



**Get your essential business
information from Lists Direct.**



**LISTS DIRECT:
THE WINNING EDGE FOR YOUR BUSINESS.**

**LISTS DIRECT
196 HIGH ROAD
LONDON
N22 8HH**

Email info@listsdirect.co.uk
Voice +44 (0)845 871 2107
Fax +44 (0)845 871 2108



WHY CHOOSE LISTS DIRECT?

We are one of Europe's leading suppliers of B2B and B2C data, with a commitment to quality, value and service. We were recently recommended by *Marketing Magazine* for our clean and tested data!

Just look at what we offer:

- **We hold details of all key decision makers in organisations across the UK and Europe.**
- **All listings have verified phone numbers and 80 percent of them can be supplied with tested email addresses. We believe this is a unique proposition!**
- **Our B2B lists cover companies of all types and all vertical sectors.**
- **Our B2C lists cover all European demographics.**
- **All lists are designed for managers and decision makers in IT, finance, HR, purchasing, sales, marketing and other areas.**
- **All data is cleaned and constantly verified on a three-month rotation. The industry average is six months.**
- **We provide updates free of charge during your licence period. Other suppliers may charge you for this.**

We provide lists in Microsoft® Excel® format with a multi-use licence and unlimited use within your organisation ... PLUS a money-back guarantee on incorrect records!

Our knowledgeable, experienced staff are available to offer advice and guidance.

For a limited period we will bundle your data with a free copy of fc:DataManager, the data cleaning, de-dupe and analysis utility from Flying Cod Software.



DEDICATED TO SOLVING YOUR DATA PROBLEMS

Lists Direct provides precision data that will help you to grow your business and get marketing campaigns off to a faster, more effective start.

We are a leader in B2B and B2C databases. Our tailored marketing solutions are used by IT, HR, finance, purchasing, sales and marketing professionals across Europe. With our help you can target the individuals you want, within the largest corporates or down to the one-person operation – and all at decision-taking level!

As part of our commitment to added value we work with a number of business partners to bring you a total data solution. Every list we supply comes with a free copy of fc:DataManager, the utility from Flying Cod Software (www.flyingcod.com) that enables you to analyse, clean, merge, combine/split and de-dupe data on the desktop using simple, one-click screens. If you spend hours a month writing macros, or just want a graphical profile of your data, you'll love this utility! See the next page to find out more about this handy business intelligence tool.

We believe in our flexible, responsive service. We're so confident in our data that, unlike our competitors, you won't be asked to pay up front. We'll mail your list on a CD in Excel format (or upload it to your ftp server) and then we'll bill you on standard 30-day terms.

WHY YOU NEED LISTS DIRECT

Data from Lists Direct will keep you operating with the latest, executive-level information. Our European coverage, high level of email contacts and focus on decision makers with real power means that every penny you spend with us is an investment in your business.

