



Direct Marketing Association

## Membership Overview

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**The Power of Direct: Relevance. Responsibility. Results.**

**About DMA**

**Our Members**

**Industry Landscape**

**Get Engaged with DMA: Member Benefits**

# Evolution of DMA

- 1917: Direct Mail Advertising Association (DMAA)
- 1973: Direct Mail/Marketing Association (DMMA)
- 1983: Direct Marketing Association (DMA)



AIM (1998)

Internet Alliance (1999)

Non-Profit (2000)

EEC (2007)

## DMA MEMBER VALUE

- Advocacy (Fed, State, Intl)
- Reputation/Self Regulation
- Competence/Education
- Market-making/Networking
- Market intelligence/Research

# DMA's Global Reach

- DMA has established partnerships and affiliates which provide gateways to international markets
- As this network continues to grow, members benefit from global market knowledge, best practices and skill development via access to other members and associations
- 42 countries and counting
- Partnerships include:
  - China DMA
  - Hong Kong DMA
  - DMA of Singapore
  - Australian DMA
  - Universal Postal Union
  - Arab DMA
  - DMA of Brazil
  - Federation of European Direct Marketing Associations
  - DMA of South Africa
  - DMA United Kingdom



# Nonprofit Federation & DMEF

The logo for the Direct Marketing Association (DMA) features the letters "DMA" in a bold, blue, sans-serif font. A small blue play button icon is positioned to the upper right of the letter "A".

Direct Marketing Association

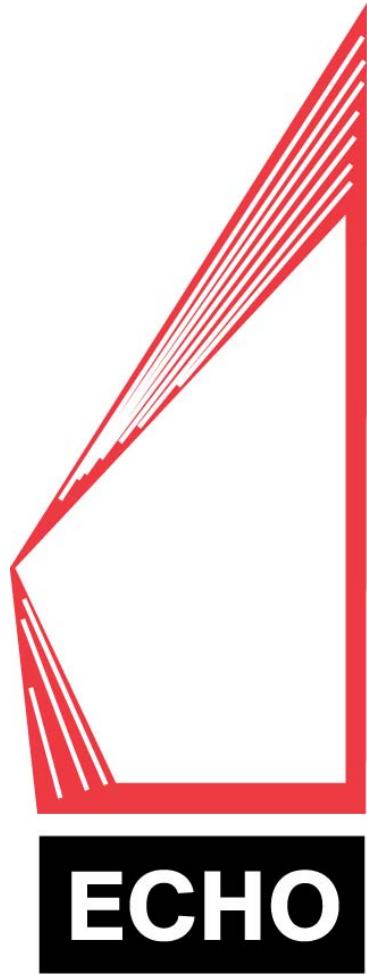
Nonprofit Federation

- Serving the nonprofit marketing and charitable fundraising community since 1982
- 400 nonprofit members and over 70 corporate partners
- The leading source for nonprofit marketing and fundraising professional education and industry advancement
- An advocate for charitable organizations at the federal, state and local levels

The logo for Direct Marketing Education Foundation (DMEF) features the letters "DMEF" in a bold, red, sans-serif font. A red play button icon is positioned below the letter "E". To the right of the "DMEF" text, the words "DIRECT MARKETING EDUCATION" are written in a smaller, black, sans-serif font, stacked on two lines.

- Mission: To attract, educate, and place top college students in the business of direct/interactive marketing
- Established in 1966, the DMEF is the only national foundation of its kind solely committed to introducing – and in fact, engaging professors and students in the thriving business of direct/interactive marketing.

