

DATABASE RESOURCES

AUTOMATED BUYING

LICENSING

Professional Media Management
Grand Rapids, MI

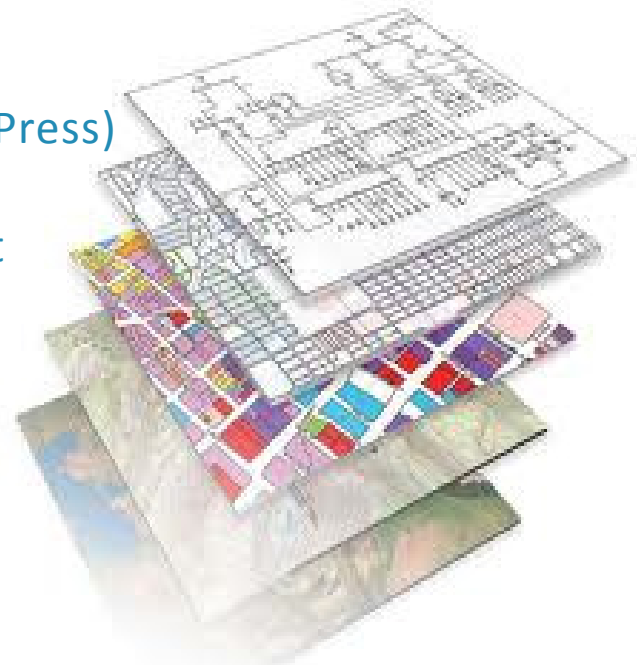
Media Buying & Analytics Database Licensing

Professional Media Management (PMM) is the leader in the application of *new* and *unique* technologies and we have transformed the old-fashioned print and delivery industry into a near surgically targeted marketing operation. Our technology is available for licensing and/or PMM can function as your print services “back room”.

Who should consider this service?

If your clients use Direct Mail, ROP (Run Of Press) or FSI (Free Standing Insert) and require “smart-targeting”, then contact us for more information.

- | | |
|--------------------------|-------------------------|
| Smart Mapping | GIS-based details |
| Consumer Index Data | ESRI consumer data |
| Appropriate Publications | Circulation overlays |
| Automated Ordering | Order generating system |
| Licensing Agreements | Available for your use |
| Turn-Key Services | We can do it all |



*Growing-Evolving
Valuable Partner
Inventive-
Innovative Solutions*



Utilize or License Our Full-Service Analytics

Our clients range from major grocery chains to national restaurant chains, cable providers and direct sales companies; all of whom have turned to our technology solutions to reduce their acquisition costs while increasing ROI.

WATCH YOUR MARGINS GROW

PROFESSIONAL MEDIA MANAGEMENT www.promedmgt.com

Headquarters: 528 Bridge St. NW, Suite 7, Grand Rapids, MI 49504 800.242.0073 info@promedmgt.com

Northeast Regional Office: Box 445, Greenport, New York 11944 631.604.0456





Drive Products to Market with ROADMAAP™ and The Road Report™

Our services include:

- Smart Mapping
- Consumer Index Data
- Appropriate Publications
- Automated Ordering
- Licensing Agreements
- Turn-Key Services
- GIS-based details
- ESRI consumer data
- Circulation integration
- Order generating system
- Available for your use
- We can do it all for you

Did you know that you could raise the rate of return from your marketing and advertising investments simply by utilizing information you already have? PMM has created an analysis tool developed solely to monitor media ad effectiveness. What happens when you run a 10 for \$10 event in your weekly ad and 1 time support it with ROP and another time you don't? How were each of your store's sales affected by each media test?

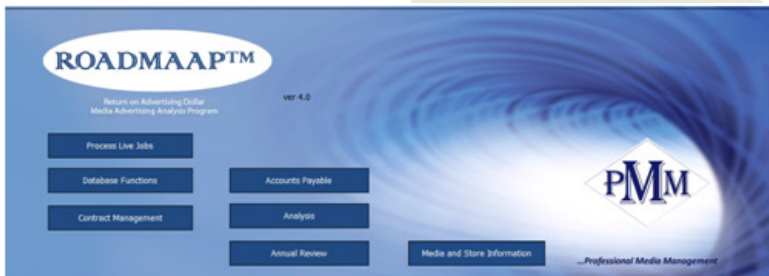
We call this proprietary database The ROAD REPORT™, which analyzes the results of a media event on a store by store basis.

- ◆ Justify your marketing dollars with powerful data. Use information and

- insights to improve customer satisfaction, understand the competition, raise service quality and identify your best customers.
- ◆ Use analytics to identify what will drive your business to the next level
- ◆ Analyze the impact of your sales events through tracking
- ◆ Stay on top of past and emerging competitive trends
- ◆ Determine demographics in your area and purchase trends by industry, size, geography, etc.
- ◆ Demonstrate the effectiveness of a certain ad or event
- ◆ Use analytics to help with a performance turnaround

Let PMM provide the results to you with proven examples for future improvements.

[Contact us](#) for a free demo of either of PMM's proprietary databases ROADMAAP™ or The Road Report™



Get the most out of your ads with our databases

"PMM has shown their expertise in offering many new marketing ideas and has the capability to manage implementation."
– David Somerset, Director of Marketing-Spartan Stores

"PMM's mapping and analytical tools are invaluable and their team members are professional and a pleasure to work with."
– Edward S. Rix, VP Marketing & Advertising, MC Sports

Growing-Evolving Valuable Partner Inventive-Innovative Solutions

PARTNERSHIPS *How PMM can be of assistance is dependent on your needs.*

Some agencies and businesses have complete departments that work in local print and just need a small piece of the puzzle. Others would like to have the luxury of a full department but find the establishment a daunting and costly task.

We have any number of "handles" to grab from "soup to nuts" to a single aspect of our services. We are open to discussions on all levels and hope you take the time to contact us at your earliest convenience, tell us what you need and start the ball rolling.



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