

simple truth no. 1

Mardevdm2 aligns our passion and creativity with your marketing goals. We are global B2B marketing and data experts who deliver comprehensive services and measurable results.



mardevdm2

your global marketing partner

global B2B marketing services

“Insight into human nature is the key to the skill of communication.”

*William Bernbach
Founder Doyle Dane*

Mardevdm2 delivers global B2B marketing data and services that accelerate the marketing pipeline by delivering leads of decision makers who are ready to buy.

about mardevdm2

Mardevdm2 is the global marketing services and data division of Reed Business Information. Our aim is to help marketers demonstrate ROI.

For many of our clients, we are the support and implementation arm of their marketing campaigns. For some, we are the source of their business data for use in integrated direct marketing programs. For still others, we are their strategic advisor who helps develop their plans and goals. For you? Let's find out.

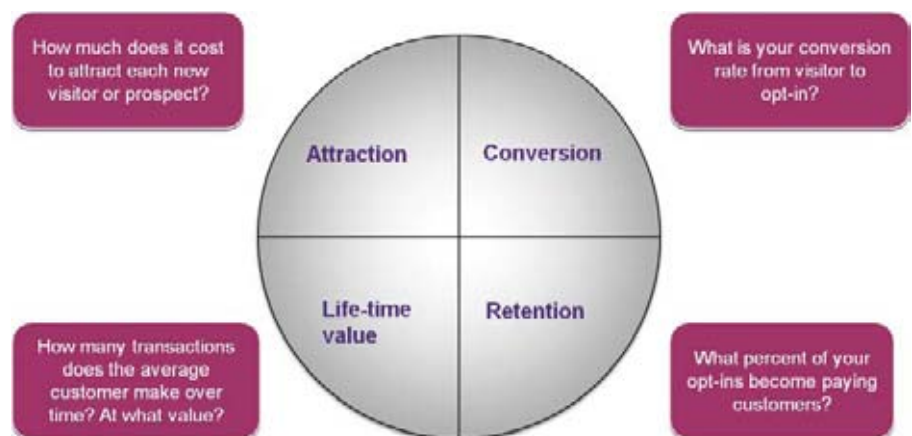
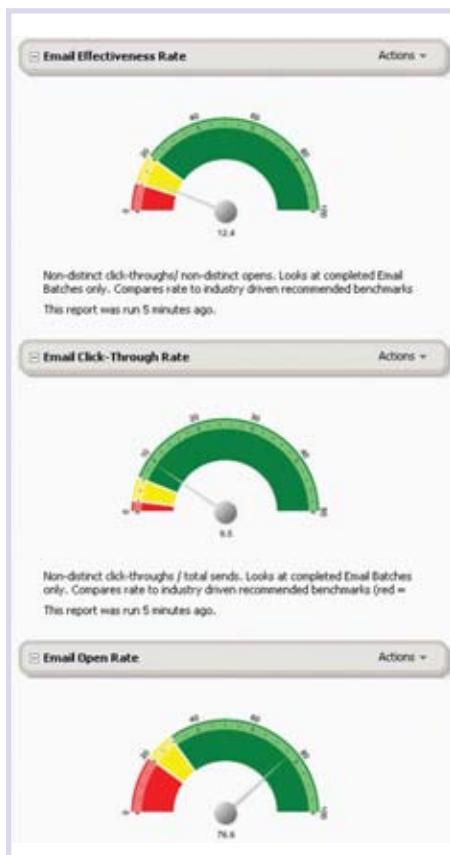
why mardevdm2?

We are a one-stop shop. For B2B marketers in mid-to-large companies, mardevdm2 connects sales and marketing professionals with buyers and influencers for their products and services.

We use measurable marketing tools services like:

- Target audience segmentation and analysis
- Campaign development based on goals, objectives and metrics
- Integrated email, postal and telephone direct marketing
- Demand generation and marketing automation
- Lead scoring, weighting and ranking
- Microsite/hypersite development and management
- SEM/SEO programs on client-specific websites

A typical campaign dashboard



Mardevdm2 puts our passion and creativity to work for clients including include technology companies, financial services providers, manufacturers across multiple segments such as engineering, electronics, construction and aerospace, as well as legal and personnel firms, and educational and research institutions – to name a few. We also partner with agencies and brokers to fill the gaps for their clients' marketing initiatives.

simple truth no. 2

Your database is your most valuable marketing asset. A clean database lets marketers maximise every opportunity to connect with customers and should be updated with current and accurate information, such as demographics, buying responsibility, company size and purchaser behaviour.



mardevdm2

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strategic marketing

To help companies focus on what you do best, we serve as an extension of your marketing team. For example, we evaluate previous marketing plans, campaigns and results. And we ask tough questions about metrics, lead flow and nurturing activities. We also dive into the data to uncover primary target markets, from your customers, prospects and inactive contacts. Then we work with you to develop the right tactics to support your strategy, and we'll manage everything from planning to the dashboard – or anything in between.

database marketing

When you are not quite sure which areas of a market to go after with a new product, service or message, we help you find those most likely to buy – without breaking the bank. To see what works best, we evaluate your marketing database and look for trends, titles, products purchased, level of influence, and anything else that will paint the picture of your ideal prospect. Then we help you find more like them from our global database of 60 million decision makers. We deliver demographics and insight and we recommend a tactical approach to engage each segment until they are ready to buy from you.

