



A turn key marketing and lead generation system



Cross Media 1:1 Marketing
combining print, broadcast, phone & the web



1:1 Cross Media Marketing



Start with Profile Complete and any media channel to generate a prospect list with demographic data.



VDP Mail automatically follows up on leads with variable data marketing



VDP Web provides unique web content and personalized urls (Purls).

Three programs that work together to create a turn key lead generation system.

- Discover Prospects
- Deliver Personalized Messaging
- Serve Variable Web Content

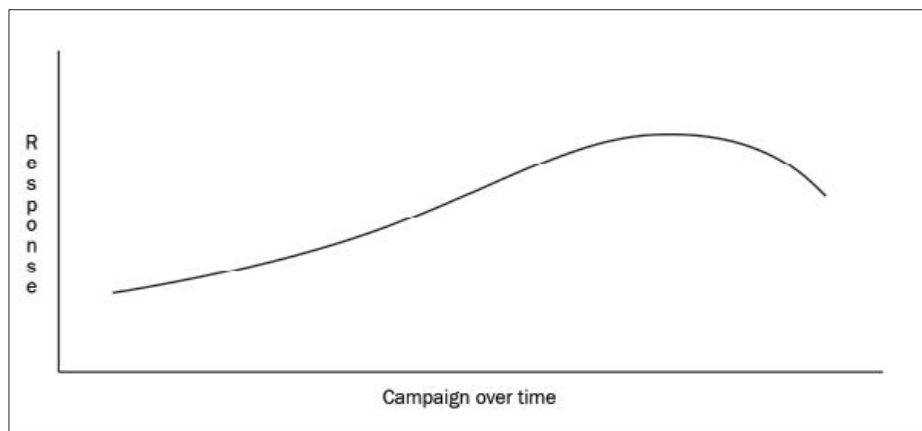
Improve Response
& Improve ROI





Why Multiple Touches?

By targeting only the best prospects on an ongoing basis, you increase the chances of being in front of the customer when they are ready to buy.



New for 2008

- Integrated 800# tracking
- Integrated email campaigns and tracking



Going Green

By targeting only interested prospects, we can conserve resources – less paper, ink, and fuel!



Profile Complete is the first step in the VDP Complete marketing system. This program provides instant personalization and one to one marketing for website visitors.

Prospects can be driven to the web from **virtually any channel** and then be identified and served personalized content. One reporting module tracks all your marketing - from print advertisements to phone calls, email, and web hits.

Program Benefits

- Track the effectiveness of various marketing channels simultaneously
- Capture detailed demographics on interested visitors
- Create a list of warm leads from a broad universe of potential customers
- Serve highly personal and relevant content in real time
- Conduct follow on communications automatically
- Track results from all your campaigns on one platform
- Create and maintain a detailed customer database with critical demographic information

1:1 Cross Media Marketing With Real Time Personalization

Drive prospects to the web using any media channel.



Profile Complete identifies prospect, serves personalized content and compiles data.



VDP Web creates detailed reports and conducts automatic follow up.



Unique Web Content

Profile Complete provides instant 1 to 1 variable data marketing for web site visitors. The system conducts a real time match with the national consumer database and immediately provides personalized content to an individual based on their profile.

Profile Complete is perfect for cross media applications because it provides a mechanism to measure and track web traffic that is generated from any marketing channel.

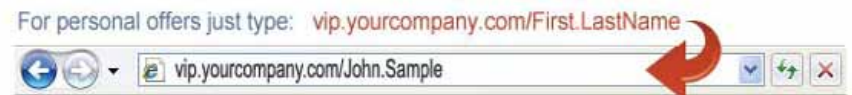
Targeted Follow Up

By using the demographic profile created by the web visit, highly relevant personal offers featuring unique copy and art can be automatically generated. Depending on your sales model, you can send direct mail, email, or call the prospect.

