

# DIRECT MARKETING

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## FAST forward

Editor's letter » 3



I've got too much "skin in the game" to be objective about aging Boomers. These CARP stats speak for themselves.

Directives » 3

A prescription for regaining customer trust in these challenging economic times.

Loyalty Landscape » 6



Loyalty marketing lets you know what you get for what you spend.

In the Mail » 7

An interactive direct mailer yields booming returns for a BC-based credit union.



Direct & Personal » 8

Brian Langerfield approaches every challenge with hard work and imagination.

Unaddressed mail attracts » 11

new customers

In-house data plus lifestyle segmentation boost phone sales



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## Like any good Zoomer, David Cravit is making plans, breaking new ground and *de-aging*

His new book, *The New Old*, is a how to guide for marketing to Baby Boomers

**I**n *The New Old*, David Cravit, EVP of Zoomer Media Ltd., Baby Boomer, and 30 year advertising veteran, presents a strong case for why marketers need to put Baby Boomers back on their radar screens and begin catering to them again. His rationale begins with simple demographics. People are living longer. Hence, older people will continue to represent an increasing portion of the population. David and his boss, Moses Znaimer, share the belief that a traditional view of aging has caused Baby Boomers to be largely ignored by marketers. Cravit further asserts that Boomers are destroying the world's previous definition of aging by refusing to fade into the wallpaper and die. On the contrary. He maintains they are causing a revolution in everything from education to employment, housing to health and beauty, and even, sex. Znaimer has rechristened Boomers and seniors "Zoomers" to reflect their zip (and probably the "z" in his last name). He recently became the executive director of the Canadian Association for Retired Persons (CARP) and purchased a controlling interest in its magazine. Today, Zoomer Media Ltd. is the home of that publication—re-branded *Zoomer Magazine*—as well as Toronto-area radio stations, Classical 96.3 FM and AM 740; a panoply of information and networking Web sites, including 50plus.com and Zoomer.ca; and a licence for a digital television station. With so much to keep track of, it's hard to imagine how the media empire's EVP found the time to write a book, let alone why.

"I'm a career ad guy and I was always trained that you have to understand the

See **ZOOMERS**, page 4



David Cravit, author of *The New Old* at his desk at Zoomer Media, a firm whose Web sites and electronic newsletters generate over one million page views per month. (Marketers may remember David as the "Cravit" in Saffer, Cravit & Freeman of retail advertising agency lore.) —Photo by Gary Tannyan

Your Online Conversion Challenge »12

Raquel Hirsch tells us why the party is always above the fold.

Web Insight »13

How to get a complete view of online ad response

**E-mail, E-mail Lists**

**E-mail Advisor** ▶ 14

Marketers are back to proving themselves like never before.

**Digital Marketing:**

**Back to the Basics** ▶ 16

Remember the cardinal rules of marketing before technology issues.

**Ten ways to improve your e-mail marketing in a few hours** ▶ 17

Author Simms Jenkins tells us how to achieve success quickly.

Target behaviour to find »15  
online sweet spot

How to target those customers who express interest.

Social Media »15

Engage customers in a conversation to gain valuable insight.

Driving direct response online »24

Try these simple practices to optimize your next campaign.

The 11th Annual Digital Marketing Conference Program »27

» For a complete table of contents please turn to page 3

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# editor's letter

Pat Atkinson

Have a look at these stats from CARP and see if you agree that it's too early to write off aging Zoomers.

It's been a long time since a marketing book has made me laugh out loud but that is what happened as I paged through David Cravit's *The New Old: How the Boomers are Changing Everything . . . Again*. Part of its focus is that people are living longer and older people represent an increasing portion of the population—nothing “novel” there. What makes this work unique is Cravit's assertion that Boomers are destroying our entire *concept of aging*. According to him, they are *de-aging* and when they're done, they will have redefined all of our age-related ideas and norms. (As someone peering at *The New Old* through trifocals with Oil of Olay *Regenerist* slathered all over her face, I could be accused of having “a dog in the fight”

metaphorically speaking.) Nevertheless, Cravit's juxtaposition of his grandfather Isaac's head shot at age 65, with a photo of Mick Jagger at 63; and the closeup of his grandma (Sarah) at 64, adjacent to a portrait of sexy 65-year-old Diane Keaton, is pretty compelling evidence—no matter how old you are. Cravit warns that it won't be long before present day John Wanamakers (famous for the saying “Half my advertising budget is wasted. The trouble is, I don't know which half.”) will be crying out in frustration because in most product and service categories, it will become impossible for them to make their numbers without attracting Boomers—a group that Cravit says has largely been written off prematurely. Consider the

following incredible stats from CARP, Canada's Association for the fifty plus, in the context of being ignored and viewed as “past it.” Out of the 14.5 million Canadians who are 45-plus:

- 8.5 million say they're excited by new technologies
- 7 million personally donated to a charity last year
- 7 million use a cell phone
- 3.7 million have done volunteer work in the past two years
- 3.7 million are very concerned about the environment
- 3 million like to be informed about new products and services
- 1.5 million belong to a fitness club
- 1 million spend two or more hours a day

on the Internet

- 1 million wrote a letter to a public official in the past two years

The point that the author makes fairly persuasively is that a lot of the Boomer cohort may have only lived half to two-thirds of their lives. While they may not exactly be “young,” they are certainly young enough to still be making plans, spending money and exerting tremendous influence on the marketplace. This book provides concrete advice and action plans for taking a fresh look at your organization in light of Boomer aging. It sounds as though marketers better get busy making plans too.



# directives

Miro Slodki

Stewardship:  
The path of opportunity

Every day these last few weeks, we wake up hoping to learn that we have finally touched the bottom of this expanding global financial malaise so as to begin rebuilding.

You can actually feel it, the panic and mistrust. And if you know what to look for, you can see those around you cycling through what Elizabeth Kubler-Ross named the Five Stages of Grief (denial, anger, bargaining, depression and acceptance) as yesterday's economic order comes to a jarring halt—the rapid turn of fortune that has caught so many in the cross-hairs of record-level debt. These conditions signify a long climb. As consumers, we will not be spending our way to prosperity any time soon. It also means that as marketers, we will need to reassess our individual brand communities as many consumers will be reevaluating their options in light of their new economic circumstances.

If you Google “how to market in a recession,” you'll find over 10,000 listings outlining the conventional wisdom of tactical price and value injecting program options one should consider for deployment. But after going through these suggestions, I couldn't

help remembering John Maynard Keynes' observation: “Worldly wisdom teaches us it's better for one's reputation to fail conventionally rather than succeed unconventionally,” and wonder whether we can afford to follow his worldly wisdom.

Many of us are now familiar with the term, moral hazard. It's used to describe situations where possibly inappropriate actions may be taken by those who do not bear the full weight of responsibility. By this definition, as the intermediaries between stakeholders, virtually all management roles are fraught with moral hazard. It is only stewardship that keeps us safe from moral hazard and consequently only stewardship from brand leaders will get us out of this current situation.

Clearly, these are not conventional times and this is will not be a “typical” recession. To be sure, conventional responses will generate conventional business results and one can always blame the economy on the shortfall. But for those who believe as I do that a brand is a promise kept and that the enterprise's value is a reflection of the value it creates for its customer-partners, there is a different path

to travel. It's the path that others have forged throughout human history, at times when existing leadership was not forthcoming and new stewards were required to provide direction, hope and courage.

The time is past when we would admire and reward those who outmaneuvered their competition by zigging when the rest zagged. We have powerful direct marketing and social media channels that didn't exist just a few years ago. How we choose to move forward is going to be a reflection of the things we value and those value judgments will be remembered by all. To revert to using the old playbook on new terrain is zigging. To embrace and engage one's community is stewardship.

We need corporate stewardship from those that seek to earn the right to have an authentic “share of life” relationship with their customer-partners. The word consumer is a throwback to a narrowly defined economic exchange. I prefer to think of it as a continuum of buyers, consumers, and partners. Partners want honesty and sincerity, not just ten cents off the sticker price. Partners want to know

that their economic value is being used for the good of the community with the same focus as meeting the quarterly profit obligations.

No doubt, there will be plenty of opportunities to craft this “challenge” into ongoing brand relevant initiatives, but right here and right now partners want to know that they will not be unnecessarily sacrificed at the altar of profit. That the good times and bad will be shared equitably. If businesses cut off their hand to maximize short-term profit without consideration of the community they derive their economic value from, then they will have cut off their hand and prolonged the recovery for everyone—nothing more.

*Miro Slodki is the sole proprietor of Brand Central, a consultancy providing strategic/ tactical support for customer centric brand marketers seeking to build stronger, more profitable customer affinity. With a bias toward street-level execution, Miro's experience spans marketing (direct brand, product, and service) market research, loyalty, sales and relationship management in both the B2B and B2C spaces. He can be reached via email at: miroslodki@yahoo.ca*

## in this issue departments

Directives .....	3
ReaderPoll .....	3
Loyalty Landscape .....	6
In The Mail .....	7
Direct & Personal .....	8
DM People .....	9
ListWatch .....	9
Field Notes .....	9
News Worth Knowing .....	10
Resource Directory .....	18
Events Calendar .....	27

## advertisers

Canada Post • 1	Mail Marketing • 11
EnviroNics • 1	RP Graphics • 12-13
McKinnon • 1	Transcontinental • 14
Assetprint • 2	FSA • 28
InfoCanada • 5	

## resource directory

### DISTRIBUTION / DELIVERY SERVICES 18

Aeromail Worldwide  
RDP Fulfillment Corporation

### COPYWRITER 18

Gerry Black, Copywriter

### DM CREATIVE 18

Designers Inc.

### MAILING EQUIPMENT 18

Canadian Mailing Machines Inc  
Bowe Bell & Howell

### LIST SERVICES 18-19

a5Data  
Canadian Law  
CanLaw  
ICOM  
infoCANADA  
ManuData  
NetYellow.ca  
PTM Professional Targeted Marketing  
Resolve Corporation  
SCOTT'S Directories

### CALL CENTRE PRODUCTS / SERVICES 20

CallCentreJob.ca  
EXTEND Communications Inc  
Tigertel UTR

### eMAIL MARKETING 20

Inbox Marketer

### DATABASE MARKETING 20

Cornerstone Group of Companies  
Boire Filler Group

### DATA PROCESSING 20

EnviroNics Analytics  
infoCANADA  
MLS  
Production Data Corporation

### DIRECT MAIL SERVICES 21-21

Smartsoft Marketing & Mailing Software

### FULL SERVICE OPERATIONS 21-23

Address-All Mailing Services Ltd.  
Andrews Mailing Services  
CDS Global  
Clix Direct Marketing Services Inc.  
CMS / Complete Mailing Services  
Custom Data imaging  
Data Direct / TDC Direct  
Digital-X-Press  
DM Graphics  
Key Contact  
Mailmarketing Corporation  
Origo Direct Marketing Communications  
Pillar Direct  
Postlinx Pitney Bowes  
SMART DM  
The FSA Group  
WATT Solutions  
Wood & Associates Direct Marketing Services Ltd.



September Question for:

## READER POLL

What one piece of advice do you have for direct marketers given the challenging economic times?

Tell us your thoughts about this important subject. Email Pat Atkinson, pat@dmn.ca

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article▶▶  
highlights

Ignore Zoomers at your own peril

People are living longer. Older people will represent an increasing portion of the population. Marketers who ignore them, will be at a loss to explain why their campaigns don't work.

Zoomer aging is different

Boomers are not living the same way as their parents and grandparents. They still have one-third to one-half of their lives ahead of them.

Marketers need to adapt their approaches to Zoomers

Instruction manuals with larger type and clearer wording and micro sites will help this audience respond better.

Zoomer aging already affects everything

Various industries are already preparing products and services that reflect Boomer norms.

Zoomers, Cont'd from cover

marketplace if you're in marketing," he explains. "Back in the day, you used to be able to throw a good ad man out of an airplane anywhere and he could figure out who the [important] people were and how to reach them, even if what they were doing wasn't what he was doing in his life. But now, there's a disconnect that has been growing and growing."

Cravit says that when he joined the 50plus.com Group (which later became Zoomer Media,) he gradually began to notice that everyone his age was living in a manner that was vastly different from that of his parents and grandparents at the same age.

"A fifty-year-old in 1885 would certainly be different than a fifty-year-old in 1935, but he would still be old in the same way," emphasizes David. "I started to wonder, is it just *me*?" Thereafter, he conducted a bit of research and came to the startling conclusion that there really was something unique about Boomer aging. "What's happening is the marketers and especially the politicians are always talking about 'the aging of the population' and it's just a cliché," he opines. "They think it's just the same old people, like gramps on 'Leave it to Beaver' only more of them and it *isn't* the same old gramps." Since he didn't see many books in the marketplace dealing with the qualitative aspects of Boomer aging, David decided to address this obvious niche and do his company, himself and his whole generation a service

by writing it.

Direct marketing

The conversation soon turns to direct marketing; in particular, what it takes to identify quality lists targeting Zoomers.

"I actually think that online is a very good place to build lists because the absolute dollar cost of acquisition is less," advises Cravit. "The other good thing about it is that you can fly below the radar so you can have a very age targeted campaign online that doesn't mess with your main brand or offend the young people because they are not going to see it. Agencies are slowly waking up to

online is the perfect environment in which to observe how the target responds to various messages and product offerings.

A cautionary tale

"The one thing I want to stress is that if someone [a marketer] is serious about going after the [Zoomer] market, that goal has to be reflected throughout their whole business. The most fatal thing is to run an ad or commercial and then the customer gets interested and responds but the rest of the business doesn't know anything about it."

To illustrate the problem, he tells of having watched a presentation at an AARP

showed a clip from a taped focus group, during which an older male customer admitted that he didn't consider himself very "tech savvy."

Cravit says that at this point the presenter froze the frame and a bunch of supers popped up on the screen revealing the information that this same non-technical older man owned a desktop, a Blackberry, a cell phone and a laptop. "Yet, when he goes into the store, he's treated like he can't plug in a phone," stresses David. "That's why it's no good running these one-off ad campaigns that say 'Come on in, we love you,' if the rest of the company isn't in sync."

been so ruthlessly measured," notes the veteran ad man. "This should be a golden age for direct mail copywriters because at least they know how to sell."

Mail or e-mail?

When it comes to choosing between the mail box or the e-mail box for a direct response campaign, David says that it all depends on the nature of the content and the product. "Zoomers are good at filtering out everything by now, they are just as likely to throw out junk mail as junk e-mail." From his perspective, digital campaigns enable marketers to create a feedback loop more readily. "We find on

*"What's happening is the marketers and especially the politicians are always talking about 'the aging of the population' and it's just a cliché. They think it's just the same old people—like gramps on 'Leave it to Beaver' only more of them and it isn't the same old gramps."*

that." For mailing lists, vertical magazines and online publications are his top recommendations. (Zoomer magazine goes to 181,000 households).

David has a simple recommendation for determining whether predictive marketing can be used effectively on such a vast and polymorphic group as the Zoomer cohort. "Because Zoomers are online, marketers have the ability to test there at a low cost and a low risk," he says pointing out that

convention two years ago during which Best Buy demonstrated how the fifty plus male shopper was being turned off in its stores. In those days, when a customer of that age demographic arrived ready to buy a \$7,000 home theatre system, ("Assuming he could get the twenty-year-old sales assistant to stop text messaging his girlfriend on his cell phone,") young sales representatives tended to regard the customer as (in Cravit's words) "a lower form of life." The presenter also

Maintaining consistency between the message and the customer's real life experience when a product that's been ordered arrives is also an important focus. To accommodate Zoomers' particular needs David recommends that instruction manuals feature slightly larger type and clearer wording. Such accommodation is only "dumming down," he insists if the content is condescending—not when it's helpful.

Need convenience and service

He also warns companies never to direct Zoomers to the corporate Web site — particularly since it is so easy and inexpensive to design one that is tailored to meet their needs and wants. David says that the micro site is an acknowledgement that their time is too valuable to make them wade through the corporate Web site. "When you start to remember that this is a market that wants a high level of service and convenience, then all the other touch points flow logically from that thought process," he explains. "If you think only about the creative gimmick: 'I know, let's get William Shatner and put his face on the mailer,' then you're just pretending because the customer's real life experience isn't going to work out."

He emphasizes that direct marketers should be happy about this kind of focus because it puts a premium on what DM has always been about: finding the benefits and serving them up in a way that's convincing. "I think it's the one part of advertising that's been the least prone to creative for its own sake because it's

our Web site that surveys and polls and other forms of inter-activity do very well," he notes, adding, "CRM is like a cliché now. The dirty little secret about it is that 99% of companies don't want a relationship with their customers. They wouldn't know what to do with it if they had it."

Interestingly, David says that because they would see it as an aspect of enhanced customer service, Zoomers would enjoy a participatory relationship with a marketer that allowed them to give feedback and make product improvements. This is fortunate given that co-creation is a future direction of marketing. He points out that the other advantage of digital response campaigns is that marketers can track the fall off whereas with physical direct mail, the sender only knows how many people replied. "You don't know how many people threw the mailing out without opening it, how many opened the envelope and read the offer but didn't respond, and how many almost filled in the coupon," says the 62-year-old who totally gets online marketing. "In digital, you can track your falloff. You can test – 'What if we did something different here?' The one thing I think that people don't get is the degree to which the Zoomers like to be in charge so dialogue and feedback and participatory marketing have a lot of potential (for them)."

According to David, to exploit the marketing opportunity presented by Zoomers requires at a minimum a robust panel, research or focus group to dialogue

Zoomers, Cont'd on page 8

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# LOYALTY LANDSCAPE

with Rick Ferguson

## Measurable Marketing

With loyalty marketing, you know exactly what you get for what you spend. Here's how.

**T**here's one simple reason why loyalty programs have flourished in the two-plus decades since American Airlines launched AAdvantage, the first modern database marketing program: loyalty marketing is **measurable** marketing.

