



DataLab USA: Just the Facts

WE HAVE BEEN PROVIDING SUPERIOR DATA-BASED SOLUTIONS SINCE 1979

DataLab USA combines superior technical knowledge with an acquired understanding of business processes. We deliver innovative, data-driven marketing solutions that surpass our client's expectations. Our goal is to provide the knowledge our clients' require to maximize their marketing efforts and increase their return on investment.

Unlike our competitors offering pre-packaged solutions, we achieve results by delivering intelligent, time-proven methodologies, customized to the most critical direct marketing challenges that our clients' face. Our philosophy is unusual in the industry today, as there is no attempt to "black-box" our programs or technology. Instead, DataLab's solutions come from years of real life experience working on the front lines of high-volume database programs. As opposed to theoretical ideas that have yet to be proven under fire, DataLab USA provides proven and practical solutions that are a logical extension of how intelligent business decisions are really made.

Our Capabilities:

- Our **award-winning Predictive Modeling team** has created hundreds of models. Time and time again, we have successfully out-performed our clients' modeling teams, as well as our clients' prior vendor models.
- Our **Data Warehouse** has over 75 processing machines, and contains over 75 terabytes online. We currently archive more than 25 terabytes per month and manage over 50 database servers and warehouses and are processing over **14 billion records annually**.
- We routinely produce **analysis reports** for our clients' campaigns and also provide secured online access to clients' that prefer create reports for themselves. Ask us about our **on-line reporting tool** (MER — Marketing Efficiency Reporting).
- Prospecting for new customers? Ask about our list sources, as we currently house more than 160 million prospect records and **2,500 data attributes that can be used to target better results for your marketing efforts**.
- Our experience includes a variety of industries, including: Financial Services, Education, Insurance and Retail.

Awards Include:

- **2nd Place 2008 DMA Analytical Challenge**
- **1st Place 2007 DMA Analytical Challenge**
- **2004 NCDM Database Excellence Awards Modeling Applications Winner**
- **2003 Direct Marketing Intelligence Awards**

DATALAB USA

20261 Goldenrod Lane
Germantown, MD 20876
Phone: 800.972.1430
Email: info@datalabusa.com

Visit us on-line at:

www.datalabusa.com

DL0106A-0109

Predictive Modeling

Data Analysis

Data Warehousing

List Sourcing

Data Processing

Below is a high-level menu of the services that DataLab provides.

Data Management Services:

- Database/Data Warehouse Architecture
- Database/Data Warehouse Construction
- Management and Hosting
- File Updating
- Process Consultation
- Turnkey Processes for Warehousing and Processing
- Customized On-line Reporting capability

Predictive Modeling:

- Response
- Conversion
- Delinquency
- Charge-Off
- Profitability
- Premium
- Churn
- Product Offer Optimization
- Incremental Rate of Return (IRR)

Data Processing Services:

- NCOA^{Link} (USA and Canada)
- CASS (USA and Canada)
- DSF2
- ANK^{Link}
- Direct Mail File Preparation
- Merge/Purge
- Data Cleansing/Hygiene
- Data Capture
- Data Conversion
- Customer Data Integration
- Results Reporting and Strategic Consultative recommendations
- Key code package assignment
- Phone number append
- Address Enhancement

Strategic Consultation & Program Optimization:

- Consultation regarding campaign selections as well as campaign performance.

Data Analysis and Mining:

- Marketing Campaign Analysis
- Post Campaign Retrospective Response Matching
- Lifetime Value Analysis
- Conversion and Lapse Analysis
- Custom/Prospect Profiling
- Test Design
- Preliminary Selection and Results Simulations

- Attrition
- Retention
- Cross-Sell/Up-sell
- Risk
- Win-Back
- Remail Model addressing list fatigue
- Lifetime Value
- Acquisition Cost Models

- Data Scrubs/Suppressions
- Scoring
- Segmentation
- Householding
- Agent Assignment by (Lat/Long)

**The Next Move is
Yours to Make**

