

Mardevdm2 rebranding highlights new and expanded global services

About mardevdm2

The global data and marketing services division of Reed Business Information, a world-leading provider of business information and services. With offices in London, Chicago, New York, Singapore and Sydney, mardevdm2 provides unmatched global data and insight, demand generation and lead nurturing programs, as well as custom marketing campaigns that help B2B marketers effectively engage with their target audience.

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The global marketing services and data provider undergoes rebrand to fully represent B2B marketers

Oak Brook, IL—26 May 2011—Mardevdm2 (www.mardevdm2.com), a global data and marketing services partner, has been serving the needs of business-to-business marketers, list brokers and agencies for more than six decades. The company, a division of Reed Business Information, has unveiled their new brand to represent a focus on sales and marketing alignment, integrating data with demand generation programs and end-to-end marketing program management – from strategy to results.

The new services are built on the foundation of the targeted, qualified marketing data that has been the basis for the list rental and database marketing business. Yet, while data is the core, it is the message powered by that data, the channel by which it is delivered, and the engagement practices that produce the greatest response that combine to provide a complete picture of the marketing opportunity. It is that lifecycle, or buyer journey, that the new mardevdm2 brand symbolizes.

“The mardevdm2 brand displays our passion for meeting our clients’ marketing demands. It allows us to continue to address their data needs, while expanding into other areas they may need help with, such as filling in the gaps in their marketing strategy,” says Zina Manda, director of mardevdm2. “The marketing community is going through a transformation, as it moves from push to pull strategies, and creates ongoing engagement instead of one-time tactical approaches. We aim to educate and support that transition as marketers adopt demand generation, marketing analytics and sophisticated response modelling techniques to drive measurable revenue from their marketing efforts.”

The company’s global service portfolio now includes complete demand generation and marketing automation programs; market segmentation and targeted profiling; lead nurturing, analysis and scoring; and buyer propensity modelling. All of which provide marketers with visibility into their greatest revenue opportunities across marketing channels. Marketers can experience the brand at the re-launched website and through newsletters, blogs and resources available at www.mardevdm2.com.