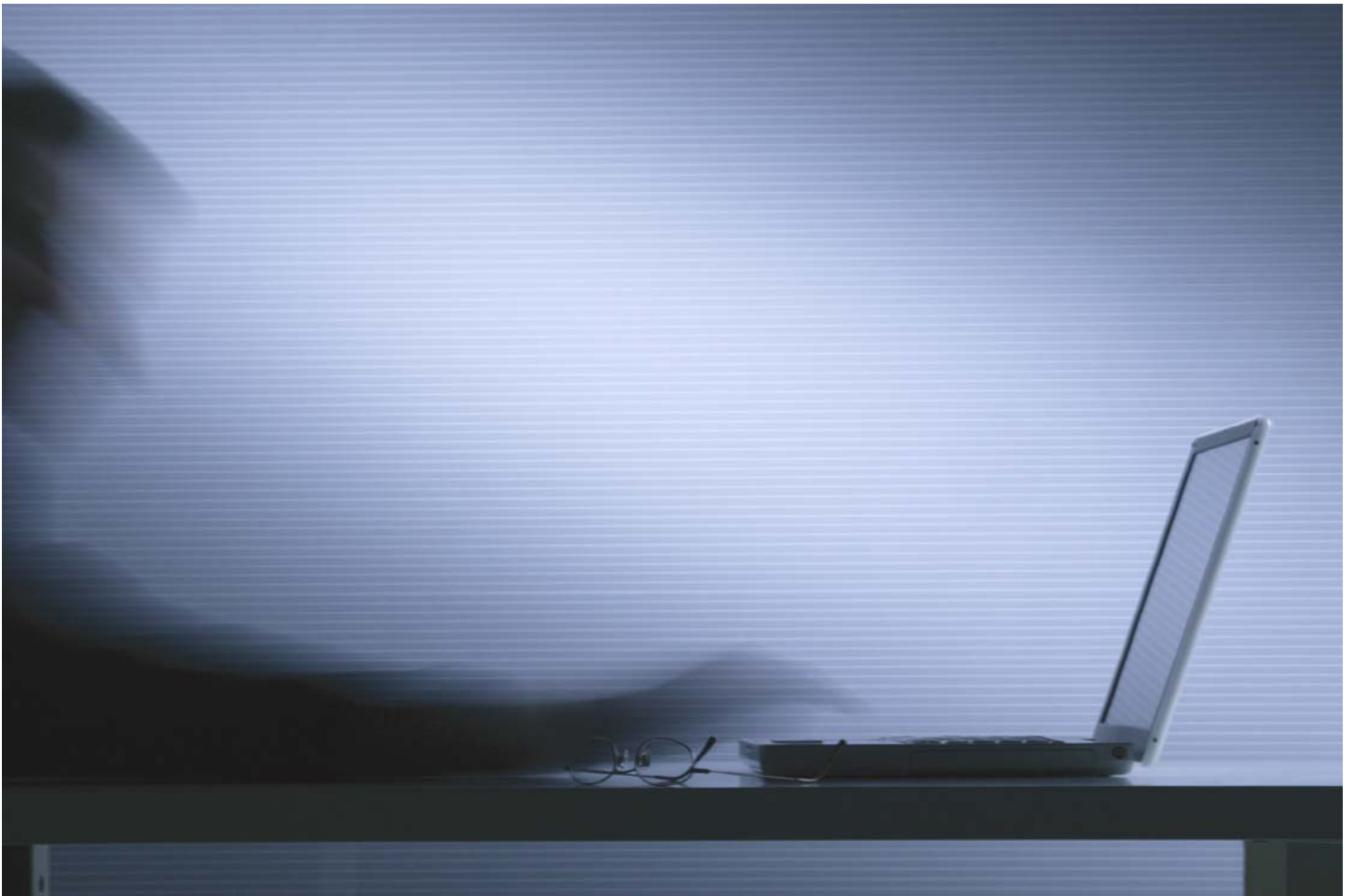
Your business thrives on a constant stream of new contacts and new prospects. If you don't renew your 'to call' lists regularly your existing records will grow old and fail to generate the added value you need.

We will work with you to analyse your data needs and create a profile that will generate the list you want, and deliver the results you need for sustained business growth.

Lists Direct offers a comprehensive data package that's designed to make your business more productive and profitable.

We believe our service is unbeatable for quality and value!

- Some of the best data in the business, covering all consumers and business types, all vertical sectors, all key decision makers!
- Over 80 percent of companies with tested email addresses.
- All companies have verified telephone numbers.
- All lists constantly updated for better accuracy.
- Multi-use licence, for simple administration.
- Free data updates during your licence period.
- Experienced staff to help you profile your needs and leverage your budget.
- A free copy of fc:DataManager, the data management solution from Flying Cod Software. This powerful utility will help you to leverage your data for efficiency and profit.



BROADCASTING YOUR EMAIL MARKETING CAMPAIGNS

Our dedicated broadcast team will ensure maximum email deliverability through the most secure email servers and spam filters. They will help you all the way, from the design of your message to account management, tracking and reporting, to ensure maximum return on your investment.

Assembling your message

We aim to make the assembly and test of your email campaign as fast and easy as possible. We will work with you to create a high-impact communication that achieves maximum deliverability.

Test for spam score

It's essential to avoid content that could attract the attention of spam filters. We therefore include 'spam scoring' in the message creation process.

Our process identifies words associated with spam (such as

'free') and displays results from *SpamAssassin*, the most widely used spam filter.

Client-specific sending

We can make bulk emails appear as though sent from your own company. In our experience this approach offers a higher rate of success whether measured by 'open' or 'click through' figures.

Efficient opt-out

Any email marketing campaign must include a simple opt-out route to satisfy compliance and deliverability requirements.

Providing quick and easy access to an unsubscribe process should reduce the number of complaints you receive but will also reduce negative brand impressions caused by a difficult or lengthy opt-out process.

Keeping lists clean

Our lists are cleaned and verified on a three month

rotation. Having been recently recommended by *Marketing Magazine* for our clean and tested data, you can rest assured that you are using the highest quality lists in the industry.

Sending your message

Most bulk email service providers fail to provide the kind of deliverability you need. Recent campaigns for our clients have achieved 'open' and 'click through' rates up to four times the industry average! Put simply, your next marketing campaign will be in safe hands!

Analysing the results

We will help you to analyse and interpret campaign statistics so you can measure performance and make improvements to the next campaign. Our precision tracking and reporting system will provide you with these statistics throughout your campaign.

TURN DATA INTO INFORMATION



fc:DataManager from Flying Cod software helps you to do more things with our lists than you ever thought possible! This powerful business intelligence tool brings you all the power of modern software, with fuzzy search and match capabilities PLUS a degree of analysis that will enable you to add value to your working day! It's the way ahead for top-quality data!

