

Experience, Service, Quality



Did You Know –

Nearly 40% survey respondents said they have tried a new business for the first time because of information received via direct mail.

52% of consumers age 18 - 39 reported greater enjoyment reviewing their mail received through USPS than scrolling through email.

85% of the respondents review their USPS mail daily.

Source: The *DMNews*/Pitney Bowes online survey from September 2008.



And –

Approximately 30% of email addresses change every year
– primarily to avoid spam.

Slightly less than 12% of the U.S. population changed their
physical address during 2007 – 2008.



Direct Marketing

Lead Generation

Increase On-Site Traffic

Diversified Marketing Portfolio



Lead Generation

Email is a very effective method to reach current customers and follow up with recent contacts.

Direct mail brings in new customers and opens the door by providing a physical piece that is more likely to be retained and looked at than an email.

Sales generated by direct marketing are predicted to grow by 3.5% during 2010.*

* Based on statistics released by the Direct Marketing Association



Increase On-Site Traffic

Get coupons and promotional offers in your customer's hands without any effort on their part.

Bring new buyers to your location and add them as a new customer.



Diversified Marketing Portfolio

Utilize a mix of marketing channels to reinforce your message and reach potential customers.

Direct mail has proven itself as a strong avenue to increase your sales.

Direct marketing's share of total U.S. advertising will be 54.3% during 2009, a 1.6% increase over 2008.*

* Based on statistics released by the Direct Marketing Association



About Us

Chapman Data Services, Inc. has been dedicated to providing services to the Direct Marketing Industry since 1990. We have a strong background in the credit card industry, as well as non-profit solicitations and retail marketing.

Some of our many services include –

Data Processing – Creative Design – Targeted Personalization



Data Processing

Radius Append

Merge / Purge Processing

ZIP Code™ Correction

ZIP Code™ Appending

Address Standardization

Address Correction

Postal Sortation

NCOALink® with ANKLink™*

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Creative Design

Strong marketing concepts

Copy that sells

Eye-catching design

Integrated Web and mail design for immediate response.



Targeted Personalization

Tailor your contact media to the recipient

Change the text, the look, or both instantaneously to reduce costs while maintaining the personal touch required to lift response.



Our Staff

Experienced – Average length of time in the industry is 10 years.

Knowledgeable – up to date skills maintained by constant education in the latest industry expertise.

Wide range of long-term clients – from non-profits to the credit industry to retail advertising.



Quality

Our goal is to exceed our customer's expectations on every project.

We are committed to continuous improvement of our processes and expansion of our industry knowledge to benefit our clients.



Contact Us

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