

COMPANY PROFILE



Merkle is a leading provider of fully integrated customer relationship marketing solutions that maximize results and demonstrate return on marketing investment. We provide the framework for organizations to apply quantitative marketing strategies to their marketing programs across mass, direct, and digital media.

Areas of Expertise

Strategic Consulting – Leading with Strategy & Direction

By aligning strategy with the goals and priorities of the business, Merkle is able to maximize new opportunities and deliver faster return on investment.

- Customer Management Strategy
- Segmentation
- Marketing Strategy & Planning
- Organizational Strategy
- Media Optimization
- Infrastructure Strategy

Database Marketing Services – Creating Insight & Knowledge

Merkle achieves a comprehensive understanding of your customers by collecting, organizing, and optimizing both online and offline marketing data using a flexible and scalable technology platform.

- Database Development & Management
- Email Marketing
- Marketing Information Management
- Data Sourcing & Collection
- Marketing Technology Consulting
- Marketing Analytics & Business Intelligence

Agency Services – Changing Consumer Behavior

Using insights about the audience, marketplace, products, and brand, we define situations and uncover new opportunities for marketers to develop targeted messages that deliver positive brand impressions and motivate response.

- Program Development
- Production Management
- Loyalty Programs
- Campaign Execution
- Creative Development

Figure 1 – Clients



Merkle Facts & Figures

We help world-class organizations use information more effectively across their entire marketing enterprise to maximize financial performance and return on marketing investment. The core of our solution is our highly flexible and scalable marketing technology platform coupled with award-winning analytics and creative, and driven by our highly-disciplined consultative approach. It is the integration of these competencies that creates superior results for our marketers.

Company Profile:

- Chairman & CEO: David Williams
- Founded: 1971
- Ownership: Privately held
- Revenue: \$254 million for 2010
- Locations: Baltimore – Boston – Chicago – Denver – Little Rock – Minneapolis – New Jersey – New York – Philadelphia – Pittsburgh – Seattle – Shanghai
- Employees: 1,400

Our Customers:

- 150+ World-class Clients
- Industries served include: Financial Services; Multi-Channel Retail; Insurance; Retail Banking; Credit Card; Nonprofit Fundraising; Consumer Package Goods; Pharmaceutical; High-Tech and Telecommunications; B2B; Travel, Media and Entertainment

Our Capabilities:

- Manage over 75 marketing databases
- Manage several billion direct mail pieces annually
- Send over 1 billion permission-based e-mails annually
- Inform over 5 billion marketing decisions annually

Figure 2 – Awards & Recognition



The Time is Now

In today's competitive environment, it's not enough to provide great products and services. A fully integrated customer marketing program provides an opportunity for marketers to grow their competitive advantage. Merkle has the expertise to leverage brand and consumer insight to inform marketing creative and program strategies.

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