# Echo Awards



## 2009 DMA INTERNATIONAL ECHO AWARDS

- Founded in 1928 The DMA International ECHO Awards Competition honors the world's best direct marketing campaigns
  - Outstanding creative
  - Superb marketing strategy
  - Excellent results.
- Today ECHO welcomes all types of media and judges over 1,000 marketers and agencies across the entire direct marketing spectrum

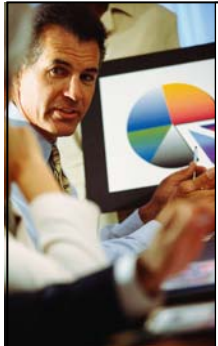
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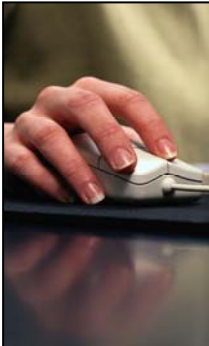
**Get Engaged with DMA: Member Benefits**

# The DMA Purpose – Membership Value



## Business Growth

- Increase your exposure and your bottom line
- Gain access to potential partners
- Reach new customers
- Access a wealth of proprietary information to make better decisions



## Professional Development

- Connect with a growing group of thought and industry leaders
- Get the most from your team by helping them develop
- Forge high-quality business relationships
- Progress your career
- Learn from world-renowned resources



## Citizenship

- Build credibility by showing that you take responsibility
- Inform your customers you regulate your practice
- Be informed
- Make your voice heard

We will work with you on ways to utilize our array of benefits so you realize the largest ROI

# DMA Members Keep Good Company

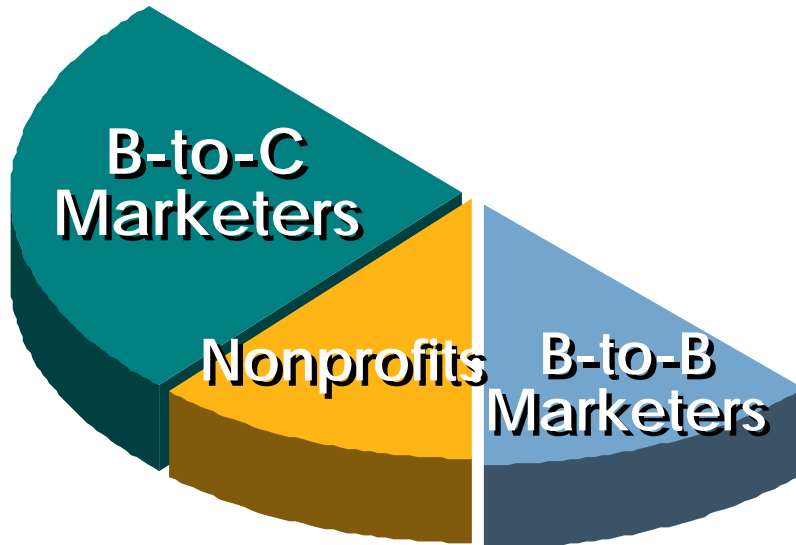


# DMA Membership Profile

- Leading global trade association of business and nonprofits using and supporting multichannel direct marketing tools and techniques
- 3,100+ corporate members from U.S. and 50 other countries – over 70,000 individual participants
- 371-member DMA Nonprofit Federation (DMANF) serves nonprofit organizations using direct marketing channels to communicate with donors, members and public



