



••• Survey on Research-Driven Marketing

Summary Results

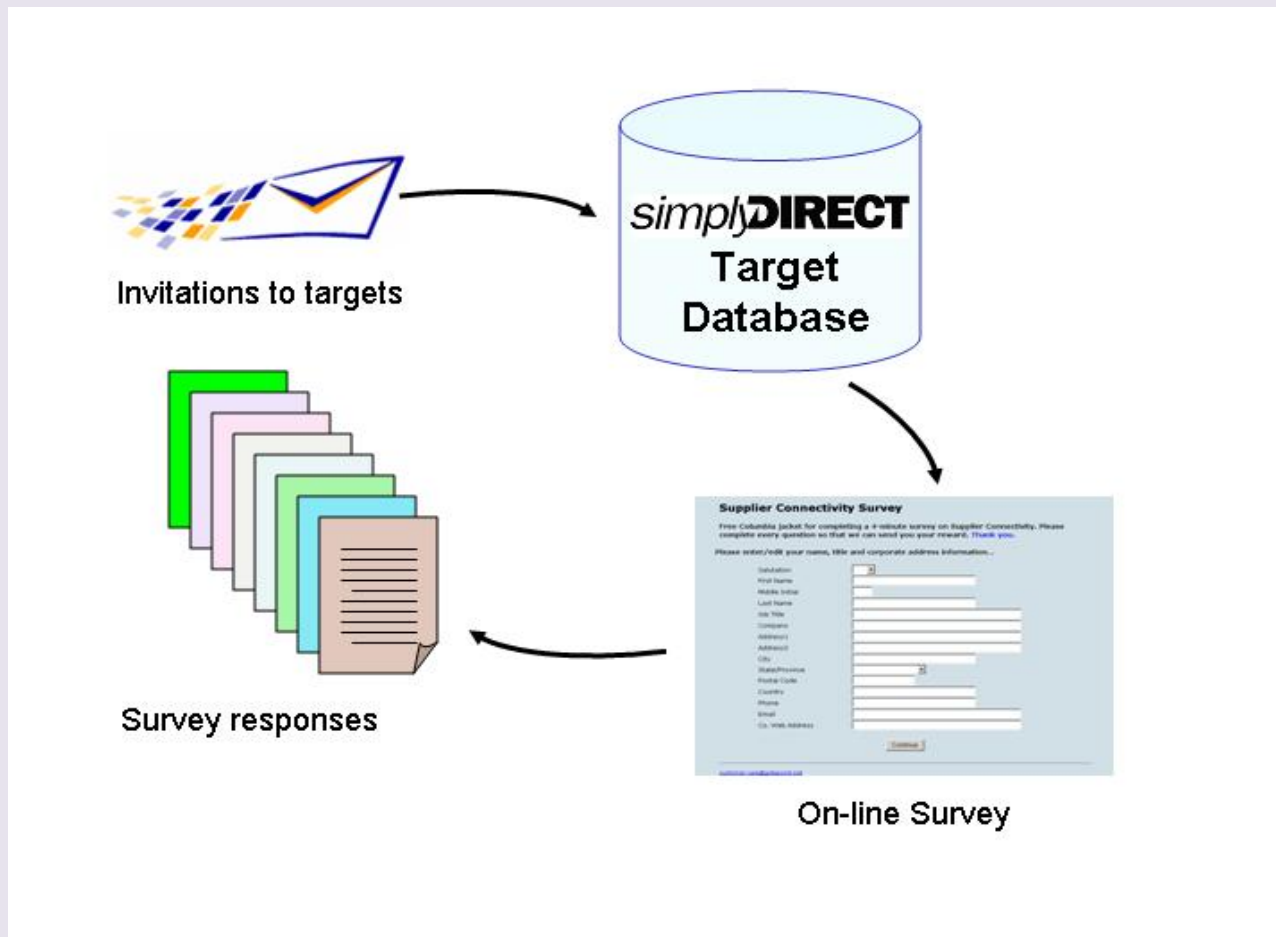
March 2005

••• Program Overview

- On February 10th-13th 2005 SimplyDIRECT invited 788 executives in selected industries to participate in a survey campaign.
- Candidates were invited via email and postal mail to participate in a survey themed “Research-Driven Marketing.”
- Two separate incentives were offered: Tasco® binoculars and a Columbia® windbreaker (both had SRP of \$40-50).
- Response rate was 7.6% of executives invited.
- 100% of respondents participated voluntarily; *none were engaged using telemarketing.*

