

INFINITE SOLUTIONS

BETTER DATA, BETTER OUTCOMES



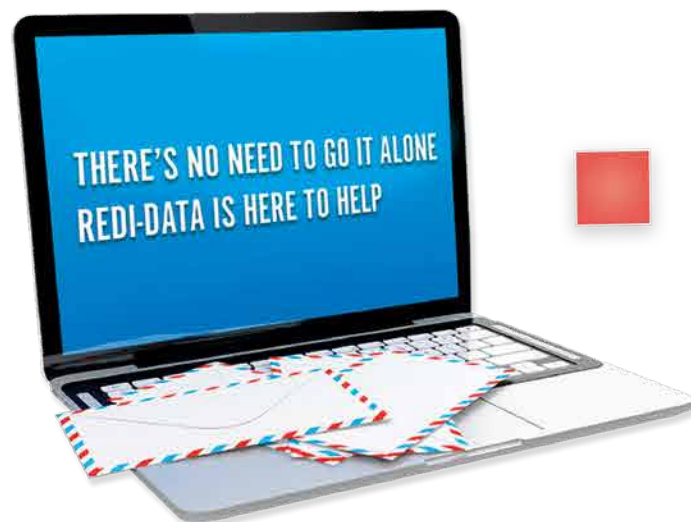
Redi-Data
A Redi-Direct Company

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 orange and yellow orb in his open palm. The background is a dark, starry space. A red line graph with an upward-pointing arrow is superimposed over the scene. The word "EXCELLENCE" is written in large, white, serif capital letters, with a red underline that follows the path of the graph line.

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*, 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 Physicians



Over 800,000 Nurses



Over 100,000 Dentists



Thousands of Oncology Nurses



Over 101,000 NPs



Over 100,000 Pharmacists



Over 62,000 PAs



Thousands of Diabetes Educators



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 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



Household Income



Occupations



Residential Status



Geography



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 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

Better Data, Better Outcomes



www.redidata.com

Headquarters

107 Little Falls Road
Fairfield, NJ 07004-2105
Phone: 973.227.4380
Fax: 973.808.5511

Sales Offices

20 E Taunton Road, Suite 520
Berlin, NJ 08009
Phone: 800.635.5833
Fax: 856.988.6662

4577 Nob Hill Road, Suite 211
Sunrise, FL 33351
Phone: 866.977.3282
Fax: 954.747.9721

www.redidata.com
sales@redidata.com