... And top quality data really matters! It cuts your operating costs, increases your revenue and boosts your profits. As you clean your data and eliminate duplications, you'll also be able to implement those vital data warehousing and integration projects and gain that important, 'single' view of each customer!

Fast and affordable, fc:DataManager will help you to do all this, and more! It will clean your data, analyse it and turn it into useful information – all on the desktop. It will let you 'see' and profile your data, identify gaps ... and take decisions. It will help you to allocate sales territories, identify overlaps, spot new opportunities ... the potential is enormous!

- Find and remove duplications
- Clean data by column, row, cell or file
- Merge data between unlimited files
- Combine any number of files
- Suppress records against a selected file
- Identify and correct data problems
- Unwrap/wrap records
- Import/export and format data
- Analyse data

fc:DataManager saves hours of management time. You need no special skills and there's no macro programming. If you work with a data processing bureau, just one pass of the de-dupe feature and fc:DataManager could pay for itself!

MANAGEMENT BENEFITS

- More accurate data for greater business efficiency.
- Reduced dependency on IT staff, freeing their time.
- Clean data in seconds.
- Increase office productivity and reduce postal costs by cutting duplicate data.
- Improve company image with clean, correct, standardised name and address details.
- Merge data from several files to deliver structured information.
- Wrap and unwrap data to/from one record making it easy to load into your databases.
- Analyse data to identify gaps, spot geographical trends and create information-rich reports.
- Suppress against exclusion files allowing you to target the prospects and customers you choose.

ADVANCED FEATURES

- Find and remove duplications.
- Clean data by column, row or cell.
- Merge data.
- Combine files.
- Suppress records.
- Identify and correct data problems.
- Unwrap/Wrap records.
- Import and format data.
- Export data.
- Analyse data.

AND EVEN MORE!

- Import and handle massive data files.
- Statistics module.
- Case converter.
- Scheduled automatic backups.
- Optional automatic backup before major change.
- Concurrent editing of shared data files.
- Restrict users to specific files and fields.

**A BRILLIANT
INTERFACE—AND ALL
THE INFORMATION YOU
NEED!**

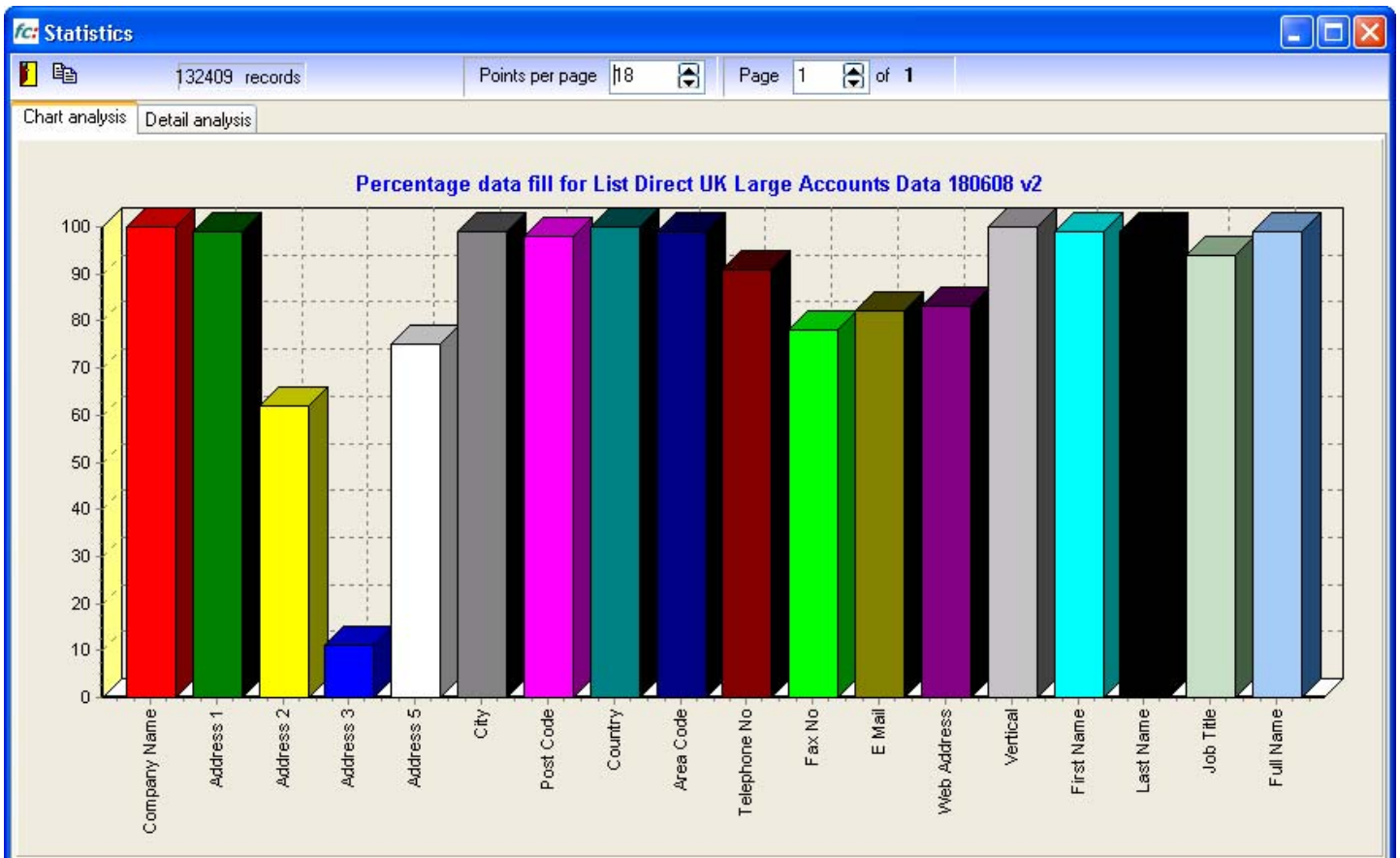
**fc:DataManager has a fantastic interface — you can always see what is happening.
Controlling its powerful features is easy using the simple click commands.
If you want to save time as well as money, it's the desktop data utility for you!**

