



IT'S ABOUT  
**MORE CUSTOMERS**  
GET MORE. KEEP MORE.

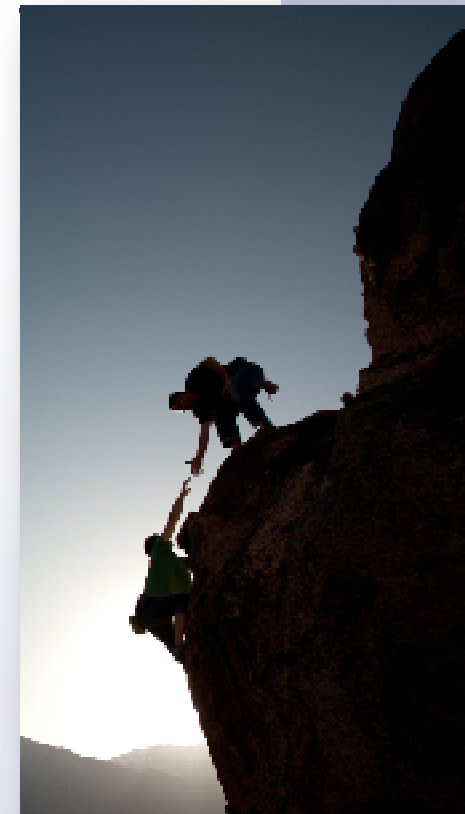


**MORE RESPONSE – MORE CUSTOMERS – MORE PROFITS**

# Your Partner In Success

## Core Values

1. Act with Honesty and Integrity
2. Dedicated to serving our customers and communities
3. Respect for the dignity and abilities of every person
4. Commitment to individual initiative, creativity and productivity
5. Personal and professional accountability
6. Serve our clients as true partners in success



# The Questions

## Problems To Address

- How can I get more customers?
- How do I get my existing customer to buy more often?
- How can I re-energize past clients?
- How can I use my advertising dollar more efficiently?
- How can I keep top of mind awareness with my market?
- What can I do to stay ahead of the competition?
- What can I do to get more referrals?
- How can I increase profit margins from current customers?
- How do I generate more qualified leads?

# The Changing Landscape

## Methods

Marketers in Control	→	Consumers in Control
Analog	→	Digital
Fixed	→	Mobile
Push	→	Push and Pull

## Media

Phone Directory	→	Outdated
Newspapers	→	Declining Rapidly
TV	→	DVR/TiVo
Telemarketing	→	Do Not Call List
E-Mail	→	Spam Software

# The Consumer

## So what do they want?

- 90% of household purchase decision-makers read advertising mail each week
- Each week 51% of consumers make a purchase decision based on coupons and special offers received in the mail
- Economic crisis has led to **massive** growth in coupon usage
  - 94% of all American households use direct mail coupons (A.C. Nielsen)
  - 72% of respondents said that they keep their eye out for coupons and special offers (NFO Research)
  - 58% Use coupons more than they did 2 years ago
- Mobile coupon redemption is the #1 service users want from their phones
- Online coupon use is up 39% since 2005