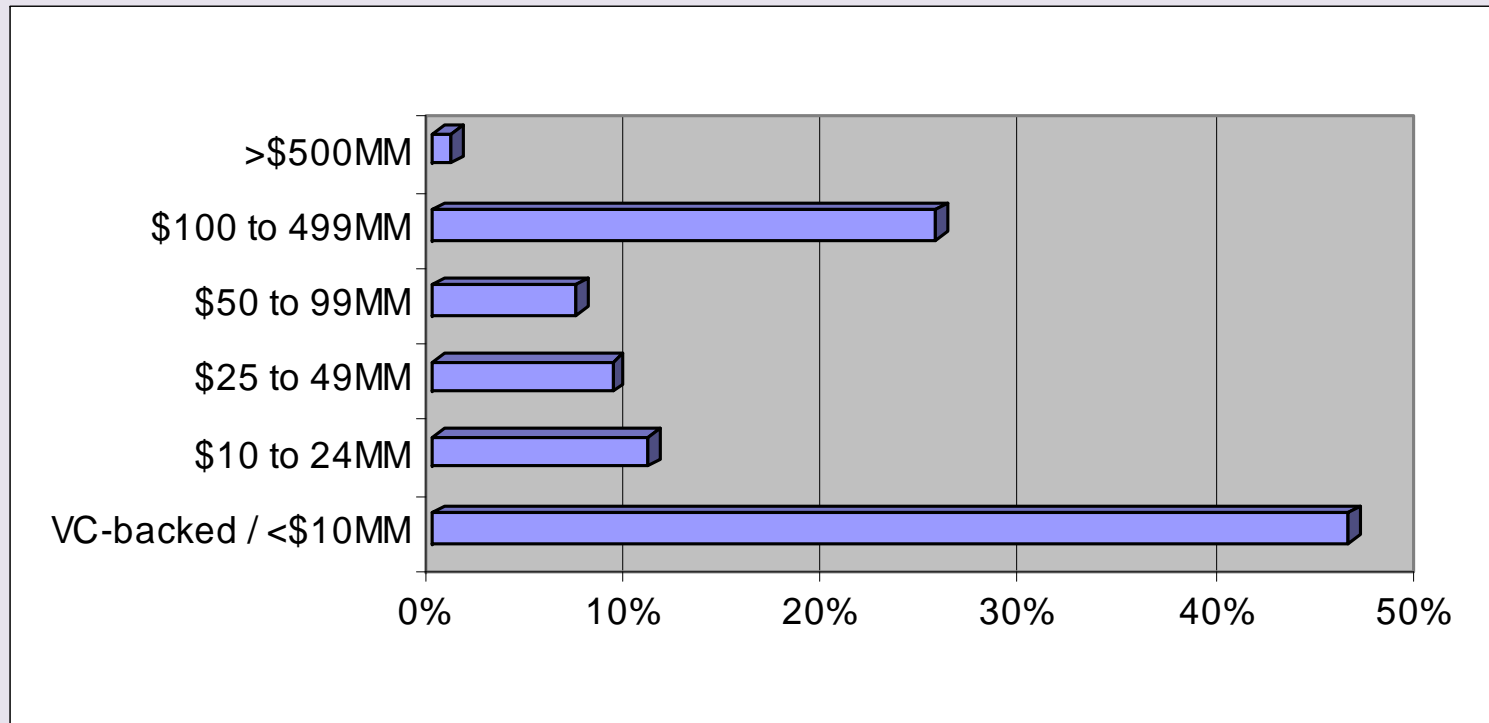
Program Schema

Targeted executives were invited to go on-line and complete a survey



Profile of Responding Companies