Metrics and Reporting

For every identified visitor, an instant email alert will be sent to the sales force for immediate follow up. All data is stored for download on demand. A dashboard and detailed reporting module is available online 24/7 to track the results of each campaign.

1 Customer receives invitation to visit the web



2 Customer accesses web site and is asked for zip code

Welcome, John!

To confirm offer availability, please enter your Zip Code:

10101

3 Customer sees personalized web content in real time.



The Average US Consumer

5,980 Marketing Messages



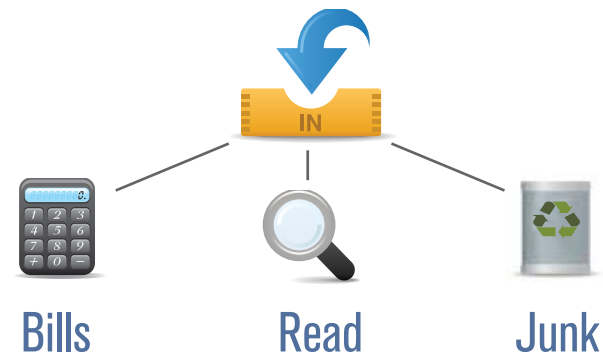
52 Noticed



4 Read (.00067%)

Mail Moment

98% People Read Daily
77% At First Opportunity

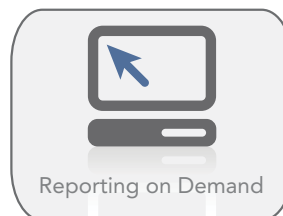
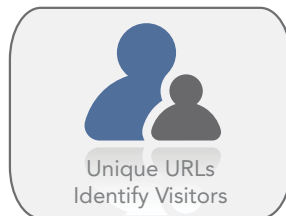
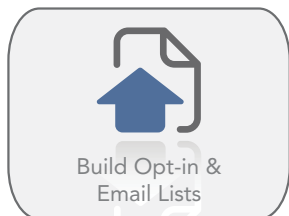


Personalized and relevant content helps your message stand out from the clutter and get noticed.

Turn Key Lead Generation



A VDP Mail marketing program includes everything required to conduct a sophisticated direct marketing campaign that is supported by the web to build brand awareness, enter the sales cycle at the right time, and capture current sales opportunities.



Providing everything required for sophisticated marketing campaigns.

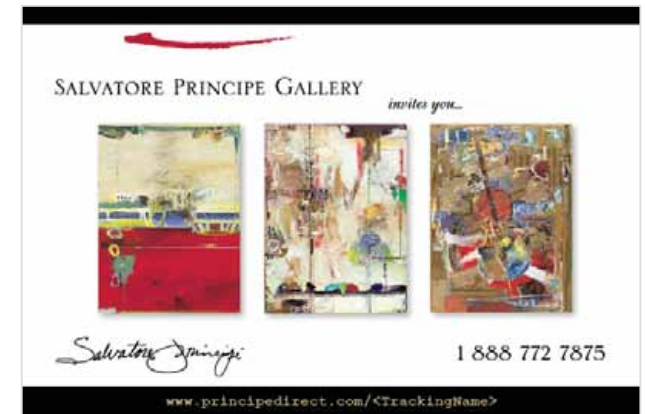
"Spray and pray"	➔	Highly targeted recipients
One message for all prospects	➔	Message tailored to each individual prospect
One fit and feel for all recipients	➔	Customized art and design for each demographic
No reliable way to track responses based on each individual piece so no way to judge success	➔	Accurate response tracking by campaign - see trends early and respond
No way to track recipient interest unless there is a purchase or phone call made	➔	Ability to track leads that did not buy or request information
Limited or difficult multi-channel integration	➔	Seamless web and direct mail integration
No specific web page for each recipient	➔	Recipient specific web pages with "opt-in" marketing

VDP Mail® Campaign Design

Each VDP Complete mail campaign includes:

- 6 x 9 full bleed, 100 pound, four color, high gloss postcards
- Variable copy and photos targeted to each demographic
- All design work , graphics, and stock art
- 800 # tracking and detailed reporting

Personalization Improves Response





The unique web address loads a personalized web page with further information on the offer which reinforces the call to action.