demand generation

Demand generation is more than a buzz word. It truly means that you can develop and nurture the leads and deliver them to sales when they are ready to engage with sales. It relies on sales and marketing alignment and a common definition of a marketing qualified leads and sales accepted lead. To help you get there, we analyze your current lead pipeline to see where the waste occurs and where conversion is most frequent. Then we build and execute a plan that includes multi-touch engagement, relevant content, and steps to identify contacts that are or could be interested as well as those with an immediate need.



lead qualification

The process of qualifying leads involves so much more than a telemarketing follow-up to an inquiry. In fact, done properly, leads can be scored throughout an automated, activity-based journey and only called once they are determined to be ready to chat. The concept of lead scoring is based on a pre-defined set of touch-points and marketing communications that help you filter many leads down to the few that are actually interested in learning what you can do for them. The score bridges the gap between marketing and sales so sales knows that when they get leads with an agreed upon score, it is in fact sales-ready.

marketing data

Without targeted, qualified and segmented data, all the strategy in the world won't increase marketing ROI. You can have the right message, brilliant creative, and a nurture plan that precisely segments campaign responders. Yet, without a defined audience that is ideal to receive your message, it is all for naught. Marketing data, whether postal, email, telemarketing or a combination thereof, is the foundation of effective campaigns. It accounts for 40-50% of the success of marketing communications and we provide data you can trust to deliver your message. Our data covers more than 20 global markets and 60 million business decision makers.

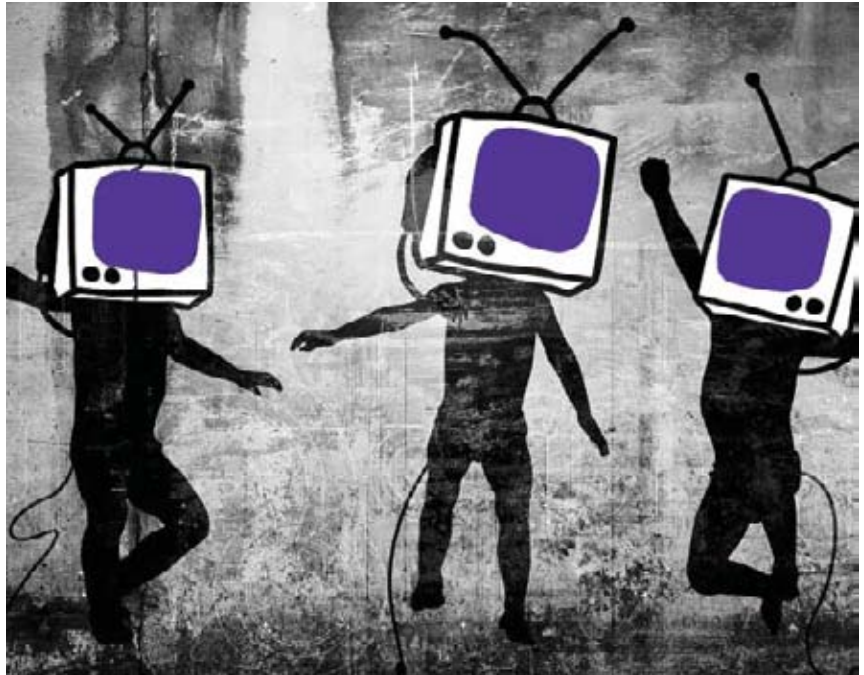
simple truth no. 3

As a marketer, you are under greater pressure than ever to measure the results of every penny spent. You need to know that you are starting with current, high quality marketing data, tracking the right metrics and implementing services that deliver ROI.



“All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved.”

*Sun Tzu
Chinese General*



the benefits of working with mardevdm2?

The bottom line is that when you partner with mardevdm2 for your marketing programs, we save you time and money and help you get the most out of your marketing efforts and budget. A snapshot of the benefits we deliver shows:

- more closed sales
- greater lead quality
- increased value of your lead pipeline
- measurable results from your marketing investments

At mardevdm2, we don't want you to think of us as one piece of the marketing puzzle when we can help pull it all together – from strategy and design to development and implementation to the marketing dashboard that shows your results.

mardevdm2 London

The Quadrant, Quadrant House
Sutton, Surrey, SM2 5AS UK
+44 (0) 20 8652 4525
enquiries@mardevdm2.com

mardevdm2 Chicago

2000 Clearwater Dr.
Oak Brook, IL 60523 USA
+1 800 323 4958
info@mardevdm2.com

mardevdm2 New York

360 Park Avenue South
New York, NY10010-1710 US
+1 800 545 8517
sales@mardevdm2.com

mardevdm2 Australia

Tower 2
475 Victoria Avenue
Chatswood, NSW 2067 Australia
+612 9422 2644
mardevlists@mardevdm2.com

mardevdm2 Singapore

The Signature,
51 Changi Business Park
Central 2, #07-01
Singapore 486066
+65 6780 4842
infoasia@mardevdm2.com

www.mardevdm2.com



Mardevdm2 delivers global business-to-business marketing data and services that are designed to effectively and efficiently move customer and prospect conversations and relationships through the buying cycle and accelerate your sales pipeline. We help companies add targeted and current contact information to their marketing database, provide qualified business data and marketing automation services for multi-touch campaigns and deliver dashboards and reporting that show measurable results and return on marketing investment.