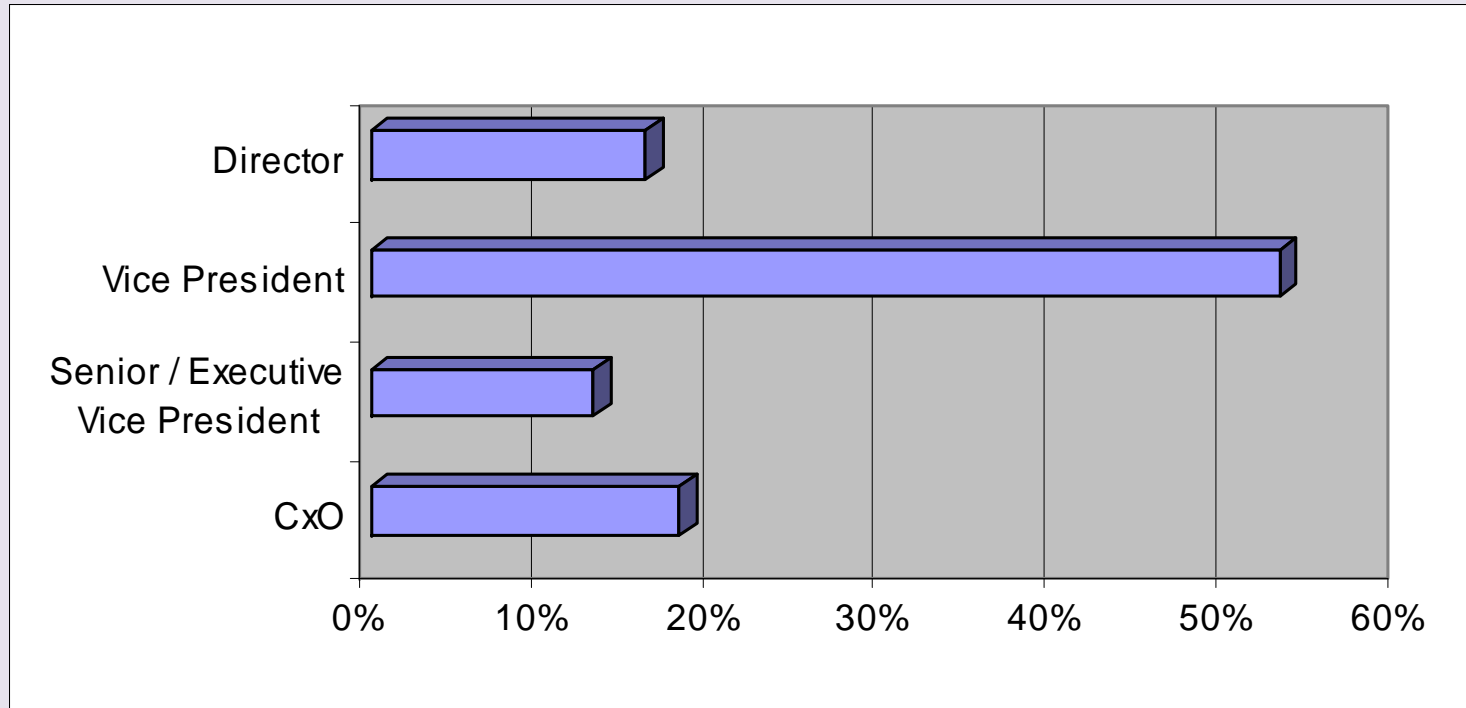
Responder Distribution by Size



Responders were primarily from emerging technology companies; almost half were VC-backed.

