



## Press Release Information 12/16/08

# DataLab USA Leads Direct Marketing Association's Analytical Challenge 2 Years In A Row

DataLab USA ([www.datalabusa.com](http://www.datalabusa.com)), one of the nation's foremost analytics and database marketing agencies, has announced that for the second year in a row, it has won an award at the Direct Marketing Association's Analytical Challenge. This competition is sponsored by the CAC Group and the DMA Analytics Council. This is an annual competition between the country's top database marketing analytical teams, challenging them to find an optimal solution to a marketing challenge.

In 2007, DataLab won first place, and in 2008 DataLab placed second in one of the closest finishes in the history of this competition. This year, the CAC Group invited members of the DMA's Analytics Council to optimize a cross-selling program. Contestants had to determine which customers to mail, and which of two offers to send to a customer, with the goal of maximizing profit at 80% depth of reach. The top three finalists were invited to present their models at the NCDM'08 Conference in Orlando.

Alex Aigner, EVP Business Development, stated "We are really excited to rank at the top of this competition for the 2nd year in a row, consistently outperforming some of the best known database marketing and analysis service providers in the U.S."

DataLab used its meta-model technique to create sub-models based on homogeneous data sets. The sub-models were used as inputs into separate response models for each offer, as well as a product preference model. These models were then fed into a profitability-maximizing algorithm.

DataLab provides some of the nation's leading data-driven marketing solutions that enable large national organizations to maximize the results from their marketing investment. DataLab provides unrivaled data based support to marketing-oriented Fortune 1000 organizations. We 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. For more information, please contact Alex Aigner at DataLab: 1-800-972-1430. [www.datalabusa.com](http://www.datalabusa.com).



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DL0119-0209