

mardevdm2 introduces 60 million global business professionals

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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DecisionMaker Global is freshly updated with new sources and email addresses

mardevdm2 (www.mardevdm2.com), a global B-to-B data and marketing services partner, today announced that their flagship database, DecisionMaker® Global, has been updated with approximately 60 million unique business professionals, including 10 million new contacts. The sources of these decision makers include BuyerZone, CFE Media, Financial Media Group, Lexis-Nexis, SGC Horizon, The Gale Group and other industry leaders. The freshly built data file also presents more than 5 million new email addresses from a variety of current and new data partners.

Business data can change as much as 35-40% in one year. This causes the inability to target marketing messages, wasted resources on production and postage, and time spent unnecessarily chasing the wrong person or location. Maintaining the accuracy of customer and prospect files is a time-consuming and resource-intensive process, especially in the face of tight budgets and increased business demands. The DecisionMaker Global marketing database eliminates the guesswork for marketers who target the engineering, manufacturing, IT, legal, finance, construction, small business and other hard-to-reach markets around the world.

“When we began our global merger a year ago, we faced the daunting task of quickly refreshing our data that was held in multiple locations and formats, from hundreds of domestic and International sources,” says Zina Manda, director of Mardev-DM2. “We started from scratch to re-build the entire file based on current targeting criteria, customer feedback and new technology requirements. The complete system is now entirely web-based and provides extensive new levels of demographic profiling to enhance marketers’ reach, response, and revenue generating opportunities.”

The DecisionMaker Global marketplace is now the premier source for more than 350 unique business types, 300 job functions, numerous industry-specific activities and company functions, individual products purchased, including IT products, services and platforms used in-house as well as cross-industry targeting criteria. In addition to multi-channel list rental, the data source is ideal for marketers who need to enhance and update their customer and prospect files.