The screenshot shows the 'fc:DataManager - Database: listdirectdb' window. It features a menu bar (File, Windows, Help), a toolbar with various icons, and a table with the following columns: Date, Record, File, Imported filename/Source, and Comment. The table lists various data imports, with the last row selected.

Date	Record	File	Imported filename/Source	Comment
17/06/2008 1...	436386	ListDirect_20080611_500k_Vertical_JobTit	C:\List Direct\ListDirect_20080611_500k_Vertical_JobTit.txt	
17/06/2008 1...	54291	Lists Direct UK IT Database a-g test	C:\List Direct\Lists Direct UK IT Database a-g test.csv	
17/06/2008 1...	61538	Lists Direct UK IT Database h-s	C:\List Direct\Lists Direct UK IT Database h-s.csv	
17/06/2008 1...	16587	Lists Direct UK IT Database t-z	C:\List Direct\Lists Direct UK IT Database t-z.csv	
17/06/2008 1...	12511	LD Germany	C:\List Direct\European Data\LD Germany.csv	
17/06/2008 1...	2498	LD Italy	C:\List Direct\European Data\LD Italy.csv	
17/06/2008 1...	482	LD Portugal	C:\List Direct\European Data\LD Portugal.csv	
17/06/2008 1...	1865	LD Spain	C:\List Direct\European Data\LD Spain.csv	
17/06/2008 1...	5027	LD Finland	C:\List Direct\European Data\LD Finland.csv	
17/06/2008 2...	26135	UK_LD_Data_Matched	C:\List Direct\UK_LD_Data_Matched.csv	
17/06/2008 2...	115829	Ah and Hs		
17/06/2008 2...	132409	LD UK Data Combined		
18/06/2008 1...	132409	List Direct UK Large Accounts Data 180608 v2	C:\List Direct\List Direct UK Large Accounts Data 180608 ...	

Fast start.

