



Direct Marketing Applications

Industry Leader Maritz Turns to Group 1 for Direct Marketing Effectiveness

"The industry standard against which all other products are measured."

"Having Group 1's solutions has helped us win business."

"With Group 1, we can deliver bigger better service to our customers."

BACKGROUND

The Maritz family of companies (www.maritz.com) is the largest single source of integrated performance improvement, travel, and marketing research in the world. Headquartered in St. Louis, Missouri, the company has over 6,000 employees in 240 offices worldwide and generates annual revenues of over \$2.2 billion.

Domestically, the three primary components of the Maritz family of companies are Maritz Performance Improvement (MPIC), Maritz Travel Company, and Maritz Marketing Research.

- Maritz Performance Improvement's mission is to help their clients improve the performance of the people in their workforce and distribution channels.
- Maritz Travel is the world's largest provider of group travel services, handling over 1,000 group travel programs annually.
- Maritz Marketing Research specializes in large-scale, custom-designed research studies that provide critical marketing information to many of the world's largest and most successful firms.

Across their lines of business, Maritz deals with an extensive volume of customer and prospect data – tens of millions of records each year. For data integrity and enhancement of customer and prospect address records, Maritz works with Group 1 Software, a leading software developer of data quality and direct marketing applications.

Across its business lines, Maritz utilizes a number of Group 1's customer relationship marketing solutions. Among the Maritz employees working with the Group 1 applications are five programmers, all reporting to Rick Lemp, resource manager for client communications.

GEOGRAPHIC INTELLIGENCE

An example of how Maritz is benefiting from the Group 1 applications is through the company's use of Geographic Coding Plus. Lemp notes that the product is among the most widely used Group 1 solutions. Geographic Coding Plus offers businesses a gateway to increased customer and prospect understanding by adding highly accurate census geography, demographic data and lifestyle data to addresses.

An everyday use of Geographic Coding Plus is in helping car manufacturers (Maritz clients include Ford, General Motors and Toyota) direct customers to their nearest dealer. When a customer calls a toll-free number for this information, Maritz can access the product in real-time and append latitude/longitude to its dealer database to get a list of the ten closest dealers based on the caller's address. The company can also respond to this query in real-time via the Web or e-mail.

ADDRESS DATA QUALITY

CODE-1 Plus is another Group 1 solution widely utilized by Maritz. The CASS (Coding Accuracy Support Systems) certified solution cleans, codes, and standardizes address data by dealing with every element of an



address to ensure accuracy. In handling millions of records, assuring address integrity is of the utmost importance. This facilitates timely, accurate customer communications while providing substantial cost savings by providing for accurate carrier route, ZIP+4 Codes and Delivery Point Barcodes on each mail piece.

Lemp characterizes CODE-1 Plus as “a cornerstone of our data integrity efforts.” In fact, it is so widely used that CODE-1 Plus is synonymous with Group 1 among Maritz employees.

Frequently operating in conjunction with CODE-1 Plus is MailStream Plus, which presorts mailings for the maximum in postal discounts. As a high volume mailer of both first-class and standard pieces, Maritz works closely with the United States Postal Service (USPS). By using the powerful combination of MailStream Plus and CODE-1 Plus, Maritz’s mailings are highly accurate, thus avoiding any difficulties with the USPS.

Group 1’s solutions are also utilized for data cleansing. Maritz deals with a wide variety of data supplied by its clients and other external parties. Wasted postage and direct mail production costs associated with duplicate mail pieces is costly. Having databases filled with duplicate records is similarly less than ideal. To avoid these unnecessary costs, Maritz uses Group 1’s Merge Purge Plus to identify and eliminate duplicate records using a sophisticated matching algorithm tailored to name and address processing.

DATA CLEANSING

Group 1’s solutions are integrated into a dozen database systems at Maritz, including Oracle and SQL. Tens of millions of customer records

go through Group 1’s systems each year, according to Ron Steinkamp, director of solution development. By helping Maritz ensure the cleanliness of its databases through the elimination of duplicate records and the verification of customer address data, the Group 1 solutions provide significant cost savings to Maritz and its clients. Client marketers at Maritz are very familiar with the range of the Group 1 offerings and have had great success getting both new and existing customers to utilize the Group 1 solutions.

PRODUCT PERFORMANCE

Maritz is very pleased with the Group 1 products. “That we’ve had the products for over ten years speaks to our high level of satisfaction with Group 1,” said Steinkamp. “While I’ve worked with competitive products, Group 1’s solutions are the industry standard against which all other products are measured.”

Maritz has been pleased with Group 1’s product support and any minor difficulties have been resolved quickly. They have also been active in the local Group 1 users group.

THE BOTTOM LINE

“Having Group 1’s solutions has made us more appealing in the marketplace and even helped us win business,” Steinkamp adds. “By using Group 1’s products, we can keep a number of functions in house, such as direct mail, offering us a faster turnaround time on each project. The Group 1 direct marketing and data quality solutions enable Maritz to deliver better service to our customers.”

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