You can track, report, analyze and take corrective action on everything you do. You know what's working, and the exact return on investment associated with your program costs. Over time, you'll realize that the most important difference between loyalty marketing and your other marketing initiatives is the precise understanding of what you get for what you spend.

Loyalty marketing has its own standards of measurement, and each company that launches a customer loyalty initiative has measures of success that are peculiar to its industry, brand, geographic location and customer base. You must decide, prior to launch, what metrics are most important to your business. You must then calculate how much each metric needs to change in order for you to make money, and then periodically report on the progress of each.

In big programs in complex verticals, such as travel and financial services,

loyalty metrics can get very sophisticated as companies employ armies of analysts to help measure the financial impact of the program. If you're not yet ready to hire a room full of MIT grads to help you crunch your program data, then you can start with a few basic metrics that will help you measure program impact on an elementary level and determine a customer's level of profitability. Such baseline customer metrics include:

### Recency

The first thing you'll want to know is the date of a member's last transaction. We call this measure recency, and it's typically expressed in terms of days or weeks. If 10 percent of your membership spent money with you last week, you could express your recency goal as "increase by 5 percent the number of customers who spent money with me within the past week."

All you need to capture this metric is the date of each transaction. Once per defined period, run a simple report showing the date of each member's last visit, the percentage belonging to predefined recency segments and your progress on meeting specific recency objectives. You can then devise specific action plans for each group, especially

those who exhibit a change.

### Frequency

Depending on your sales cycle and the products and services you offer, your customers probably exhibit a fairly predictable set of frequency patterns. The more often customers spend with you in a given time period, the higher their value. Add in the seasonal nature of many retailer revenues, and you quickly realize that increasing visit frequency—particularly among high-value and high-potential consumers—is the single biggest reason to engage in loyalty marketing.

Once again, all you need to capture this metric is the date of each member transaction. Once per time period, run a simple report showing the dates of member visits over that period, the percentage belonging to predefined frequency segments, the average frequency per member and your progress on meeting specific frequency objectives. You can then devise specific action plans for each group, especially those who exhibit a change in frequency patterns.

You can also combine frequency and recency measures into a velocity metric. Members who visit the most often (frequency), and also who visited the most

recently (recency), are probably in your highest-value segments. The greater their velocity score, the higher their rate of retention and value.

### Monetary value

All loyalty marketers live and die by customer monetary value. You express monetary value in terms of trackable dollars spent by a given customer over a defined time period – you can look at seasonal, per annum or lifetime value. The value score encompasses all trackable spending within your business and offers sophisticated operators the ability to break that spending down into various margin contribution categories.

Many marketers, however, fall into a trap that assumes monetary value is the only critical measure of success in loyalty marketing. Consider the following problem. For the sake of this example, pretend that you're the marketing director of a regional convenience store chain:

Customer A visited your store once, over 6 months ago, but brought three friends and paid the entire bill for a party they were having that night totaling over \$100 for the day—a big transaction for a convenience store. You haven't seen a measurable transaction from him since that day. Customer B comes to your facility every week, has been doing so for ten straight weeks, including this one, and averages \$10 each visit.

Assuming they paid the same amount for goods and services of equal margin, which customer is more valuable:

Customer A, the one-time big spender; or Customer B, the faithful contributor?

If you only look at monetary value, then these two customers are of equal value to you. After all, they both spent \$100 with you. If you take recency and frequency into consideration, however, then Customer B is obviously more valuable. His pattern suggests engagement with your brand. His probability of leaving you for another retailer is much lower than that of Customer A, who may already have left. B's long-term value to you is much higher.

Of course, these are the most basic measurements of customer behavior, and you can get as sophisticated with measurements as your skill and budget will allow. But knowing even these simple measures of customer value allows you to set the funding rate for your program accurately—ensuring both attainable benefits for members and increased profitability for you. By combining member spending with the velocity measures of recency and frequency, you'll obtain a more comprehensive picture of who your best customers really are. You can then design marketing objectives that most reflect the needs of both your customers and your business. After all, we must learn to walk before we can run.

*Rick Ferguson is the editorial director for COLLOQUY, a member of the LoyaltyOne family of companies. E-mail him at [info@colloquy.com](mailto:info@colloquy.com).*

*“...knowing even these simple measures of customer value allows you to set the funding rate for your program accurately—ensuring both attainable benefits for members and increased profitability for you.”*

## Five secrets of successful street selling

Want to gain the best value, accurate, measurable results and increased response from a direct marketing campaign? Read on

BY NEIL SPIVAK

### 1. Planning

The number one secret to Street Selling is planning, especially identifying the demographics and targeting the right audience. Know what you want to accomplish before you plan a direct marketing campaign. Do you want more company or product exposure? Do you want to create a buzz around a product launch? Is your goal to sign as many people up as you can for a new service? Or are you targeting a specific group of people with a specific product or service? These are all important questions to answer before you begin your marketing campaign.

Once this is determined, do your research. Know the area you plan to target before you set up, know what the limitations are, and work with them.

### 2. Be creative

Try something new. A unique campaign will always create a lasting impression on

the consumer and the client.

For a very successful cell phone campaign DSF teams jumped into the back of over 500 cabs to solicit drivers on a specific package. The element of surprise kept drivers listening to the pitch and over 500 people signed up during the two-week blitz

Your direct marketing campaign gives you the opportunity to wow your audience and stand out in the crowd – it's important you do that and break through all the other advertising.

### 3. Offer value

Show the customer through value-added promotions that it's worth their time and money to stop at a kiosk or talk to your representative. This will create a high-impact brand perception and result in long-term impressions.

Like the DSF American Express Front of the Line Club promoted inside the Molson Amphitheatre. The DSF team attended a

variety of concerts and offered VIP access to new and current American Express Card holders, allowing them to get into the exclusive onsite Front of the Line Club.

### 4. Keep sales staff motivated and informed

If your staff is relaxed about the brand they are promoting, this will ultimately result in more sales. Provide helpful marketing materials, such as brochures, recent articles or news stories, information on key competitors, and updates about product changes.

When CIBC Aerogold Visa went through a major change to its Aeroplan Rewards program, DSF made sure all the employees understood the changes completely. The 55 Sales Reps at over 20 kiosks inside CIBC branches across Canada were successfully re-trained and in 2007 alone, the agents signed up over 25,000 applicants.

### 5. Provide verifiable, measurable and safe results



*DSF promotes Front of the Line at the Molson Amphitheatre. DSF offered VIP access to new and current Amex Card holders and allowed them to skip the lines and get in to the exclusive onsite Front of the Line Club.*

Every campaign is results-driven. It's what you do with those results that matters. By providing easily accessible, reliable and measurable data at the campaign's end, your client will know you did your job. Using the most recent relevant technology not only tracks the results but also addresses privacy issues and reduces the risk of data breaches.

*Neil Spivack, CEO of Direct Sales Force (DSF), has re-energized the art of intercept marketing through innovation, metrics, and motivated Brand Ambassadors. DSF has seven offices across the country and currently employs 150 full and part-time staff. For more information visit [www.directsalesforce.ca](http://www.directsalesforce.ca).*

# INTHEMAIL

This column is sponsored by Canada Post.

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From anywhere... to anyone

from: anywhere  
to: anyone

## Giving credit where credit is due

An interactive direct mailer yields booming returns for B.C.'s Interior Savings Credit Union.

Dear Sarah Price,

Let's face it – no two people in the world are alike. That's why we believe no two investment portfolios should be alike either. And with our wide variety of investment products, none are alike either. Short or long, registered or not, we have something for whatever your needs, we have something that suits you perfectly. And in this direct mailer, we invite you to discuss exactly which products can best help you achieve your goals.

Meanwhile, feel free to see if a name written all over them.

Yours truly,  
Your Kelowna branch team

**HELLO I AM**

**extremely cautious**

people from running with scissors around me.

to me from losing out on the Canadian Market Term

tential returns of the stock market without any risk

nal deposit.

**HELLO I AM**

**adrenaline junkie**

take the elevator, even in the case of emergencies.

take advantage of Customized Portfolio Solutions:

investments with potentially very high

s.

**HELLO I AM**

**in need of flexibility**

☐ Can you teach me how to perform a gymnastics floor exercise routine?

☐ Can you teach me how to benefit from the Investment Saving Account: the versatility of a savings account with the great interest rate of a term deposit?

**HELLO I AM**

**interested in a sure thing**

☐ Please tell me how to rig the lottery.

☐ Please tell me about term deposits: short or long, registered or non-registered – all with the security of a guaranteed return.

**HELLO I AM**

**interested in making money**

**ABOUT THE CAMPAIGN**

**Client:** ISCU

**Campaign:** Fall Deposit Campaign

**Agency:** Elevator Strategy, Advertising & Design

**Creative Director:** Bruce Fraser

**Art Director:** Carmen Roy

**Copy Writer:** Pierre Chan

**Account Executive:** Sarah Price

The 16 1/2" X 5 1/2" gatefold style mailer features a personalized peel and stick label that can be worn by the recipient. Here, variable data printing allows for a personalized salutation and relevant branch location information.

**F** BY KALAN VUKSANOVICH

all is finally here and for many marketers, it's a time to promote back-to-school specials, pumpkins and turkeys. For others, like Peggy Clark, Marketing Specialist at British Columbia's Interior Savings Credit Union (ISCU), autumn equates to a mailbox full of fliers pushing countless products from a host of competitive financial institutions. She explains, "The fall happens to be a time when institutions, such as banks and major credit unions, are looking to promote deposit tools like term deposits and GICs [Guaranteed Investment Certificates]. Interior Savings is up there in the marketplace."

For a locally based credit union like ISCU—whose business is predicated on building existing relationships—junk mail and newspaper advertising do little to resonate with the existing clientele. Members expect their credit union to be friendlier and more flexible than the larger, more impersonal, commercial financial institutions. For this reason, ISCU marketers look to the power of direct mail. "Rather than taking a mass media approach, our promotions are very much targeted," Peggy explains. "We have a sales and service culture, which means that we don't push product. We talk to members about their needs, and then we only talk to them about the products that can help them meet those needs."

From its corporate office in Kelowna, 21 retail branches, and two commercial focused sites—located across 14 other communities; ISCU serves more than 80,000 members. As a credit union, it's

run by its members whose shares earn them the right to elect ISCU's board of directors. Ideally, credit unions make decisions that benefit everyone because they themselves are also investors. By comparison, banks are run by shareholders whose finances are often managed externally. This distinction is a major selling point, not only for ISCU but for all credit unions. Even so, ISCU goes well beyond regular credit union services. "We also offer wealth management, commercial services, and insurance services," Peggy emphasizes. "We consider ourselves a one-stop, full-service financial institution to meet all of a person's banking needs."

**Business challenge**

Since push marketing was reaching an almost absurd level of intensity during these fall promotions, ISCU wanted to develop a more focused strategy to break through all that mailbox and newspaper advertising clutter. Instead of attracting new members through the all too familiar rhetoric of "rates," ISCU decided to develop an interactive way of targeting a specific portion of its broader member base. Although its average member is approximately 48 years of age, the fall promotion target included members between the ages of 30 and 65 who share a higher potential for future investment than individuals banking exclusively with ISCU. As Peggy explains, "We're

targeting them so that we can talk to them about their overall banking needs, not just those related to deposits."

The challenge then, was to reach members with some external investments to encourage a stronger relationship with Interior Savings as a financial partner. Last September, the credit union found its means of expression in Granville Island's Elevator Strategy Advertising & Design (ES). ES's account director Sarah Price emphasizes, "We didn't want to try and compete in the rates game as it relates to the various investment products because we couldn't necessarily compete on that." She says that rates are always changing, and financial institutions have the tendency to "one-up" each other with new financial packages. What came to be, therefore, was a direct mailer that sought to produce "top-of-mind" resonance among members and primed them for future dialogue with ISCU representatives.

**Targeting**

Targeted members commonly shared the potential to invest a greater percentage-of-wallet with ISCU. This meant that they likely banked with more than one institution and had real dollars that were not yet being managed by the credit union.

To aid in the targeting, software from Strategic Solutions Group was used to pare the list down to 4,700 names. "The

software was able to help us identify the members we wanted to target for our direct mail promotion," says Peggy. Once the right people were selected, a 16 1/2" X 5 1/2" gate-fold style mailer was designed to communicate ISCU's financial expertise in a manner Sarah Price describes as charmingly "un-bank-like."

The mailer's cover features a personalized peel and stick name tag sporting the phrase: "Hello: I am interested in making money." This is already easy enough to identify with but one can interact further with the piece by peeling off the name tag—the recipient can actually wear it. Inside, there are four more "Hello: I am" graphics. These colour coded tags showcase different "investment types," and smack of the personality tests one might have taken in Careers class. What's more, each tag is accompanied by humorous captions and little check boxes. For example, the blue name tag reads "Hello: I am interested in a sure thing." Its check boxes read: "Please tell me how to rig the lottery," and "Please tell me about term deposits: short or long, registered or non-registered—all with the security of a guaranteed return." Here, both the friendly and the professional are represented. The beauty is that, like the subject of a personality test, the target will likely identify with at least one of the given "colours." A personalized letter is printed on one of the inside panels, the content focuses on the interpersonal approach taken by ISCU and the piece ends with a closing by the recipient's appropriate branch location team. The intention was to make the prospect receptive to a phone call from a member of the ISCU sales force.

To ensure ISCU remained top-of-mind to its target audience, the list was parsed

for four waves of mail-outs and follow-up calls. By organizing it in this way, ISCU's sales staff had a comfortable amount of time to discuss various deposit and investment options with individual members, while avoiding a push. As well, posters were displayed in the various branches to create the same effect on those members who were not being directly targeted. Although this campaign ran from September 25 to November 3, 2007, its success is still being felt.

**Taking credit**

Since the initial mailing, production costs have totaled \$38,500—a minor investment given the results. With a target goal of \$6.2 million in net deposit growth, ISCU was blown away when it calculated an actual net deposit growth of \$29.3 million (readers: feel free to do a double take now). This response level surpassed even the stretch goal of \$10.2 million, leaving ISCU with an ROI of 1,333%.

"This was a very small and targeted piece," remarks Sarah, who emphasizes the mailer "was not aimed at calling the targets to respond ASAP," rather than to convey the clear message of a potential financial partnership. The intention was to warm people up to the sales force weeks before any selling was to occur. Peggy too attests to the campaign's effectiveness. "It was an effort by many partners and team members to achieve this result. Frankly, this ROI is almost astronomical."

ISCU has since received a 2008 Credit Union Executives Society (CUES) Golden Mirror Rookie of the Year Award for the campaign.

Kalan Vuksanovich is an Oakville-based freelance journalist

*"We have a sales and service culture, which means that we don't push product. We talk to members about their needs, and then we only talk to them about the products that can help them meet those needs."* **Peggy Clark**





# DIRECT & PERSONAL

with Billy Sharma

## Brian Langerfield

Yesterday, he attended trade school and design college. Today, he's the creative lead on some of Wunderman Canada's largest B2C accounts.



*As a young man, Brian Langerfield dropped out of his graphic design program and took a year off to travel to South America and Mexico with a terminally ill friend. Later, he subsidized the paltry income he was earning in advertising by driving a Zamboni and managing a rink in Whitby.*

I thought it was time to interview someone from the creative side of a big agency; someone who not only understands direct marketing but is also an expert in all aspects of the business. Nowadays, the industry is extremely complex and creative leaders with both integrated and digital expertise are scarce. That's why I "targeted" Brian Langerfield, SVP creative director at Wunderman Canada. In Toronto, it boasts three floors downtown with 130 employees and a spectrum of premium accounts.

In his own right, Brian is the creative lead on some of the firm's largest B2C accounts, including but not limited to Rogers, Ford, and BP in the US. He's been in the business for years — the last eight of which have been at Wunderman, where

has won many awards. He justifies this reticence by explaining that at this point in his career, he has become a sort of head coach. "The best reward now is seeing one of my team win their first 'gold.' I really enjoy seeing people develop and reach their full potential," he explains. (Brian has just finished judging the Canada Cannes Interactive Competition.)

This pride is symptomatic of a truly great creative director, that rare commodity who is both very creative personally and also able to direct and motivate employees. (Wunderman has 24 people in its creative department.)

Brian is equally passionate about the business. Exuberance flashes from his eyes as he gets into the subject.

"I love building brands and selling great

person. So many people have graciously given me their time, their counsel and support. As they say, 'I stand on the shoulders of giants.'"

Looking back, Brian recalls that he's always loved a challenge.

### Motivated to succeed

"I was born in Toronto but raised in Oshawa, Ontario — The City That 'Motovates,'" he groans. "That's the terrible slogan that was the first thing you saw as you arrived in town."

No doubt, this deeply offended Brian's creative sensibilities because when it was time to select a career, he proposed "advertising" to his dad, who at the time, would have none of it.

"My dad's a little old school and felt a career as a tradesman was the right

the best decision I ever made. If we all knew how long we had on this earth, I think we would live life differently," he explains.

Brian was still contemplating his future when his father introduced him to a family friend, an old advertising salt who warned him, "The advertising industry eats its young. It is a small industry in Canada and only the best in the country can make it."

"Well, that's all I needed to hear," quips the now successful creative director. "I knew I *had* to get into this business. However, when I first started out, like most juniors, I hardly made enough money to survive. My salary was \$12,000 a year! As a result, I took on three jobs — advertising through the week, and rink managing and Zamboni driving in Whitby over the weekend."

Today, Brian is exploring different areas of the advertising and direct marketing business—which he says are expanding rapidly.

"I don't want to get involved in just one area," he explains. "I honestly feel as marketing is becoming more consumer-centric, the greatest area of growth is in creating ideas that can live across *all* channels. I continually strive to recalibrate the tools I use to communicate ideas differently to consumers. . ."

I discover Brian's keen sense of humour when I push him to tell me more about his hobbies and interests. "Oh, I enjoy long walks on the beach, and reading mystery novels and, yes, I'm a Scorpio," he teases and then turns serious. "I'm an avid golfer, though my score wouldn't agree. Traveling and scuba diving are also passions."

