



NextMark Releases 4Q09 Data Card Quality Report

NextMark, Inc. a leading provider of direct marketing resources, today published its fourth quarter 2009 Data Card Quality Report. The report categorizes list management firms based on the number of titles managed, and provides an average data card quality score across each company's list management portfolio.

Hanover, NH, January 12, 2010 --(PR.com)-- NextMark, Inc. a leading provider of direct marketing tools and resources, today published its fourth quarter 2009 Data Card Quality Report. The report categorizes list management firms based on the number of [data cards](#) managed, and provides an average data card quality score across each company's list management portfolio.

Among the findings were 12 list management companies that posted double-digit improvements when compared to the third quarter of 2009. There were seven list managers that improved over twenty percent. The companies that improved the most were The Rich List Company (+24.9%), GlaserDIRECT (+24.8%), ThruChannel (+24.6%), Global Addresses (+23.7%), Hart & Benjamin (+23.6%), PK List Marketing (+23.2%), and Vayan Marketing (+23.2%).

There were 19 list management companies that posted double-digit declines in data card quality for their respective portfolios. It is important to note that data card quality does not reflect list quality, but it does measure the completeness and recency of information about the list. This helps to ensure that direct marketers have the information they need to make good prospect list purchasing decisions.

List and data marketers understand the importance of the data card to make a good first impression.

"It is important to make a good first impression with the data card when presenting a list to brokers or mailers for their marketing recommendation. Nextmark users can be confident that the lists represented on the PCS Mailing List Company data cards are always current. I am very proud of our team for achieving a perfect data card quality score for all 362 of our mailing list titles." - Caryn Trazi, Director of Sales - Continuing Business, PCS Mailing List Company

NextMark began ranking list management companies by data card quality in February 2008, and publishes the top 50 ranking report on a quarterly basis. The next report will be published in April 2010.

Individual data card scores are presently calculated using a weighted average of thirteen attributes, with an emphasis on recent updates. A list manager's score is the average of all the data card scores in their portfolio. The fourth quarter 2009 Data Card Quality Report includes a ranking of list management companies by data card quality. With an exception to include 7 companies with perfect scores in category II, the top 5 companies for each category are listed below:

Category I (500+ Titles)

Edith Roman & ePostDirect



ALC
Complete Mailing Lists
Statistics
Manning Media International

Category II (250 - 499 Titles)

Lighthouse List Company
List Bargains
Dunhill International
Media Source Solutions
PCS Mailing List Company
The List Experts
List Connection

Category III (100 - 249 Titles)

B2B
Complete Medical Lists
MCH
Political Fundraising Lists
Direct Market

Category IV (50 - 99 Titles)

Profile America List Company
NOBLEVentures
ThruChannel
Mary Elizabeth Granger & Associates
Top Response Media

For a complete report of the top list managers, including risers and fallers, visit NextMark's web site.

About NextMark, Inc.

NextMark provides tools and resources that help organizations to buy mailing lists, sell mailing lists, and learn about mailing lists. NextMark currently indexes and tracks more than 74,000 mailing lists from 1,200+ sources. Its solutions have been proven through more than 4,000,000 mailing list searches and 75,000 direct marketing campaigns for thousands of catalog merchants, retailers, fundraisers, politicians, banks, telcos, entertainers, broadcasters, publishers, and other organizations that reach their market directly. NextMark is a privately held corporation headquartered in Hanover, New Hampshire USA with its Marketing Information Network list services operation located in Edmond, Oklahoma.



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