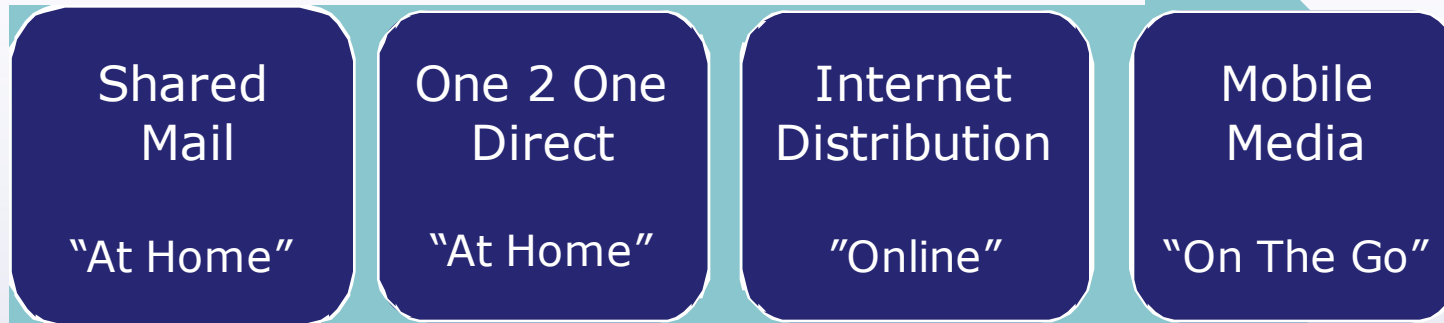


**Consumers want, need & respond to coupons!**

# Integrated Delivery



How consumers want coupons



# The Famous Big Envelope



## Shared Mail: How it works..

**A group of local businesses targeting the same consumer share the cost of the postage by putting ads in the same envelope.**

### o Targeted

- On local business categories consumers want
- On a select number of reputable, family friendly, businesses
- To high end, savvy, upper income, home owners & families

### o Marketed

- On TV – Comcast commercials to promote the valuable offers
- With sponsorships
  - Sacramento Capitals World Champion Tennis
  - Sacramento River Cats Champion Baseball
- With giveaways & promotion on the back of envelope

### o Delivered

- With a larger, full color ad format
- With personal attention - No competing with ad on other side or on same page
- Online across a huge network of websites for massive internet exposure



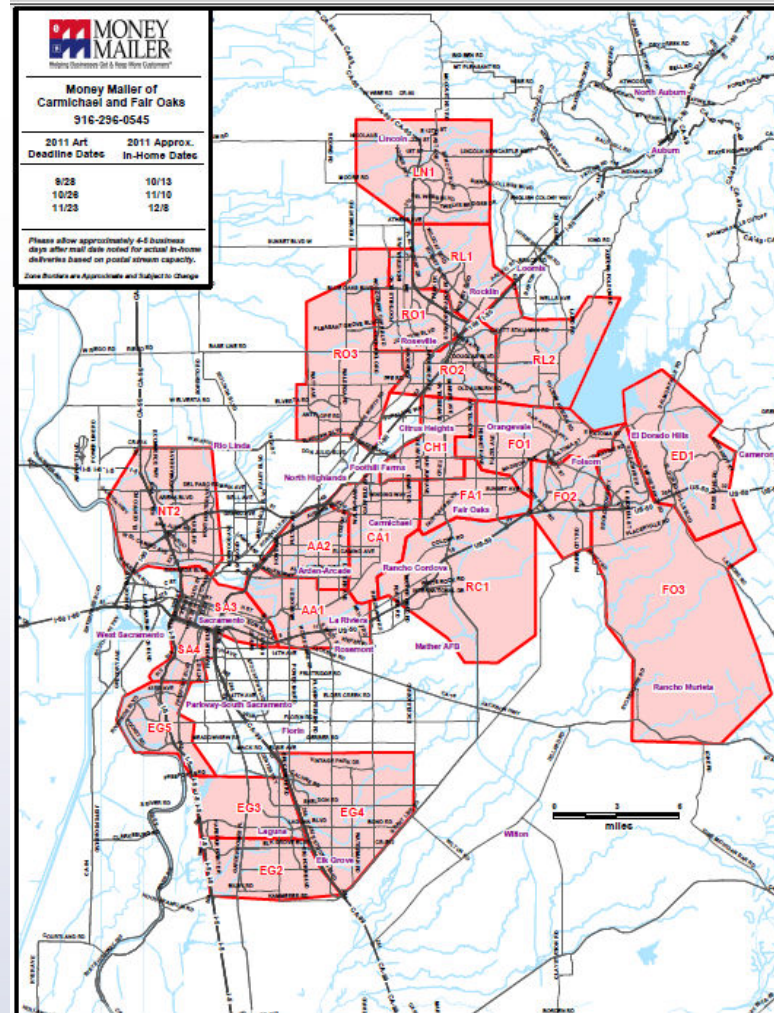
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# The Famous Big Envelope



