

Blog

NextMark Releases 4Q10 Data Card Quality Report

Hanover, NH – January 14, 2011 – NextMark, Inc. a leading provider of direct marketing tools and resources, today published its [fourth quarter 2010 Data Card Quality Report](#). The report categorizes list management firms based on the number of titles managed, and provides an average data card quality score across each company’s list management portfolio.

Among the findings were fifteen list management companies that posted double-digit improvements when compared to the third quarter of 2010. The companies that improved the most were Saavoy Lists (+31), Mazzone Marketing Group (+25), Global Addresses Inc. (+24), Net60 (+24), and Vente Inc. (+24).

A total of 64 list management companies got an ‘A’ (90.0 or greater) for data card quality in Q4 2010, and 23 of those companies got a perfect score (100).

It is important to note that data card quality does not reflect list quality, but it does measure the completeness and recency of information about the list. This helps to ensure that direct marketers have the information they need to make good prospect list purchasing decisions.

NextMark publishes the top 50 ranking report on a quarterly basis. The next report will be published in April 2011.

Individual data card scores are calculated using a weighted average of thirteen attributes, with an emphasis on recent updates. A list manager’s score is the average of all the data card scores in their portfolio. The fourth quarter 2010 Data Card Quality Report includes a ranking of list management companies by data card quality. The top companies for each category are listed below:

Category I (500+ Titles)

- Edith Roman & ePostDirect
- American List Counsel
- B2B, LLC
- Complete Mailing Lists
- Lighthouse List Company
- ListBargains.com

Category II (250 – 499 Titles)

- Media Source Solutions
- Dunhill International List Company
- The List Experts
- PCS Mailing List Company
- List Connection, Inc.
- Ethnic Technologies
- Integrated Business Services

Category III (100 – 249 Titles)

- W.S. Ponton
- Complete Medical Lists
- eTargetMedia.com
- List Service Direct, Inc.
- Political Fundraising Lists
- MCH Strategic Data
- Direct Market
- Charles Moore Associates

Category IV (50 – 99 Titles)

- NCRI List Management
- Profile America List Company
- Mazzone Marketing Group
- Horizon Lists
- CAS
- AccuData Integrated Marketing

For a complete report of the top list managers, including risers and fallers, visit NextMark’s web site: <http://www.nextmark.com/media-sales/data-card-quality-report>.

About NextMark, Inc.

NextMark provides tools and resources that help organizations to buy, sell, and learn about addressable media. NextMark currently indexes and tracks more than 100,000 addressable media programs from more than 1,400 sources. NextMark is a privately held corporation headquartered in Hanover, New Hampshire USA with its Marketing Information Network operation located in Edmond, Oklahoma and on the web at www.nextmark.com.

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