# DMA Membership Snapshot

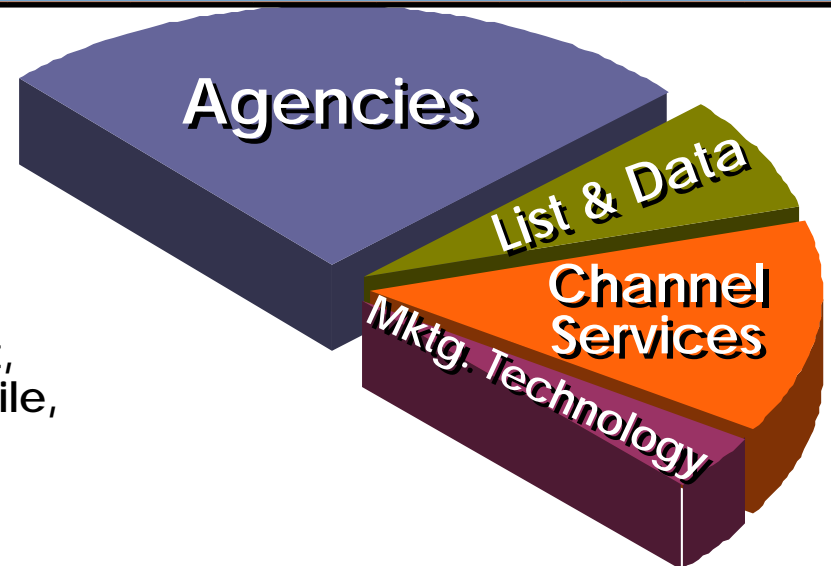


## 50% USER COMPANIES

- Business-to-Consumer 26%  
(Book & Music Clubs, Catalog/Mail Order, Consumer Products & Services, Financial Services, Insurance, Magazines, Publishers, Retailers)
- Not-for-Profit 12%
- Business-to-Business 12%

## 50% SERVICE COMPANIES

- Agencies 25%
- List & Data 8%
- Channel Services 13%  
(Email, Envelope/Paper, Internet, Mailing/ Fulfillment, Media, Mobile, Printing, Search, Teleservices)
- Marketing Technology 4%



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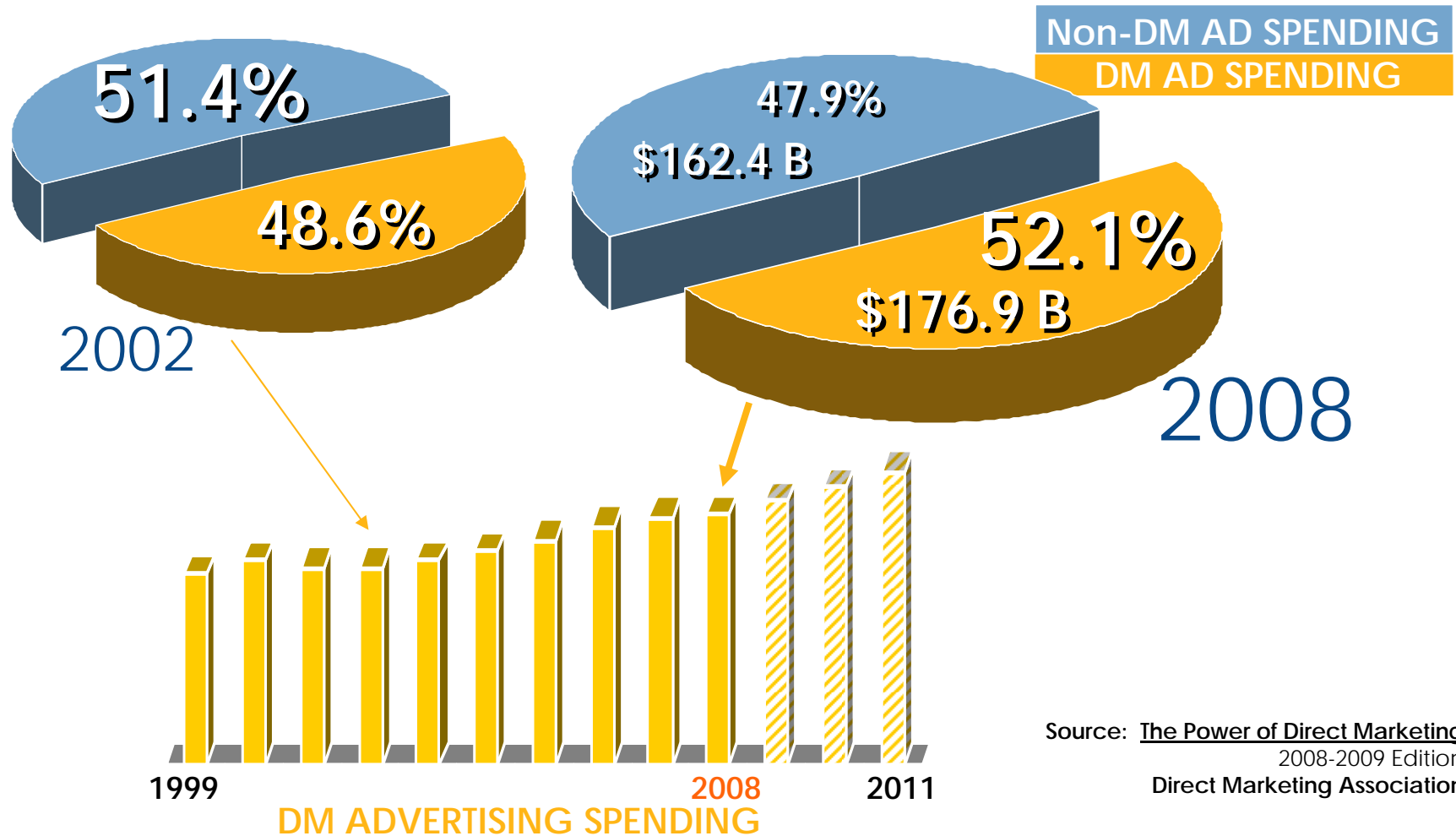
# Direct Marketing: A Multichannel Process Not A Single Industry