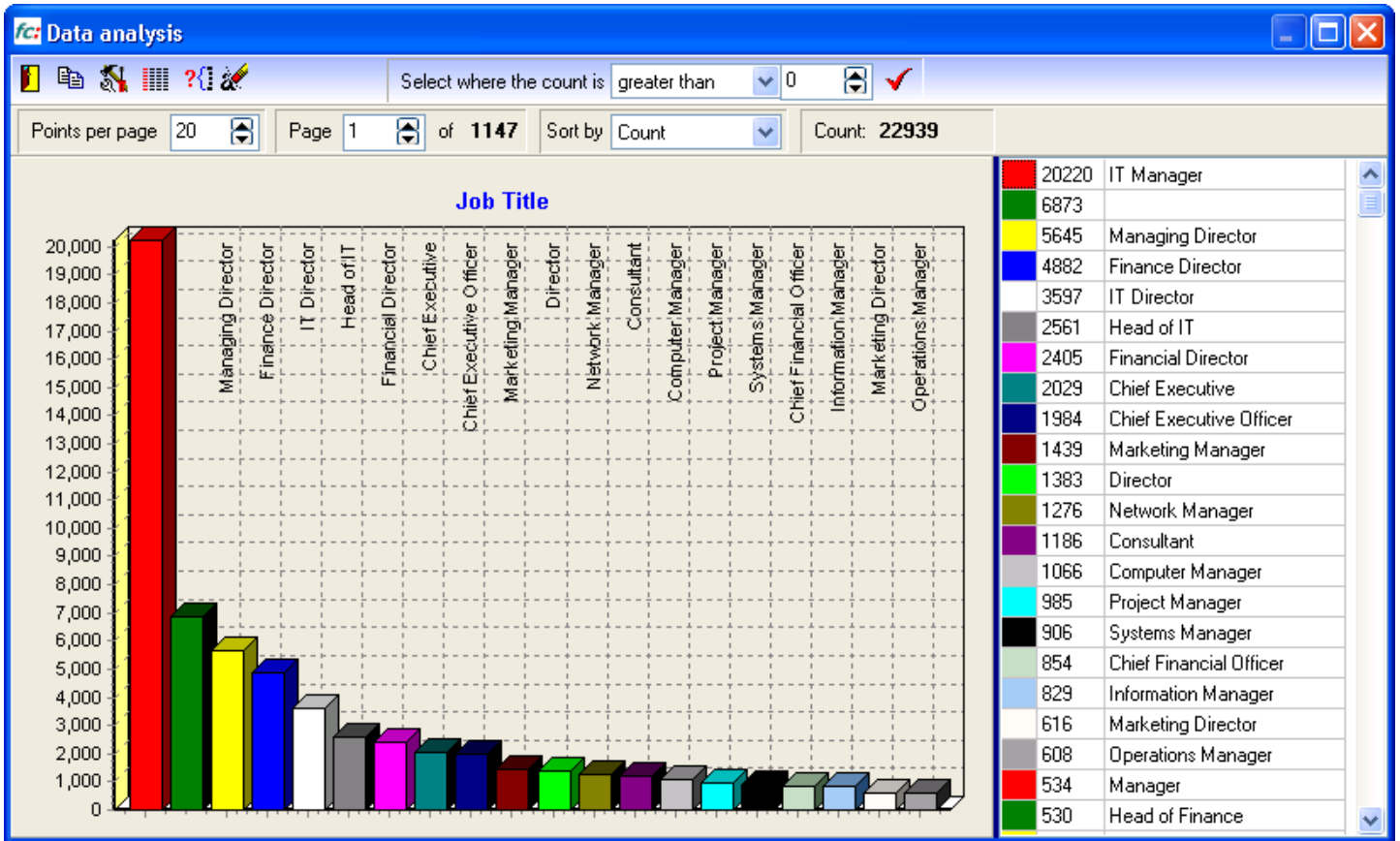
The main screen shows all your working files.



Graphical analysis.

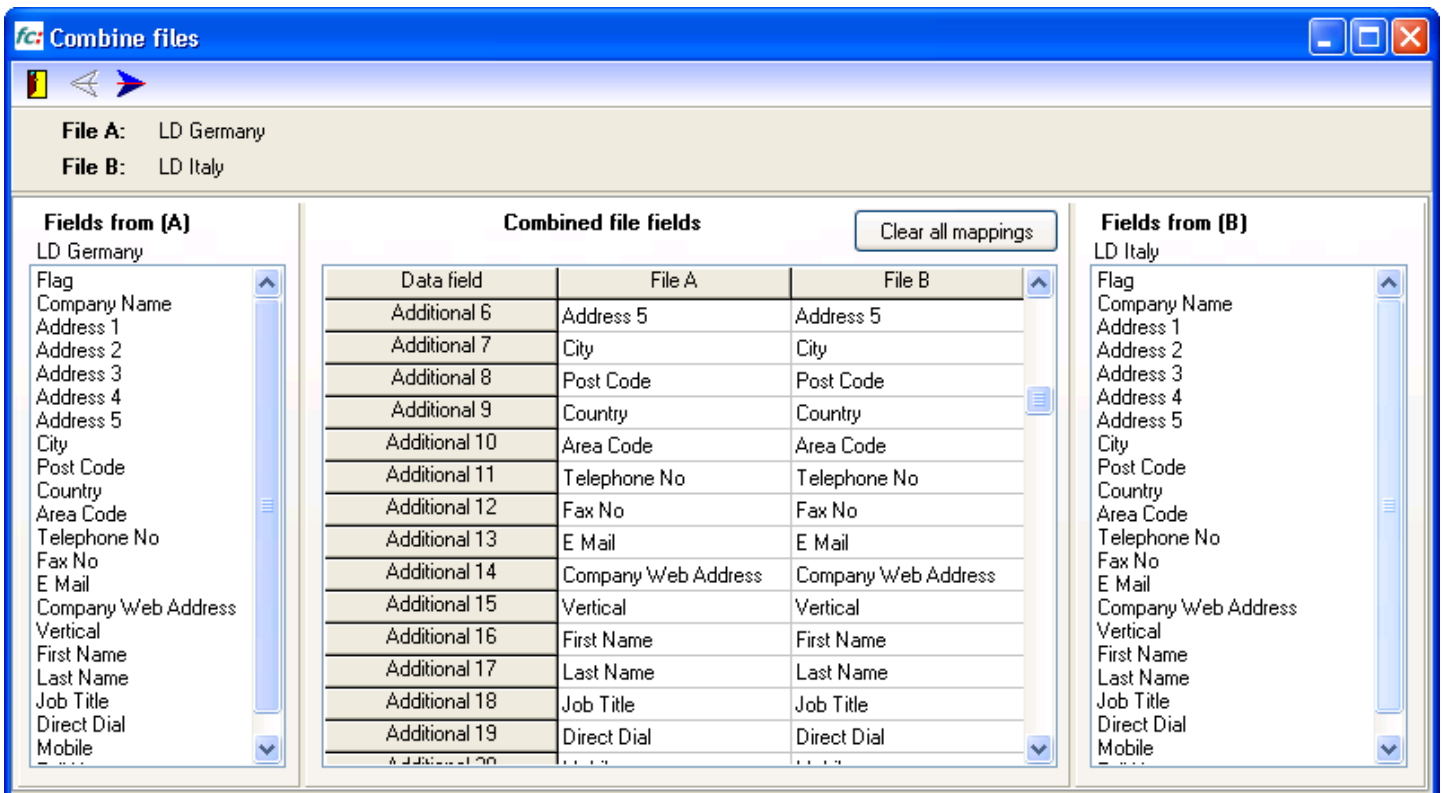
fc:DataManager offers a wide range of analysis tools.