Clearly, the direct marketing business

also belongs on that list because we return to it again.

"This isn't an easy business," he emphasizes. "But you have to realize that the work we do is 'artistic,' not 'art' and we can't take everything personally."

"I acquired some serious lumps to my ego [during my career] and some days, just doing donuts around a rink in a Zamboni looked like a great full-time gig," he laughs.

"If I had to do it again, I don't think I'd do anything differently. Some of the best things I've seen in this world and some of the dearest friends I've made have been a result of this industry."

"Oddly, even though I can't skate, driving a Zamboni was probably the best training I could have had for this business," Brian asserts. "When you go around and around in circles until you're dizzy, and then suddenly everything becomes clear and beautiful."

"Seriously, I love this business. It has given be opportunities I could not have imagined otherwise."

"I'm still not sure if my parents fully understand what I do, but they are really proud of my business card."

*Billy Sharma is president and creative director of Designers Inc., Toronto. He can be reached at 416-203-9787.*

*"Oddly, . . . driving a Zamboni was probably the best training I could have had for this business. When you go around in circles until you're dizzy, then suddenly everything becomes clear and beautiful."*

he rose to his current position four years ago. Before our interview, I got the chance to speak to Dana Kerr, SVP director of Integrated Marketing, who jumped at the opportunity to put in a good word for her colleague.

"Brian," she said, "is dedicated to his work and a quick and deep thinker who understands everything from branding, to client and customer relationships."

Face-to-face, I was quite surprised to meet a soft-spoken man who doesn't seem to like discussing his personal achievements — although I know he

ideas. Over the years, I have worked in all aspects of advertising. I love using that experience to create ideas, which, when they are rich, can cross all disciplines," he points out.

"I've been fortunate to work with a number of very talented partners and mentors. They have bestowed on me a strong understanding of the industry from end to end. Armed with that trust and knowledge, I have managed to win a number of domestic and international awards, which is always great and validating. As to whom I most admire, I couldn't narrow it down to just one

path to success for me. So, I enrolled at Durham College and was accepted into a trade school, as well as design college," he explains.

While he was studying there, a very close friend was diagnosed with terminal cancer. This had a profound effect on Brian's life.

"I quit my graphic design program when I heard what had happened to him and took a year off to be with him. My buddy and I traveled to South America; we went to Mexico and bonded and collected too many stories to tell. It was

### ZOOMERS, Cont'd from page 4

with them to learn about their needs and wants. It's also very important that the creative team interact with them and learn how they talk.

### Miles to go before they sleep

"The creative team really has to cross over into thinking about the fact that they themselves will be old before Boomers are dead," explains Cravit. "If you're thirty today, you'll be sixty before these people are gone. So it becomes less about psycho graphics than product."

David points to the home as one of

the areas in which Boomers are exerting tremendous changes. "Boomers are going to a nursing home never—at least in their heads. Home can go from being a large house to a smaller house and then a condo. They don't ever want to be in a nursing home." He explains that in response to this demand, industry is beginning to produce high-tech products—including monitoring systems, safety taps with larger handles, sensor systems and various other items—that will make it easier for the older generation to remain at home. "Marketers in that field should have a constant group of consumers that they dialogue with to

understand needs and wants. I would think that would be really easy."

Cravit points to the Canadian health care sector as another realm in which Boomer aging is driving significant change: in particular, the advent of health care concierge companies whose function will be to help Boomers navigate the health care system and tap in to both public and private services. David explains: "The implication is you need what you need. There's a menu out there in the world that can give you what you need; some of it's covered by OHIP (or other public provincial health care plan) and

some of it isn't. The switch over is that it is customer-driven—not ideology driven." David stresses that the whole debate as to whether health care services are one-tiered or two-tiered will soon become irrelevant because Boomers will demand and get what they want, ("all of the above") and there is a massive market both within Canada and outside it waiting for these services. "I predict that if Canadians wake up within ten years, we could become an exporter of health care," he pronounces. "We could be bringing Americans in here for health care if we had half a brain. All of that kind of turmoil comes from realizing that half of the sixty year olds today will see their ninetieth birthday. You've got a thirty year play here. Once you realize that, everything else comes into focus."

*The New Old (ISBN 10:1-55022-843-9) is published by ECW Press.*

*"The creative team really has to cross over into thinking about the fact that they themselves will be old before Boomers are dead."*



# DMPEOPLE



## Len Wise

Karacters Design Group, the packaging and design division of DDB Canada, is pleased to announce that **Len Wise** has joined the organization as managing director of its Toronto office.



## Andrew McCartney

Tribal DDB, the interactive division of DDB Canada, has appointed **Andrew McCartney** as managing director to lead its Toronto office. Prior to his six years at Blast Radius, McCartney was the director of digital at Ammirati.



## Mike Peterson

PHASE 2 International today announced that it is further stepping-up its global presence with the addition of a new vice president of Sales, **Mike Peterson**.



## Bianca Barbucci

**Bianca Barbucci** has recently joined Shopping TVA as managing director, Development, Marketing and Distribution.



## Matthew Seagrim

Carlson Marketing is pleased to announce the appointment of Matthew Seagrim to Vice President, Strategy and Development, Enhancement Services.

# LISTWATCH

## Air Age Media lists

RMI Direct Marketing Inc. now manages several lists for Air Age Media, including a master file that identifies nearly 110,000 active subscribers. It includes readers of such titles as Radio Control Car Auction, Model Airplane News, Radio Control Boat Modeler, Radio Control Helicopter and Backyard Flyer. Separate files are available for individual publications. Names and Addresses Inc. had been managing these lists. Names of Canadian subs can be rented as well. Data card releases are pending for new files.

Selections: Hotlines, state/SCF/ZIP  
Price: \$105/M Contact: RMI Direct Marketing Inc., 203-825-4620

## American Board of Medical Specialties Physicians

Lake Group Media Inc. has assumed management of a list of physicians derived from the American Board of Medical Specialties Directory published by Elsevier. It identifies 532,318 board-certified physicians; 6,635 Canadian physicians' names are available as well. PCS Mailing List Co. was the previous list manager. Selections: Type of practice, specialty, subspecialty, medical school, graduation year, first certification, certification expiration, age, home/business address, gender, one per site, province, FSA, state/SCF/ZIP

Price: \$115/M (U.S. file); \$135/M (Canadian file) Contact: Lake Group Media Inc., Daniel Grubert (914-925-2449; daniel.grubert@lakegroupmedia.com)

## Buyer Advantage Canadian infomercial shoppers

Focus USA names 945,000 Canadian DRTV buyers on this file. A typical buyer is 45 or older. The average sale was \$60. Selections: Monthly hotline purchase amount ranges, multibuyers, category, health and fitness, travel and entertainment, household, beauty, jewelry, fashion, self-help, sports, automotive, business and finance, hobbies, telephone numbers Price: \$110/M Contact: Focus USA,

Lori Collins (603-635-1842; lori@focus-usa-1.com)

## CDS Global: Canadian Subscribers Co-Op

Description: This file contains Canadian subscribers to magazines covering topics that include finance, business, fashion, home decor, gardening, family and travel. Selects: 191,518 Contact: Your list broker or American List Counsel, 4300 Route 1 CN-5219, Princeton, NJ 08543 Phone: 609/580-2800 Fax: 609/580-2810 E-mail: jovon.nixon@alc.com

## Encompass Masterfile list has 186,665 Canadian travel survey responders

Encompass Masterfile list reaches 186,665 Canadian vacationers who have completed a travel survey at the end of their vacation. Resolve Corporation exclusively manages this list. Responders are known travelers to Europe, Sun Destinations and/or cruise vacationers.

This is a list of direct mail travel survey responders. Selections available are age, gender, Province, FSAs, credit card holders, household income, computer/electronics, donors, collectibles, married, single and employment. Base rate is \$160.00/M CDN. For more information, contact your list broker or call Jacqueline Collymore of Resolve Corporation at 416-503-4000 ext 2275 or email list.management@resolve.com.

## IH training list has 148,643 0-24 month Canadian responders/inquirers

IH Training provides customized training to meet the educational needs of Operators, Engineers & Technical staff working in a wide range of manufacturing environments. By utilizing classroom sessions, educational software & training simulators, up to date advancements can be conveyed to manufacturing professionals across North America. Since no manufacturing plant is

the same, all courses are tailored to meet the specific needs of the clients. Selections available are gender, Province, FSAs, home/business, language, sic codes, phone numbers, employee size and title/job function. Base rate is \$165.00/M CDN. E-mail addresses are also available, please inquire for costs. For more information, contact your list broker or call Jacqueline Collymore of Resolve Corporation at 416-503-4000 Ext 2275 or e-mail list.management@resolve.com.

## MADD Canada reaches 56,164 English donors

MADD Canada has initiated an aggressive direct mail campaign and is willing to trade or rent these names to interested parties. MADD Canada's list reaches 56,164 Canadian donors that are committed to stopping impaired driving and supporting the victims of this violent crime. Resolve Corporation exclusively manages this list. Selections available are FSAs, Gender, Home/Business, Recency & Donation Gift. Base rate is \$160.00/M CDN. For more information, contact your list broker or call Jacqueline Collymore of Resolve Corporation at 416-503-4000 ext 2275 or e-mail list.management@resolve.com.

## Mobiledirect SMS Text Messaging/Canadian DB

Some 2 million cell-phone numbers for text messages and 5 million e-mail addresses are on this database. It identifies Canadian consumers who signed up for a range of notices—sports scores, stock quotes, horoscopes, ringtones and cell-phone wallpaper—while also opting in to receive third-party messages. Postal addresses are available. The sources are telemarketing and several thousand Web sites. Data can be matched with house files.

Selections: Hotlines, e-mail/text message change of address, adult's/child's age, demographic, ethnicity, gender, income, lifestyle, occupation, religion Price: \$200/M Contact: Millard Group Inc., Chris Montana 201-476-2106; cmontana@millard.com

# FIELDNOTES

...**The US Postal Service (USPS)** said it expects to end the current fiscal year with a volume decline of nine billion pieces. At a USPS Board of Governors (BOG) meeting, the USPS said it would release its end-of-year financial results in November. At the meeting, Postmaster General John Potter said the magnitude of the loss in mail requires the Service to take steps now to shore up its business, which it is doing by reducing work hours. In addition, the BOG approved asking Congress for \$144.6 million for fiscal year 2010... **Grey Canada** just launched "Greatest Goal" on behalf of **Invesco Trimark** to highlight the newly re-named investment company to Canadian investors and their financial advisors. Invesco Trimark, formerly known as AIM Trimark in Canada, is part of Invesco Ltd., one of the world's largest independent investment firms. To communicate this consolidation of resources and capabilities, Grey Canada leveraged: hockey to create an integrated print, television and online campaign featuring legends Wayne Gretzky and Maurice "Rocket" Richard. "Greatest Goal" launched in September and will run on television and in print until the end of this year across the country, while the online component was a two-week long campaign focused on national mass media sites... **GfK Roper**

**Public Affairs & Media and Simon Anholt** have announced their global reputation study, the National Brands Index. Conducted annually with GfK Roper Public Affairs & Media beginning in 2008, the Index measures the image of 50 countries with respect to Exports, Governance, Culture, People, Tourism and Immigration/Investment. Each year, a total of 20,000 adults, ages 18 and up, are interviewed in 20 core countries. This study "brands" countries, allowing world-wide ratings on each of the 50 countries surveyed, based on image and reputation—much like a brand is weighed by public opinion. Canada scored the highest in People and #2 in Governance brand ranking—just behind Switzerland. ... The Vancouver Convention Centre has selected **DDB Canada** and its integrated divisions, as its agencies of record (AOR). In March 2009, the Convention Centre will open the doors to its expanded facilities and has charged DDB Canada to establish a new visual identity and develop an integrated marketing campaign, including print, direct and e-marketing programs to position the new facility as the ultimate destination for meeting and convention planners. When the expansion program is complete, the Centre will act as the main media facility for the Olympic and Paralympic Winter Games.

# READER POLL

"What (if any) effect will Canada's national DO NOT Call registry have on your business?"

"I'm excited about what Canada's new National Do Not Call List means for direct marketing. Pitney Bowes is currently holding seminars designed to help Canadian businesses that used to telemarket realize the power of direct mail. It's another opportunity for us to do what we do best -- help our customers connect with their customers in the most powerful,

reliable and efficient ways possible."

**Karin Doherty**  
Director, Marketing Communications  
Pitney Bowes Canada

# WORTH KNOWING

## The New Grey Canada thinks big

Ann Nurock, the newly appointed president and CEO of Grey Canada, and Rick Kemp, executive creative director of Grey Canada, hosted a celebration last month to commemorate the launch of the 'new' Grey Canada, and unveil its new tagline and mantra: 'Big Thinking is Unstoppable.'

"Grey Canada is poised for a new era of creative excellence through big thinking that differentiates, resonates and delivers business results," said Nurock, who had been in her new role for exactly 100 days on the day of the relaunch celebration. "We look forward to establishing ourselves amongst the top ten advertising agencies in Canada within a year."

Before taking the helm this June,

Ann led Grey South Africa as managing director from 2000 to 2003, and then was CEO of the Africa region until May/08. The focus on creativity by Nurock and her team led to both international and local success, making Grey South Africa the most creatively awarded Grey agency globally and the fifth most creative in the country in 2007.

"Ann spearheaded the dramatic transformation of Grey South Africa, which saw the agency double in size and achieve record new business performance," said Jim Heekin, chairman and CEO for Grey Group, who officially opened the relaunch event with Ann Nurock, (see photo).

This 'refresh' is part of a global transformation focusing on strengthening



senior leadership across the Agency's locations worldwide, ushering in fresh talent to build stellar teams, and improving the company's overall value proposition to enable deeper client engagement and a renewed focus on creativity.

Grey Canada's blue-chip client roster includes many of the world's best

known companies: Procter & Gamble, GlaxoSmithKline, Diageo, E\*Trade, Playtex, Eli Lilly, Dairy Queen, Aim Trimark, Ontario Government, Mars Inc.'s Greenies, Tourism PEI, Canadian Diabetes Association, Special Olympics Canada, Starbucks, Glentel and Cadillac Fairview.

## The Relationship Marketing Association (RMA) of the AMR announces new board of directors

MONTREAL—The AMR/RMA includes more than 1,500 professionals whose collective and comprehensive marketing expertise provides a pivotal position and key perspective on media integration in Québec. Affiliated with the Canadian Marketing Association (CMA), the AMR/RMA is a place for dynamic exchange among users, creators, managers, and suppliers.

Following the annual general assembly held in September, the following people have been elected to the 2008-2009 Board of Directors:

- Bianca Barbucci, general manager, Marketing and Development, Shopping TVA (president)
  - Mélanie Dunn, vice president, general manager, Blitz Direct, Data & Promotion (Major Events and Partnerships)
  - Joëlle Namer, JCN Plus, Direct Marketing consultant (Education, Training & Flèches Awards)
  - Mélanie Béland, account manager, Retail Sales, Canada Post (Major Events and Partnerships)
  - Anne Fortin, vice president and general manager, DRAFTFCB (Education, Training & Flèches Awards)
  - Anne Tourchot, director, CCC AccèsD Desjardins (Customer Contact Centre Advisory Council)
  - Sandra Abi-Rashed, senior manager, Client Services, Komunik (Information and Communications)
  - Jean Paquette, CCC consultant, (Customer Contact Centre Advisory Council)
  - Mathieu Péloquin, vice president, Marketing Product Lines, Reader's Digest Canada (Member Experience)
  - René Godbout, president, ZenData Marketing (Branding and Visibility)
  - Normand Bélisle, president, INPIX (Information and Communications)
- Georges Vigny remains general manager, assisted by Andrea Dorfman, manager of Member Services. For more information, contact G. Vigny at 514-735-7201 or by e-mail: endirect@amrq.com.

## SupremeX adds degradable bubble mailers to Enviro-logiX™ program

Supremex, one of Canada's leading providers of envelopes and related products, announced the addition of a complete line-up of environmentally friendly bubble mailers to its Enviro-logiX Program. The mailers' polyethylene bubble liner



(as well as the polyethylene coating on the paper) will be made from a modified polyethylene substrate, thereby rendering the product degradable in a landfill setting. In the presence of heat, UV light and/or mechanical stress or a combination thereof, the bubble liner will eventually degrade into carbon dioxide, water and biomass, leaving no toxic residues in the environment. Additionally, the outer paper layer will be made from a Forest Stewardship Council (FSC) certified,

unbleached, Natural kraft paper with at least 50% post-consumer content.

"Over the last several months, we've been developing and launching a complete offering of environmentally friendly envelopes and mailers. We're delighted with the positive initial response that we've received to the degradable bubble mailer product in the marketplace and are very excited to roll it out," asserted company CEO Gilles Cyr.

"We have purposefully specified an

unbleached natural kraft paper to lessen the impact on the environment caused by the bleaching process used in the traditional golden kraft production. Furthermore, as we are Forest Stewardship Council certified, consumers can have confidence that this mailer has been made with paper derived from well-managed forests and other controlled sources," added Marketing manager Daron Rosenbusch.

## Marketing innovator launches customer analytics firm to serve retailers and manufacturers

TORONTO —Alliance Data Loyalty Services has launched Precima, an advanced analytics firm that translates data about shopping behaviour so that retailers know who their most profitable customers are, what motivates them, and what can be done to keep them spending more.

The battle for valuable customers cannot be won on price alone. Consumer shopping decisions also are influenced by quality, service, location and particular brands or products. Precima applies an industry-leading expertise in loyalty data to develop sophisticated segmentation modeling. It overlays publicly available data and provides in-depth market research to gain a much more valuable

degree of insight into who the best customers of a business are and what's important to them.

Precima's parent, Alliance Data Loyalty Services, operates Canada's AIR MILES Reward Program (AMRP) and other marketing companies, including COLLOQUY, ICOM Information & Communications and Direct Antidote. The team of advanced analytics experts now known as Precima works with the leading retail partners of the AMRP to help make the 16-year-old program North America's coalition loyalty marketing leader. Other clients have included numerous customer-focused retailers and manufacturers across North America.

