

HOW TO TURN A SEA OF DATA INTO DATA THAT SEES RESULTS.

With direct mail, data is everything. If your data is bad, you'll end up with an ineffective marketing campaign. One simple example: customer lists where the name or address for one household is entered differently several times. What happens? Multiple mailers go to the same home. Instead of connecting with your customer, you inundate them — and alienate them.

At **VisionDirect**, we use state-of-the-art technology to manage our client's data. The result? Data that's clean and up to date, and a direct mail campaign that's more efficient and more effective. When you have the right direct mail house, direct mail can be easy. That's why the Indiana School of Medicine, Somerset Group and the Indianapolis Symphony rely on **VisionDirect**. How can we help you? **Contact Doug Switzer at 317-283-1700 or Dswitzer@vdirect.us**



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