



PRODUCTS AND SERVICES OFFERED

Our product line changes weekly! Not a week goes by when we are not inventing new products, creating new applications, and writing new systems and programs.

Many of our products have been created collaboratively with our clients. If a need is detected, we can create a solution. A client should never hesitate to ask, "Can you...?"

Inevitably, we CAN.

Here is a list of the products and services that are most commonly requested by our clients.

- Consultation/Campaign Planning
- Custom Programming
- Database Creation/Maintenance
- Data Entry
- Data/File Conversions
- List Brokerage (Ordering and obtaining list exchanges, upscale rentals, and demographics.)
- List Management
- Merge/Purge (Duplicate elimination)
- National Change of Address (NCOA)
- Nixie and Direct Marketing Association (DMA) Pander File Suppression
- Postal Pre-Sorting
- Audience Research
- Database Analysis
- Date of Birth Appending
- Date of Death Appending
- Back End Analyses (Response reports by list segments, zip code, SCF, multis, uniques)
- Telephone Number Cleaning (Telephone appending and verification)
- Telemarketing Lead Generation
- PRIZM Cluster Analysis
- PRIZM Code Appending, Modeling, Screening
- TRIM (Targeted Response Improvement Method. Modeling proprietary to EnerTex Marketing.)
- Federal Do Not Call Lead Suppression and Flagging
- Processing Renewals, Generating Renewal Forms, Generating Renewal Telemarketing Leads
- Annual Fund Data Processing
- Linking Marketing Databases to Development Databases
- Patron Crossover Analysis
- Subscriber Tenure Analysis