Precima's insights are different because they provide an understanding of not only what shoppers do, but why they're doing it. This seemingly simple evolution from what to why expands customer insight capabilities so they can be applied to all aspects of a retailer's business, from merchandising, to store design, to long-term planning.

The Precima team probes for insights to drive sales, starting with pinpointing a client's most important customers and key categories. Using these insights to drive strategy, the team identifies growth opportunities and addresses key business issues. If a client is losing market share, is it because prices are uncompetitive for

a particular customer segment? Should base prices or promotions be adjusted? Is the assortment too narrow or the store layout confusing? These insights lead to customer-specific growth strategies in key categories. Precima general manager Brian Ross has over 12 years of experience in customer management and advanced customer analytics. He has developed and implemented customer management strategies for top retailers and manufacturers. For more information, visit [www.precima.com](http://www.precima.com).

## Melissa Data shares tips on using saturation mail

RANCHO SANTA MARGARITA, CA. — Melissa Data, a developer of data quality and mailing preparation solutions, is arming businesses with a strategy they can use to reach out to likely customers with direct mail — even during tough economic times. The strategy is called "saturation mailing" and it works by "saturating" a direct mail message within a localized area (i.e. a radius from your business, a postal code, city or county) by reaching the majority of households and/or businesses in a postal carrier route. The mailing firm says that this process is an ideal way for local businesses

to promote grand openings and special events, establish their brand, and increase walk-in traffic. And, because saturation mailings are so easy to process, they pass the savings onto the mailer.

The key requirement to qualify for a saturation mail discount is that the mailing must be sorted in "Walk Sequence" order — the actual sequence the postal carrier will deliver the mail while walking his/her route. Sorting the mailing in "walk sequence" order saves time and effort spent sorting, coding and processing that mail.

According to the company, people

sometimes assume a saturation mailing is complicated because of the Walk Sequence requirement and decide instead just to mail at the much higher First-Class rates. But because of the availability of mailing lists, called Saturation or Occupant lists, presorted in Walk Sequence order, the saturation mailing process is straightforward.

To discover the secrets of using saturation mail to grow a business and drive more sales, download Melissa Data's free white paper at [www.melissadata.com/nosecret](http://www.melissadata.com/nosecret).

## DMTI Spatial opens Ottawa office

MARKHAM and OTTAWA, ON — DMTI Spatial (DMTI), a leading provider of enterprise location intelligence solutions, has opened a new office in Ottawa. The office will serve as the company's base of operations in Canada's national capital and the expansion was necessary to meet the growing demand from government clients for industry leading location intelligence solutions.

"DMTI Spatial is committed to providing the highest level of expertise and support to our clients across Canada, ensuring that they benefit from both



local knowledge and best practices," said George Staikos, general manager and senior vice president of Client Management. "The knowledge and experience offered by DMTI's dedicated government team provides customers with easy access to industry leading location intelligence services and

support."

The satellite office is located in the Minto Business Centre at 440 Laurier Avenue West, Suite 200, Ottawa, Ontario. To reach the Ottawa office by phone, please call (613) 599-0990.



# Unaddressed Mail Attracts New Customers for Fido

In-house data plus lifestyle segmentation equals unaddressed mail with the power to boost phone sales.

There are as many ways to sell mobile phones as there are handsets on the market. But a recent marketing campaign for Fido, a wireless phone service provider owned by Rogers Wireless, highlights the value of targeting unaddressed mail by combining in-house data with lifestyle segmentation from Environics Analytics (EA).

For some time, Fido, which features an assortment of collies, terriers and dachshunds in its marketing materials, has sold mobile phones through three main channels: retail stores made up of dealers, corporate stores and resellers; the Internet; and direct-to-consumer phone orders through FidoDirect. Last year, hoping to steer more customers to FidoDirect, the company decided to advertise its purchase-by-phone channel by using unaddressed direct mail dropped in postal walks in Toronto, Montreal and Vancouver.

Fido turned to EA, the Toronto-based marketing services company, to help develop the phone company's targeted mail campaign and answer two strategic questions: Can unaddressed mail—an inexpensive alternative to address-specific mailings—work better than other media,

such as freestanding inserts or billboards? And what is the best approach to selecting postal walks with high concentrations of potential cell phone subscribers?

To better understand Fido's subscribers, EA first employed its PRIZMCE segmentation system to determine which lifestyle types have a higher propensity to be FidoDirect subscribers and respond to earlier direct mail campaigns. The analysis showed that FidoDirect's best subscribers tended to live in areas that were urban, ethnic and working-class. Then, with its own predictive model, FidoDirect scored all of Canada's six-digit postal codes within the Fido footprint, based on the demographics and purchasing patterns of its current subscribers. Using FidoDirect's best performing postal codes from top deciles, EA scored letter carrier routes (each consisting of 250 to 400 households) within the company's footprint to determine where to deliver FidoDirect's unaddressed mail promotions.

#### Applied multiple models

The response rate for FidoDirect's targeted group surpassed the company's control

group, but EA believed it could further improve the results by incorporating segmentation to the selection methodology. Focusing on Fido's top-scoring postal codes, EA used a proprietary technique to weight and score the letter carrier routes that also contained above-average levels of Fido-friendly PRIZMCE segments. Then it dropped unaddressed mailers to this new list of high-scoring carrier routes derived by combining Fido's internal model with the PRIZMCE analysis. The result: the combined targeting model yielded a 41 percent lift over Fido's internal model alone.

"It's been shown in data mining that multiple models are more accurate and robust than a single one," says Krzysztof Dzieciolowski, business manager for Database Marketing at Fido. "In our acquisition campaigns for high-potential prospects, we successfully combined our predictive models with highly informative PRIZMCE clusters to create a more innovative solution. This way, we were able not only to say who we should target but why."

"By combining two different targeting

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UNLIMITED INCOMING CALLS PACKAGE  
Includes: unlimited incoming local calls, unlimited long distance calls, unlimited international calls, unlimited text messaging, unlimited email, unlimited voicemail, unlimited ringtone, unlimited picture, unlimited video, unlimited music, unlimited games, unlimited apps, unlimited everything else you can think of.  
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approaches, we got the best of both worlds," adds Catherine Pearson, the EA vice president in charge of the project. "Some clients think that marketing has to be an 'us' versus 'them' approach, either using internal data alone or an outside company's expertise. But we found that our collaboration leveraging Fido's rich data with our PRIZMCE system produced the best results."

#### Results Tracking

Further analysis of the direct mail campaign revealed even more useful information. By tracking response rates, EA and FidoDirect learned that the combined targeting resulted in an increase in calls from potential clients about a week after the unaddressed mail drop. After discovering the week-long lag, FidoDirect began to stagger its mailings to avoid overwhelming its call centres (and causing delays that anger customers). The company also found that its new direct channel customers tended to download data—like ringtones and pictures—at higher rates than other customers, providing insight

to support new offers.

While the majority of its customers still buy Fido phones at stores where they can feel the handset, the unaddressed mail provided a significant boost to FidoDirect's phone sales. Seven out of ten of the people calling FidoDirect from the mailed areas were potential new customers rather than existing subscribers. "People don't need direct mail to buy a phone at a store," notes Pearson, "but direct mail is needed to get them to call and order a phone." In an effort to expand on the campaign's success, EA has begun segmenting FidoDirect customers by PRIZMCE codes to find new markets in communities without the ethnic households that characterized the company's initial model.

"Our goal is to keep leveraging our knowledge base to produce ever higher response rates from unaddressed mail," says Pearson. "But the biggest lesson we've already learned is that we're smarter working *with* our clients than we are on our own."



*"By combining two different targeting approaches, we got the best of both worlds," Pearson*

◀ Catherine Pearson, vice-president Environics Analytics

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## PROFITING FROM THE ONLINE REVOLUTION

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### Your ONLINE CONVERSION Challenge with Raquel Hirsch

## The Party is *Always* Above the Fold

Experiments prove that attractive Web design is not enough. To get plenty of online actions, you must look at your site through the eyes of your visitors. Start now.

**C**onversion Optimization is both the science and art of getting more actions (i.e., increasing the conversion rate) on your Web pages from the traffic that is already coming to your site.

#### Why do Web actions matter?

It all comes down to simple math: by improving the online conversion rate of your landing pages, you can improve the ROI of your marketing investments (which, I am sure you'll agree, is smarter than simply spending more money on advertising to drive more traffic to your site).

As a strategy, conversion optimization is "science" because it requires you to run statistically valid experiments that prove your Web design is supported by real conversion data. But it is also "art" because you absolutely need a creative and conversion-savvy designer to build the better pages (a statistician would have no clue as to how to actually design your Web page for improvement).

Conversion optimization "best practices" vary widely depending on the industry, product, season, target market, etc., and so there are very few truisms. You need to run your own conversion experiments to determine what works best for you and your company's offering.

Having said that, a "best practice" for you to consider when designing your landing pages for increased conversions is to make sure the call to action (CTA) is

visible to the highest possible number of Web visitors, that it is "above the fold."

"Above the fold" refers to the section of your Web page that is visible without scrolling. As Steve Krug writes in his excellent Web usability book *Don't Make Me Think*, what most Web users (i.e., your customers) do is "glance at each new page, scan some of the text, and click on the first link that catches their interest or vaguely resembles the thing they are looking for." In other words, your Web visitors simply don't scroll. We at WiderFunnel Marketing have run countless client experiments that prove this point.

Externally, there are interesting stats supporting the importance of keeping your key content above the fold – and not just on your Web site:

We learned from Vertical Response's e-mail blog (<http://blog.verticalresponse.com>), that:

- 43-60% of all clicks in an e-mail happened in the first article, which is mainly above the fold
- 15-30% of all clicks happened on the second article
- 6-8% of all clicks happened in the third article

While these stats are true for e-mail clicks, this outcome is one of the top factors in Web site conversion rates too.

Above the fold also matters in Search behaviour ranking. We learn from SEO Design Solutions ([www.seodesignsolutions.com](http://www.seodesignsolutions.com)) that although

the way we search is unique, based on the keywords and phrases we use, certain elements remain intact—such as the innate desire to click the search results above the fold. One thing is certain, and that is that ranking above the fold (the top 5 positions) can make or break a business when it comes to conversion and click through rates.

#### WARNING SIGNS:

- Is your Web designer's screen the largest you have ever seen?
- Does your Web designer minimize his/her window to reflect what most of your Web visitors will see "above the fold" when creating landing pages?

If your Web designer is designing for other designers who have extra-large screens rather than your Web visitors, it's time to rethink your designer. Remember: visitors avoid scrolling, reading and generally exerting effort, so your Conversion Guru needs to design landing pages (and e-mails) to make your desired Actions happen above the fold. And this most likely means a 1024 x 768 pixel screen.

#### Your Conversion

##### Improvement Action Item:

To increase conversions, make sure that every site visitor has the ability to immediately see (and act) on your call to action (CTA). Here is a quick checklist of what you can do right now:



*www.whistlerblackcomb.com is the official site for Whistler Blackcomb Ski Resort in Whistler, BC Canada. This remarkable resort has a powerful Web site where Web visitors are able to plan and book Whistler vacations. Unfortunately, absolutely all the CTAs are below the fold, assuming a 1024 x 768 pixel screen, as seen here.*

1. Find out what screen sizes your customers use by taking a quick look at your Screen Resolution stats. (This should be easy to find in your Web analytics data.)
2. Determine where the fold is for 80% of your Web visitors (i.e., the spot beyond which most visitors will have to scroll to see more).
3. Go to your Web site and determine whether 80% of your Web visitors can actually see your CTA without scrolling.

If fewer than 80% of your visitors can see your CTA, you can get conversion rate lift simply by moving it higher on the page.

*Raquel Hirsch is president of Vancouver-based WiderFunnel Marketing Inc., a unique marketing services company that helps clients convert their Web site traffic to actions that generate desired results. For more information visit [www.widerfunnel.com](http://www.widerfunnel.com)*

## Connector allows integration between industry-standard online fundraising tools

Charleston, S.C.—Blackbaud, Inc. has announced the integration between Sphere®, the industry-leading online marketing and fundraising toolset produced by its Kintera division with The Raiser's Edge®, Blackbaud's industry-leading fundraising management solution. The integration is designed so that Sphere connects to The Raiser's Edge using the same underlying technology as Blackbaud's market-proven NetSolutions and NetCommunity offerings, and solidifies Blackbaud's dominant leadership position in integrated online/offline marketing and constituent management solutions.

Available within 90 days, the Connector will be an embedded menu option in The Raiser's Edge driving a Web-based

bi-directional data exchange between the two systems. In addition, the Connector employs a rich set of The Raiser's Edge workflow tools and functionality uniquely tailored to Sphere. Thus, the user is provided with a far more robust solution than is typical with integrations in the market built around file transfers, import-export tools and the like.

The Connector will be included at no additional cost to customers using both Sphere and The Raiser's Edge, and professional services will be available for configuration based on the complexity of customer requirements. The Connector will significantly decrease the amount of time previously required to establish a data exchange between the two applications.

## DMTI Spatial Joins the BlackBerry ISV Alliance Program

Markham, ON – DMTI Spatial (DMTI), a leading provider of enterprise location intelligence solutions, has joined the BlackBerry® Independent Software Vendor (ISV) Alliance Program. As part of the program, DMTI will gain access to support services from Research In Motion (RIM) as well as business and marketing resources.

Using the company's Location Hub™ Technology Platform, DMTI will develop enhanced mobility solutions for customers with mobile workforces and field assets. Using BlackBerry® smartphones, users will be able to access real-time geographic information to track vehicles and service technicians, conduct field assessments, derive exact addresses for the location of real estate assets such

as oil wells, buildings, and trains, and manage sales territories.

The Location Hub platform is differentiated from other location intelligence providers by the unparalleled quality and completeness of the geographic datasets that drive customer solutions. Hyper-local elements such as validated address points, multiple dwelling unit (MDU) buildings, points of interest (POI), municipality boundaries, postal code services areas, and other location information is incorporated into industry-specific data, making it the platform of choice for organizations with mobile staff.

"Many of our customers use BlackBerry smartphones in their operations, so

it's a logical step for DMTI to develop applications for this leading mobile platform," said Michael Byalik, senior vice president and general manager, Enterprise Solutions, DMTI Spatial. "Becoming a part of the BlackBerry ISV Alliance Program will enable us to expand our mobile strategy, strengthen our market presence, and continue to provide our customers with strategic location intelligence solutions to solve their most critical business challenges."

For more information about the Location Hub™: <http://www.dmtispatial.com/hub/>



## article ►► highlights

### Common lament

Often marketers are unhappy with response rate decline using traditional methods but don't believe the ROI is there online.

### Poor response or poor tracking?

Some marketers do not establish accurate campaign tracking systems and wind up under counting their online campaigns results.

### Build control packages with data

You need to know *which* ads, on *which* Web sites drove your response and what the total cost was to acquire a customer.

### Post-Click and Post-Impression Tracking

This method can help uncover highly valuable information and better equip you to make crucial business decisions that drive results, investment decisions and ROI



## WEBINSIGHT

with Jay Aber

# Don't lose track: Getting a complete picture of online ad response

I'll bet your online direct marketing campaigns perform better than you think.



BY JAY ABER

As our Internet-focused, direct marketing agency business grows, we come in contact with more and more traditional direct marketers who lament the decline in response rates from the traditional direct marketing channels: Direct Mail, Direct Response Television, and Telemarketing.

While most of these marketers feel that they have little choice but to continue to accept increasing acquisition costs from traditional channels, I'm continually asked:

*Any standard reporting package will generate click throughs and impressions by creative by day. However, this level of information tells you nothing about what people did when they arrived at your site.*

"Do any online direct marketing campaigns hit the target acquisition costs? We tried Internet acquisition and people clicked on our e-mail links and banner ads but the ROI wasn't there."

If you follow the traditional DM rules of a strong offer displayed and sent to the right prospect in a compelling way — invariably the answer is yes.

However, the pervasiveness of this question leads me to believe that some marketers do not put accurate campaign tracking systems in place and therefore, wind up significantly under counting their online campaigns results.

### Establishing accurate campaign tracking is the key

There are a number of ways to track results, ranging from simply counting the number of ad impressions and clickthroughs your campaigns generate, to measuring whether the ads you ran drove response, even if no one clicked on them.

The degree of tracking you use should reflect the campaign goals since the costs increase depending on the level of tracking.

So if your goals are simply to drive people to your site, (which might be the case if you were a publisher and wanted people to see a new section,) then the standard advertising reporting that a

Web publisher provides for you might be fine. Any standard reporting package will generate clickthroughs and impressions by creative by day. However, this level of information tells you nothing about what people did when they arrived at your site.

### Solid direct marketers build control packages with data, not theories

If you're a direct marketer, then you're trying to achieve a specific goal from your campaign — you always need to know more regardless of whether your channel

will only tell you how many results you achieved but not provide you with the granularity to learn which specific tactics and messages generated the results.

### Option #2: Unique URL Tracking

Some marketers track results by using a unique clickthrough URL for each banner ad they run on each Web site. In that way, they can observe what a user does when they visit the site and exactly how they arrived.

The major difficulty with this approach is that typically, it only tracks activity

within the initial user session after the initial clickthrough. If an offer is complicated or involves a sale, very few people actually complete the transaction the first time they investigate the offer. Interested prospects will bookmark the site or set up a reminder and return to the site when they are ready to make a purchase, often when they have all the necessary documentation handy including their credit card numbers, product choices and coupon codes. Using this methodology, we observe that marketers undercount the number of actions that were generated by people who clicked on their ads, didn't complete the action in the initial session, but returned at a later time and completed the action. This under counting can often approach 80% of the tracked results.