This one shows a graph of field fill levels. Percentages can also be displayed.



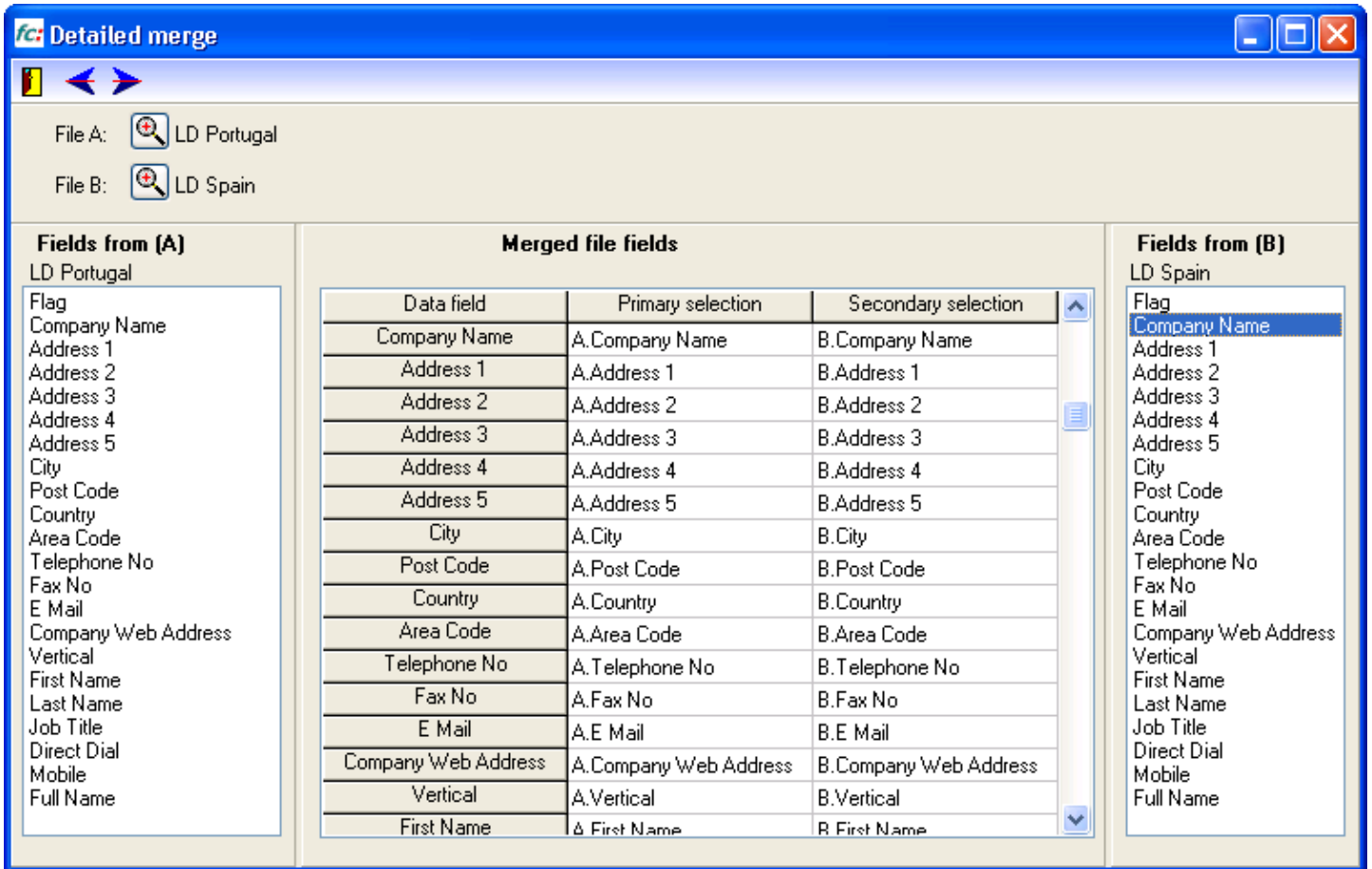
Graphical and tabular analysis.

