



# 2011 DIRECTORY OF **INTERACTIVE & DIRECT MARKETING SERVICES**

**THE 2011 *MARKETING NEWS* DIRECTORY OF INTERACTIVE & DIRECT MARKETING SERVICES** showcases suppliers to marketing professionals with purchasing power in this area. Each listing is a paid advertisement. The information contained in each listing was provided by the advertiser. If you would like additional information on any item listed, please contact the company directly. To receive information on listing your company in next year's directory, please contact Sandra Wright, Marketing News, 311 S. Wacker Drive, Chicago, IL 60606-2266, (312) 542-9063, email: [swright@ama.org](mailto:swright@ama.org).

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INDEX TO THE DIRECTORY OF  
**INTERACTIVE & DIRECT MARKETING SERVICES**

(Note: The advertiser-paid listings in this index and the directory are in alphabetical order by company name.)

**FULL SERVICE COMPANIES**

MRSI (Marketing Research Services, Inc.)  
SIS International Research

**ADVERTISING TESTING**

Blackstone Group

**ANALYTICAL SERVICES**

Blackstone Group  
Opinionology®

**BRAND IDENTITY**

Blackstone Group

**CONSULTANTS**

Ethnic Technologies, LLC

**DATABASE**

Affordable Data Service  
Decision Analyst

**DATA COLLECTION - WEB OR EMAIL**

Blackstone Group

**DATA ENTRY**

Affordable Data Service  
Blackstone Group

**DATA MANAGEMENT**

Affordable Data Service  
Blackstone Group

**DATA PROCESSING SERVICES**

Blackstone Group  
Opinionology®

**DIRECT DIGITAL MARKETING**

Knotice

**E-COMMERCE SERVICES**

GoToWebinar

**ETHNIC MARKETING**

Ethnic Technologies, LLC

**FINANCIAL SERVICES/PAYMENT PROCESSING**

PacNet Services Ltd.

**INTERNATIONAL SERVICES**

PacNet Services Ltd.

**LIST BROKERS/MANAGERS/COMPILERS**

Ethnic Technologies, LLC  
Leon Henry Inc.

**LIST SERVICES**

Leon Henry Inc.  
Ethnic Technologies, LLC

**MARKETING COMMUNICATIONS**

Luth Research  
TripleInk

**MARKETING RESEARCH SERVICES**

Blackstone Group  
C&R Research  
Luth Research  
M/A/R/C® Research  
MRSI (Marketing Research Services, Inc.)  
Opinionology®  
Radius Global Market Research  
SIS International Research  
TNS  
Toluna

**MULTICULTURAL MARKETING**

Luth Research  
TripleInk

**ONLINE MARKETING SERVICES**

Knotice

**RESEARCH**

Decision Analyst  
Ethnic Technologies, LLC

**SOCIAL MEDIA - BLOGS, PODCASTS, ETC.**

SIS International Research

**SWEEPSTAKE/CONTESTS/GAMES**

Ventura Associates International LLC

**WEB ANALYTICS**

Blackstone Group  
Luth Research

**WEB SITE INTERVIEWING**

Blackstone Group

**WEB SITE RESEARCH**

Blackstone Group  
Opinionology®  
SIS International Research

**WEB SITE SURVEYS**

Blackstone Group  
Opinionology®  
SIS International Research

**WEB SITE TRACKING/MEASUREMENT**

Blackstone Group  
Luth Research

**WEBINAR SERVICES**

GoToWebinar

LISTINGS FOR THE DIRECTORY OF  
**INTERACTIVE & DIRECT MARKETING SERVICES**

**A**



**AFFORDABLE DATA SERVICE**  
**A Full Service Data Entry & Processing Company**

15122 Gebke Road  
Bartelso, IL 62218-2002

PHONE: 1-800-942-0211

EMAIL: A\_D\_S@frontiernet.net

WEB: www.affordabledatasvc.com

CONTACT: Debbie Slygh

A.D.S. has served nationwide since 1986. We offer fast, efficient service at affordable rates. We treat all of our customers as if they were our only customer, with personal and attentive service.

