



MARKETSHARE

Mal Dunn Associates, Inc.

HAVING PROSPECTING PROBLEMS?

- Buyer files falling short in lifestyle coverage?
- Lifestyle lists not responsive enough for you?
- Modeled universes running out of top tiered prospects?
- Afraid to lose your customers in co-op databases?
- List fatigue now a household word?
- If your answer is yes to any or all:

YOU SHOULD BE MAILING MARKETSHARE!

WHY??

MarketShare now has the largest universe of buyers with over 70% lifestyle coverage!

55 million active buyers and subscribers from over 200 participants with monthly data feeds.

Interest data from two industry leading sources plus CPI, Mal Dunn's proprietary consumer passion index yields the highest penetration in over 140 lifestyle selects.

Mal Dunn's in-house modeling and analytics staff are marketers that not only know how to utilize all the data but has in-depth knowledge of the markets you're targeting.

MarketShare Applications

Prospecting

MarketShare combines rich, quality data with exceptional flexibility that allows direct marketers to create a custom prospecting pool to call their own. Through our dynamic prospecting method, mailers find key prospects in virtually every consumer market. Prospect with MarketShare in your direct mail campaign and find out what hundreds of direct mailers already know.

Modeling

MDA's in-house modeling staff offers the unique opportunity to uncover your best prospects through modeling and analytic techniques. Over 100 mailers are continuing on successful models. There is never an up-front cost nor any future commitment of minimum usage - just a nominal scoring fee when used.

Reactivation

MarketShare's rich data combined with recent transactional information creates an environment for list owners to reactivate expired or previous customers and identify key prospects within their own database. Reactivated records can also be marketed as an extension of your active file for incremental list revenue, which can offset the fee for reactivation.

Participation

List owners are encouraged to participate in MarketShare to reap added benefits. Participants in MarketShare receive incremental list rental income, quality prospects at a reduced rate, and insightful knowledge about their own house file through comprehensive customer analysis reports. There is no cost for participation and all offers are cleared for approval.

Your Best Source for Direct Mail Prospecting & Customer Profiling

Buyer & Subscriber Categories

Apparel
Accessories
Children's Apparel
Lingerie
Men's Apparel
Misc. Apparel
Shoes
Women's Apparel
Antiques
Automotive
Bible/ Devotional
Boating/ Sailing
Books
Cable TV
Career
Children's Product (Non-Apparel)
Children's Publications
Collectibles
Computers
Cooking
Cosmetics
Crafts
Diet & Weight Loss
Domestic Products/
Housewares
Electronics
Entertainment
Executive/ Office Products
Fashion
Women's Fashion
Men's Fashion
Fitness/ Exercise
Gardening
General Merchandise
General Sports
Gifts
Golf
Health
Holiday/ Seasonal Buyers
Home Decorating
Investment
Jewelry
Motorcycling
Music
Outdoors
Hunting/ Fishing
Pet Products
Photography

Rural Life/ Farming
Seniors
Stationery
Tools
Travel
Video
Young Families

Lifestyle Selects

Automotive Work
Bible/Devotional
Bicycling
Boating/Sailing
Book Reading
Cable TV Viewing
Camping/Hiking
Career Activities
Casino Gambling
Cat Owners
Charitable Donors
Collectibles/Collections
Community/Civic Affairs
Crafts
Cultural Arts/Events
Current Affairs/Politics
Dog Owners
Dieting/Weight Control
Electronics
Fashion
Fine Arts/Antiques
Fishing
Gardening
Golf
Gourmet Cooking
Home Video Recording
Home Workshop
Houseplants
Grandchildren
Health/Natural Foods
Home Decorating
Home Computer
Home Video Games
Hunting/Shooting
Military Veterans
Motorcycling
Needlework/Knitting
Own a CD Player
Our Nation's Heritage
Opportunity Seeker
Photography
Physical Fitness

Power Boating
Pre-recorded Videos
Real Estate Investments
Recreational Vehicles
Running/Jogging
Sailing
Science Fiction
Science/Technology
Self Improvement
Sewing
Skiing
Stamp/Coin Collection
Stereo/Records/Tapes
Stock/Bond Investment
Sweepstakes
Tennis
Travel: Foreign
Travel: Domestic
Walking
Watching Sports on TV
Wildlife/Environment
Wine

Demographic Data

Age
Child's Age
Children in Household
Home Ownership
Income
Dwelling Type
Marital Status
Length of Residence
Occupation
Ethnicity

Automotive Data

Auto Class
Current Value
Purchase Type
Model Year
RV Owners
Motorcycle Owner
Vehicles in Household

Geo-Level Data

Neighborhood Indicators
Carrier Route Indicators
Zip+4
DMA
Neilson County

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Pricing: \$80/M

AGE	\$10.00/M
AGE OF CHILDREN	\$10.00/M
GENDER/SEX	\$5.00/M
HOME OWNER	\$10.00/M
INCOME SELECT	\$10.00/M
LIFESTYLE SELECT	\$10.00/M
MAIL ORDER BUYERS	\$10.00/M
MARITAL STATUS	\$10.00/M
OCCUPATION	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
REGENCY	\$11.00/M
SCF	\$5.00/M
STATE	\$5.00/M
ZIP	\$5.00/M
CREDIT CARD	\$10.00/M
DONORS	\$10.00/M

MarketShare is a Multi-Dimensional prospecting database with private database opportunities. MarketShare combines data from hundreds of direct response sources into an unduplicated database of 55 million households. Every individual from MarketShare has purchased, subscribed or donated via a direct response transaction.

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