- Ad agencies
- Analytics services
- Contact center services
- Creative
- Data compiling
- Display/digital media
- Email/Search/Web marketing
- List brokers/managers/owners
- Marketing database solutions
- Mailing/fulfillment
- Printing/Variable data printing
- Social media, Mobile, Other

- Direct Mail, Catalog
- DR TV/Radio/Magazine/Newspaper
- Internet/Email, WWW/Ecommerce
- Addressable Digital Cable/Satellite
  - Mobile
- Teleservices, Insert media, Other

# Now Over Half Of All Advertising: Direct Marketing At The Tipping Point



Source: The Power of Direct Marketing  
2008-2009 Edition  
Direct Marketing Association

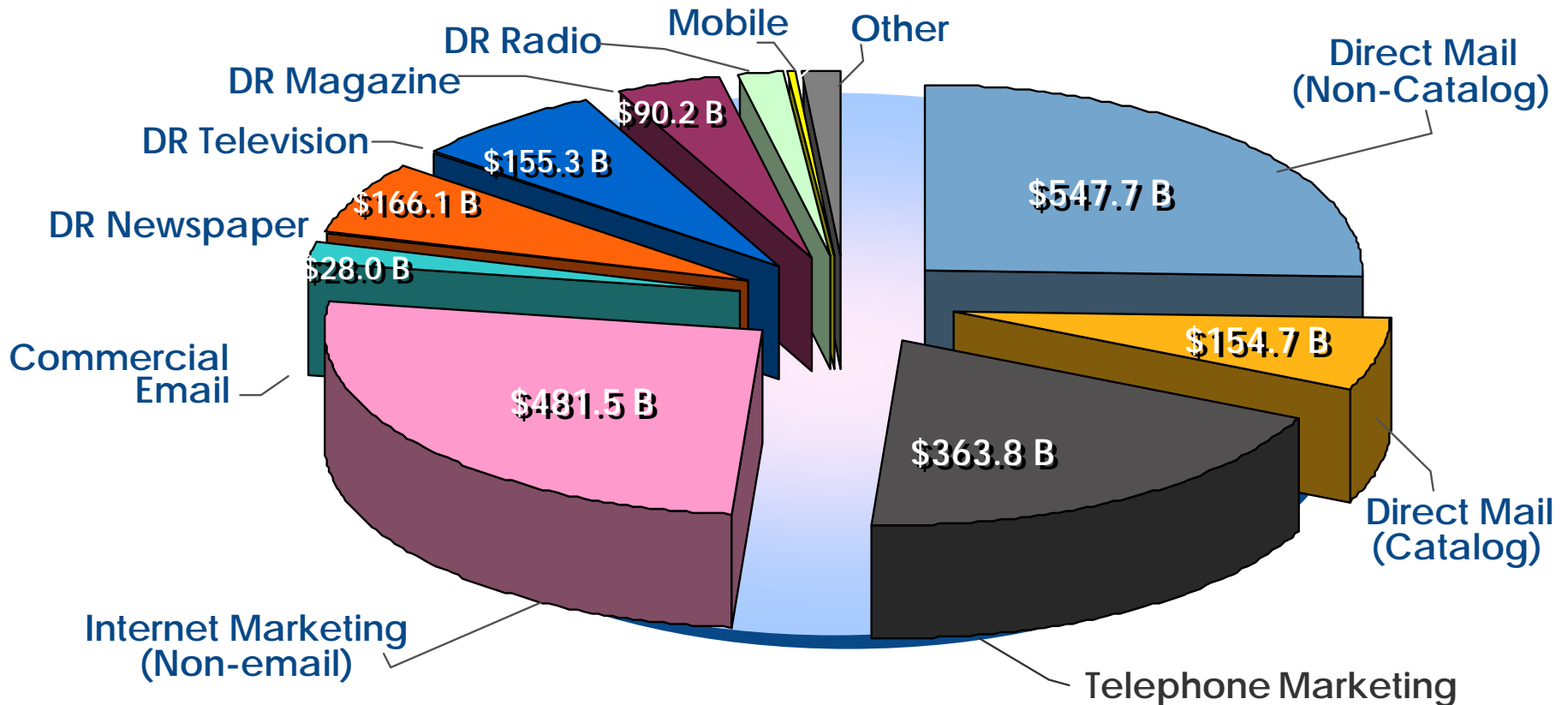
# 2008 DM Advertising Expenditures With Projected Growth Rates

