

# INFINITE SOLUTIONS

TURN THE BEST DATA INTO BETTER BUSINESS



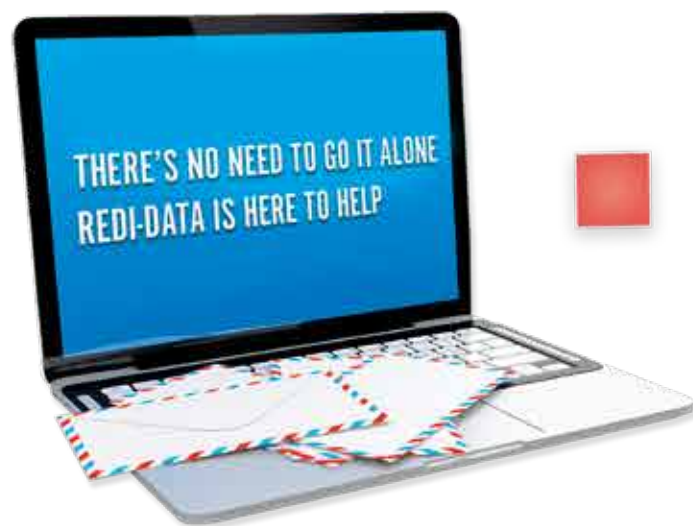
**Redi-Data**  
A Redi-Direct Company

# DID YOU KNOW...

email is an extremely effective way to reach out to new customers and increase your conversion rates?

According to the Direct Marketing Association (DMA), email marketing can generate an average ROI of over \$40 per dollar spent. However, without a trusted and experienced partner, you not only risk irritating potential new customers, but could also jeopardize your reputation.

To create and deliver the messages that capture the attention of your audience, you need data that's detailed, accurate, and above all... trusted.





A man in a dark suit and tie is shown from the chest up, holding a glowing, golden orb in his open palm. The orb emits a bright light and is surrounded by small, sparkling particles. A red staircase arrow graphic starts from the bottom left and points upwards and to the right, passing behind the word 'EXCELLENCE'. The background is a dark, starry space.

# EXCELLENCE

# QUALITY MATTERS

Redi-Data is the pioneer in email lists and email marketing. Whether your customers are healthcare professionals or consumers, our proprietary email databases are built of the highest quality available allowing you to leverage the perfect mailing list for your business needs.

We use some of the most technologically sophisticated software and systems to ensure timely and precise delivery of your message that maximizes sales opportunities. Plus, our data professionals consult you on best practices and strategies to reach your unique audience.

## WITHOUT ACCURATE DATA, YOU'RE NOT REDI









We combine years of marketing experience, dedicated and highly trained account reps, professional technical and data support with meticulous data hygiene processes. With a wealth of targeted selects at your disposal, it's easy to identify your perfect audience with the precision that will improve your response rates, increase sales opportunities and lower the cost of your important communications.

Updated weekly, permission passed and CAN-SPAM compliant, our lists are multi-sourced and verified by many different data sources. All opt-outs and bounces are removed within 1 hour of campaign deployment.

# BIGGER AND BETTER

## BEST-IN-CLASS HEALTHCARE PROFESSIONALS EMAIL LISTS

Cost-effectively break through to your target audience with the largest and most reliable email lists in the healthcare industry. As an official licensee of the AMA\* and ADA\*, Redi-Data's lists are the most robust, accurate and up-to-date lists of healthcare professionals. 100% multi-channel with matching postal addresses and phone numbers.\*\*

- |  |  |
|--|--|
|  Over 1.1 Million <b>Physicians</b> |  Over 800,000 <b>Nurses</b>             |
|  Over 74,000 <b>Dentists</b>        |  Thousands of Oncology Nurses           |
|  Over 101,000 <b>NPs</b>            |  Over 100,000 <b>Pharmacists</b>        |
|  Over 62,000 <b>PAs</b>             |  Thousands of <b>Diabetes Educators</b> |

## REDI-BUSINESS EMAIL LISTS

Reach over 5 million businesses and 15 million business contacts with permission-based emails. Target using SIC codes, job titles, geography, age, gender and more.

\* Email addresses are not AMA-PPD or ADA data

\*\* Where available

## REDI-CONSUMER EMAIL LISTS

Select highly detailed consumer profile criteria from over 70 million permissioned, CAN-SPAM compliant addresses and pinpoint your best prospects by hundreds of variables.

-  Demographic Groups
-  Occupations
-  Geography
-  Household Income
-  Residential Status
-  Hundreds More

## THE BEST CONSUMER AILMENT DATA IS REDI Over 12 Million Email Records

Our Consumer Ailment List provides excellent data regarding those actively seeking more information for specific ailments and diseases from the most common conditions to hard-to-find illnesses. This is an ideal file for marketers of pharmaceutical and OTC remedies, distributors of medical devices, hospitals and physicians.

## SUPPORT SALES THROUGH MULTIPLE CHANNELS

Each record contains email, postal, and demographic data, as well as phone information.\*\*

VIEW LISTS



# LAUNCH EMAIL CAMPAIGNS THAT GET DELIVERED



Combine industry-best email lists with Redi-Data's sophisticated email deployment platforms so your message will be delivered the most accurate and affordable way.

## REDI-DATA'S EMAIL DEPLOYMENT INCLUDES



### Technology

On-premise servers, software and database management can deliver campaigns powerful enough to reach millions, yet customizable for every individual with variable images, headlines, content, offers and more.



### Expertise

Experience in campaign strategy, anti-spam procedures, quality assurance, reputation monitoring and the industry's best practices for email deployment that produce superior results.



### Tracking and Reporting

Best-in-class analytics measure open rates, bounce-backs, click-throughs, conversions and more – sophisticated metrics that empower you to constantly refine your strategy and improve your ROI.



### Data Management

Lead generation, data hygiene and database building that leverages the power of customer intelligence and carries over into your company-wide marketing efforts.



# WHY CHOOSE US?



## COMMITMENT TO QUALITY

All our databases feature in-depth record profiles, are multi-sourced and verified, multi-channel and are updated daily for maximum deliverability.



## TRUSTED SOURCES

As an official licensee of industry leading sources, such as the AMA, ADA and AOA, we deliver postal lists from the top authorities in doctor information.



## BEST VALUE

With in-house capabilities, we offer a complete range of data services that can be customized to fit your specific business needs.



## INDUSTRY EXPERTISE

We have over 20 years' experience in the life sciences, pharmaceutical, CME/CE and specialty markets.



## KNOWLEDGEABLE SUPPORT

Our data professionals will help you develop a marketing strategy that turns the best data into real results.

# WITHOUT THE RIGHT PARTNER, YOU'RE NOT REDI

There is no need to go it alone. An effective marketing solution requires sourcing quality email data and effective deployment.

Redi-Data is an industry-leading provider of both.

We offer the experience, service and technology required to ensure a successful campaign.

*The Most ACCURATE Lists*

*The Most TRUSTED Sources*

*The Most AFFORDABLE Solutions*

Turn the Best Data into Better Business



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