

75%

OF AMERICAN ADULTS READ DIRECT MAIL ADVERTISING. THE TIMING OF THE PIECE AND CONSUMERS' NEED FOR THE SERVICE HAVE THE MOST IMPACT ON WHETHER DIRECT MAIL IS OPENED.

Source: © 2008 Vertis Customer Focus® - Marketing 2007

Surveys

When you need information about your customers' attitudes, preferences, and buying behaviors, Vertis Communications can develop and administer a survey to gather the specific data you need.

- Phone surveys are a valuable and comprehensive way to reach all households.
- Web-based surveys gather information from Web-active target segments faster and at a lower cost than phone surveys. They also enable concepts to be visually presented for customers' reactions.
- Conjoint analysis asks customers to choose between specific attributes and factors that influence their buying decisions, using modeling to reach more definitive results. This research is particularly beneficial in new product development and pricing decisions.

Customer satisfaction research

Discovering your customers' specific needs and determining their overall satisfaction with your products and services is among the most valuable research investments you can make. Customer satisfaction research provides you with a quantitative indicator of your potential for future business and how to maximize these opportunities. Vertis can help you develop a customer satisfaction program or optimize your existing one, including diagnostic measures to isolate components by customer segment or geography or to determine overall satisfaction.

Consumer Insights





Maximize the impact of your marketing with a deeper, more meaningful understanding of the habits and attitudes of your customers.

By grounding your marketing efforts in valuable facts, figures, and findings, Vertis Communications helps ensure your decision-making and empowers you to develop more compelling and relevant marketing.

Plan your marketing strategy using proprietary research from Vertis

With budgets shrinking and competition on the rise, marketing professionals must make every dollar count. Vertis can help with a comprehensive set of proprietary studies that deliver unique insights into customer behavior across all major markets.

Customer Focus® surveys

Vertis can help you understand the buying decisions your customers are making through our proprietary Customer Focus® surveys, which include Customer Focus® Retail, Customer Focus® Direct Marketing, and Customer Focus® Opiniones. Conducted for the past 10 years on a continuous cycle to build on prior research, this analysis of American consumers' demographics, psychographics, and media trends and behavior draws on data collected from up to 3,000 annual telephone interviews, resulting in a +/- 2% accuracy at a 95% confidence level in a variety of business segments such as financial, insurance, grocery, automotive, home improvement, furniture, and more. Vertis incorporates input from a variety of retail and direct marketing client partners, resulting in an even richer resource for marketing strategy

Customized reports

Gain a highly focused picture of your specific marketing environment with customized reports. Vertis mines the wealth of demographic and psychographic data included in our Customer Focus studies to identify your most promising prospects and the best media vehicles to reach them.

Return-To-Sample studies

Using a Return-To-Sample study, Vertis can deliver even greater detail about your specific market than our Customer Focus surveys or custom studies. A custom survey based on your own questions, Vertis polls segments of the same sample group used in our Customer Focus surveys to provide data that is specifically tailored to your industry, target market, and conditions.

RISC (Research Institute on Social Change)

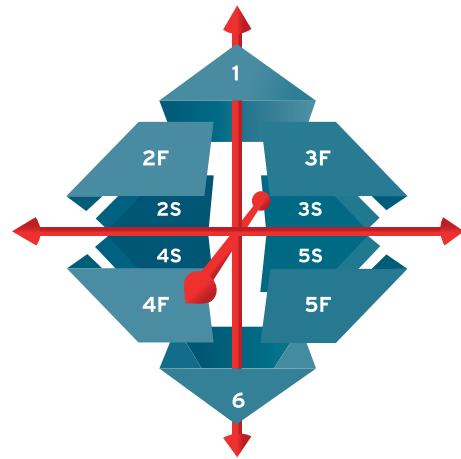
As a long-term provider of the RISC AmeriScan telephone survey, Vertis provides you with a rare perspective on the complex mindsets and motivations of specific consumer groups, the forces at work in society, and how they in turn affect consumers' attitudes and behaviors. Using our proprietary Vertis DataDrivenDesign™, we can deliver the media and creative design that will have the most positive effect on your customers to help you more successfully target and reach that audience

Gain customer insight on an individual level with custom research from Vertis

Vertis can provide you with valuable primary data on your specific customers using qualitative research, surveys, and customer satisfaction studies. This insight into your customers' specific lifestyles, purchase habits, motivators, and media preferences will give you a distinct advantage in influencing their buying decisions.

Qualitative research

- Traditional focus groups provide face-to-face reactions to your concepts, marketing campaigns, or brand to help evaluate their effectiveness.
- Online focus groups combine the immediacy of traditional focus groups with the ability to gather hundreds of responses at once to gain both qualitative and quantitative data.
- Ethnographic studies provide in-depth insight into targeted customer segments using one-on-one interviews, visits to customers' homes, and revealing peeks into their specific lifestyles and behaviors. This research is particularly valuable for informing creative strategy.



TARGET YOUR CUSTOMERS

Using RISC AmeriScan to monitor consumer cultural attitudes, Vertis Communications provides a rare perspective on the complex mindset, motivation, and anticipated purchase behavior of your target consumer groups.

84%

OF AMERICAN ADULTS READ ADVERTISING INSERTED PRODUCTS. THESE SHOPPERS TURN TO ADVERTISING INSERTED PRODUCTS BEFORE ANY OTHER MEDIUM TO MAKE THEIR BUYING DECISIONS.

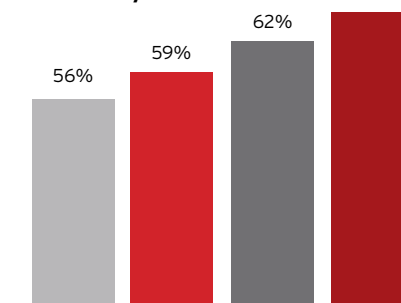
Source: © 2008 Vertis Customer Focus®: Retail 2008

64%

OF HISPANIC DIRECT MAIL READERS RESPONDED TO DIRECT MAIL ADVERTISING. THESE SHOPPERS VISITED THE STORE OR WEB SITE, CALLED THE 800 #, OR REPLIED VIA MAIL.

Source: © 2007 Vertis Customer Focus®: Opiniones 2007

Brand name availability ranks highest with RISC consumer groups 'Trailblazers' and 'Loyalists'.



BRAND NAME AVAILABILITY

Go-Getters
 Loyalists
 Influencers
 Trailblazers

Source: © 2008 Customer Focus®: Retail 2008