**Specialization: Database Entry, Development & Management & On-line Data Entry.**

- Address Standardization & Corrections

- Zipkey+4 & Zip Code Verification
- Postal Presorting
- Merge Purge (Duplicate Elimination)
- NCOA
- 99 Percent Accuracy with Key Verification
- Labels & Mailings
- Scanning for any size documents.

**B**



**Blackstone Group**  
360 N. Michigan Avenue  
Suite 1610  
Chicago, IL 60601  
PHONE: (312) 419-0400  
FAX: (312) 419-8419  
EMAIL: info@bgglobal.com

WEB: www.bgglobal.com

CONTACT: Rick Whitehouse, Senior Account Manager

Blackstone Group is a full-service, custom marketing research and consulting firm with 23+ years of experience providing research insights on various interactive marketing issues, including Web content analysis and advertisement and usability testing.

Our unique, proprietary methodologies provide maximum insight:

- Satisfaction, loyalty and retention: SEQuaLS™
- Image positioning and branding: Persona IPB™
- Name generation and testing: Namecraft™
- Product development and testing: SCAPE™
- Online, qualitative/quantitative platform: (IQ)²
- Online concept screening: Concept ESP™
- Eye-tracking: ACE™
- Custom longitudinal panels

Our team of 200+ research professionals provides high quality research using state-of-the-art in-house resources:

- Comprehensive Web survey services
- Online focus groups
- iPad-enabled interviewing
- 100+ calling stations (CATI/CAWI)
- Interactive Voice Response
- Custom online dashboards

Our clients include leading organizations in various industries: financial services, insurance, healthcare, CPG, pharmaceuticals, technology, education, associations and energy/utilities.

The Directory continues on the following page

## LISTINGS FOR THE DIRECTORY OF

## INTERACTIVE & DIRECT MARKETING SERVICES

## C

### C+R

## RESEARCH

## C&amp;R Research

500 North Michigan Ave  
Suite 1200

Chicago, IL 60611

PHONE: (312) 828-9200

FAX: (312) 527-3113

E-MAIL: info@crresearch.com  
robbinj@crresearch.com

WEB: www.crresearch.com

CONTACT: Robbin Jaklin, President

At C&R Research — a consumer and market insights firm — we take a more comprehensive approach to qualitative and quantitative research. As thought-leaders in the industry, we emphasize a combination of traditional and non-traditional methodologies in order to discover the essentials of brands and consumer behavior. Our specialized divisions — KidzEyes®, TeensEyes®, LatinoEyes®, BoomerEyes and ShopperEyes® — explore specific demographics while our online kid, teen, mom and Latino panels put clients in touch with targeted consumers. Additionally, our YouthBeat® subscription insight service offers a holistic view of today's youth and family.

## D



## Decision Analyst

604 Avenue H East

Arlington, TX 76011

PHONE: (817) 640-6166

FAX: (817) 640-6567

E-MAIL: rcarver@decisionanalyst.com

WEB: www.decisionanalyst.com

CONTACT: Rod Carver, Director Database Marketing

Traditional database marketing works on the assumption that "my next customer will look pretty much like my last." While this assumption has some merit, it misses whole classes of potential customers. And, because it looks primarily backward, it leaves you vulnerable when the market changes. Decision Analyst's Database Analytics Services Group merges traditional database analytics and modeling with state-of-the-art marketing research to help our clients achieve a broader, forward-looking view, allowing new positioning and new messaging to be developed and new targeting attributes to be extracted (even from "tired" or saturated databases). The result is reinvigorated response rates, heightened customer loyalty, and enhanced revenue and profits. Database Analytic Services at Decision Analyst offers the following analytical, modeling, and consulting services:

- Database Intelligence
- Marketing Research Services For Database Analytics
- Innovation Services For Database Analytics
- Analytical Sciences
- Marketing Optimization.

## E



## Ethnic Technologies, LLC

600 Huyler Street

South Hackensack, NJ 07606

PHONE: 1-866-333-8324

FAX: (201) 440-2168

E-MAIL: candace@  
ethnichtechnologies.com

WEB: www.ethnichtechnologies.com

CONTACT: Candace Kennedy, Director of Marketing and Sales

Ethnic Technologies, LLC is the Global Leader in Multicultural Marketing, Research, database enhancements and modeling.

