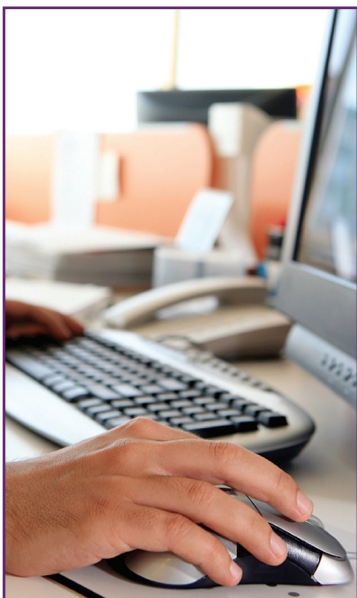
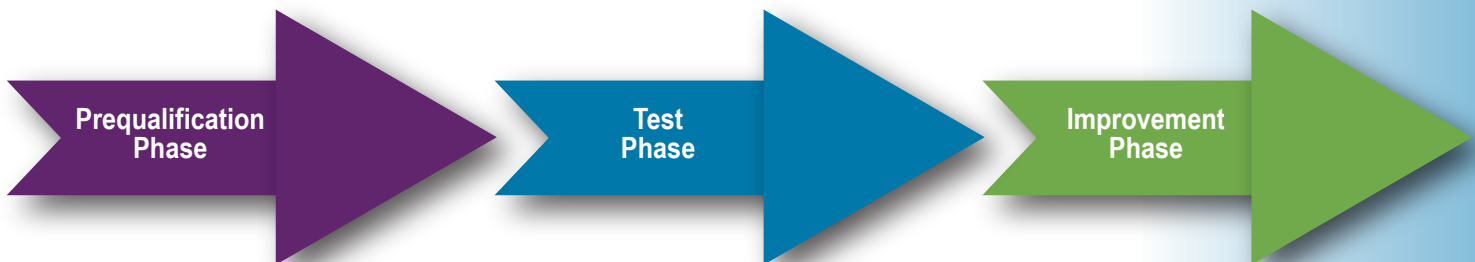
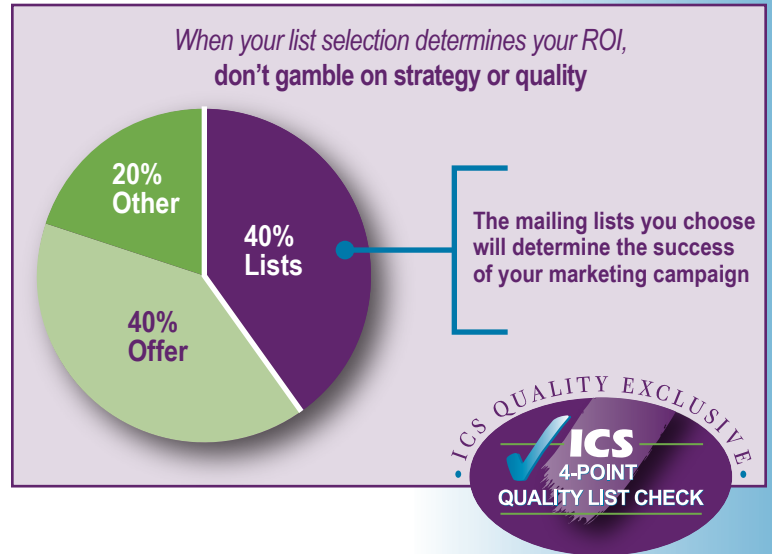


Strategic List Services

You won't find a more effective approach to list strategy. Unlike major compilers who will sell you *their* lists, ICS scans *all lists*, industry-wide – creating a diversified list strategy based on *your* targets and business goals.

An important component of this list strategy is our “performance-based testing plan.” This plan includes testing of up to six of the industry's best list sources from a variety of data types (Web/Internet, publishing, etc.). We will work with you to set “evaluation metrics” up-front in our planning.

We use our performance-based testing process as a ROI-based foundation to quickly optimize your marketing efforts.



With Strategic List Services, you get...

- Broad List Consulting Experience
- Access to the U.S.'s Largest List Network – Over 120,000 B2C, B2B, specialty, compiled and in-house sources
- A Smarter, Safer Approach to Optimized Marketing – Thanks to our performance-based testing and our “no single source relationship” approach
- Integrated Direct, Email and Targeted Lead Generation – For greater sales/response lift
- Advanced Analytical Tools – For refined targeting
- Peace of Mind – Our exclusive, no-cost, 4-point quality check lets you know that every list is what we say it is
- A Diversified Strategy – Reduced risk, increased returns...ultimately maximizing your efforts to grow your business
- More Prospects Converting to Customers

Strategic List Services

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- All opt-in and Shelby compliant
- Postal and email options
- Demographic / lifestyle
- Applications in automotive, insurance, financial, etc.



Learn how ICS's list strategy helped others grow their business.
Visit www.icshq.com/experience. Just call us. We can do the same for you.



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Integrate Your Online & Offline Marketing

Enhance Customer Communication Relevancy

Reduce Marketing Costs & Management Time

Measure & Optimize Your Marketing Efforts &

Prove Increased Sales

You Need



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