### Option #3: Ad Server Post-Click and Post-Impression Tracking

If you really want to know how well a campaign is doing, you need to use an ad server that offers post-clickthrough and post-impression tracking. The two leading technologies that track acquisitions or "conversions" are Google's AdWords Conversion Tracking tools, and DART for Advertisers (DFA) by DoubleClick.

Google is both free and ideal for

search-based campaigns. Its conversion tracking reports provide reams of data to not only establish which ads and keyword combinations generated the results and at what cost, but actually provide enough detail to optimize virtually every decision.

DART for Advertisers, on the other hand, is available via an annual contract commitment and a per-clickthrough or per-impression cost. Its system accurately tracks the full value of an online advertising campaign among those people who: click on an ad and convert immediately;

click on an ad, do not convert in the initial session but do convert within 30 days of the initial click; or see an ad and do not click, but become customers within 30 days of viewing the ad. Both results-tracking systems use similar technology. Essentially, the advertiser places one or more image request files, often known as "conversion tracking pixels" on key pages within the conversion path, including the "Thank You" page which loads only when a user completes the action. Each time one of the "tracked" pages loads, the tracking code requests an "invisible image" from the ad server.

This is the very *same* ad server that serves ads and tracks clickthroughs on all the banner ads. This ad server now has the information to "close the loop" and it simply counts how many times people who reached the thank you page also saw and/or clicked on an ad (via information in the user's cookies). The system-generated reports can now provide conversion by ad and by Web site in as much detail as you could possibly desire.

### Is it worth the cost and effort?

To best answer this question, I'll share some data from one of my clients with you:

This well-known direct marketer didn't use any outside technology to track results, but had been spending substantially on the Internet. This firm was using unique URLs to track results and was finding that its Internet campaigns were performing very poorly on an ROI basis.

However, once we implemented ad server post-click tracking, we discovered that this client was under counting their post-clickthrough acquisitions by 50% on average and as high as 75%-100% in some cases.

When we added post-impression tracking, (where we tracked users that completed the action within 30 days of viewing, but did not click on their banner ads), we saw a 50% increase on average.

Just so you're not losing track, this means that if the client's in-house URL tracking method counted 100 sales, the true number was in fact as much as 300, with a reduction in cost-per-sale of over 67%. Suddenly, the Internet began to look like a far more viable acquisition channel than this company originally thought.

### The bottom line?

In this example, the conversion the company was seeking had a fairly high price point and customer commitment requirement. For "free" or low commitment offers, the percentage of people who complete the action in the initial session may be much higher. However, we have yet to come across a situation where post-click and post-impression tracking did not uncover highly valuable information for our clients, and better equip them to make the crucial business decisions that drive results, investment decisions and ROI.

If you haven't tried measuring your campaign results using post-click and post-impression tracking, I'd suggest you start soon. The value of the information you gain far outweighs the minor cost.

*Jay Aber has been helping Canadian executives use the Internet for successful direct marketing campaigns for over a decade. With a blue chip list of clients, experience in financial services, not for profit, telecom, public sector, and publishing, his clients count on The Aber Group's team of Internet direct marketing strategists and online advertising, e-mail and search engine marketing pros to help them "Market Smarter" on the Internet. For more information, contact jay@aber.com*



# EMAILADVISOR

with Chris Carder

## Complexity: tackling the marketer's newest challenge

With an expanding media selection and the need to provide measurable performance, once again marketers are required to demonstrate their important contributions to a company's continued growth.

**S**enior marketers are increasingly being called upon to demonstrate a measurable impact on business outcomes. As a result, marketers are constantly defining and refining the best ways to leverage existing media – along with the expanding selection of new media – to configure their appropriate marketing mix. My discussions with marketing leaders across Canada reveal that in tackling this increased complexity, marketers are facing several make-or-break situations. The following challenges are among the most critical to their short- and long-term success:

### Engaging customers in ways that build trust

Marketers across all industries have shifted their goal from aiming for a series of purchase transactions over the span of a single campaign, to establishing

site to receive e-mail.

Since e-mail plays such a critical role in any successful marketing campaign, marketers are increasingly choosing the following proven and cost-effective ways of using e-mail to build trust:

- **Welcome Campaigns:** An e-mail welcome campaign builds familiarity with your brand and manages customers' expectations about what kind of e-mails they will receive, along with frequency of them.
- **Preference Centres:** E-mail gathers customer product/service preferences, along with what kind of e-mail (and offline) messages consumers choose to receive.
- **Reactivation Campaigns.** E-mail taps into those customers with whom you've already built trust but who have shown a pattern of reduced activity.
- **Triggered E-mails.** Follow-up e-mails are triggered immediately around particular events – such as birthdays or after

Whatever ways you use e-mail marketing to build trust, always ensure someone actively monitors and responds to e-mail requests.

### Sustaining a strong and cohesive brand

Every marketer is deeply committed to protecting their brand's messaging and corporate identity integrity. But, this is made considerably more difficult with the increased number of media that campaigns typically leverage – particularly since each medium has its own strengths and idiosyncrasies.

E-mail remains one of the strongest media for establishing and reinforcing strong and positive messages because it allows for rapid testing, quick modification and an immediate window into the true holders of your brand: your target audiences.

- Use a pre-header as part of your e-mail message with an immediate call-to-action.

### Optimizing suppliers' output

As marketing options have expanded, quite naturally, so too has the complexity involved in working with the selection of suppliers who create, launch, manage, measure and improve marketing campaigns.

- When working with several suppliers – whether within one agency or across many – every senior marketer aims to:
- Simplify campaign/program administration and coordination;
- Ensure consistency of messages and brand throughout campaigns; and
- Ensure compatibility of evolving online and offline technologies.

At ThinData, we have successfully achieved these goals by taking an approach that can be best described as establishing *respected partnerships* with suppliers. Some of the critical elements of this approach include:

- **Strong Project Management:** This is one of the cornerstones to success. Clear, concise, and updated instructions that are regularly communicated between suppliers help prevent confusion and conflict.
- **Focus on the Client:** Keeping clients actively involved and at the centre of the campaign helps to ensure that their goals – which naturally evolve – remain relevant throughout short- and long-term projects.
- **Creating a Safe Learning Environment:** Marketers in different agencies have different approaches and skill levels. Bringing out the best performance in everyone requires jointly establishing

practical ground rules for meetings, communications, acceptable standards and dealing with unexpected contingencies.

Because of the increased emphasis on metrics, use the following to determine how your supplier relationship is working for you:

- **Business Metrics** – The numbers demonstrate a reduction in costs and risks regularly associated with project disruptions.
- **Client Metrics** – Clients express their appreciation for working in collaboration throughout projects and regularly contract with you and your respected partners.
- **Project Metrics** – Projects are on time, on budget and run smoothly.
- **Interpersonal Metrics** – There is shared enjoyment from working with respected partners and jointly discovering opportunities to innovate.

This is an exciting time for marketers because of the expanding selection of media from which to build campaigns that shape business results. By successfully addressing the increased complexity and corresponding expectations, once again marketers can demonstrate their important contributions to a company's continued growth.

*Chris Carder is president of email service provider ThinData ([www.thindata.com](http://www.thindata.com)), Canada's leading authority and supplier of e-mail marketing technology, strategy, management, and creative services. ThinData is a Transcontinental company. Chris can be reached at [president@thindata.com](mailto:president@thindata.com).*

*“This is an exciting time for marketers because of the expanding selection of media from which to build campaigns that shape business results.”*

and sustaining value over the course of a customer's lifetime. Achieving this goal means marketers are always striving to choose from the many available media to strengthen a bond of trust.

E-mail has proven particularly effective in this regard. In fact, Ipsos Reid's recent Interactive Report concluded that over 65 percent of online Canadians actually prefer communicating by e-mail than by *any other means of communication*. The same report found that 80 percent of Canadian Internet users have registered with at least one Web

purchases are completed.

Across all of these types of campaigns, marketers should leverage the power of e-mail to personalize messages in the following ways:

- Include a customized salutation message (e.g. “Good Morning, Chris”).
- Only feature products and services that are of interest to each customer.
- Make customers feel special by affiliation (e.g. “As a member of *Your Company Name*, you are invited to take an extra X% off your next purchase”).

The following are but a handful of the ways in which e-mail can be used to ensure and strengthen brand consistency and impact:

- Create e-mail messages with the same colours and logos associated with your company.
- Have a direct link from e-mail to well-branded landing pages.
- Use e-mail best coding practices such as ‘alt tags’ that display your brand name and/or message when HTML images are “turned off.”

## 7 Ways to Recession-Proof Your Online Content

MarketingSherpa recently published a survey stating that over 60% of large companies are planning on slashing their marketing budgets significantly this year.

With smaller marketing budgets, many companies are hunting for cost-effective, measurable solutions to sagging sales figures. This naturally leads to online marketing in order to generate new prospects and customers. The goal is to recession-proof your online content and marketing.

“It all starts with a powerful, search engine-friendly Web site that converts,” says Jon Wuebben, author of *Content Rich: Writing Your Way to Wealth on the Web*, (Encore Publishing). “Companies today need to focus on the words they use to communicate with their prospects and how they leverage this content to maximize their online exposure. When

more companies are chasing fewer prospects, you need to ensure your online copy is strong and that you're using the viral nature of the Web to promote it.”

Wuebben says if you want to harness the power of cost-effective online marketing, there are 7 steps to follow:

### 1. Embrace the Basics: Web Content 101.

Start with the easy stuff. Take a look at your existing copy. How is your site performing? If you haven't done it yet, perform some keyword research and use Google Analytics – how are visitors making their way through the site?

### 2. Expand the Breadth of Your Content.

A few years ago, a Web site was all you needed. But the web has continued to evolve. Are you writing optimized press

releases? How about a newsletter? Do you have a blog? Consider these other ways of recession-proofing your online content and marketing.

### 3. Create New Content Directed at Your Existing Customer Base.

Building your relationship with current customers is huge. Consider newsletters or e-mail marketing. This is money in the bank during a recession. Develop new content and then get it to those who are most likely to respond.

### 4. Put Together a Content Distribution Strategy.

What channels are you using for your online copy? All linking happens because of great content that everyone wants to be a part of. Get your optimized content out there. Use search engine optimization

(SEO) techniques. Start blogging. If you have a great product, consider an affiliate network.

### 5. Leverage Your Content.

Once you write a blog post, a press release, a Web page, an article or a white paper, you can use it in other ways. Of course, you don't want to use it verbatim – change it up so you don't have duplicate content. Ideas need to be communicated in different ways. Don't re-write it every time – *leverage* it. It's a great way to recession-proof your online content and marketing.

### 6. Optimize Your Online Content for Social Media.

What types of content are hot on sites like Digg, Stumble Upon and Facebook? Submit this exact content so you can get in the game and maximize response.

### 7. Make Your Content “Conversion-Friendly” - Ask for the Sale.

Make sure that the copy includes specific “calls to action” which compel your visitors to the next step in the sale. Are the words “Order Now” next to your product? How about “*get your free newsletter*” now? Add these calls-to-action so visitors will take a more active and involved approach.

If you have a site that converts visitors into buyers and continually improves the conversion rate, you decrease your cost per acquisition and spend less on advertising. The combination of winning copy, strategic SEO and off-page factors will put your website on the right track to make your business a success – no matter what the economy is doing.





# Target behaviour and find your online sweet spot

Matching consumers’ online behaviour with anonymous demographic and geographic location data enables advertisers to target only those consumers who express demonstrated interest in their product.

**BY: OWEN SAGNESS**

Advertisers and agencies are flocking to the Web, which has become one of the best places to find the savvy and affluent consumers they crave. But for all its power and convenience, it still presents them with a major challenge.

Canadians are going online in ever-greater numbers – 24 million of us now spend an average of 46 hours there each month, according to recent research from comScore. However, consumers all have very different reasons for being there. Some are focused on e-mail and instant messenger, while others use it for keeping up to date with news, downloading music or even creating their own content via blogs. With so little in common, Web users represent a very fragmented audience. The rise of social networks is only exacerbating this trend as consumers use deeper, direct connections with one another and seek new ways to personalize and control their Web experience.

All this makes it difficult for advertisers to determine which online property is the right one to reach the consumers they seek. In response, they are taking a different approach – focusing less on the property and more on consumers’ online behaviour.

**Consumer habits**

Successful Web advertising is about being at the right place at the right time. To get to that right place, advertisers work hard to understand how the Internet is woven into people’s lives – how they use it, when they use it, what attracts them to their specific area of interest, and what their mood and expectations are when they get there. This knowledge is critical. Armed with this understanding, advertisers and agencies are more likely to connect with their key audience in a way that has a greater impact and the opportunity for greater ROI from the ad spend.

Once they have this information, advertisers and agencies can engage in behavioural targeting by matching consumers’ online behaviour with

anonymous demographic and geographic location data — a solution that enables them to target only those consumers who express demonstrated interest in their product or service.

Here’s how it works. Suppose a consumer goes online to plan a vacation and enters the term “hotels” into a branded search engine. By clicking on the “Hotel” tab on the same branded portal, the user identifies herself as a “hotel seeker” and from that point on, relevant, targeted ads are served to her as she browses.

The impact of reaching the right people at the right time is hard to overstate. Research shows that agencies and advertisers that use behavioural targeting see dramatic increases in engagement; including brand awareness, click-through-rates and conversions.

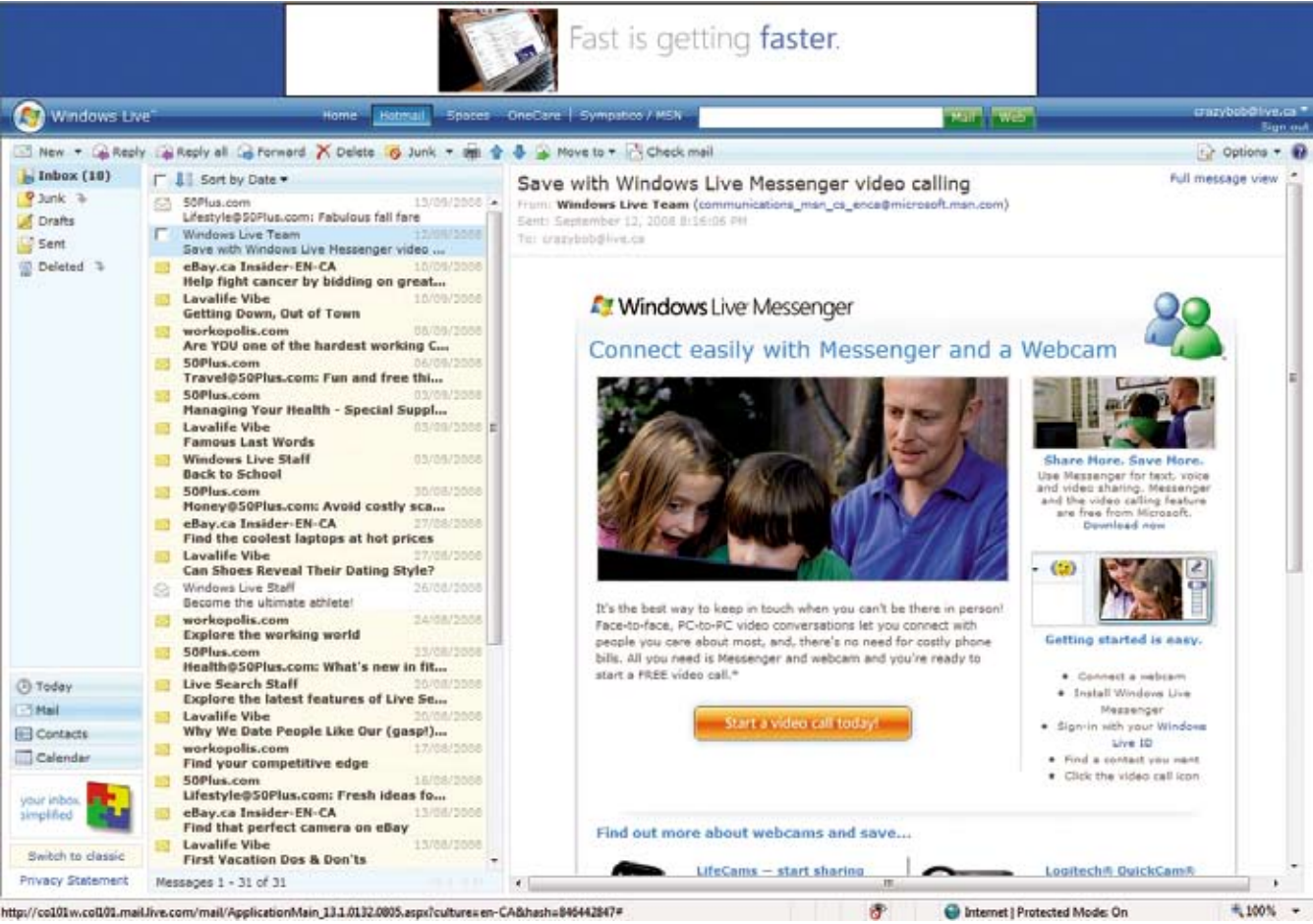
**In action**

One company that has successfully harnessed the power of behavioural targeting is TD Ameritrade, a leading online brokerage services provider. Recently, the company launched an initiative to make inroads with male investors over the age of 25 in a higher income bracket. To determine how to best reach this audience, it decided to test behavioural targeting against more general online advertising. The result: behaviour targeted placements drove an eight percentage point gain for its “top of mind” awareness. As well, those in this target group also showed a much higher likelihood to open a new account with TD Ameritrade within 12 months.

**Brand awareness**

Making meaningful connections with consumers also helps strengthen brand-building initiatives. There are few ways to build a brand other than by connecting engaged users across their preferred communication and online media. The success of behavioural campaigns shows that online advertising is moving beyond the targeted search campaign, or a well-placed banner ad. Increasingly, it’s about combining all available search and communication tools into something much more integrated and powerful. Consider the following information about MSN users in Canada:

- Of the over 10 million consumers who are classified as interested in researching Autos, 8.5 million use e-mail
- Of the 2.3 million consumers who are classified as interested in Movies, 1.8



A close up of a Window's Live Messenger screen shot with a compelling call to action: "Start a Video Call Today," beckoning the user to try out the service. Compare this with the traditional banner ad of yesteryear.

million use instant messenger

Tracking activity across these media to determine audience behaviour can also be accomplished in a way that’s totally anonymous – by matching only the geographic and demographic information the searcher has chosen to share with the search provider.

