



## Call us ...

We may be a little bit old fashioned for a high-tech company – We would like to talk to you.

When you are ready to discuss your needs, call us at 972.248.0451 X 230.

## Available Catalogs

### • Neighborhood Clusters

Covers the Neighborhood Cluster product and its benefits to users for mailing, delivery and target marketing.

### • Address Lists

Covers the 150 million plus household address file owned by Willowbend and the options for renting and using the file.

### • Target Marketing

Covers the data files that are available for use in target marketing programs for mailing or for delivery or route service companies.

### • Data Services

Covers the in-house services that Willowbend provides including data hygiene, lists standardization, geocoding, router building and more.

### Applications

Covers the proprietary applications developed by Willowbend including Route Xpert<sup>2</sup>, Operations Xpert (A publication or product web delivery information portal), Distribution Marketing Xpert, and Mailing Xpert,

Tech Times Issue 00 Month Year



21<sup>st</sup> Century GeoMarketing Solutions

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# Data Services Catalog



## The Help You Need

List Hygiene  
List Processing  
Custom Digital Maps  
Route Creation  
Route Optimization  
Data Appending  
Geocoding

## Solutions For GeoMarketing

GeoMarketing is the integration of geographic information into direct mail programs, target marketing campaigns, and distribution processes. Integrating geographic information into these areas of business increases the cost effectiveness of any marketing program or distribution process.

## Willowbend Corporation

Willowbend Corporation has been in the business of delivering sophisticated GeoMarketing solutions since 1988. Willowbend owns an address file of over 150 million households and business in the US, maintains a digital map of the US, has developed its own proprietary applications for distribution, mailing and marketing and is ready to help you find the answers.

## The “Ultimate” Data Source for GeoMarketing



### Data Services

Many times it is simply not economical to own the hardware and license all the applications and data necessary to do a job or produce a service that it only utilized on a periodical basis. Also, many times is not efficient to have on staff the experts needed to process information that is highly technical in nature.

We can help. We maintain a data center staff that is dedicated to helping you. If your need is going to be periodic or even just one time, we can help. If the nature of your need is highly technical or would otherwise require the purchase of a large data set, we can help.

If you don't see what you need here that does not mean we cannot help you. Contact us and let us know what you need to do. Here are some of the services we provide on a regular basis to customers.

**Address List Hygiene** – Cleaning of duplicates from files. Standardization to USPS standards.

**List Processing and List Hosting** – Managing lists for mailing or reentry into a customer database. Merge-purge of multiple address files against each other. Creation of new customer solicitation mailing or delivery lists.

**Custom Digital Maps** – Digital street and company boundary maps. Digital maps of sales territories. Digital street maps and boundaries of delivery routes.

**Route Creation and Route Optimization** – Development of delivery or marketing areas for a city or state. Optimization to the fastest and shortest way to travel a delivery or sales territory. Creation of a sequenced delivery manifest for use in the field. Router building.

**Appending of useful operational and target marketing data to a list** – Appending of census or postal information to a customer or market address list. Appending of demographics or selective address list information from 3<sup>rd</sup> parties such as Experian or Claritas. Appending of specialty information such as Willowbend Neighborhood Clusters<sup>™</sup> properties of an address file.

**Geocoding** – Appending Longitude and Latitude to your addresses.

**And, much more.** Let us know what you need and we will get you a quotation as quickly as possible to see if we can meet your requirements for timing, price and quality.

Read on.



“Byrdes of on kynde and color flok and flye always together”

No, spell check did not fail us.

This is the original quotation from The Rescuing of Romish Fox, by William Taylor -- first published in 1545. Taylor didn't know the wide spread usage his prose would find over the centuries.

Today we say "Birds of a feather flock together." This phrase has become one of the basic premises of target marketing in the 21<sup>st</sup> century. No one can waste money on marketing or distribution programs without knowing where the birds flock -- and what is the best way to reach them.

Retailers must know what potential customers are located close enough to their stores to be prospective customers. Target marketers must know what households or businesses share similar characteristics to be prospective buyers. Delivery companies must know which geographic areas are best combined into routes and delivery sequences. Media companies must be able to provide prospective advertisers with logical, tight groups of consumers that are their best audience.

Meeting these needs is what Neighborhood Clusters™ are all about.