Whatever data you manage, fc:DataManager lets you take an expert 'view' over it, just the way you want. Graphical, tabular or both! You select the data, fc:DataManager does the rest.



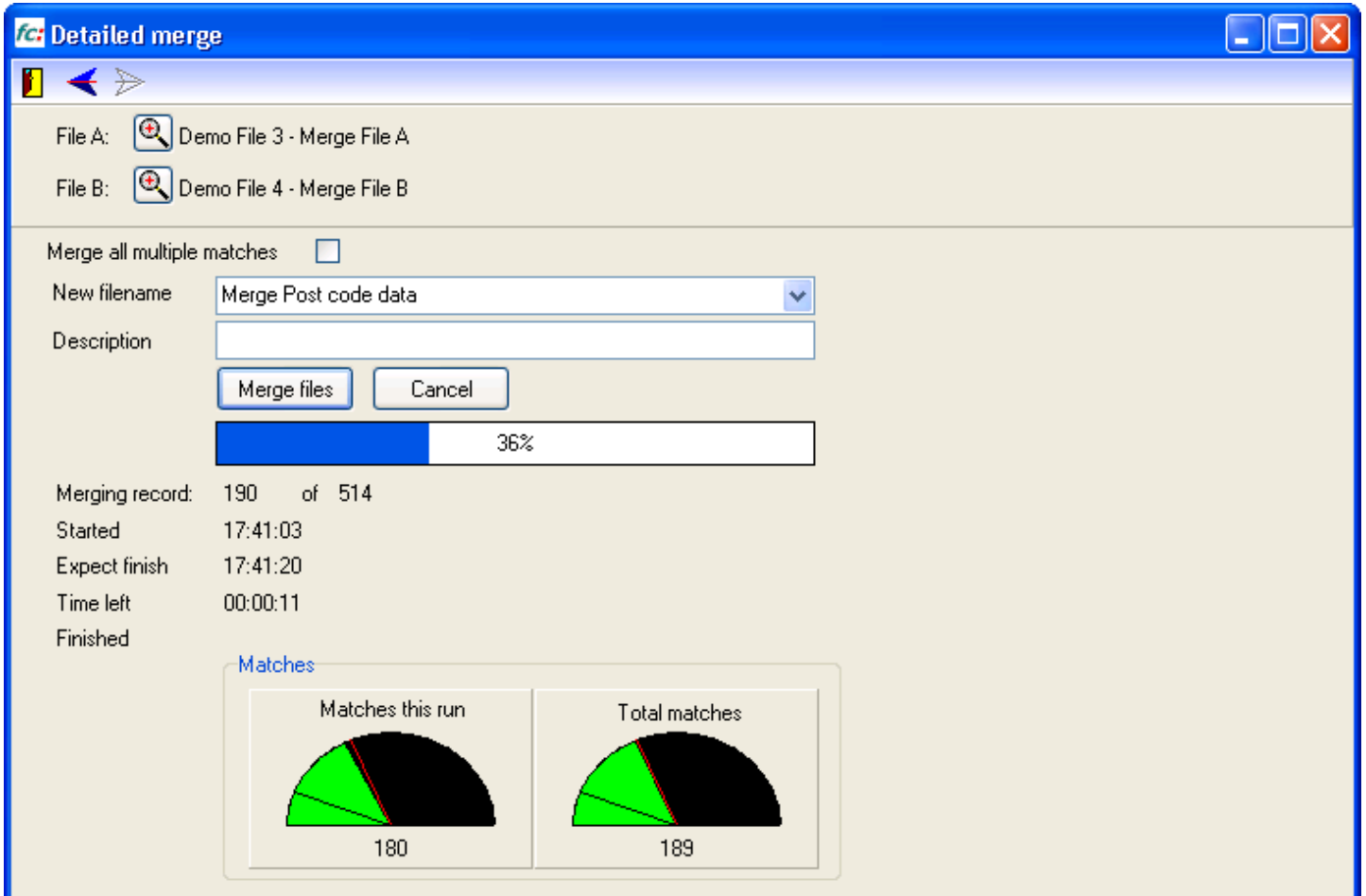
Combine.

