



EXECUTIVE SUMMARY

Database modeling is not new, but finding a **modeling solution that is operationally and financially practical for the brokerage and management industries** has been an elusive target – until now. DataPrime LLC is a data modeling company with unique offerings that produce significant results for its direct marketing clients.

DataPrime's Program Response Optimization (PRO) System™ is uniquely designed to serve these markets. We provide a “no barrier to entry” offer – **we will prove what we can do for free before you have to spend any money!**

For brokerage clients we can dramatically increase the universe of leads that will work for you by utilizing the DataPrime PRO System™ to lift the performance of marginal lists. We will customize a response model for you that can be used to identify subsets of lists that will typically provide a 15%-50% bump in results.

For management clients we can significantly increase the number of times you turn your file by utilizing the DataPrime PRO System™ to tailor your list for rental clients as needed. Custom models built for individual rental clients can convert unsuccessful list tests into monthly renters and can allow existing clients to rent deeper into your file.

The best part of the DataPrime solution is that **we will create your model(s) and prove our effectiveness to you for free.** This can happen quickly and easily. **Basically, DataPrime does all the work and you get the proof in a matter of days.** To begin, all we need are some past marketing results.

Here are the steps:

- Identify a historical campaign(s) that produced 2,000 to 15,000 sales.
- Divide the data into two groups, one to be used for the model (responder data is included) and one to be used for the model validation test (responder data is NOT sent to DataPrime).
- Send DataPrime the mail files for both groups and the responder file for the modeling group.

The rest is up to DataPrime. We will:

- Overlay the model data group (that includes responder information) with a series of attributes that will tell us about your buyers and non-buyers and we will use this insight to create a custom model for your product/service – this typically takes only 2-3 days.
- Produce a model report outlining the potential of your model – completed at the same time as the model.
- Overlay the model validation test data group (that does not include responder information) with the same series of attributes and implement the learning from the model to identify your best prospects – you then match back the responder data to see how well we did in selecting likely buyers.

For more information contact Paul Mengden, President

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