The EthniCenter® from Ethnic Technologies is the result of over 40 years of continuous ethnic, religious and language preference research.

Our software segments databases by Ethnicity, Religion, Language Preference, Assimilation Index, Hispanic Country of Origin and Gender more accurately and comprehensively than any other approach. Our analytics and modeling team supports clients with ethnic and gender data appending services and mapping, thus providing marketing professionals with an overview of emerging and existing opportunities. Marketing professionals can also acquire ethnic mailing, telemarketing and email lists for the United States and Canada. With Our "Challenge Guarantee" E-TECH is the Platinum Standard for all Ethnic Marketing and targeting programs E-Tech offers the following services:

- Hispanic and 172 other ethnic mailing, telemarketing and email lists.
- Spanish Speaking and 79 other language preference mailing, telemarketing and email lists.
- Ethnic, Religious, Language Preference and Gender data appending and enhancements.
- Hispanic country of origin down to 21 subsets.
- 4 levels of Assimilation Index for Hispanic and Asian ethnicities.

To learn more about our products visit E-Tech's web site or contact our sales department.

## G

### GoToWebinar®

## GoToWebinar

PHONE: 1-866-962-6492

WEB: www.gotowebinar.com

## Webinars Made Easy®

Imagine presenting to a crowd that hangs on your every word. With GoToWebinar, it's easy to connect with your audience online, using interactive features like polls, Q & A, chat — even built-in audio conferencing. Whether you're presenting to a select few or 1,000 — at work, home or on the go — GoToWebinar gives you the power to pull them in.

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- Generate more qualified marketing leads — for less.
- Present to hundreds of people from your Mac or PC.
- Save with integrated audio conferencing (via computer and telephone).

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www.gotowebinar.com.

## K

### Knotice

Where it all clicks®

## Knotice

526 S. Main Street, Ste. 705

Akron, OH 44311

PHONE: (330) 922-0855

FAX: (330) 922-0859

E-MAIL: info@knotice.com

WEB: www.knotice.com

CONTACT: Becky DeRosa, Senior Account Specialist

Knotice (pronounced "notice") maximizes the ROI of direct digital marketing — interactive marketing communications that can be addressed to a specific individual — through process automation, increased relevance and improved performance. Working with clients across many industries, Knotice provides efficient, effective, and highly-targeted marketing communications through today's direct digital channels of mobile, email and the Web.

Knotice's on-demand software is called Concentri®. Solutions include Concentri® Mobile for mobile marketing, Concentri® EmailPlus for email marketing, Concentri® SiteTarget for onsite targeting, along with landing page management, testing and optimization, and universal profile management for data consolidation.

Whether you want a top-tier channel-specific software solution, or a complete direct digital marketing solution that spans all channels, Knotice saves you time and money while improving message relevance and campaign performance.

## L

### LH

## Leon Henry Inc.

200 N. Central Avenue  
Hartsdale, NY 10530

PHONE: (914) 285-3456

FAX: (914) 285-3450

WEB: www.leonhenryinc.com

E-MAIL: lh@leonhenryinc.com

CONTACT: Gail Henry

Since 1956, Leon Henry Inc. has been at the forefront of insert media. Over the years, our services have expanded to include mailing list brokerage and management, as well as remnant space, FSI and card deck advertising and webcasts. An experienced staff of professionals, as well as two Florida branch offices, are ready to share our direct marketing knowledge with you. The Leon Henry Brokerage team strives to intelligently and efficiently target your market and your customer. Our reputation, research capabilities, negotiation skills and customer service work to your advantage. Contact us to see how we can make a difference in your next marketing campaign. The LH Management Division team maximizes your company's profits by selling insert space in your shipments (or deliveries) or increasing rentals of your mailing list. We can positively impact your bottom line. Contact us to discuss our insert and list management services as well as how to generate new customers online with Leon Henry Interactive.

