



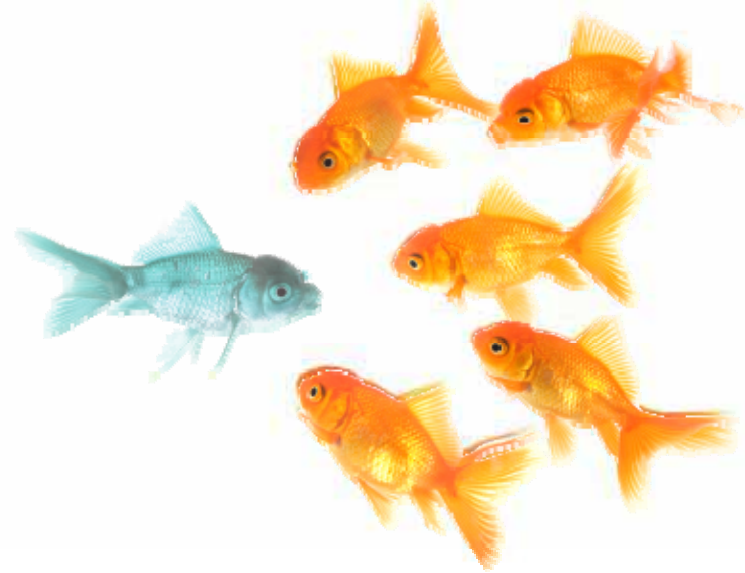
Media One
Fresh Data.Direct from the Source.



The Unique Differences of Media One

When you work with Media One, everything happens right here at our own facility, using our own data, and our own team of experts.

From planning through execution and on to evaluation, we are standing beside you every step of the way with full control over every aspect of your campaign.



Media One's Consumer Data

Media One's Consumer data is action and behavior based. Records are confirmed through actual transactions, opt-ins, and responses to particular topics of interest. The file is then further enhanced with real property data and public records to produce one of the most accurate and responsive consumer files on the market. Each record is confirmed for accuracy and deliverability.



Media One's Auto-Owner Data

Media One houses one of the largest and most accurate Automotive Database in the country. Each record in this database is corroborated against three separate sources for accuracy.

We have the capability of making this automobile owners list as detailed as you need it to be. You can choose from year, make/model, odometer reading, purchase date, title date, own/lease, AND MANY OTHERS!



Media One's MyDataCounts.com Auto-Owner Data Portal

With just a quick signup, you can have access to auto owner data 24 hours a day, 7 days a week. Pull lists anytime you need them in seconds!



Experience authentic data from the source

Clear vs. Clutter, Advertiser, Best Estimate, Quality vs. Quantity, Mobile Data, Postal Data, Internet Marketing, Data Hygiene, Targeted Lists, Submarketing, SEO, Data Counts, Fresh Open-ies, Old System, Phone Data, Site Traffic, Bulk Internet Data, ISP, Digital Campaigns, Data Enhancements

Better data leads to better results. Delivering quality is what we do. Catchy subject lines equal high open rates.

In today's constantly evolving media landscape, great marketing requires an adaptive strategy. Media ONE supplies their clients with the ultimate precision tools to create a foundation base for effective marketing campaigns and marketing strategies. We are here to assist our clients in achieving their goals. Our accurate, highly targeted data allows our clients to reach their desired demographic effectively without sacrificing their advertising budget. We at Media ONE stand behind the integrity of our data.

Media ONE is an industry leader in direct marketing strategies. We have provided invaluable services to numerous Fortune 500 companies as well as smaller privately owned businesses. Through our own proprietary technology, Media ONE is able to pinpoint our clients exact data requirements and ensure a high standard of validity. We work hard to produce the best data available, so your company can achieve the very best results!

If you're not already a member it's time you experience authentic data from the source. [CLICK HERE](#) to contact us and get registered for free access to our Online

Media One's Political Data

Media One's U.S. Voter Registration File for all 50 states

- 150 Million Postal Records
- 9 Million Email Records
- Landline, cellphone and SMS data available.

Female Voters – 27.8 Million

Male Voters – 24.2 Million

LGBT Voters - 86 Thousand

Senior Voters – 52.4 Million

Hispanic Voters - 9.8 Million

African-American Voters - 22.9 Million

Republican Voters – 39.5 Million

Democratic Voters – 55.9 Million

Independent Voters – 55.3 Million



Choose many targeting options such as: precinct, district, party affiliation, voter, history and behavior.

Media One's Web-Based Political Data Count and Order System

Media One provides you with quick and convenient 24/7 web-based access to the nationwide U.S. Registered Voter file. Once approved and registered you can pull data anytime anywhere right from your computer—because successful political marketing requires you to be ready to move when the situation demands action!

Pull Data, Do Appends, Upload Suppression Files—all from your own computer.



Media One Email Data & Deployment Services

Because Media One has the in-house resources to custom create virtually any type of email database--and troubleshoot deliverability issues--we will be able to evaluate your email projects and immediately help to make any necessary adjustments.