Web usage trends are changing. Utilizing behavioural targeting enables advertisers to ensure their message is always relevant by finding their targeted, “in-market” audience at the point of influence – the place where users plan, live, and share information. Tapping into that behaviour is an effective way to realize the full potential of online advertising.

As general manager of Consumer and Online International for Microsoft Canada, Owen Sagness is responsible for driving the business strategy behind some of the country's leading Web-based services under the MSN and Windows Live brands. These top ranked services in their respective categories include the Sympatico.MSN.ca portal, MSN Hotmail, Windows Live Messenger and Windows Live Spaces. He is also responsible for continuing to build on the success of the Live Search service and for introducing the Microsoft AdCenter advertising platform in Canada.



# Why should you be interested in social media?

Today’s customers would much rather engage in a conversation. Social media tools to make that easy and can help you gain valuable business insight at the same time.

**BY LYDIA MARTELL**

Online social networks are taking over the Canadian media landscape. ComScore Media Metrix Canada has confirmed that Canada has the highest per capita Internet usage and Facebook accounts in the world.

Why are social networks so popular in Canada? Nobody knows for sure but many speculate it has to do with a combination of factors such as: our tiny population is spread over such a large surface, it saves on driving time; it is easier to just stay indoors on long, cold winter nights; we are polite and reserved and don’t want to disturb people during dinner. All joking aside, when I ask my customers if they are using social media tools like blogs,

Facebook or YouTube, I usually hear one of the two following responses:

My company is B2B, most of my customers are not reading blogs or visiting Facebook/YouTube for business-related reasons, or I’d like to use social media but am concerned about receiving negative comments on my blog or Facebook profile.

Granted, your company is serving a particular market niche and you know who your customers and who your competitor’s customers are. But, is there a trade association related to your market? Does it have a Web site and/or publish a trade journal? If the answer is yes, you already have the foundation blocks to forming an online community. An industry blog can be quickly set up on

WordPress.org or Blogger.com to chat informally about issues affecting your industry. Perhaps blogs already exist (Google has a search engine specifically for tracking blogs: blogsearch.google.com) where you can add your comments, get free publicity and increase traffic to your Web site — provided that you included your Web site address on the blog.

**Candidate attraction**

Another consideration is labour attraction. Is your company hiring? If the answer is yes, then your potential employees are checking you out on Facebook.com and other social networks just as you might be checking them out. Facebook is not just

for individuals, there is a group category dedicated to companies. For example, employees at Best Buy created a global group which is open to the public for anyone to read. Job candidates can read genuine comments about what current employees like and/or dislike about their employer. You can create a Facebook profile for your company by selecting network: groups, type: business and subtype: companies. A similar process exists for other types of organizations by selecting network: groups, type: organizations and subtype: non-profit or other.

**Client interaction**

Finally, if your company is skittish about being on the social network scene, due

to possible negative repercussions, most sites offer the possibility of enabling or disabling comments. However, sometimes it is good to leave a negative comment or two on your blog or Facebook profile because nobody is perfect and it gives you the opportunity to show how you are dealing with issues. Today’s customers resist being passive recipients of your marketing messages; they would much rather engage in a conversation with you. Social networking is a wonderful channel for getting direct feedback and leveraging your customers’ peer-to-peer influence to attract more customers.

Lydia Martell is an interactive marketing professional living in London, Ontario.

# Digital Marketing: Back to the Basics

Lest we forget, the cardinal rules of digital marketing are the same as those of “traditional” marketing. Here they are again.

## BY COLIN TENER

The rise of exciting new digital channels has made the marketing landscape even more complicated than it was before. Forced to contend with a fragmenting audience, marketers must now figure out how best to employ a host of digital options that include social networking, product placement, short form branded content and viral marketing. Many of these alternatives border on the experimental and marketers are working hard to figure out how best to employ them, how they can be measured, and what role they should play in the overall marketing mix.

But before embarking on “bleeding edge” techniques just because they’re cool, marketers need to make sure that the bread and butter elements of their digital marketing strategy are working; especially their e-mail campaigns and their Web site. Unfortunately, our experience both as consultants and consumers suggests that this is not always the case.

In the June issue of DM we wrote about the challenges that silos create within organizations. Unfortunately, this phenomenon is all too apparent in the digital marketing realm. In particular, too many organizations still exhibit a tremendous disconnect between their on-line and off-line marketing efforts.

### Cautionary tale

To illustrate the problem from the marketer’s perspective, consider the situation one of our U.S. clients found itself in recently. This particular client is “blessed” with both national and regional marketing organizations. Most of the time, this arrangement actually works. But recently, the national group engaged a third-party e-mail marketer to support its mass advertising efforts. Unfortunately, no one told the regions. As a result, a mega-wave of e-mail blasts went out right in the

middle of the spring direct mail campaign. Not only did this raise the risk of conflicting messages and offers, but there were significant challenges in properly evaluating campaign results. We could no longer be confident that our test and control cells were yielding the right conclusions.

During the post-mortem, the e-mail marketer was asked how their test and control cells had performed. The answer was a curious “Huh?” Apparently this was a new concept. You would think that by now we had moved beyond the “wow factor” of e-mail marketing and adopted the same rigorous test and control procedures that are so central to good direct marketing. And of course, many organizations have done just that. But obviously, the message still needs to get out.

Nor are things rosy from a consumer perspective either. A few months ago, I was looking for some new furniture. Rather than run all over town I started looking at retail Web sites to try to get an idea of prices and styles. I’m sure many of you have experienced some of the same frustrations with that process I did: retail employees who did not know what merchandise was offered on the Web site, challenges in figuring out if an item was available in the store or only online and differences in online and offline prices for the same item. And then there’s that problem that may be uniquely Canadian: not knowing that you have entered a U.S.-only Web site until you’re almost through the ordering process and the Web site accept Canadian addresses. What’s with that anyway? If you are a U.S. retailer with stores in Canada, then it would behoove you to make it easy for Canadians to order online. None of this needs to happen if organizations follow a few basic rules.

### Remember, Marketing rules

Marketing needs to lead the technology, not the other way around. While much

of the mystique around the Web has dissipated, there is still a divide in some organizations between the digital group and “traditional” marketers. Many marketers remain uncomfortable with the technical and data dimensions of digital marketing. And some digital experts still try to project the aura that they’re members of some technological priesthood with access to secrets that mere mortals could never hope to understand. My view has always been that if an expert can’t explain something to you in lay terms, then they probably don’t understand it very well themselves. But in the end, it’s less about understanding the minutia of the technology than it is about ensuring that the same marketing principles are being employed in digital applications as they are across all the other aspects of your marketing effort. You don’t need to understand all the intricacies, but you do need to be in control.

### Maintain channel-irrelevant brand consistency

Which leads to the second rule: make sure that creative, offer, terms and conditions are the same—regardless of channel. Your digital efforts are designed both to enhance your brand and generate sales. Obviously, we need to employ the same strict criteria around branding when digital marketing is involved as for any other channel. That should be relatively easy when it comes to Web design and e-mail campaigns. But ensuring brand consistency across other digital media, such as placing your message or product in a video game, may require new guidelines that reflect greater or lesser amounts of audience information than traditional media.

### Adhere to the same tracking and measurement protocols

One of the frustrations that clients regularly mention around digital marketing is the

lack of effective measurement. Media Post Marketing Daily highlighted a Forrester Research report that over half of marketers using online video, display ads and search marketing were unhappy with their efforts to measure ROI. Nor are things much better when it comes to the Web. There is still too much emphasis on clicks and not enough on *sales*. Granted, the assignment problem can be tricky. Matching an e-mail address to a customer record does not always yield a good hit rate, so it may be challenging to measure “response” when it’s a Web visit rather than a sale. But digital marketers would do themselves and their organizations a favour by working harder to apply the third rule and try to replicate the kind of tracking and measurement protocols inherent in more traditional direct marketing.

### Communicate and educate

The last issue is internal communication. Unfortunately, coordination with front line staff is too often an afterthought in Marketing. A good retailer would not launch a sale without informing front line sales staff in advance. Efforts are made to ensure that they understand the terms and conditions of the sale, how long it will last and what the sales prices are. So why is a “sale” on the Web any different? Store staff should not be surprised when a customer tells them about an item that she found on the store’s Web site, and staff should be able to explain any price differences that might surface between the two channels. Nor are these issues limited to front-line operations. We still see too many clients creating and executing their online campaigns in isolation from their other marketing activities. Worse yet, digital campaigns are even isolated from their own internal customer service groups. The result is programs that are not aligned with, or actively contradict, other marketing activities.



### Other channels

If these simple rules apply to Web and e-mail, maybe they should apply to the new leading edge elements of digital marketing as well. It’s one thing to invest a small amount of time and effort to explore the potential benefits of social networking and on-line product placement, to name just a few of the new options marketers can explore. But it should be another thing altogether to invest major resources in the absence of proper controls and measurement criteria. Neither the CFO nor the CMO would be meeting their fiduciary responsibilities to the organization if they let that happen.

The rules are simple: own the channel, ensure that there is image and offer consistency, measure effectively and communicate with all operational areas that need to be aware of your program. Applied properly, they will help you identify which digital options are most successful for you and ensure that you’re presenting a common message across all channels.

*Colin Tener is V.P. Business Development for CVM Marketing Inc., a consulting practice that focuses on the art and science of identifying which customers represent the greatest potential value to your organization and then helping to realize that potential. He can be reached at (416) 572-7682.*

## Yahoo! launches transformative digital ad platform, APT

NEW YORK— Emmy® Award nominee and Golden Globe® Award winner Jon Hamm of AMC’s original drama series *Mad Men*®, joined Yahoo!’s chief executive officer Jerry Yang, president Sue Decker and executive vice president of Yahoo! U.S. Hilary Schneider for the fifth annual Advertising Week conference in New York to announce the launch of APT from Yahoo! Formerly known as AMP! APT from Yahoo! is an intelligent innovation in online media, a digital advertising solution that streamlines the process of planning, buying and optimizing display advertising. APT is designed to simplify the process of buying and selling ads online, while connecting all the market players—publishers, advertisers, agencies, networks, partners and developers—from a unified platform to conduct business more efficiently and effectively.

“The advertising landscape has

changed dramatically since the days when Don Draper was roaming the halls of Sterling Cooper,” said Jerry Yang. “While *Mad Men* celebrates the Madison Avenue of 40 years ago, APT from Yahoo! clearly represents the future.”

As a Web-based solution with the potential to allow unprecedented ease of cross-selling across the largest open network of publishers, advertisers, ad networks and agencies from a single integrated interface, APT is a single platform for connected digital advertising; including ad serving, ad network and ad exchange. It is designed to streamline advertisers’ ad-buying process for multiple accounts across multiple publishers, and enable creative testing and campaign optimization. It is also intended to help advertisers precisely yet easily identify audiences through geographic, demographic and interest-

based targeting, while enabling publishers to better monetize their content as well as making better connections across the Web.

APT is also designed to improve monetization capabilities and increase advertising revenue with solutions targeted at accelerating the ability to take advantage of premium brand and performance-based advertising. Key benefits include: fostering a more transparent marketplace through the ability to connect to new business partners for cross-selling; providing ad selection and inventory management tools to match relevant ads to marketers’ target audience; and allowing publishers to manage their own private networks.



## ING gets buzz with 24 hour domination of Google’s networks

TORONTO - Media Experts recently kicked off a mass multimedia awareness campaign for ING DIRECT’s new promotional Tax Free Investment Savings Account. One of the critical elements of the exposure map is the single day domination of Google’s networks.

“When we decided to pre-launch our Tax-Free Investment Savings Account, we knew we needed to let millions of people know that they didn’t have to wait to start saving tax-free. Media Experts recommended that on our October 6th launch date we dominate the majority of inventory across Google’s networks using multiple creative executions. This unique approach to online advertising allows for maximum interaction with our brand over a 24-hour period,” said Mark Nicholson, Head of Online Experience for ING DIRECT in a statement. For more information about the ING DIRECT Tax-Free Investment Savings Account, visit: [hughetaxman.ca](http://hughetaxman.ca).





# Ten ways to improve your e-mail marketing in a few hours

**P** BY SIMMS JENKINS  
**lan a subject line test.**  
Subject lines often determine whether your subscribers will read your e-mail. Yet, many e-mail marketers only haphazardly plug whatever comes to mind first into the subject line at the last minute. Testing subject lines is relatively easy, cheap and can provide very real guidance on what to use in your next campaign to drive interests. I have found during most subject line tests that my “gut” was wrong and the alternative subject line generated a much higher open rate. It is hard to argue with results, which is why you can’t go wrong with a subject line test.

**Compare your current e-mail metrics to data from the past year.**  
Fifty-seven percent of E-mailStatCenter.com survey respondents indicated that they measure results 24-48 hours after deployment. However, only 18% indicated that they measured results on an annual basis. Insightful trends, meaningful comparisons and other important data are waiting to be evaluated but most marketers

are only reviewing their most recent campaign metrics — representing a lost opportunity for improvement.

**Document your current e-mail campaign process to see where improvements can be made.**  
What process? If that is the answer (and it is for most), take the time to review how your campaigns go from “Start” to “Send.” There is likely some process optimization that can be made which can result in more efficiencies and better e-mail campaigns.

**Sign up for industry newsletters and read e-mail executive blogs.**  
There is a plethora of great knowledge available via e-mail, RSS, blogs—you name it. Almost all of it is free. By my latest count, there are about 20 strong e-mail newsletters and 40 blogs worth your time. Consider them your executive training.

**Work with your design team to optimize your e-mail creative (especially with regard to image suppression.)**

With almost 60% of consumers blocking images, how could you not? Your creative team may disdain designing e-mails but any good e-mail marketer will work with creatives on education and best practices since designing an e-mail is very different from creating a Web page. Make sure you take the time to walk them through e-mails that work (and the ones that don’t) so they know how to design in-box gold.

**Build a presentation for your CEO that outlines how important your e-mail program is. (You may not have the luxury of presenting it to her but I guarantee it will be helpful in other ways.)**  
In this economy, we all should work a bit harder to ensure our jobs are safe. Well, what about your budget and resources? Take the time to summarize your e-mail program. You (and others) will begin to see your program in a different light.

**Simulate your e-mail user experience, from the e-mail registration to clicking on links, to replying and unsubscribing**

**from an actual e-mail campaign.**  
Most companies have serious errors along their e-mail user path and some could actually violate the CAN-SPAM Act, so it does behoove any e-mail marketer to test the entire user experience starting with the sign up (look for errors and hygiene issues) and ending with the “Unsubscribe” link in your e-mails.

**Ask your e-mail team and/or significant others for the best and worst three things about your e-mail program.** This may be asking for tough love but you should get some nice constructive criticism, as well as immediate action items that were not on your radar screen before.

**Plan an e-mail focused subscriber survey asking subscribers what they want.**  
The best e-mail plan is one that is based on your subscribers’ needs and wants. An annual Web based survey can provide some very helpful and specific feedback and suggestions.

**Review in detail your competitors’ e-mail promotions and newsletters and document what can be learned from them.**  
You should be subscribed to your competitors’ e-mails already, right? But have you created a list of their strengths and weaknesses? With this, you can borrow ideas that may appeal to your subscriber base while keeping your eye on the competitive marketplace.

*Simms Jenkins is CEO of Atlanta-based BrightWave Marketing, an award-winning e-mail marketing services firm specializing in the strategic optimization of e-mail marketing programs. The company focuses on creating and managing exceptional strategic and tactical online acquisition and retention programs that drive revenue, cut costs and build relationships. Simms is also the author of “The Truth About E-mail Marketing” (FT Press, 2008 ISBN 0-7897-3794-9).*

## Search Marketing: Online Canadians overwhelmingly satisfied with Internet search results—yet skeptical of online advertising



Calgary, AB - A new study released by Ipsos Reid entitled “Search Marketing in Canada” has found that online Canadians are overwhelmingly satisfied with their Internet search results from search engines such as Google, Yahoo!, and Microsoft’s Live Search. Eight in ten (80%) online Canadians agree that they are getting the best results from their primary search engine. In addition, two-thirds (66%) agree that their search results are objective. Furthermore, three-quarters of online Canadians indicate they can usually find what they are looking for on the first page of search results. In the multi-billion dollar search marketing business these are important factors for online marketers.

When it comes to paid advertising included within Internet searches, online Canadians are very skeptical with almost two-thirds (62%) agreeing that they feel this way toward paid searches. This may be a reflection of the early days of the Internet

where pop-up advertising and viruses were more commonplace. Study author Mark Laver notes: “It wasn’t that long ago when paid advertisements used to appear within the search results. The skepticism shown by online Canadians is probably a reflection of past tactics and the early frontiers of search marketing.”

**Internet search**  
The quantity of online advertising also has an impact on online Canadians’ perception of search engines with approximately one-half agreeing that this impacted their perception. Furthermore, just over one-quarter (28%) agreed that it was always clear in paid results who the advertiser is. Interestingly, one-half (52%) of online Canadians agreed that search engines should disclose business deals in search results.

The placement of search results is also critical, as three-quarters of online Canadians agree that what they really

want is usually found on the first page of search results. Conversely, only one-third (29%) agreed with the statement that ‘I have to search through more than three pages of search results to find what I want’ and only 13% of online Canadians agree that what they usually are searching for can be found in a paid online advertisement.