Profile of Responding Executive

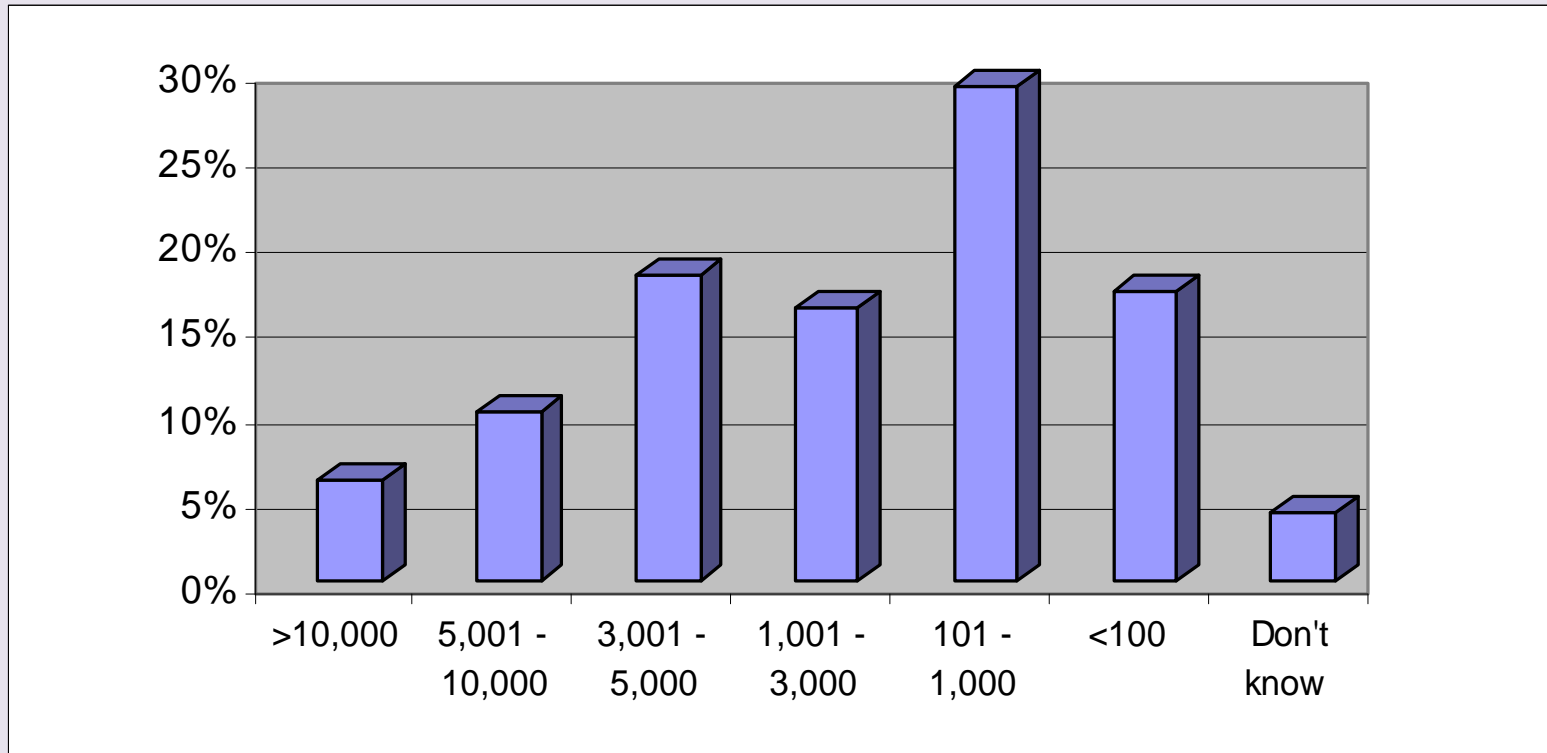
Responder Distribution by Level of Responsibility



84% of survey responders held the title of VP or higher.

