



||| DIRECT MARKETING. Getting the right people using the right data

Latinlists multiplies your customers

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Many of today's companies simply do not know how to get more customers than they have in order to achieve more sales and thereby, increase their productivity.

Amidst stiff competition offering better products and services from all sides, they could use a little help from the so-called direct marketing method which, in a few words, attempts to send out messages to consumers without any use or intervention of the common media.

But who exactly provides with direct marketing services? Well, here's a hint.

With about three years operating in Venezuela, Latinlists is Latin



LATINLISTS

America's largest provider of listings for direct-marketing purposes and at the same time, it relies on 50 million records of consumers from the most relevant social strata in the continent.

These listings are defined as segmented databases from people containing key demographic, psychographic and contact informa-

tion ready to be used for direct marketing.

This way, Latinlists makes a perfect "profile match" of its potential customers by taking advantage of its own "Master Database" and provides with the accurate data of people coinciding with the same characteristics that someone could get through direct-marketing campaigns.

Latinlists' listings are permanently updated from assorted sources like public information posted in real time on the information superhighway (meaning of course, the Internet), retrieval from public and mercantile records; directories, guides and other publications; raffles, promotions, contests, events and questionnaires

made via physical, phone, email, Web and SMS.

That said, Latinlists reckons all the demographic, geographic, psychographic and consumption habits information of people that easily helps the company recoup - and process - all the data with great accuracy. It also debugs it and constantly keeps it up to date, thus not missing any minimum detail.

Just identify the consumer profile you need and Latinlists will take care of the rest.

Besides Venezuela, Latinlists is currently operating in Ecuador, Argentina and other countries in Central America. It has future plans to branch out to Colombia, Chile and Peru. Further details can be found on www.latinlists.net. |||