### LUTH

## research

## Luth Research

1365 4th Avenue

San Diego, CA 92101

PHONE: (619) 234-5884

PHONE: (619) 234-5888

WEB: www.luthresearch.com

E-MAIL: jrosales@luthresearch.com

CONTACT: Jacqueline Rosales, Executive Vice President Business Development and Client Service

Dedicated to excellence and innovation, Luth Research continually develops new ideas and adopts cutting edge technologies to meet the needs of today's market research industry. Combining tailored data collection methodologies with personalized service, Luth Research offers a comprehensive array of quantitative, qualitative, and knowledge enrichment services to support the most

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## LISTINGS FOR THE DIRECTORY OF **INTERACTIVE & DIRECT MARKETING SERVICES**

complex research requirements. Three state-of-the-art focus group suites, 110 CATI stations, an on-site programming team, and SurveySavvy™, an online community of business professionals and consumers around the globe, ensure quality solutions that are scalable, secure, and flexible. Luth's data quality management system, vSavvy™, unites cutting edge applications with time-tested rules and procedures to ensure high quality in online research results.

### M



**M/A/R/C® Research**  
An Omnicom Group Company  
1660 North Westridge Circle  
Irving, TX 75038  
**PHONE:** 1-800-884-MARC (6272)  
**FAX:** (972) 983-0444  
**WEB:** www.MARCresearch.com/success  
**E-MAIL:** Merrill.Dubrow@MARCresearch.com

**CONTACT:** Merrill Dubrow, President & CEO

M/A/R/C® Research is a custom marketing research firm dedicated to helping clients create, evaluate and strengthen their brands. Our teams have designed and executed qualitative, quantitative and observational solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised since 1965. Our core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue, and bottom line impact of a client's actions. Primary Products/Services:

- **M/A/R/C's Assessor®** – Whether for new offerings, line extensions, or re-stages, M/A/R/C's Assessor® New Product Development and Optimization solutions enhance your ability to nurture ideas, maximize future revenues and deliver superior in-market performance.

- **M/A/R/C's MarketLink** – MarketLink Brand & Customer Development, M/A/R/C's suite of solutions that identifies and quantifies actions driving customer acquisition, satisfaction, retention, and loyalty.

- **MOBI®** – Mass Opinion Business Intelligence (MOBI®), powered by WiseWindow, is the first patented, discovery based, web measurement technology that converts the millions of unsolicited opinions expressed online everyday by the general public via social media into actionable data for M/A/R/C clients.

**Markets Served:**

- Advertising Research: Advertising Effectiveness
- Brand Research: Brand Equity
- Concept / Positioning: Concept Testing
- Conjoint/Trade-Off/Choice Models

- Customer Satisfaction Studies
- Modeling & Predictive Research: Forecasting
- Modeling & Predictive Research: Simulated Test Marketing
- Strategic Research
- Tracking Research
- Marketing Research: Full Service



**MRSI (Marketing Research Services, Inc.)**

720 East Pete Rose Way  
Suite 200  
Cincinnati, Ohio 45202  
**PHONE:** 1-800-SAY-MRSI  
**FAX:** (513) 562-8819  
**EMAIL:** info@mrsi.com  
**WEB:** www.mrsi.com  
**CONTACT:** Todd Earhart, President

Whatever your online research needs, MRSI and our iResearch® line of online research tools can help. With over two million surveys for over 1,500 studies within the last few years, MRSI has the online research experience necessary for success.

Our extensive online research experience spans industries from consumer products to healthcare to financial services and across audiences such as consumers, children and teens, professionals, and high-income respondents.

MRSI's iResearch powers tools including Concept Highlighter®, iShelf® online shelf testing, ConSelect® online concept testing, and ProSelect® online product testing. What's more, we've helped many of our long-standing clients smoothly transition from traditional research methods to online research for its cost savings, convenience, and faster results. MRSI is your trusted source for online research.

### O



**Opinionology®**  
701 East Timpanogos Pkwy, Bldg. M  
Orem, Utah 84097  
**PHONE:** (801) 373-7735  
**FAX:** (801) 379-5073  
**EMAIL:** contact@opinionology.com  
**WEB:** www.opinionology.com  
**CONTACT:** Jeffrey Welch, President

**ADDITIONAL LOCATIONS:** 7 phone center locations through-out the Intermountain West and the Philippines.

**About Opinionology (formerly Western Wats):**  
Opinionology is a leading provider of survey

research data collection. The company gathers answers to questions from consumers and professionals online, via telephone, and using mobile devices. The collected information is used by business and government to increase understanding and improve our world.

