

Mardevdm2 announces new global marketing services company

About mardevdm2

The global data and marketing services division of Reed Business Information, a world-leading provider of business information and services. With offices in London, Chicago, New York, Singapore and Sydney, mardevdm2 provides unmatched global data and insight, demand generation and lead nurturing programs, as well as custom marketing campaigns that help B2B marketers effectively engage with their target audience.

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UK-based Mardev to unite with US-based DM2-Decisionmaker

Oak Brook, IL — March 2, 2010 — Mardev, the international marketing and data services division of Reed Business Information (UK) announced today that it will join forces with DM2-DecisionMaker, the list management and marketing services division of Reed Business Information-US to form mardevdm2. The new company will serve the ever-changing marketing, data and analysis needs of business-to-business marketers around the globe.

The DecisionMaker® brand and the marketplace databases will be the foundation of the company. The databases consist of the highest quality, rigorously updated, targeted data from industries such as: IT, legal, construction, engineering, hospitality, healthcare, aerospace, scientific and general business – to name a few. And the level of data delivered to marketers enables the complete end-to-end marketing process including prospecting, lead development and sales cycle acceleration.

"At mardevdm2, we are dedicated to meeting the new and ongoing needs of business marketers. They demand greater targeting, metrics and results than ever before, and the marketing services and data we provide help them realize those goals," says Zina Manda, Director of mardevdm2. "The integration of the US and international data expands the reach and opportunities for marketers that focus either domestically or globally."

The united product portfolio is significantly enhanced with data cleansing, lead qualification, campaign automation and online measurement tools to ensure that marketers have a single, powerful source for their business-critical marketing information.

