



DirectMail.com Announces New Marketing Data Partnership with Webullient

Expanded Data Offering Will Support Targeted Marketing Campaigns to Active Job and Career Seekers

DirectMail.com™ (www.DirectMail.com), a recognized leader in data-driven solutions for mid-market and enterprise organizations, today announced a new list management and brokerage partnership with Webullient, a data asset firm based in Los Angeles, California.

“DirectMail.com will be managing our data file of active job and career seekers,” explains Chad Grohman, President of Webullient. “We feel confident that working with a national firm such as DirectMail.com will help us create market momentum. The partnership is sure to have a positive impact on our business and growth strategy.”

With over 6% of Americans currently unemployed, marketers are eager to reach out to this growing segment. Because workers now change jobs an average of 11 times during their working years, the “Active Job and Career Seekers” data source will also include career changers.

Using this targeted data file, direct marketers will be able to search for job seekers by career and trade preference. The new data offering has applications across a number of consumer marketing industries looking to expand market share, including consumer products and for-profit colleges.

“For marketers hoping to reach entry-level, mid-level, or experienced individuals in fields such as healthcare, retail, insurance, banking, and education, this data source will be excellent,” asserts Bob Salta, Partner at DirectMail.com. “These individuals are prime targets for companies offering services like continuing education and products such as discount health insurance, prepaid cell phones, and more.”

DirectMail.com clients use the company’s proprietary GeoInsight™ platform to target leads by state, city, county, zip, radius, or even custom polygons on a map. GeoInsight then establishes an individual data product that is unique, highly targeted, and current. It’s part of a broad data offering that DirectMail.com has established to support acquisition, retention, CRM and digital engagement for many clients.

There are now approximately 600,000 names on the Active Job and Career Seekers data card – and it is updated monthly. Directmail.com clients will be able to reach out to only those prospects most likely to respond to their offer, ensuring a better return on investment and greater overall market share.

For more industry thought leadership from DirectMail.com's strategy and data team download a complimentary white paper at www.directmail.com/intelligentmarketer.

About DirectMail.com

DirectMail.com, headquartered in metropolitan Washington, D.C., is an industry leader offering Agency, Data Products, Business Intelligence Insight, Email Marketing and Production services. For over 40 years, DirectMail.com's unique Insight Engine and Intelligent Marketing Process (Identify > Target > Contact > Acquire > Engage and Retain) have grown clients' market share by applying strategies proven to increase customer and donor acquisition and retention. Staffed by over 250 direct marketing professionals,



DirectMail.com's proprietary data, business intelligence technology and segmentation products fuel the marketing and CRM efforts of the nation's leading brands and fundraisers, consistently improving results and achieving a positive ROI. For more information about DirectMail.com, please visit us at DirectMail.com, call 1-888-690-2252, or join the conversation on Facebook, LinkedIn or Twitter.

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