Even though we provide the full service for creating and hosting the personalized home pages, the page will appear to be part of your corporate site. Each web page can feature an automatically populated form for opt-in marketing and our industry leading survey functionality.

PURLS

- Assign unique urls to each prospect
- Capture visitors who do not respond, call or opt in
- We handle the entire workflow

Micro-Sites

- Variable copy, offers, art & graphics
- Pre-populated opt in forms
- Collect survey data
- Register prospects for shows, seminars, etc.

Alerts

- Real time email alerts fire when the prospect is still on the micro site
- Alerts can be coded so the right person in the organization receives the alert information

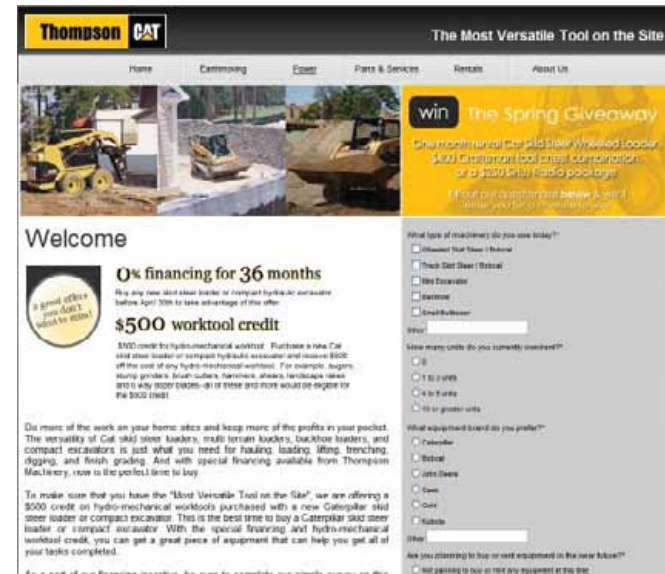
Reporting

- Data is compiled and available in real time
- Access information on demand via secure online portal
- Review each offer, campaign