Target Market Definition

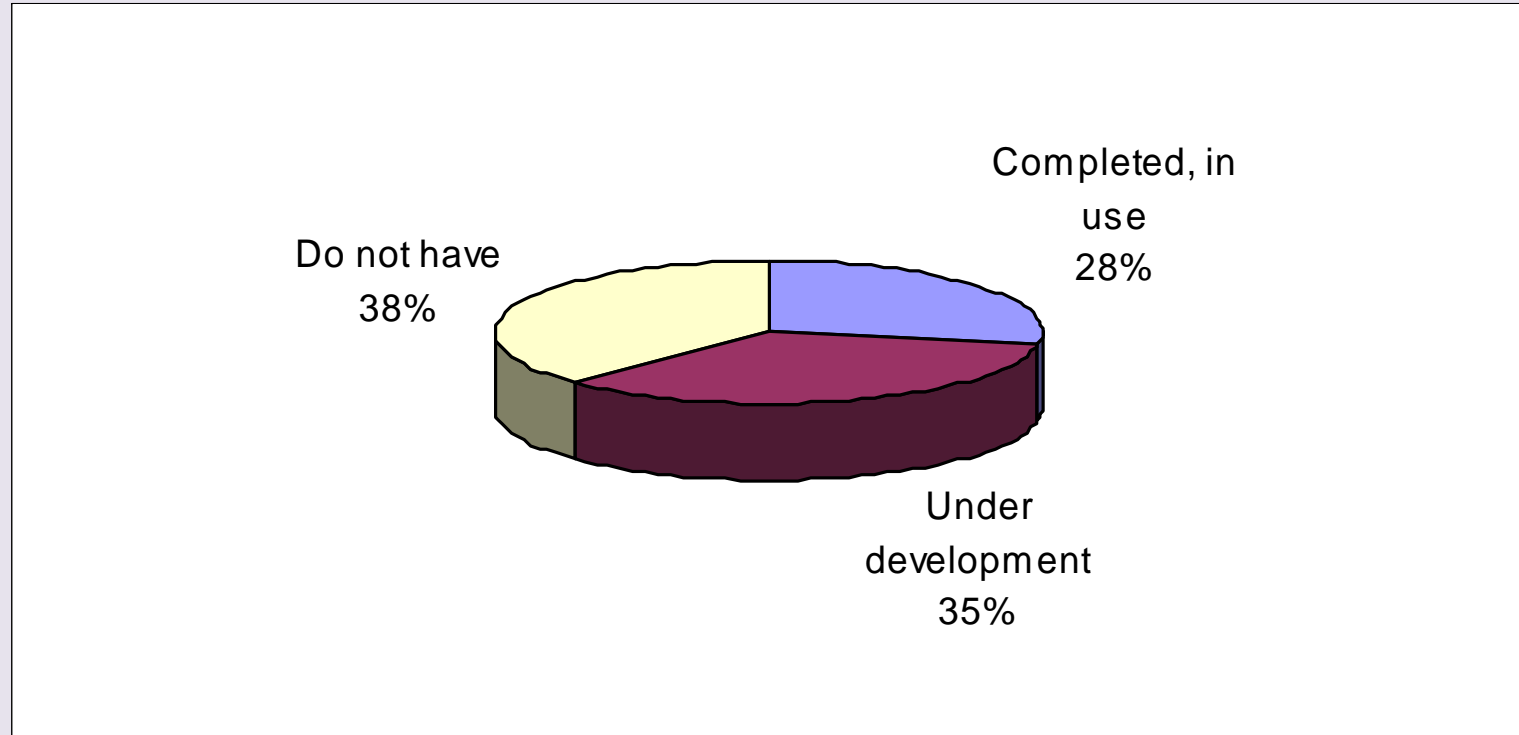
How many accounts are in your target market?



Over 75% of responders estimated their market size as 5,000 or fewer total accounts.

