

2012 Data Card Trends and More



Data Card Trends

2011	2012	% Variance	Business Media	2011	2012	% Variance
36,430	41,176	13%	United States	22,147	26,872	21%
3,038	4,342	43%	Canada	4,241	5,879	39%
4,967	5,727	15%	Other International	4,795	5,637	18%
2011	2012	% Variance	Offline Business Media	2011	2012	% Variance
38,368	38,619	1%	Postal Direct Mail Lists	24,916	27,054	9%
1,671	1,096	-34%	Insert Media	273	1,874	586%
15,781	16,268	3%	Telemarketing & Fax	17,127	16,351	-5%
2011	2012	% Variance	Digital Business Media	2011	2012	% Variance
11,563	14,589	26%	Email Lists	10,387	13,233	27%
0	360	NEW	Email Newsletter Ads	0	337	NEW
223	1,879	743%	Online Display Ads	223	1,622	627%
1,107	592	-47%	Mobile Lists	138	67	-51%
5	4	-20%	Mobile Display Ads	1	3	200%
18	7	-61%	Co-Registation	46	31	-33%
2011	2012	% Variance	Business Media Universe	2011	2012	% Variance
434	518	19%	Greater than 100,000,000	45	48	7%
3,589	4,046	13%	10,000,000 - 99,999,999	644	670	4%
10,311	11,546	12%	1,000,000 - 9,999,999	2,257	2,601	15%
12,534	13,681	9%	100,000 - 999,999	6,630	7,913	19%
8,938	9,763	9%	10,000 - 99,999	10,324	12,671	23%
2,136	2,996	40%	1,000 - 9,999	3,133	3,979	27%
	36,430 3,038 4,967 2011 38,368 1,671 15,781 2011 11,563 0 223 1,107 5 18 2011 434 3,589 10,311 12,534 8,938	36,430 41,176 3,038 4,342 4,967 5,727 2011 2012 38,368 38,619 1,671 1,096 15,781 16,268 2011 2012 11,563 14,589 0 360 223 1,879 1,107 592 5 4 18 7 2011 2012 434 518 3,589 4,046 10,311 11,546 12,534 13,681 8,938 9,763	36,430 41,176 13% 3,038 4,342 43% 4,967 5,727 15% 2011 2012 % Variance 38,368 38,619 1% 1,671 1,096 -34% 15,781 16,268 3% 2011 2012 % Variance 11,563 14,589 26% 0 360 NEW 223 1,879 743% 1,107 592 -47% 5 4 -20% 18 7 -61% 2011 2012 % Variance 434 518 19% 3,589 4,046 13% 10,311 11,546 12% 12,534 13,681 9% 8,938 9,763 9%	36,430 41,176 13% United States 3,038 4,342 43% Canada 4,967 5,727 15% Other International 2011 2012 % Variance Offline Business Media 38,368 38,619 1% Postal Direct Mail Lists 1,671 1,096 -34% Insert Media 15,781 16,268 3% Telemarketing & Fax 2011 2012 % Variance Digital Business Media 11,563 14,589 26% Email Lists 0 360 NEW Email Newsletter Ads 223 1,879 743% Online Display Ads 1,107 592 -47% Mobile Lists 5 4 -20% Mobile Display Ads 18 7 -61% Co-Registation 2011 2012 % Variance Business Media Universe 434 518 19% Greater than 100,000,000 3,589 4,046 13%	36,430 41,176 13% United States 22,147 3,038 4,342 43% Canada 4,241 4,967 5,727 15% Other International 4,795 2011 2012 % Variance Offline Business Media 2011 38,368 38,619 1% Postal Direct Mail Lists 24,916 1,671 1,096 -34% Insert Media 273 15,781 16,268 3% Telemarketing & Fax 17,127 2011 2012 % Variance Digital Business Media 2011 11,563 14,589 26% Email Lists 10,387 0 360 NEW Email Newsletter Ads 0 223 1,879 743% Online Display Ads 223 1,107 592 -47% Mobile Lists 138 5 4 -20% Mobile Display Ads 1 18 7 -61% Co-Registation 46 2011	36,430 41,176 13% United States 22,147 26,872 3,038 4,342 43% Canada 4,241 5,879 4,967 5,727 15% Other International 4,795 5,637 Colspan="6">Colspan="6">Offline Business Media 2011 2012 2012 2012 2014 2012 2014 2012 2014 2012 27,054 24,916 27,054 27,054 1,671 1,096 -34% Insert Media 273 1,874 15,781 16,268 3% Telemarketing & Fax 17,127 16,351 10,351 10,387 13,233 13,233 13,233 13,233 13,233 13,233 13,233 13,233 13,233 13,233 13,233 13,233 13,233 13,233 14,589 26% Email Newsletter Ads 0 337 223 1,622 1,022 1,022 1,022 1,022 1,022 1,022 1,022 1,022 1,022 1,022 1,022 1,022 1,022

"This online media is no longer new, and should be viewed as an extension of the services that traditional list brokers and managers represent and recommend to their clients." Lee Kroll, Kroll Direct Marketing

"For example, if we know and can identify 'new moms', then we can use that postal data to create a much more targeted marketing platform for banner ads or email." Ryan Lake, Lake Group Media

"The smartphone has become the communications device of choice. As a result, location-specific messaging is growing--and why not, when clickthrough rates are 5- to 10-times greater than email." Chicca D'Agostino, Focus USA

"Online and email marketing driven by RFM targeting will move b-to-b merchants from leveraging the Internet as an inexpensive communication vehicle to using it as a more active selling tool." Ed Larkin, MeritDirect

Data Cards for Online Display

3,000+ Top Sites Available

Same Brands as List Owners

Direct to Publisher

Media Planners Creating RFPs

Broker' & Managers' Roles?