## What are the benefits of using our Data Services?

Here are a few

### *We know data*

When you maintain an address database of over 155 million addresses you learn what address management is all about. Add to that the complete digital street map we keep available and we are pretty good at knowing how to deal with data problems that deal with geography or geographic related data.

### *We know data processing*

When you manage as much data as we do in a day you learn how to do it efficiently and effectively and we can pass on our knowledge to you through high quality and high speed processing of your needs. That means that we offer data services at an economical price.

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There is very little in the GeoMarketing world that we have not already done, and our staff is experienced as a result. You don't have to draw us a picture of everything for us to understand about what you are taking. In fact, we may be able to offer you information and advice

about your request that you have never considered.

### *Our data sets and applications are state of the art and updated to the latest available*

We keep up with what we have. We have applications and data that can update your information to the latest USPS released information every 30 days.

We update our digital street file as often as changes are given to us, which is every 90 days. Our databases, operating systems and applications are at the latest available releases. We keep current and as a result you stay current.

### *We have a proven track record*

Not too long ago we received a phone call from a customer needing work done that was both technically challenging and extremely time sensitive. They called us because of a reference from another

company that we had helped over 5 years earlier. The new potential customer had been told by our 5 year earlier customer, "Call Willowbend. If they cannot do this job then it cannot be done." That may not be totally correct, but we believe it demonstrates how our reputation at problem solving and rapid response has been built over our 22 years in business.

*We may be a little bit old-fashioned for a high tech company - We would*

*"Call Willowbend. If they cannot do this job then it cannot be done."*

*like to talk to you.*

We know in these days of on-line downloads and voice answering systems that may seem a little out of touch, but it is what we do. Defining the problem and the real need is often a matter of having the time to talk about it with you. There are actually times we have told customers that they did not need us, or that what they wanted could be solved a completely different way.



## Solutions – Not Problems

### *SaaS*

We have an extensive offering of our proprietary applications in a SaaS environment. Many companies need the sophistication of the applications we offer, but either do not need them except on a periodic basis or do not want to invest in the cost of the application and maintenance in their local enterprise systems. We can help.

Over 5 billion newspaper deliveries annually are managed through our Operations Xpert web application and almost 50% of those are through SaaS hosting at our

Dallas data center.

Need route creation and optimization? We can establish a subscription based access for you to our Route Xpert<sup>2</sup> system that you can utilize as you need it and when you need it.

### *Web Services*

We have a range of web services that you can access ranging from list standardization to geocoding. Contact us about what needs you have.

Go to "Tell Us What You Need" on our web site and send your requirements to us. We will respond ASAP.

### *A Few Use Cases*

#### **Routing Building**

- Publication Delivery
- Catalog and Directory Delivery
- Route Sales
- Service Companies

#### **Target Marketing**

- Retail Advertising by Radius
- Retail Advertising by Cluster
- Geo-Demographic Targeting

#### **Infrastructure Management**

- Cable Presence
- Targeted Local Media

#### **Customer Prospecting**

- Publication Subscribers
- Cable Subscribers
- Wireless Penetration

**Our Secrets?**  
Data ownership, leading edge technology, and over 50 years experience

When you own an unduplicated address list of over 150 million residences and businesses in the US you can do many things someone who has to rent a list cannot do. We maintain our list to USPS standards every 60 days and link commercially available data as well as our proprietary Neighborhood Clusters to the addresses.

We write and maintain the software and create the technology that is used to manage our data. We created our own geocoder to address problems we saw in the commercially available ones. We developed our own application to generate driving and walking sequences in Neighborhood Clusters and routes. We have proprietary applications installed in enterprises delivering billions of consumer products annually.

Our principals have over 50 years of GeoMarketing and application development experience between them. Our experience shows in our client list that is covered with Fortune 500 companies.



## A Neighborhood Clusters Success Story

**A large weekly publication wanted to move to more targeted routes from its current saturation delivery scheme**

this major change in distribution in a fraction of the time they had expected it would take.

Willowbend provided the company with Neighborhood Cluster maps and addresses for the areas in which they wanted to make the change. The company targeted the best demographics based on Neighborhood Clusters and structured their new routes using the driving sequences provided for each Cluster. The company was able to effectively make