Target Market Database Usage

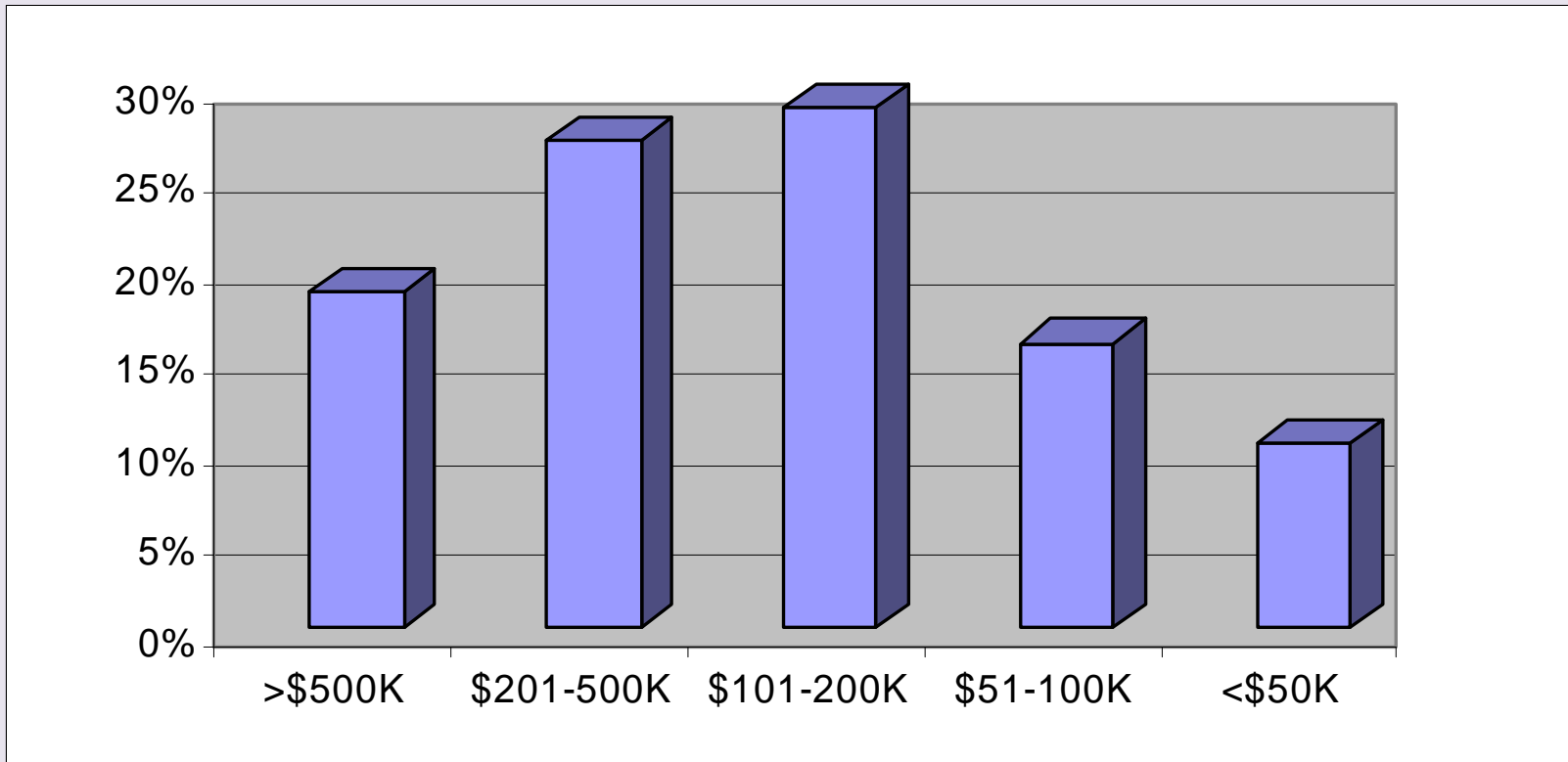
Do you use a target market database?



Over 70% of responders did not have a completed target market database.

Deal Size

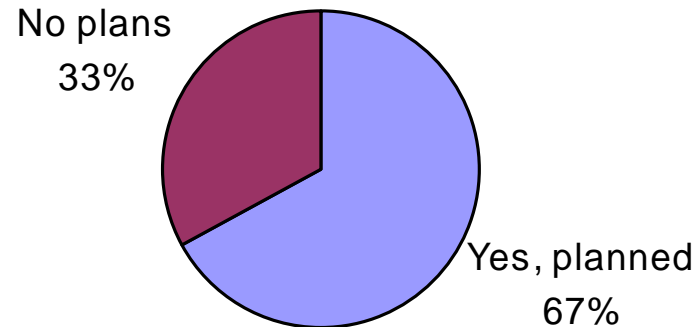
What is the size of a typical sale to a new account?



*With an average initial sale over \$100K
access to executive decision makers is critical.*