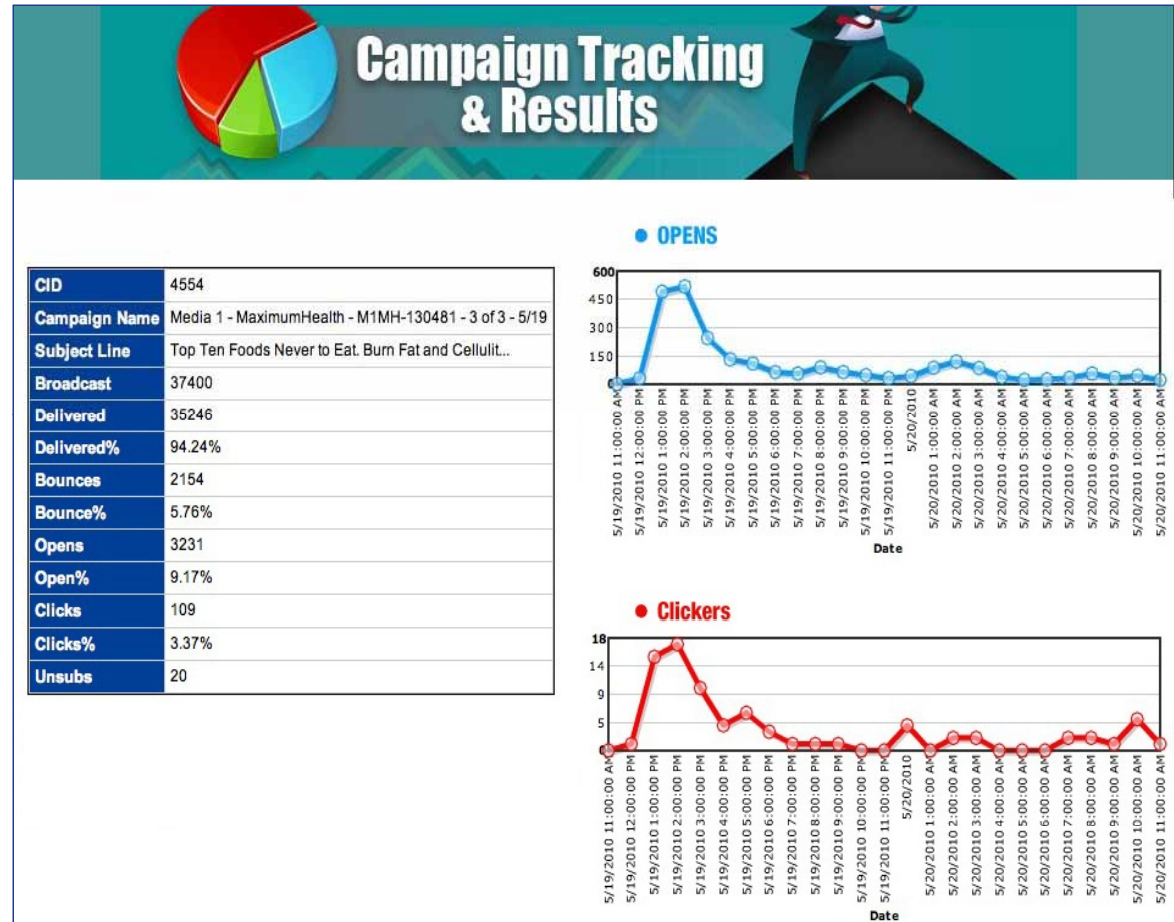


Media One guarantees 95% deliverability on our email broadcasts. How? We use a proprietary rotating IP Address/Trickle System that allows us to bypass the ISP's "Daily Rate Cuts," which is the amount of email allowed "in" from one domain before the ISP (Google, AOL, Yahoo, etc.) starts bouncing all follow-on emails. This is our own proprietary technology.

Email Tracking Report Example:

This reports shows statistical analysis and percentages for broadcast volume, delivery, bounce, open and click rates.

This report is generated in graph form as well tracking hour-by-hour and day-by-day and provided 72 hours after campaign completes.



Media One's Postal Data

Media One's postal data goes through rigorous quality control measures to assure accuracy.

NCOA (National Change of Address) Our National Change of Address service.

CASS Certification And Address Standardization and Delivery Point Validation (DPV)

PCOA (Progressive Change of Address). This tracks individual by updating addresses using; utility turn-ons & new credit ca



Depend on the Accuracy and Integrity of Media One's Data

Media One's data hygiene standards are some of the most stringent in the industry. Most of our clients are repeat customers because they understand what truly deliverable data can do for their business.



Expand the Capabilities of your Data with Media One's Appending

Media One has extensive experience in data-driven enhancement solutions to remedy problems such as incomplete or inaccurate data. Let us add to the efficiency of your data with demographic lifestyle, behavioral, landline/cell phones, and email attributes. Talk to us about populating missing fields of information in *your* database.



Media One in the News!



DIRECT MARKETING NEWS

HOME NEWS FEATURES **SECTORS** RESOURCES EVENTS SUBSCRIBE INDUSTRY JOBS

Agency Business Report Database/CRM Digital Direct Classic E-mail Marketing Multichannel Retail/Ecommerce

Direct Marketing News > Sectors > Database Marketing/CRM > Q&A: Andrew Marcus, Media One CEO

Q&A: Andrew Marcus, Media One CEO

Juan Martinez August 10, 2011

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Andrew Marcus, CEO of **Media One**, a data marketing company discusses campaign marketing and why he thinks lists prices won't return to 2007 levels.



Andrew Marcus

Direct Marketing News (DMN): *Your company houses the complete US Voter Registration File for all 50 states. How will Web marketing and direct marketing be used during the upcoming election year?*

Andrew Marcus (Media One): Well first of all this is the actual U.S. Voter Registration file, not a consumer file that is appended with voter information. It offers information on voter history back to 1998, party affiliation where available, ethnicity, language spoken, income, home ownership, gender, geo and more. We can then take that file and overlay it with our demographic and lifestyle selects to make it even more attractive to political candidates, PACs and special interest groups involved in political ventures and campaigns.

Media One's Industry Memberships



Media One data is featured on top research portals



Media One's Social Networking