Unique Web Pages

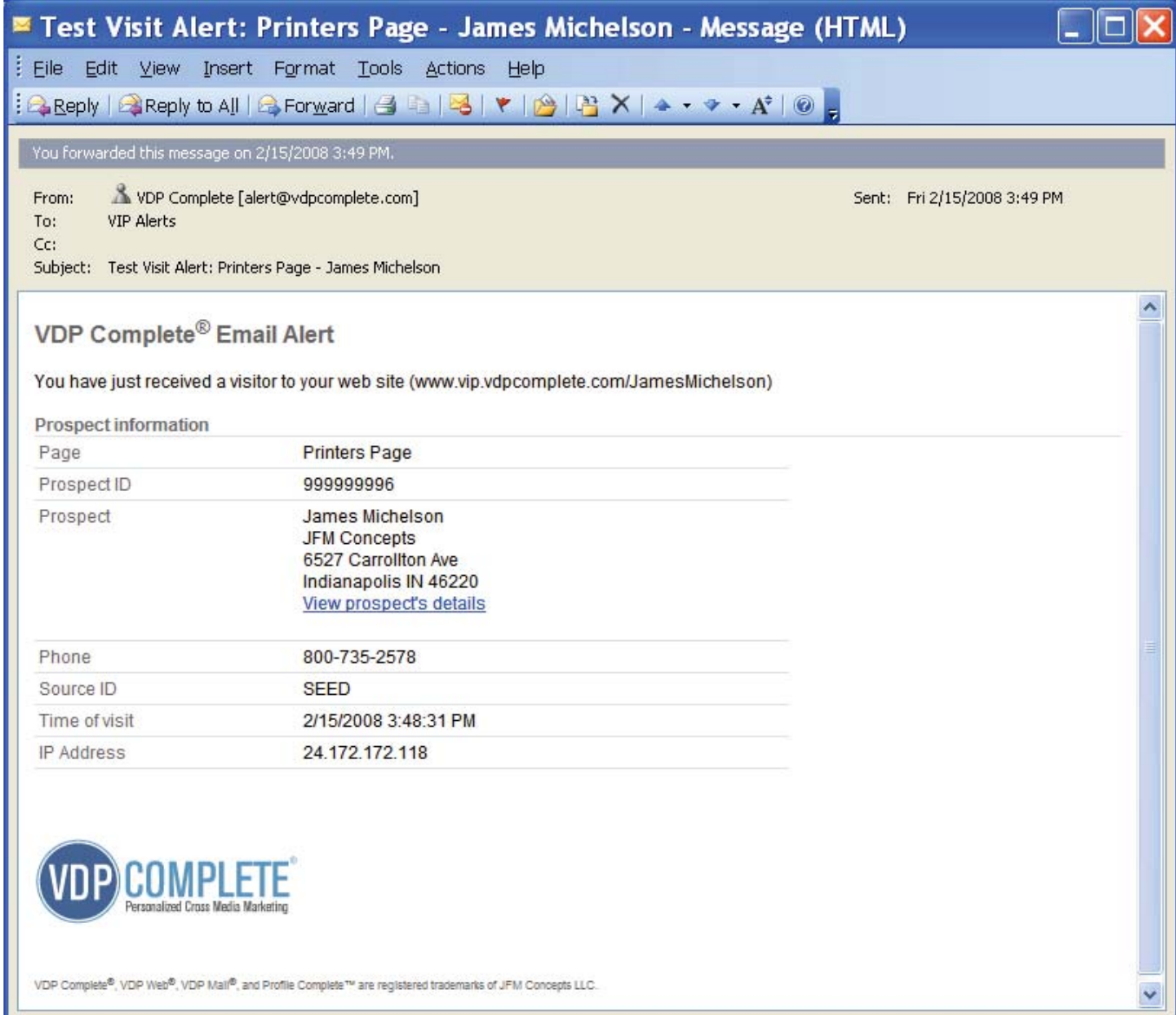


- Each prospect receives a custom landing page tailored to their demographics
- Personal information is automatically populated on the page which improves response
- Easily conduct surveys, opt-ins, and event registration
- All photos, art, copy and offers are customized to the visitor
- Receive real time visit alerts



Email Sales Alerts

- Every time a prospect visits their unique web page, your sales team gets a real time alert
- VDP Web software keeps detailed records, tracking web traffic & clicks
- Reporting is available online and on demand



The screenshot shows an email window titled "Test Visit Alert: Printers Page - James Michelson - Message (HTML)". The email content includes a header with "From: VDP Complete [alert@vdpcomplete.com]", "To: VIP Alerts", "Subject: Test Visit Alert: Printers Page - James Michelson", and "Sent: Fri 2/15/2008 3:49 PM". The main body of the email is titled "VDP Complete® Email Alert" and states: "You have just received a visitor to your web site (www.vip.vdpcomplete.com/JamesMichelson)". Below this is a table of prospect information:

Prospect information	
Page	Printers Page
Prospect ID	999999996
Prospect	James Michelson JFM Concepts 6527 Carrollton Ave Indianapolis IN 46220 View prospect's details
Phone	800-735-2578
Source ID	SEED
Time of visit	2/15/2008 3:48:31 PM
IP Address	24.172.172.118

At the bottom of the email is the VDP Complete logo with the tagline "Personalized Cross Media Marketing" and a footer note: "VDP Complete®, VDP Web®, VDP Mail®, and Profile Complete™ are registered trademarks of JFM Concepts LLC."

Reporting

- On demand reporting tracks campaign effectiveness
- Data is available in real time a web based interface
- Data can be downloaded to virtually any system
- Includes mail, phone, and email responders