Lead Generation Plans for 2005

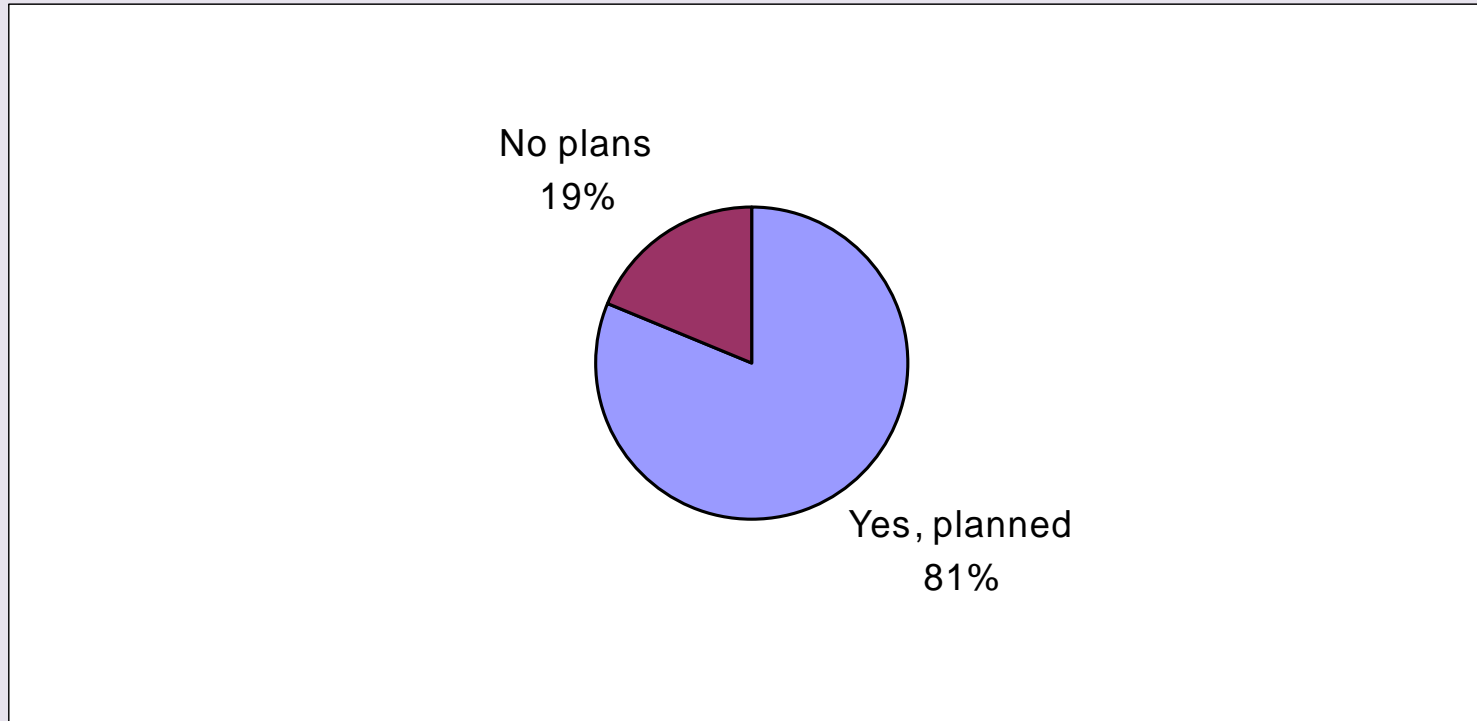
Do you have a lead generation initiative planned this year?



Two thirds of responders were planning a lead generation initiative for 2005.

Database Plans for 2005

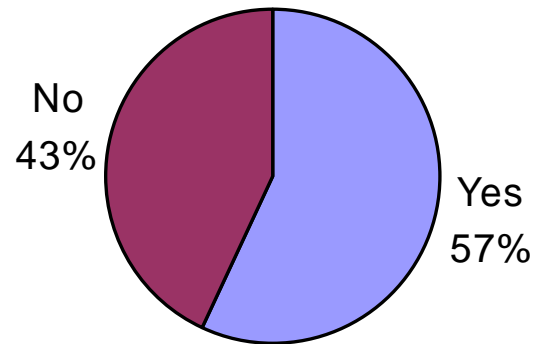
Do you plan to clean, update or expand your target market database this year?



Over 80% responders were planning a database initiative for 2005.

Website as an Active Lead Generation Tool

Do your web leads automatically go into a database?



Nearly half of responders had no system to automatically capture web visitors in a database.

Conclusions

- The vast majority of respondents targeted markets with under 5,000 accounts... yet few had built a database of those accounts.
- The respondents' average deal size was high (>\$100,000)... yet few companies had identified the senior executives who would approve those deals.
- 67% of respondents were planning a 2005 lead generation initiative and 81% were planning a 2005 database generation initiative.
- Only about half of respondents flowed leads from their website into their target database.

Capabilities

*Simply***DIRECT** ... precision-builds **target databases** of companies and contacts, even down to the email level.

*Simply***DIRECT** ... has developed a proprietary **lead generation** methodology that engages senior executives in a voluntary and non-intrusive manner.

*Simply***DIRECT** ... has pioneered optimizing clients' websites so as to generate, filter and make usable **web leads**.

Interested? 800.277.1994 / dbarth@simplydirect.com