It would appear that online advertising in search results works. Four-in-ten (44%) online Canadians stated that they had clicked on an advertisement that appeared in their search results. Getting consumers to the right place is only the first challenge for online marketers and retailers. Conversion into customers can prove to be more challenging. Additionally, one-third (29%) stated that they had clicked on a paid search even when the regular search term appeared within their search results. According to Laver, “This may lead to the conclusion that online advertisers

are overpaying for their search terms, however, it is probably more a reflection of how competitive the multi-billion dollar search marketing business has become. Placing a paid advertisement above the search results prevents competitors from ‘stealing’ the top placement by developing a better algorithm. Furthermore, placing a paid advertisement above the search results can take a consumer directly to the advertisers preferred pages, for example, an online store.”

Laver concludes, “Ultimately, Internet search engines are performing extremely well. Not only do they get online Canadians where they desire to go very quickly, they are also perceived as providing excellent results. The measures search engines have taken to place

advertisements away from regular search results is proving to be very pleasing for the online community and may change opinions of paid search advertising in the coming years.”

Ipsos Reid is the country’s leading provider of public opinion research and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels.

## Network Advertising Initiative affirms support for self-regulation of companies using “deep packet inspection”

YORK, ME - The Network Advertising Initiative (NAI), a coalition of industry-leading online advertising companies including, Yahoo, DoubleClick, Tacoda, Mindset Media, 24/7 Real Media and other firms that operate Internet ad networks, has announced its support for an opt-in standard for data collected through what is known as “deep packet inspection.” Data collected in this way and employed for online behavioural advertising is also often called “ISP-based behavioural advertising,” or “ISP-BT,” for its association with data col-

lected about consumers from an Internet Service Provider’s (ISP’s) access network. The NAI supports opt-in for ISP-BT. Since 2000, the NAI’s own behavioural advertising principles have served as the only binding self-regulatory regime for online behavioural advertising.

According to NAI executive director Trevor Hughes, “The NAI believes that opt-out continues to be an appropriate choice mechanism for traditional Web-based behavioural advertising and this is part of our sliding scale framework.

The NAI framework has long recognized that increased levels of consumer choice should be based on the breadth, scope and nature of the data being collected and used for behavioural advertising, as well as the mechanisms used to observe anonymous surfing behaviour. Opt-out has been a widely deployed standard that has worked well because our current members’ business models allow notice and opt-out choice to be easily accessible to consumers. The ISP-behavioural model requires enhanced protections to ensure

that consumers can maintain appropriate control of their browsing experience. In light of this fundamental difference between how notice and choice can be offered to consumers, we agree with recent statements from the [US] Federal Trade Commission that ISP-based behavioural advertising is different from publisher-based forms of behavioural advertising.”

“As the leading behavioural advertising self-regulatory association,” said Hughes, “the NAI will continue to work to develop best privacy practices and broaden the

scope of its membership to embrace emerging technologies and account for changes in the marketplace. This process has already begun as our ranks have grown dramatically and now include 21 active members with the addition of our most recent members, InterCLICK, Akamai and Tribal Fusion. The membership of the NAI represents a very significant portion of Internet advertising traffic, and is growing monthly.”

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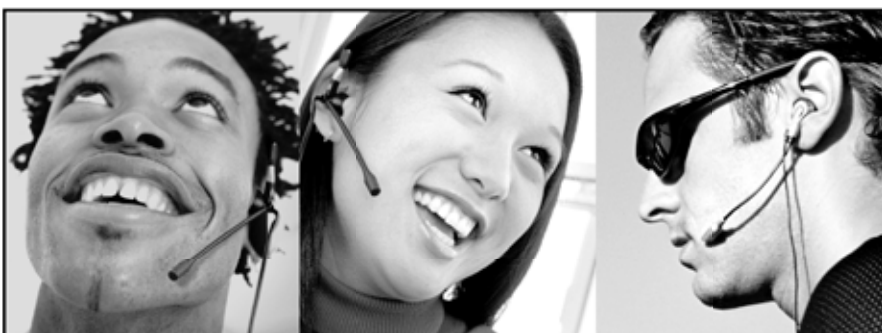
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# Driving Direct Response Online

By applying these simple best practices, you can optimize your next direct response-driven online campaign and gain maximum ROI.

**T**his year alone, the online direct response (DR) and search spend is predicted to reach \$20 billion worldwide, with direct response (DR) accounting for 50 per cent of all online ad spending. Still, today's marketers are challenged to connect with audiences that have become increasingly fragmented and are spending a greater amount of time online.

To help address these challenges and get the most out of your next direct response-driven online campaign, it is important to remember that many direct response best practices in the offline world also translate well in an online environment.

## Best Practices

### Rule #1 – Know Your Metrics.

Online DR is all about performance – generating a lead, sale, or some other action directly from an Internet ad. If your objectives aren't clear from the onset you may be setting yourself up for failure. But even if you are new to the space, you can

run an affordable test to see how your creative performs and determine what makes people click and what pricing model and bidding level make sense for your business.

### Rule #2 – Know Your Network.

Not all inventories are created equal. A better user experience will always command a better user (one who is more likely to click and/or convert) because the site has more credibility and the user is more engaged with the content, including the marketing offers. Both trust and user experience are factors to consider when selecting a network.

### Rule #3 – Too Much Targeting Can Cost Sales.

Many advertisers try to apply several layers of targeting before they launch a new online DR campaign. In some cases (such as a credit card offer where you need to be 18 to qualify, or a health club for women) this makes sense. But most advertisers can maximize their sales by adding targeting

as an *optimization* technique *after* the campaign has launched.

### Rule #4 – Snap Decision Offers Earn Clicks.

Clear, compelling and relevant offers that typically involve a short decision cycle tend to be most effective (e.g., you have a better shot at selling a test drive than you do an actual car, or flowers as a gift instead of a trip for two).

### Rule #5 – A Clear Path is a Road to Victory.

Landing pages and registration paths should not distract – and the more steps you need a user to take, the more the conversion will cost you.

### Rule #6 – Be Pixel Perfect.

Depending on your goals, you may need tracking pixels to determine which ads or landing pages deliver the most conversions. It's critical to place them properly and to test that they work. Pixel all pages along the registration path so

you can track your conversions – or where users are dropping off. This type of tracking can also be used for re-marketing.

### Rule #7 – Creative is Your Cornerstone.

Always evoke a clear call to action (CTA). Four words to remember: click here, buy now. Creative should always be clickable. If your campaign is running on international Web sites targeting Canadian users, make sure to include a Canadian flag (or something similar) so users know this offer is relevant to them. If the offer is very time sensitive, it's a smart idea to include wording that lets people know there is still time left to buy (e.g., "Order now to deliver in time for Mother's Day!"). And finally, size does matter – different ad positions perform differently, so develop creative in many sizes and several versions, as optimization can happen at this level. Make sure all online specs are met – slow to load will lose eyeballs in a hurry. In Yahoo's case, if you want feedback before pulling the trigger with your agency, Yahoo! Canada is happy to consult and provide feedback.

### Rule #8 – Competitive Pricing Brings Best Results.

Most ad networks look at who pays the most and, in turn, they get the most delivery. However, another alternative is the dynamic CPM (dCPM) pricing model with a CPC or CPA ROI goal. Dynamic pricing ties the bid price to value of an individual impression and allows the marketer to leverage the full benefits of the auction by automatically varying their bid price for each ad call.

In short, if you're ready to raise the bar with your online DR campaign, start with the basics and look for ad networks that can partner to help you maximize your return on investment.

*Greg MacDonald heads Yahoo! Canada's Display Marketplace - also known as Yahoo! Direct Response (DR). Yahoo! DR offers clients ROI-focused campaigns with powerful, real-time optimization on high quality Yahoo! and partner inventory. Greg can be reached at gregmac@yahoo-inc.com*

## Purina connects with pet owners in memorable way at Woofstock

Supported by such venerable brands as Dog Chow, Fancy Feast, Friskies and Pro Plan, Nestlé Purina PetCare Canada has been the country's oldest and most successful pet food manufacturer for more than four decades.

But, over the last few years, Canada's pet care experts may have become just as well known to Torontonians as the primary sponsor and creative force behind "Woofstock," an annual weekend in June when more than 140,000 dog lovers converge on the Ontario capital to take part in the largest outdoor festival for dogs in North America.

Based in the historic St. Lawrence Market neighbourhood, the free-admission Woofstock canine extravaganza features the "Mr. and Mrs. Canine Canada Pageant," the "Stupid Dog Trick Contest," a fashion show and more than 200 exhibitors offering the latest doggie indulgences to all who attend—including food, fashion accessories, furnishings, toys and unique services.

How popular has Nestlé Purina's Woofstock event become? Last year, it was beamed around the world on CNN for the entire weekend. And, back when it launched in 2003, the normally promotion-averse *Toronto Star* called it "The summer of canine love."

### Capturing pet lovers' data

Now confident that Woofstock "had legs," in 2007, the marketing team at Nestlé Purina set its sights on the next business challenge: convincing the thousands of pet owners who attend the event to opt-in to receiving the company's online Pet Priority newsletter and to register for the firm's pet management program at [www.talkingpets.ca](http://www.talkingpets.ca). There, pet lovers have the option of uploading and sharing pet photos, calculating their

"PetIQs," and sending "Purr and Woof Mail," —applications which permit users to type in a message that is delivered by a talking cat or dog. Users also have the options of signing up at [www.mypuppy.ca](http://www.mypuppy.ca) or [www.mykitten.ca](http://www.mykitten.ca) if they're considering acquiring a dog or cat; and they can further identify themselves as prospective Pro Plan customers by requesting a free sample and product information.

Nestlé Purina turned to Endo Networks, one of Canada's leading one-to-one experiential marketing companies to help with this challenge. Established in 2000, Endo Networks exposes more than 300,000 Canadian consumers every year to the world's most popular brands using an approach that integrates behavioural psychology with the latest computer technologies.

The Endo Networks approach to experiential marketing is a scientific one, elevating historically non-measurable marketing activities like sampling, product road shows, and other traditional field marketing programs to measurable ones that deploy behavioural psychology and technology to quickly and efficiently take the consumer through the buying cycle—attention, interest, conviction, desire and action—in an entertaining way.

Integrating personal technologies such as touch screens, hand-helds, and Web sites with persuasive communication that elicits such human responses as reciprocity, social validation and authority, the Endo Networks approach is entertaining,

informative and educational to the consumer and insightful, measurable and profitable for clients like Nestlé Purina.

### Primary interaction sites

Typically operating out of consumer shows, larger malls and premier office towers in Canada's major urban centres, the Endo Networks team can introduce as many as 1,500 consumers a day to a brand through its approach. Prospects are taken through Endo Networks developed brand experience in less than 20 minutes. The interaction begins with either a personalized e-mail invitation to Endo's database of property shoppers and tenants a day in advance or an invitation ticket handed to those strolling through the tower or mall while on lunch or a coffee break that day.

Pet owners who attended Woofstock were handed uniquely-numbered game tickets that encouraged them to visit an open outside area where 30 touch screens and accompanying cordoned-off, interactive booth spaces were located. The game ticket further communicated to them that participation would result in having a picture taken with their pet at no charge. (Photos could later be downloaded for free at [www.talkingpets.ca/woofstock](http://www.talkingpets.ca/woofstock)) and registering for it could result in their winning a year's supply of pet food.

### How it worked

After showing their ticket to a greeter, consumers were invited to register at a touch screen kiosk, answer a series of educational, qualifying and opt-in questions to determine their interest in and/or impressions

about specific Nestlé Purina products and services. This generated a personalized print-out identifying those interests and also helped to guide them through the interactive booth experience. Consumers then proceeded through the various Nestlé Purina presentations, receiving information, offers and promotional items from product demonstration staff. Once these prospects completed their personalized circuit of presentations, they were provided an incentive to purchase a Nestlé Purina product.

More than 2,250 Woofstock visitors registered at the Nestlé Purina booth over the weekend and participated in the presentations. Of that total, about 2,100 opted in to receive an invitation to visit the [www.talkingpets.ca](http://www.talkingpets.ca) web site, more than 1,000 opted in to visit [www.mypuppy.ca](http://www.mypuppy.ca) and/or [www.mykitten.ca](http://www.mykitten.ca) and about 1,165 consumers qualified as prospective Pro Plan customers.

The information gathered about each visitor at the registration kiosks also identified the number and breed of cats and dogs resident in each household; including the identity of who provided primary pet care; who the principle pet food shopper was, where they typically made their purchase; how many of these shoppers bought Nestlé Purina versus competitive products – and what those products were.

### Follow up

A follow-up survey conducted 30 days later by Endo Networks amongst those consumers who had opted in during Woofstock indicated that 95 percent recalled the Nestlé Purina interactive event, 91 percent enjoyed the experience, 40 percent considered themselves to be loyal Nestlé Purina customers, and 28 percent of those who identified themselves as non-

Nestlé Purina customers were considering making the switch to the products as a result of their recent experience.

Following the show, Endo Networks also provided Nestlé Purina with in-depth marketing research analysis based on responses to specific questions posed of the more than 2,250 Woofstock guests during the registration process and 30 days following the event. The booth also generated more than 135,000 brand impressions.

"The original objectives established for our participation at Woofstock were not only met, they were exceeded," said Mary Siemiesz, director of Consumer Communication, Nestlé Purina PetCare. "The return on our investment was significant. Use of the Endo Networks system allowed Purina to identify and interact with pet owners on a highly relevant level, generating a considerable number of targeted consumer prospects who opted in for future communication and helped us to substantially grow our database."

### Overall result

"While 60 percent of traditional experiential marketing misses the key demographic mark, our approach with Nestlé Purina at Woofstock reached its ideal customer set and supported by our methodology, resulted in a volume of opt-ins way beyond what would normally be generated by traditional marketing means," explained Peter Day, president, Endo Networks. "The high relevance of our individual interactions was greatly appreciated by Woofstock visitors, meaning the program helped Nestlé Purina develop the strongest affinity possible."

Now, that's something to bark about. . .





## article ►► highlights

### Online versus in-person service

The concept behind Web personalization is based on what consumers expect from the traditional shopping experience.

### Conversion problems

When visitors leave the site without purchasing, it is often due to a lack of guidance and direction from the Web site.

### Visitor intent

Every move a visitor makes tells a story – from how they arrive to what they click and how long they stay on any given page.

### Solution

The goal was to find a solution that would convert a higher percentage of new and repeat traffic into sales. Web analytics helped the retailer remake its Web site to accomplish this.

# “Getting personal” to convert more online visitors into buyers

Web analytics help Canada’s online health and beauty aid store provide “corner-store” type service.

**F**or online stores like feelbest.com, using Sitebrand’s “segment and serve” Web personalization technology to create more relevant experiences is comparable to having a virtual sales assistant. The concept behind Web personalization is very much based on what consumers have come to expect from the traditional brick and mortar shopping experience.

Consider the traditional brick and mortar store where a sales person easily observes and responds to various shopping behaviors and body language. If someone is a repeat customer, they get to know their buying habits. If someone is a new customer, they work to build a level of trust by offering helpful suggestions, sharing information about a hassle-free return policy, showing the layout of the store and so on. If someone is looking at high end fashion apparel, they look to cross-sell high end accessories. If someone is looking at sale items, they show them all the sale areas and so on.

### Understanding visitor intent

But move online and suddenly the visual cues are gone. However, thanks to Web analytics, there are other cues the online marketer can follow. From the moment a visitor arrives, there’s intent to do something – to research, to buy, to register etc. And every move is monitored through Web analytics. The bottom line is that every move a visitor makes tells a story – from how they arrive to what they click and how long they stay on any given page. If someone arrives using the keyword “sunscreen”, they’re looking for sunscreen. If a Web site responds appropriately by showing a selection sunscreen and the visitor clicks to learn more or buy, they are that much closer to buying. They are being guided through the sales funnel. But if they bounce out of the site before converting – either pre-checkout or during check-out – something went wrong. And it likely relates to lack of guidance and direction from the Web site.

### Responding to classic e-commerce challenges

Feelbest.com is Canada’s largest online health and beauty aid store and it faces

many of the classic ecommerce challenges, including low conversion rates. As such, it is always looking for innovative ways to convert a higher percentage of Web traffic into buyers. The company also wants to recognize and respond to visitors’ geo-locations; especially in terms of seasonality trends associated with many of its product categories, such as sunscreen. And it wants to create a superior, personal online experience that makes feelbest.com the online retailer customers turn to when they can’t find what they need in a regular store. The company actively encourages customers to tell it what they are looking for, no matter how obscure it may seem. The retailer specializes in finding and offering hard to find health care and beauty aid products. “If there’s demand – even from just five or ten customers – and the product is available somewhere in the world, we’ll go directly to the manufacturer and make it available to our customers,” says Darrin Pickard, feelbest.com’s sales and marketing manager.

### The need to convert more traffic into buyers

The retailer’s approach is quaintly reminiscent of the corner-store owner who would get to know his/her customers one person at a time and stock accordingly. Although this personal approach to serving customers is like those of days gone by, the scale of the operation is surely different. Products are shipped to clients around the world with roughly 65% heading to the US. That’s also the nub of the challenge: motivating feelbest.com to explore an alternative strategy for further customizing and personalizing the Web experience of all visitors. The explicit goal was to find a solution that would convert a higher percentage of new and repeat traffic into sales. “Back in the late 1990s, it was easier to stake your claim as a top online retailer. But today, it’s much more competitive and you can never be complacent,” says Pickard.

### Changing each visitor’s experience in real-time

Feelbest.com chose Sitebrand with its promise of superior traffic conversion to literally change the experience of every

visitor in real-time while on a Website.

What the retailer particularly appreciated about the Sitebrand solution was the extensive support provided to help get up and running with a customized solution quickly. “Sitebrand is like a natural extension to our marketing team,” says Pickard. “It’s not a one-strategy-



*Darrin Pickard, feelbest.com’s sales and marketing manager says that his company will go directly to a manufacturer anywhere in the world to obtain hard to find products to satisfy customer demand.*

fits-all approach. What Sitebrand does is analyze your traffic and provide you with customized solutions based on your business goals and what your customers are looking for.” In the case of feelbest.com, the Sitebrand solution resulted in recommendations for the type, placement and frequency of marketing campaigns to target specific customers and boost sales in specific product categories. In Pickard’s words, “I think any online retailer worth their salt knows you can’t mass market on the Web and expect to achieve success. As best you can, you must try to speak to each site visitor as an individual. When you show people you are interested in getting to know them, they’ll show interest back. It is “Customer Service 101” and we’ve seen this with the personalization campaigns we’ve built with Sitebrand.”

