelling unit
- Length of residence
- Home ownership/renter
- Male/Female
- Presence, number and age range of children
- Number and age range of adults
- Marital status
- Head of household
- Occupation
- Direct mail buyers
- Estimated household income
- Credit card holders
- More — just ask!

Please call for a customized quote — DPG 800-999-4630



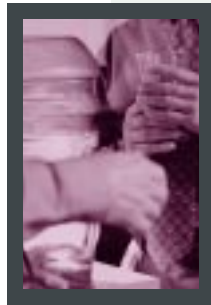
## Database Clean-up

*The whole time Gary Tamura was updating his company's customer database, nobody mentioned the need to include telephone numbers.*

**We help** people like Gary solve data puzzles all the time. Often our customers are sitting on a potential gold mine, not realizing the value of the limited information they hold.

Do you have access to phone numbers, but perhaps no names, or unavailable addresses? Names and addresses, but no phone numbers? Do you know who's calling your toll-free number or Interactive Voice Response system? Whether you're targeting businesses or individual consumers, we'll help you construct the desired database from the pieces you already have on hand.

Because we figure it shouldn't have to be too puzzling to find out who or where your prospects are. With our telephone and address appending ability, knowing a little about your prospective market is all it takes for the rest of the information to fall into place.



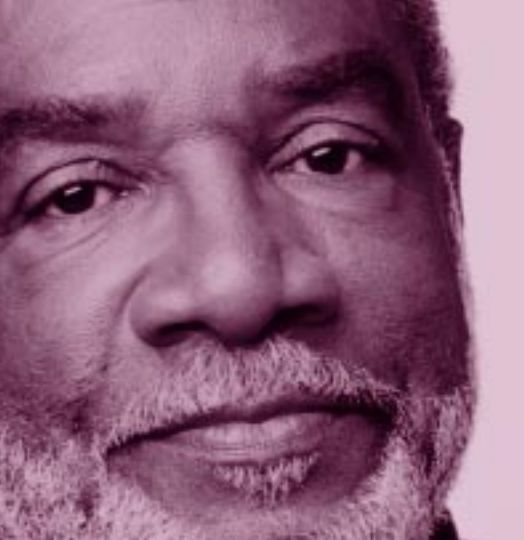
**Until  
the boss  
requested  
them by  
Friday.**

### **Markets available:**

Total U.S. coverage

### **Selection options:**

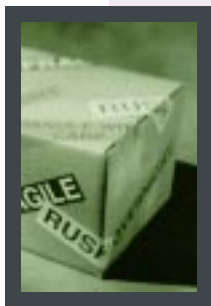
- Straight telephone append overlays telephone numbers to existing names and addresses.
- Reverse telephone append overlays names and addresses to existing telephone numbers.
- Telephone confirmation verifies accuracy of phone numbers in file, overlays correct phone number and adds any new numbers to end of file.



## Data Analysis

*Stanley Johnson is just the sort of guy who'll say "yes" to your offer.*

**It makes** sense to send your message to people most likely to respond. But how do you know who's most likely to do so? Rely on Qwest Dex Data Products Group scientific data analysis tools to help you determine in advance where the hottest markets for your products and services are.



**If he gets your offer, that is.**

We'll scrutinize your database with sophisticated prediction techniques that rank your customer information by the category of individual most likely to respond. Or, we can analyze a sample of your list to find out how it stacks up against other reference files.

With Qwest Dex Data Products Group, data analysis is a science, not guesswork. Coupled with our other list services, it can help you zero in on Stanley and prospects like him who are looking for your products and services.

### **Markets available:**

Total U.S. coverage

### **Options:**

- Match Rate Report matches selected data elements of file sample against national consumer database.
- Data Profile Analysis examines data and evaluates against other sources to improve accuracy.
- CHAID (Chi Square Automatic Interaction Detector) examines the customer list, separates the file into groups most likely to respond and describes key characteristics of each.
- Regression Analysis ranks customers or non-customers based on their likelihood of responding to a specific promotion.

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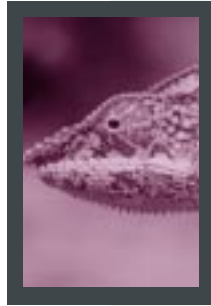
## List Cleaning

*It's not that Warren Withersby doesn't appreciate nature. But an invitation to join the Reptile-of-the-Month Club just didn't seem appropriate.*

**Using the** proven accuracy of data sources such as the U.S. Postal Service's National Change of Address file (NCOA), Qwest Dex Data Products Group can help you save — and make — money by reducing wrong addresses and keeping your delivery percentages high.

Clean data is valuable data. If your internal list is at least several months old, it may pay to do some old-fashioned seasonal cleaning. We perform list cleaning services for customer files anywhere in the United States.

With a complete array of list cleaning, data analysis and maintenance services conveniently located under one roof, we're your one-stop source for improved response.



**Not since  
it was  
addressed  
to some-  
one else.**

### **Markets available:**

Total U.S. coverage

### **Options:**

- NCOA matches your file against the U.S. Postal Service's National Change of Address Service to improve delivery rates.
- NCOA nix matches identify prospects who've moved and can't be reached due to no forwarding address.
- Addressability speeds delivery by verifying and correcting five-digit ZIP codes and adding the correct ZIP+4 and carrier route codes.
- Deceased suppression deletes the names of individuals who are no longer living from your files.

**Please call for a customized quote — DPG 800-999-4630**