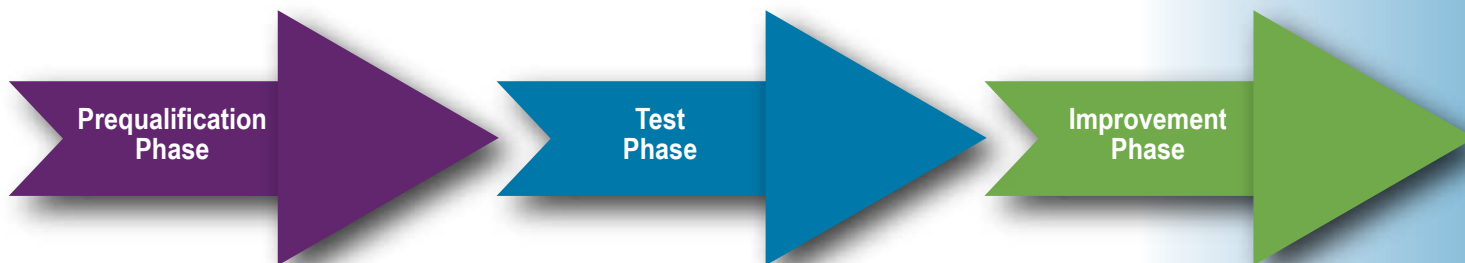


## Strategic List Services

**You won't find a more effective approach to list strategy.** Unlike major compilers who will sell you *their* lists, ICS scans *all lists*, industry-wide – creating a diversified list strategy based on *your* targets and business goals.

An important component of this list strategy is our “**performance-based testing plan.**” This plan includes **testing of up to six of the industry's best list sources from a variety of data types** (Web/Internet, publishing, etc.). We will work with you to set “evaluation metrics” up-front in our planning.

We use our performance-based testing process as a ROI-based foundation to **quickly optimize your marketing efforts.**



### With Strategic List Services, you get...

- Broad List Consulting Experience
- Access to the U.S.'s Largest List Network – Over 120,000 B2C, B2B, specialty, compiled and in-house sources
- A Smarter, Safer Approach to Optimized Marketing – Thanks to our performance-based testing and our “no single source relationship” approach
- Integrated Direct, Email and Targeted Lead Generation – For greater sales/response lift
- Advanced Analytical Tools – For refined targeting
- Peace of Mind – Our exclusive, no-cost, 4-point quality check lets you know that every list is what we say it is
- A Diversified Strategy – Reduced risk, increased returns...ultimately maximizing your efforts to grow your business
- More Prospects Converting to Customers

Connect with us:



# Strategic List Services

## Ask About AutoNet

### The Most Comprehensive Automotive Data Collection

- Over 110 Million self-reported records, both B2C and B2B
- Over 400,00 new auto shoppers added each month
- All opt-in and Shelby compliant
- Postal and email options
- Demographic / lifestyle
- Applications in automotive, insurance, financial, etc.



*Learn how ICS's list strategy helped others grow their business.*  
Visit [www.icshq.com/experience](http://www.icshq.com/experience). Just call us. We can do the same for you.



## When You Need to...

*Find & Convert* Your Best Sales Leads

*Integrate* Your Online & Offline Marketing

*Enhance* Customer Communication Relevancy

*Reduce* Marketing Costs & Management Time

*Measure & Optimize* Your Marketing Efforts &

*Prove* Increased Sales

## You Need...

**ICS Marketing Services**  
Your Integrated Marketing & Technology Experts