### Leveraging best industry practices to create smart content

All Sitebrand’s recommendations are based on industry best practices, backed by hundreds of successful implementations in similar industry sectors. This enabled feelbest.com to quickly develop “smart content” for specific customers and product categories. With the Sitebrand solution, specific areas of a Web page are allocated for the strategic placement of ads or campaign messages. Campaigns are developed around various criteria, including geo location, keyword searches, seasonal promotions, product categories, and many others.



*A screen shot of a feelbest.com page. Note the specialized “first time visitor” content in the upper left corner. This is an example of “smart content.”*

### Salvaging underperforming segments and sales

Campaigns result in a highly customized and personalized Web experience for all visitors from the moment they land on the Web site. In doing so, online retailers like feelbest.com report immediate and measurable increases in sales lift, superior click through, and higher conversion of existing traffic. “We see an immediate increase in the number of existing visitors converting in the checkout process,” says Pickard. “Seeing success around existing customers in currently established product categories makes us want to leverage Sitebrand to build campaigns around new, underperforming product categories. These new product awareness campaigns will be designed for existing and new customers,” he adds. In this way, feelbest.com will be able to test different offers with respect to new product categories. This ability to raise the profile of lower performing product categories will be designed to help increase average cart spends and total sales.

### Recognizing a first time visitor has its rewards

Tapping into underperforming segments, like first time visitors, has also proved highly successful. The first time visitor needs a different experience than the repeat visitor. They want a feeling of trust. They want to feel reassured they’re on a credible site. When this first time visitor segment is served personalized messaging that reinforces credibility and trust versus the control group segment that receives no reinforcement, the personalized messaging always sees higher revenue per impression. In the case of feelbest.com, the revenue per impression lift for personalized first time visitor campaigns is 207% higher

than the default control group campaigns with no personalization.

### Increased ROI from the feelbest.com e-newsletter

Sitebrand also provided feelbest.com with specific recommendations for print ads and its e-newsletter to create a more holistic and integrated marketing program. The company sends monthly emails to roughly 25,000 opt-in subscribers to promote the e-newsletter. Sales generated from the newsletter had begun to drop. Once the Sitebrand solution was integrated with the email program, feelbest.com saw an increase of 34% in the number of orders received within five days of the newsletter being broadcast. “Whenever we send emails, there’s an instant spike in Website traffic,” says Pickard. “It’s going to get even more interesting when we start adding more automation into the mix.” For an online health and beauty aid store, it will be a highly beneficial to trigger purchase reminder emails, i.e. “Your 90-day supply of vitamins is almost gone. Don’t be disappointed. Buy more now...”

### The power of personalization for unique market segments

“The way I see it, not having a personalized approach to online marketing is like calling every one of your customers ‘Bill’. Worse yet, it’s like expecting them all to take advantage of a deal on mint toothpaste. But in reality, your customer’s name might be ‘Susan’ and she wears dentures...” says Pickard. “Website personalization allows you to find these unique market segments so you can serve up relevant offers that will convert visitors to buyers.”

*“The way I see it, not having a personalized approach to online marketing is like calling every one of your customers ‘Bill.’”*

**Darrin Pickard**

# Seeing black, instead of red during the holidays

Global marketers should take heed of other cultures' holiday traditions.



**M** BY HUIPING ILER

any North American businesses acknowledge seasonal holidays with Web site images and good wishes, in an attempt to warm the hearts of existing customers and perhaps gain new ones worldwide. However, in today's global marketplace, it's vitally important to understand the target audience and culture lest you inadvertently alienate or even offend the very people you are trying to court. Not everyone celebrates Christmas and even if they do, they may not celebrate it in the same way as North Americans.

For example, although Australians celebrate Christmas, the traditional images of snow, people ice skating, and warm furry coats are completely out of place. December 25 falls smack in the middle of summer there and people actually head to the beach instead of the fireplace. In fact, in Australia, Santa is portrayed on a surf board and is accompanied by eight kangaroos. Understandably, a Web site designer wouldn't want to use winter images when trying to appeal to the folks down under.

Despite popular belief, Santa isn't always donning the red coat and Rudolph isn't always heading up his transportation. So, it's important to understand the image of Santa in each country so as to connect with readers.

## Father Frost

A good example is Russia, where the reindeer take a back seat to three horses that carry Santa around. Known as "Father Frost," he often trades in his red coat for royal blue and travels with a helper, his granddaughter the snow maiden. In Norway, Santa is known as "Julenisse" and it's best to stay on his good side. Superstition tells Norwegians he was one of the original settlers of the land and is there to protect it. On Christmas Eve, kids put out Christmas porridge or even beer to ensure Julenisse is happy and leaves plenty of presents.

If you're advertising globally, it's also important to note that not all countries celebrate Christmas; in fact, many have strict rules banning recognition of the holiday. Christmas images don't go over well in Turkey. While Christmas is not forbidden there, a large part of the country does not celebrate it and images promoting it tend to ruffle feathers. Many people there do celebrate the New Year, but if a company decides to go with symbols of the New Year, those images cannot be interchanged with

Christmas. Otherwise, it could be considered an insult.

When designing your Web site for the holidays, keep in mind there are many other December holidays, so it would be wise to include them in your design to help expand your audience.

## Other important holidays

Many Web sites already recognize the Jewish holiday that usually falls in December. It's not uncommon to see an image of a menorah posted on a company's site. But other holidays, such as the Buddhist celebration, "Bodhi Day" (which falls on December 8 in 2008) are extremely important in the East. Many Japanese celebrate the Buddha's attainment of enlightenment on this day. With more than 127 million people in Japan alone, it might be a profitable idea for a company's representatives to educate themselves about the day and design accordingly for countries that recognize it.

Holidays involving a lunar calendar, such as Ramadan (celebrated by Muslims) and Diwali (celebrated by Hindus, Sikhs, Jains and some Buddhists) can sometimes occur near or in December. This year, however, both holidays will have come and gone well before November.

Kwanzaa (December 26 in 2008) is another winter holiday you might consider featuring on your company's Web site, depending upon your audience. This seven-day, secular festival begins in December and recognizes African American heritage.

While the Christmas season traditionally has people thinking about red, it's easy to keep your company in the black as long as you understand your audience. The days of "one size fits all" season's greetings are long gone. To succeed in the global marketplace, marketers must educate themselves by understanding the cultural differences of all of the world's peoples. By showing respect for other cultures' traditions, your company may attract some new and very interested customers this holiday season.

*Huiping Iler is the president of wintranslation.com, a language service she started in June 1998 as a home-based, one-woman operation and built into a million dollar business. At wintranslation.com, Iler has worked in linguist recruiting, project management, and online marketing capacities.*

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# The 11th Annual Digital Marketing Conference Toronto (CMA)

Direct Energy Centre Exhibition Place, Toronto

*The Canadian Marketing Association and Marketing Magazine present the 2007 Digital Marketing Conference, Canada's pre-eminent digital conference for marketing professionals.*

October 25

**7:30 a.m.**  
**Registration Opens & Light Refreshments**

**8:30 a.m.**  
**Welcome & Opening Remarks**  
Louise Clements  
Vice-President, Digital Properties, Rogers Media & 2007 Conference Co-Chair  
Steve Mast  
Vice-President, Managing Director, Delvinia Interactive & 2007 Conference Co-Chair  
**Opening Keynote: New Technology: Threat or Menace?**  
Chuck Porter, Chairman, Crispin Porter + Bogusky

**10:00 a.m.**  
**Innovation in Action**  
Dr. Anita Sands, Vice-President, Innovation and Process Design, RBC  
Harnessing the power of innovation is more than using the latest technology, it's a mindset. Learn more about how RBC is working to embed innovation into everything they do, including delivery channels, client service and the use of digital technology throughout the enterprise.

**10:45 a.m.**  
**Refreshment Break**  
**Sponsored by Heavy.com**

**11:00 a.m.**  
**The Canadian Digital Marketing Pulse**  
Steve Levy, President, Market Research Eastern Canada, Ipsos Reid Corporation  
What do Canada's top marketers and agencies think about digital media? What are they doing? What will they be doing? Ipsos Reid brought together senior talent from large agencies, digital agencies and clients to

answer these questions in a series of group discussions and a follow-up survey. This is the second annual Digital Marketing Pulse report, the only survey of its kind that considers trends as seen by digital media practitioners. Steve Levy will present the results in his usual insightful and engaging way.

**11:45 a.m.**  
**Lunch**

**Noon**  
(Optional)  
**Lunch and Learn: Online Usability**  
Tara O'Doherty, Principal, User Experience Practice, Momentum  
Spend an interactive, engaging and enlightening hour with one of North America's top usability experts, Tara O'Doherty. Tara will share her unique perspectives as well as the lessons learned from over 12 years of usability consulting in an interactive format that gives attendees the opportunity to submit their websites for hands-on analysis and evaluation. This lunch and learn is optional. Seating is on a first-come, first-served basis and is extremely limited. There is no extra charge for attending this session.

**1:00 p.m.**  
**Luncheon Keynote: TBC**  
Brent Muhle, General Manager for Nettwerk Music Group

**2:00 p.m.**  
**Pioneers' Perspectives - Reflections on a Decade of Digital Marketing**  
Pioneers' Perspectives - Reflections on a Decade of Digital Marketing What better way to celebrate the 10th anniversary of the Digital Marketing Conference than to hear from four Canadian industry pioneers who have survived and thrived over the last decade? Join us as four respected industry players offer some candid thoughts on the lessons they've learned since 1997, reveal some secrets to their success, and share their vision for where the industry is heading in the next ten years.  
**Moderator**

Ian Hembery, Partner, Hembery Leps and Company  
**Panel:**  
Adam Froman, President & CEO, Delvinia Interactive  
Albert Lai, Founder, BubbleShare  
Ken Schafer, Vice President, Tucows  
Ted Starkman, Executive Vice President & General Manager, The Shopping Channel

**3:00 p.m.**  
**Refreshment Break**  
**Sponsored by Heavy.com**

**3:30 p.m.**  
**The Experience Exchange**  
Back by popular demand, the Digital Roundtables are an exclusive opportunity for you to personally and directly exchange insights with your peers on one of 15 topics. Get in on the conversation or sit back and listen as digital leaders in the field moderate these sessions and keep the dialogue and ideas flowing. Reserve your table online when you register!  
• Blogs – Kate Trgovac, One Degree  
• Branded Entertainment – Adrian Capobianco, Fuse Marketing Group  
• Changes in Interactive Marketing (CPGs) - Baron Manett, Ariad Custom Communications  
• Changes in Interactive Marketing (Financial Institutions) – Michael Seaton, Scotiabank  
• Changes in Interactive Marketing (Retail) – Michael LeBlanc, The Shopping Channel  
• Changes in the Online Media Landscape – James Prudhomme, Sympatico / MSN Canada  
• Conversion & Measurement (Usability Design) – Tara O'Doherty, Momentu  
• E-mail Marketing (B2B & B2C) – Stefan Eyram, Exact Target  
• Finding, Keeping (& Growing Your Own) Top Talent – Bruce Powell, IQ Partners  
• Future Digital Marketing Platforms – Eli Singer, Cundari  
• Mobile Marketing – Deborah Hall, Magnet Mobile  
• Online Communities and Social Marketing

– Michael Cayley, Principal, Social Capital Practice, Context Creative  
• Paid Search – Christy Scott, Google Canada  
• Podcasting – Bill Sweetman, Tucows  
• Search Engine Optimization – Ari Shomair, Henderson Bas

**4:30 p.m.**  
**Closing Remarks**  
Michael Seaton, Director, Digital Marketing, Scotiabank

**4:45 p.m.**  
**Networking Reception Sponsored by Scotiabank**

October 26

7:30 a.m.  
Registration Opens & Light Refreshments  
**8:30 a.m.**  
**Opening Keynote:**  
**The Power of Social Media for Brands**  
Mike Murphy, Vice-President, Media Sales, Facebook  
Mike will discuss how social media has become the new utility for consumers to share information and recommendations. He will provide best practices on how brand marketers can make positive connections with consumers in this new environment and capitalize on its viral potential.

**9:30 a.m.**  
**Adapting to Thrive in the Conversation Economy**  
Rick Murray, President, me2revolution, Edelman  
Forget the hype about Web 2.0; this is Society 2.0. Surviving in this new world won't be easy for those who plan to approach it by forcing their traditional "interruptive" communications models onto the new technology-driven infrastructure. Murray argues that marketing success in Society 2.0 will be defined by engaging in ongoing collaborative conversations with ever-shrinking, micro-segments of the population. In this session, you will learn why Edelman is so

committed to this model, what brands they see as leading the way and what you can do to make your future plans and programs more relevant, social, valuable and personal.

**10:15 a.m.**  
**Refreshment Break**  
**Sponsored by Heavy.com**

**10:30 a.m.**  
**Keynote: Branded Entertainment in the Digital World**  
Simon Assaad, Co-Founder and Co-CEO, Heavy  
Simon will discuss the integration of a client's brand into programming and sponsored content and the transition which carries over to a traditional media standpoint. He will also look at advertiser branding within content and the long tail, viral effects of the promotion that moves it along into other medias both in interactive and traditional forms.

**11:15 a.m.**  
**Closing Keynote: How Can I Take Control of E-mail, To-Dos, and the Media Diet?**  
Mark Hurst, Founder and President, Creative Good, Inc.  
The irony of today's digital environment is that individuals and entire corporations are overwhelmed and less productive than ever before. E-mail inboxes crammed with thousands of messages are demoralizing and stressful to look at, yet they're common in the business world (most of all in the executive suite). Mark Hurst, the inventor of "bit literacy," will describe the causes of the problem and the strategy for solving it, both for a single knowledge worker and for entire teams.

**Noon**  
**Closing Remarks**  
Louise Clements  
Vice-President, Digital Properties, Rogers Media & 2007 Conference Co-Chair  
Steve Mast  
Vice-President, Managing Director, Delvinia Interactive & 2007 Conference Co-Chair

## EVENTS CALENDAR

**October 29-30**  
**The 11th Annual Digital Marketing Conference TORONTO (CMA)**  
Presented by the Canadian Marketing Association and Marketing, this two-day Digital Marketing Conference brings together a wide range of professionals from all corners of the industry to help you discover who and what is missing from your digital strategy. For those looking to build basic knowledge of digital marketing tools, interested in adding social marketing to your marketing mix, intrigued by

the latest trends, or hoping to connect with digital leaders. Location: Direct Energy Centre in Toronto. Contact: Andra Thurton, 416-644-3748.

**November 4**  
**NAMMU MAIL INDUSTRY AWARDS, TORONTO**  
The 2008 Mail Industry Awards is the 6th annual evening event where the National Association of Major Mail Users (NAMMU) recognizes top-flight mail campaigns in several categories. Location is the Design Exchange.

For more information, visit [www.nammu.org](http://www.nammu.org).

**November 4-5**  
**ICSA-TC COACHING FOR PERFORMANCE CERTIFICATION PROGRAM**  
This program will teach you how to use best practice methods regarding coaching within your contact centre or customer service department. Discover how to build an excellent coaching relationship in order to maximize the success of your organization. For additional information and registration,

call 905-477-5544 or visit [www.icsa.on.ca](http://www.icsa.on.ca).

**November 16-18**  
**MAX 2008 SAN FRANCISCO, CA**  
Register for Adobe's biggest event of the year, MAX 2008, where you can join thousands of other Adobe users to share ideas, find inspiration, and learn from industry experts. If you plan to design Web sites, create rich interactive content, bring video online, build experiences for mobile devices, or use print and Web together more effectively, then you

can't afford to miss MAX 2008.

**November 28**  
**The 2008 CMA Awards, TORONTO**  
The Canadian Marketing Association (CMA) presents the 39th annual CMA Awards gala. It is the biggest and longest running annual marketing awards competition of its kind in Canada. Location is Westin Harbour Castle Hotel, Toronto. For more information contact Jeanette Soo at 416-644-3763 or [jsoo@the-cma.org](mailto:jsoo@the-cma.org).

### DIRECT MARKETING

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**PRESIDENT**  
Steve Lloyd - [steve@dmn.ca](mailto:steve@dmn.ca)  
**PUBLISHER**  
Mark Henry - [mark@dmn.ca](mailto:mark@dmn.ca)  
**EDITOR**  
Pat Atkinson - [pat@dmn.ca](mailto:pat@dmn.ca)  
**MARKETING INFORMATION COORDINATOR**  
Adam Lloyd - [adam@dmn.ca](mailto:adam@dmn.ca)  
**PRODUCTION MANAGER**  
Michael Demi - [michael@dmn.ca](mailto:michael@dmn.ca)  
**SENIOR ACCOUNT MANAGER**  
Peter O'Desse - [peter@dmn.ca](mailto:peter@dmn.ca)

#### CONTRIBUTING WRITERS

Jay Aber	Owen Sagness
Chris Carder	Billy Sharma
Rick Ferguson	Miro Slodki
Raquel Hirsch	Neil Spivak
Simms Jenkins	Colin Tener
Greg MacDonald	Kalan Vuksanovich
Lydia Martell	Jon Wuebben

**LLOYDMEDIA, INC.**  
HEAD OFFICE / SUBSCRIPTIONS /  
PRODUCTION: 302-137 Main Street North,  
Markham ON L3P 1Y2 Phone: 905.201.6600 Fax:  
905.201.6601 Toll-free: 800.668.1838  
[home@dmn.ca](mailto:home@dmn.ca) [www.dmn.ca](http://www.dmn.ca)

#### EDITORIAL CONTACT:

Phone: 905.847.9454  
Email: [pat@dmn.ca](mailto:pat@dmn.ca)  
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