Opinionology's unique combination of intelligent process, research expertise, operational excellence and innovative technology has delivered unparalleled value to thoughtful organizations for over 20 years. Opinionology maintains intelligently managed online research panels in North America and Europe and a network of modern telephone interviewing centers. The firm also specializes in online, mobile, and telephone survey administration, and provides advanced survey reporting and analytics.

Opinionology operates globally from the US, Canada, and Philippines, employing thousands of team members worldwide. For more information, please visit [opinionology.com](http://opinionology.com).



**PacNet Services Ltd.**  
595 Howe Street  
4th Floor

Vancouver, BC V6C 2T5  
Canada  
**PHONE:** (604) 689-0399  
**FAX:** (604) 689-0313  
**EMAIL:** info@pacnetservices.com  
**WEB:** www.pacnetservices.com  
**CONTACT:** Brendan Mahar, Business Development Manager

PacNet offers a global range of inbound and outbound payment processing services including multi-currency credit card processing, check processing, ach/direct debit, refund services, commission payments and more. Seamless service and reporting for multiple channels makes PacNet a wise choice for local and international direct mail, internet marketing, DRTV, or all of the above. Send payments in virtually any currency to PacNet for processing and receive US Dollars (or the currency of your choice) by wire transfer to the bank account you use today. In business for over 15 years, PacNet Services is recognized as the leading payment processor for the direct response industry in the United States and around the world. Call PacNet to begin saving time and money on payment processing today.

The Directory continues on the following page

Payments made easy

Boost sales and improve your bottom line by offering the perfect mix of local currency payment options:

- Multi-currency merchant accounts
- Credit card processing
- Check and money order processing
- Direct debit transactions
- Electronic funds transfer
- ACH / Check 21

Call to discuss your international payment strategy today.

T: 604 689 0399  
info@pacnetservices.com  
www.pacnetservices.com

## LISTINGS FOR THE DIRECTORY OF

# INTERACTIVE & DIRECT MARKETING SERVICES

### R



**Radius Global Market Research**  
120 Fifth Avenue  
New York, NY 10011  
**PHONE:** (212) 633-1100  
**FAX:** (212) 633-6499  
**WEB:** www.radius-global.com  
**EMAIL:** clister@radius-global.com  
**CONTACT:** Chip Lister, Managing Director

Radius Global Market Research is one of the largest independent custom market research companies in the world. We're skilled at breaking down complex development, marketing and communication issues into research approaches that lead to relevant and actionable insights. Radius offers a range of quantitative, qualitative, online and advanced analytics research services. No matter the scope of your project, our senior talent provides the highest level of strategic thinking and customized, creative research solutions. Our experience spans industries including consumer packaged goods, financial, food service, health care, media and travel. Radius enjoys long-term relationships with leading organizations around the world who enjoy the difference we bring: **Clear thinking for a complex world.**

### S



**SIS International Research**  
11 East 22nd Street  
2nd Floor  
New York, NY 10010  
**PHONE:** (212) 505-6805  
**WEB:** www.sismarketresearch.com  
**CONTACT:** Ruth Stanat, President

SIS International is a leading full-service market research and market intelligence firm, established in 1984. Our coverage is global, including Europe, Latin America, Asia, US, Canada and MENA. We have served over 70% of the Fortune 500.

SIS is the only firm with the recognized expertise, integrated research and global resources to provide full insight into the entire

business landscape – customers, competitors, supply chain and global market intelligence.

We practice Consumer, Medical and B2B research. We research customer insights, satisfaction & loyalty, usage & attitude, branding, channel management, competitive intelligence, pricing, emerging markets, stakeholders, key opinion leaders, events and market entry/sizing.

Some of our qualitative and quantitative research methods include CATI, focus groups, online research, ethnography, secondary research, neuro methods and analytics.

