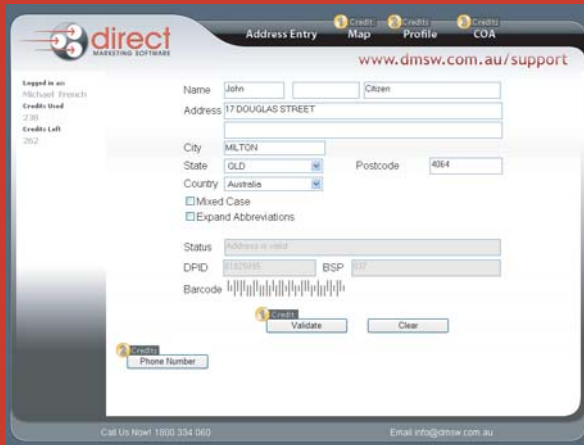


NEW!

DMS Data Services



Easy online access

- Wash your contact database to ensure correct name, address and telephone fields
- Reclaim high-value "lost" contacts who have changed address and telephone numbers
- Barcode your database to increase deliverability & reduce mailing costs
- Add telephone numbers to your mailing contact lists to increase contact avenues
- Profile your contacts social demographic to find more prospects like your most valuable customers

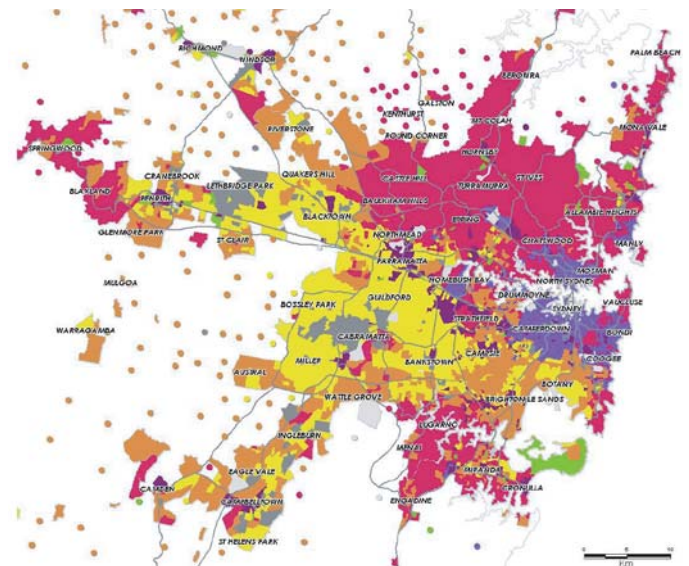
Direct Marketing Software's Data Services provide you the tools you need to turn your customer list into a powerful marketing tool. Australia's largest companies have long had these tools to help them maximise the potential of their customer base. Now DMS Data Services puts these tools into the hands of your business.

DMS data services can be accessed via the web simply by registering and logging in, or by accessing via a web service enabling you to build these functions into your own applications or web-site.

For more information, call Direct Marketing Software on 1800 334 060 and ask what DMS Data Services can do for your database.



When finding someone is just too hard...



With prices starting from \$49.95 per month!

www.dmsw.com.au

Address Validaton | Mail Barcoding & Sorting | List Management | Database Marketing | CRM | Rapid Data Entry

Features

The current address you NEED		
John Citizen		
Location	From	To
21 EUREN RD KENMORE QLD 4069	01-02-2002	Current
4 AKUNO ST KENMORE QLD 4069	01-09-1999	01-04-2000
35 MABLE ST MUNDINGBURRA QLD 4812	01-12-1996	05-12-1997

The address you have in your records

Data Cleansing

- Automatic cleansing of name and address details
- Near matches look-up for incorrect addresses
- Appends DPIDs and postal barcodes*
- Append or update phone numbers automatically

Mapping

- Map client locations
- Overlay branch office locations to find nearest branches
- Get driving directions between your customer and your office

Profiling

- Append family life-cycle stage profile
- Append Socio-economic status
- Analyse family social and cultural affiliations
- Uses Australian Bureau of Statistics census details
- Use it to profile your existing customers so that you can find more of the same

Finding lost customers

- Locate current location of past customers
- Uses multiple change of address data sources
- Can locate customers even if they have moved multiple times

Statistics

- Over 100 million current and historical records
- Over a decade of data history
- Over 10 million Australian telephone listings
- Over 11 million Australian addresses

John Citizen 21 Euren Rd Kenmore				
Income	Five years Home	Unemployed	Rental Level	GroupInfo
C	C	B	A	1

Professionals in desirable suburban areas
 Established desirable suburbs with many areas regenerating. High property values.
 High levels of professionals, both young and older. Also managers and administrators.
 High educational levels, especially degree or higher. High computer usage.
 Work in property and business services.

G3 Desirable Suburban
 3.00% of households
 Group HIGH SES - STRONGER FAMILY ORIENTATION
 Sydney SD 12.70% Melbourne SD 37.00% Brisbane SD 9.90%
 Adelaide SD 12.80% Perth SD 13.40 %
 Centres with greater than 100k pop... 13.00% Centres with less than 10k pop... 0.10%
 Rural... 0%

A Level B Level C Level

Rapid Transaction Processing
 Campaign Management
 Rich & Flexible Reporting

Tailored Reports & Modules
 Customer Giving Patterns
 Segmentation & Targeting