



## DataLab Receives 3<sup>rd</sup> Analytics Award in 3 years at the 2009 NCDM for Database Marketing Excellence

DataLab USA ([www.datalabusa.com](http://www.datalabusa.com)), one of the nation's foremost analytics and database marketing agencies, has announced the acceptance of their 3rd Analytics Award over the last three consecutive years. The most recent was awarded by NCDM and recognizes outstanding companies that have leveraged new or existing knowledge in creative ways to improve the quality of their marketing initiatives.

DataLab finished Silver at the NCDM 2009 Database Excellence competition in the Analytics and Modeling applications division. In 2008, they were awarded second place with one of the closest finishes in the history of the DMA Analytics Competition. And, in 2007, DataLab won first place for their model which produced a 5% incremental lift over the closest competitor, and won by the largest margin in the history of the competition.

Alex Aigner, EVP Business Development, commented, "Our approach of training direct marketers into understanding analytics is the main reason why we have won 3 awards 3 years in a row. Our team has been able to truly understand marketing campaigns and not get lost in the numbers ." This year, DataLab was awarded silver for their Positive Migration Model ("PMM") which was built for their largest financial client in order to optimize the clients' risk departments new credit criteria which reduced the marketing prospect base by 76%. In order to contend with the new credit criteria, DataLab analyzed past campaigns and focused on the population that did not pass current risk criteria, but had a high likelihood to migrate upwards in terms of credit quality. In doing so, the population identified by the PMM had a response rate that was 95.7% more than the comparable benchmark, and the conversion rate was 141.1% better. The PMM was able to expand the clients marketing universe by identifying prospects that didn't meet the credit risk department initial criteria, but was able to exceed the back end credit benchmarks in terms of marketing efficiency.

DataLab provides some of the nation's leading data-driven marketing solutions that enable national organizations to maximize the results from their marketing investment. They combine state-of-the-art technology with practical, hands-on experience to offer a full range of services including data analysis, predictive modeling, data processing, database management services, and list sourcing. Started 30 years ago, the privately held corporation is headquartered near Washington, D.C. in Germantown, Maryland.



Predictive Modeling      Data Analysis      Data Warehousing  
List Sourcing      Data Processing

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