



Our Focus is on Growing Companies™

Dialogue Marketing™

Achieve greater results and higher profits from your B2B and B2C direct marketing campaigns with access to data precisely matched to ensure you present the right message to the right market.

Dialogue Marketing™ lets Smith Growth Partner clients develop personalized, relevant communications, driven by a proprietary database of 140 million opted-in unique email addresses and 17 million U.S. Postal records with matching email.

Direct marketing results are grounded by a foundation of clean, accurate and micro-targeted data. The tools and resources to create targeted communications are held within the information core of a database. Our proprietary data rentals married with your cleaned and customized database will deliver more efficient and profitable marketing campaigns.

SGP has established a strategic alliance with some of the best minds in data resourcing available globally. All of our partnered databases are compiled utilizing behavioral targets to provide the greatest ability to create specific demographic or interest-based lists. Our data partners are aggregators that own all of their data, and adhere to the strictest data hygiene disciplines.

Our clients can now benefit from real-time online tracking, which provides total transparency of delivery. SGP can even guarantee 100% delivery of our proprietary email campaigns. We can test, track and deploy a campaign in two hours—and broadcast the same day!

The results of multichannel marketing are documented by our customers' increased response rates and healthier return on investment. SGP's comprehensive direct marketing team can empower your communications with dynamic creatives driven by the strongest database technology.



Responsive and Deliverable Data.

- **Deliverability** – We guarantee 100% delivery of your email campaign. If a message is bounced back, it will be replaced with a valid deliverable address immediately.
- **Pristine Data Hygiene** – Daily scrubs and weekly passes of our data are done through the ECOA (email change of address).
- **Custom Data Management** – SGP's informational architects and engineers can work with your technology team to analyze, clean, enhance and expand the intelligence of your company's internal masterfile database.
- **Dialogue Marketing** – Gives you access to the largest data variable selects in the marketplace. With hundreds of criteria to choose from like Age, Income, Location, and even specific Interests and Lifestyle Profiles, we have your ideal client/prospect target ready. Simply put, Dialogue Marketing has **the greatest depth of data selects** for all your B2B and B2C marketing campaigns.
- **True CAN-SPAM Compliance** – We use 100% guaranteed opt-in lists.

How Do I Get Started?

If you want to create a dialogue with your marketplace and increase your promotional ROI, contact Smith Growth Partners today with your campaign criteria and goals...and let us deliver the results!

About Smith Growth Partners

Smith Growth Partners, Inc. plans, implements and manages growth and turnaround strategies for companies that are looking to break through to the next level of business sustainability. Core services include management consulting; strategic planning, implementation and management; facilitation and ideation; operational improvement; business process reengineering; marketing; and marketing communications.

Are you looking for the experience and uncommon insight that proven growth and turnaround strategy experts can deliver? Visit us online at <http://www.smithgrowthpartners.com>.

*To discuss your company's future—and what stands between you and it—
contact a Smith Growth Partner today.*