### T



**TNS**  
100 Park Avenue, 4th Floor  
New York, NY 10017  
**PHONE:** (212) 991-6000  
**FAX:** (212) 991-0407  
**WEB:** www.tns-us.com

TNS is the global leader in custom market research delivering actionable insights and research-based business advice to clients around the globe so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 80 countries, TNS is dedicated to discovering growth opportunities for its clients in an ever-changing world. Through its pioneering and innovative culture, TNS understands the latest marketing challenges and research techniques, being the first to discover and solve new marketing issues for clients.

**DISCOVER – A changing world:** New territories, new media, new opportunities.

TNS is part of Kantar, one of the world's largest insight, information and consultancy networks.

Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.



**Toluna**  
21 River Road  
Wilton, CT 06897  
**PHONE:** (203) 834-8585  
**FAX:** (203) 834-8686  
**E-MAIL:** toluna@toluna.com  
**WEB:** www.toluna-group.com  
**CONTACT:** Janice Caston, AVP  
Ron Franscella, CRO

Toluna enables organizations to generate valuable customer insight by combining its online market research panel and industry leading technology. Toluna provides a comprehensive proven, scalable solution that enables companies to **answer questions of their target audience quickly and efficiently.**

Toluna leverages a unique approach to respondent recruitment and engagement with its **online 'community'** and proprietary respondent engagement methodologies and guarantees that the **data clients receive is of the highest quality.**

Further, Toluna provides the industry's leading technology suite, enabling hundreds of market research organizations and agencies worldwide to create surveys, manage panels and build online communities. Toluna's products include PanelPortal™, AutomateSurvey™, BrandSpector™ IVR™ and QuickSurveys™.

Toluna has offices in the US, Canada, UK, France (headquarters), The Netherlands, Romania, Germany, India, Australia, Japan and China.



**TripleInk**  
60 South 6th Street, Suite 2800  
Minneapolis, MN 55402  
**PHONE:** 1-800-632-1388  
(612) 342-9800  
**FAX:** (612) 342-9745  
**WEB:** www.tripleink.com  
**EMAIL:** cthudson@tripleink.com  
**CONTACT:** Christa Tiefenbacher-Hudson,  
Managing Director

TripleInk is a multilingual marketing communications agency that has served corporate clients and their agencies since 1991.

Working across languages, cultures and borders, we provide insightful strategies and meaningful translations to companies who want to reach US ethnic and global markets. Our clients rely on us to make their message understood and their brand relevant, anywhere on earth.

Turnkey services in all global market languages:

- Transcreation of advertising and marketing communication materials
- Localization of websites and interactive media
- Certified translations of financial, legal and technical documentation
- Multilingual production services for audio-visual, interactive and print media
- Consulting on multicultural communication strategies, product naming and branding

For more information, please call us at 1-800-632-1388 or visit our website at [www.tripleink.com](http://www.tripleink.com).

### V



**Ventura Associates, Inc.**  
1040 Avenue of the Americas  
New York, NY 10018  
**PHONE:** (212) 302-8277  
**FAX:** (212) 301-2587  
**EMAIL:** info@sweepspros.com  
**WEB:** www.sweepspros.com  
**CONTACT:** Marla Altberg, President  
(ext. 3003)

Full-service sales promotion agency with particular expertise in creation and administration of online and traditional sweepstakes games and contests. Also provides fulfillment, database management, tie-ins, co-ops, interactive, social media, multicultural, creative and direct marketing services.

**NOTE:** All of the listings in the Directory of Interactive & Direct Marketing Services were paid ads.

## 2011 Upcoming Marketing News Directories:

If you're interested in placing a listing or advertising, just email [swright@ama.org](mailto:swright@ama.org) prior to the closing date below.

### Focus Group Facilities & Moderators

Issue Cover Date: **May 30**

Ad deadline: **4/13/2011**

Directory deadline: **4/11/2011**

### Marketing Research Companies Service Roll

Issue Cover Date: **September 15**

Ad deadline: **7/28/2011**

Service Roll deadline: **7/25/2011**

### Multicultural Marketing Firms

Issue Cover Date: **September 30**

Ad deadline: **8/11/2011**

Directory deadline: **8/8/2011**