This feature lets you integrate files with different fields.



Merge the way you want!

fc:DataManager's Merge facility lets you select the fields to merge once a match is found.



See where you are!

fc:DataManager gives a dynamic view of merge progress.

fc De-Duplicate

25 Show All records All duplicate records Grid progress 100%

Select fields to check: Ignore blank fields

Field	Method	Field	Method
Company Name	Fuzzy		
Firstname	Exact match		
Last name	Exact match		

Update... Field to To value (use *Blank to clear)

Field	To value (use *Blank to clear)

Number	Shortname	Firstname	Last name	Name	Salutation	Company Name	Add Line 1	Add Line 2	Add Line
100	ACTION	Paul	Smith	Paul Smith	Mr Smith	ACTION ON ADDICTION	Eagle Court	63-73 Saltisford	Warwick
101	ACTION	Paul	Smith	Paul Smith	Mr Smith	ACTION ON ADDICTIONS	Eagle Court	63-73 Saltisford	Warwick
34	British	F J	Donachie	Mrs F J Donachie	Mrs Donachie	British Telecom Ltd	Alderley House	Alderley Pk	Macclesf
35	British	F J	Donachie	Mrs F J Donachie	Mrs Donachie	British Telecommunication Ltd	Alderley House	Alderley Pk	Macclesf
54	BRAND:LIVE	T	Lake	Mr T Lake	Mr Lake	BRAND:LIVE	Main Library Building	Aldermaston	Reading
54	BRAND:LIVE	T	Lake	Mr T Lake	Mr Lake	BRAND:LIVE	Main Library Building	Aldermaston	Reading
76	CIRCA	Philip	Shaw	Mr Philip Shaw	Mr Shaw	CIRCA GROUP	London		
76	CIRCA	Philip	Shaw	Mr Philip Shaw	Mr Shaw	CIRCA GROUP	London		
14	GLASS	I	Jobson	Mr I Jobson	Mr Jobson	GLASS AID (GB) LTD	Northcliffe House	2 Derry St	London
14	GLASS	I	Jobson	Mr I Jobson	Mr Jobson	GLASS AID (GB) LTD	Northcliffe House	2 Derry St	London
61	LONDON	J	Glasspoole	Mr J Glasspoole	Mr Glasspoole	LONDON JAZZ RADIC PLC	Broadheath	Altrincham	
62	LONDON	J	Glasspoole	Mr J Glasspoole	Mr Glasspoole	LONDON JAZZ RADIO	Broadheath	Altrincham	
120	MCN	D S	ROWLANDS	MR D S ROWLAND	MR ROWLANDS	MCN MEDIA	Avaya House	Cathedral Hill	Guildford
120	MCN	D S	ROWLANDS	MR D S ROWLAND	MR ROWLANDS	MCN MEDIA	Avaya House	Cathedral Hill	Guildford
87	MORRIS	Hilary	Rymer	Mrs Hilary Rymer	Mrs Rymer	MORRIS UK	2 Great Eastern Wha	Parkgate Rd	London
88	MORIS	Hilary	Rymer	Mrs Hilary Rymer	Mrs Rymer	MORIS UK	2 Great Eastern Wha	Parkgate Rd	London
26	NEWSPAPER	Emma	Jackson	Mrs Emma Jackson	Mrs Jackson	NEWSPAPER MARKETING AGE	Providence House	8 Providence Pl	London
26	NEWSPAPER	Emma	Jackson	Mrs Emma Jackson	Mrs Jackson	NEWSPAPER MARKETING AGE	Providence House	8 Providence Pl	London
70	NORPRINT	Richard	Earnshaw	Mr Richard Earnshaw	Mr Earnshaw	NORPRINT LABELLING SYSTEM	Unit 34 Waterside	44-48 Wharf Rd	London
71	NORPRINT	Richard	Earnshaw	Mr Richard Earnshaw	Mr Earnshaw	NORPRINT LABELLING Ltd	Unit 34 Waterside	44-48 Wharf Rd	London
71	NORPRINT	Richard	Earnshaw	Mr Richard Earnshaw	Mr Earnshaw	NORPRINT LABELLING SYSTEM	Unit 34 Waterside	44-48 Wharf Rd	London
183	STIMULUS	M	Roberts	Mr M Roberts	Mr Roberts	STIMULUS	Rectory Lane	Berkhamsted	Hertfords

25 row(s) fetched from 522 record(s) in 609 milliseconds.

Easy de-dupe!

See how fc:DataManager's fuzzy match technology identifies duplicates accurately, even when they are not exact.