## Sacramento Market



- **230,000 total circulation**
- **Coverage from Lincoln to El Dorado Hills to Elk Grove**
- **Targeted upscale neighborhoods of 10,000 homes**
- **Mailed 12x per year**

# The Target Market



Hi, my name is  
Mary Mathews



## Want this to be your customer?

- I'm 45 going on 35
- Between my husband and I we make \$103,000 p/yr
- We have 2 kids
- We work hard for our money and manage it well
- We own our home
- **I love to use coupons!** We eat out 3 to 5 times per week and coupons allow us to do that in these tough times
- Coupons also save us thousands of dollars on things we use everyday like auto, home services, home improvement and even professional services
- I shop around and am always looking for the **best value**
- Price is important but not the main concern
- We want **quality** goods and services and relationships with businesses we can trust and refer our friends to

# Postcards, Letters, Brochures and Flyers

## Reaching Consumers At Home

Specializing in consumer profiling, highly targeted demographic analysis & personalized data/graphics

- **Are Timely and Flexible** – Stand out in the mailbox with your own advertisement when it's right for your businesses with special offers, reminders, special events and holidays
- **Are Relevant** – Reach a specific audience by attracting new customers or reward loyal ones with custom offers just for them
- **Are Measureable** – Your customer transaction/redemption information can be analyzed to measure effectiveness
- **Highly targeted** lists and customer profiling allows you to mail only the most profitable prospects
- **Personalize** each piece to improve your response rate by over 30%

**Effective Uses:** New mover program, customer profiling, radius mailings, loyalty mailings, letter campaigns



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# Mobile Coupon Distribution Program

## Reaching Consumers "On The Go"

### Go Mobile: Only with Money Mailer

Extend the reach of your offers through the number one interactive channel used today – mobile phones. This is just one more way Money Mailer grows your business through a fully integrated direct marketing solution to increase your advertising ROI.

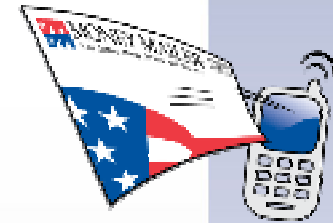
### How Mobile Marketing Grows Your Business

- Stay top of mind with customers 24/7/365
- Be more interactive with customers
- Take advantage of both "push" and "pull" marketing at the same time

### How it Works

- Delivery - Customers get program details in the mail and via in store displays
- Build Database – Customers subscribe to receive your coupons and other offers on their cell phones
- Redemption - Customers show the coupon on their cell phone to you

**Clients have routinely seen over 10% response rate**



- **Mobile coupon redemption is the #1 service users want from their phones**
- **255+ million mobile users today**
- **69% Use their mobile phones for texting**
- **Text messages have a 90% open rate and a 99% delivery rate**



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# Online Coupon Distribution Program

## Reaching Consumers Online

### Generate More Redemptions

- Online coupon use is up 39% since 2005. Online consumers redeem at a very high rate and Money Mailer will help you capitalize on this opportunity.

### Increasing Your Reach

- Consumers find discounts on your products in places they expect: on websites of their favorite retail stores, newspaper sites, TV and radio station sites, lifestyle and information web publishers. They select and print the coupons they want for use in stores.

### Leverage Online Coupon Channels

- With thousands of sites, Money Mailer is partnering with the largest online coupon-delivery network in the nation, with reach over 75+ million consumers per month.



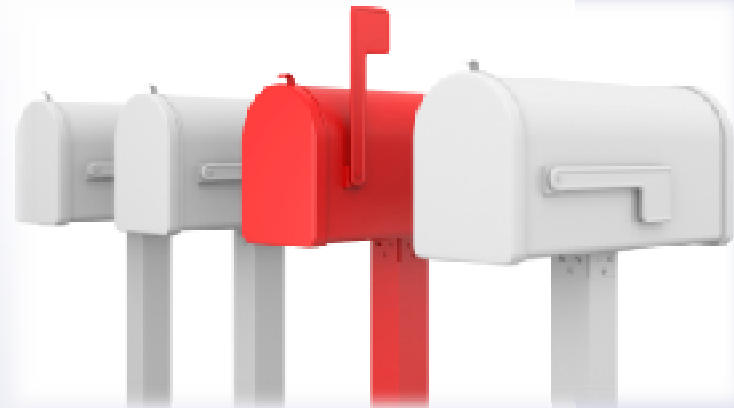
- **“E-coupon clippers make more money, shop online more, and talk about new products with peers more than offline coupon users do.”**
- **38.6 million use online coupons**
- **92.5% search online to shop local**
- **53% visit to find coupons**

# Direct Mail & Telemarketing List Services

## List Services

Money Mailer provides top quality list services using the best data in the country. Filtering your list properly will save you thousands of dollars and turn your direct mail campaign into a cash machine!

- **Targeted Business lists**
- **Targeted Consumer lists**
- **Telemarketing lists (with phone numbers)**
  
- **Real Property Consumer File**
- **Bankruptcy File**
- **Weekly New Movers**
- **Monthly New Movers**
- **Pre-Movers**
- **Weekly New Homeowners**
- **Monthly New Homeowners**
- **New Borrowers**



# Mail House and Print Services

## Mail House Services

Money Mailer provides cost effective direct mail house solutions nationwide.

- **Mail house services are great if you already have some stuff printed and just need to get it out to your target market.**

Mail House Services Typically Include:

**Ink Jetting / Addressing  
List Acquisition  
Sorting for lowest possible postage  
Mailing**

## Print Services

You name it, we can print it. Top quality, fast turnaround and personal service. We make it all easy.

- **Flyers, Door Hangers, Business Cards, Postcards, Newsletters, Magnets and more.**



# What Our Clients Are Saying

- “Their targeting, local focus and demographics have combined to bring us a lot of sales. Money Mailer is by far my top producer for advertising, giving me a **12 to 1 ROI.**”
  - *Jay Polson, Owner, Granite Transformations*
- “...we achieve a **better than 5 to 1 ROI.** The longer we advertise with Money Mailer the better it works”
  - *Sean Gjerde, Owner, Northern California Law Center P.C*
- “Every time a Money Mailer ad comes out, **we'll get 2-3 new quality patients** on average”
  - *Dr. Keith Nguyen, DDS, Pro Dental Group*
- “We get a **better response** from Money Mailer than any other direct mail advertising we've done”
  - *Wanda Alvi, Owner, California Sunrooms*
- “Our experience with Money Mailer has been **exceptional...** on just our third mailing **we got 3 jobs for a total of \$50,000.** We highly recommend Money Mailer”
  - *Jeff Corbit, Owner, Proscapes Landscape and Design*
- “Money Mailer works better than any advertising I have done...**my ROI is over 10 to 1**”
  - *Hannah Vo, Owner Oasis Nails*
- “We had **2,397 redemptions,** resulting in over **\$20,000 in revenue** to the theatre”
  - *Eric Mayer, Seraphein Beyn Advertising*



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# The Answer

## Your Direct Marketing Partner

Money Mailer can be the most valuable business partner you have. We are dedicated to working with you to build local businesses like yours through the best direct marketing campaigns possible, utilizing our proven solutions, as well as the latest innovations and technologies in the industry.

Your partner in success,

**Steve Neher, CEO**

**(916) 296-0545**

[www.moneymailercarmichaelfairoaks.com](http://www.moneymailercarmichaelfairoaks.com)



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