		2008-13 Growth (Projected)	2003-08 (CAGR)
Catalog	\$21.3 Billion	1.8% CAGR	5.2%
Direct Mail (Non-catalog)	\$35.2 Billion	1.4% CAGR	6.0%
Telephone Marketing	\$42.5 Billion	- 0.8% CAGR	- 0.8%
Internet Marketing	\$24.1 Billion	11.8% CAGR	27.9%
Email Marketing	\$ 0.6 Billion	16.1% CAGR	23.3%

Source: The Power of Direct Marketing 2008-2009 Edition  
Direct Marketing Association

# 2010 Direct Marketing-Driven Sales View:

***DRIVING \$1.7 TRILLION ANNUAL US SALES***



Source: The Power of Direct Marketing 2008-2009 Edition  
Direct Marketing Association

# 2008 DM-Driven Sales With Projected Growth Rates

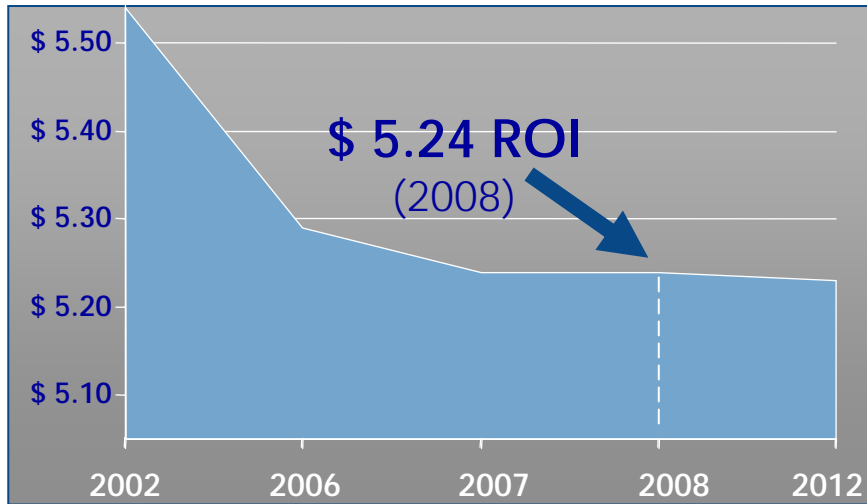
		2008-13 Growth (Projected)	2003-08 (CAGR)
Catalog	\$154.7 Billion	1.8% CAGR	5.7%
Direct Mail (Non-catalog)	\$547.7 Billion	1.6% CAGR	6.1%
Telephone Marketing	\$363.8 Billion	- 1.4% CAGR	-0.5%
Internet Marketing	\$481.5 Billion	11.9% CAGR	19.5%
Email Marketing	\$ 28.0 Billion	12.2% CAGR	18.7%

Source: The Power of Direct Marketing 2008-2009 Edition  
Direct Marketing Association

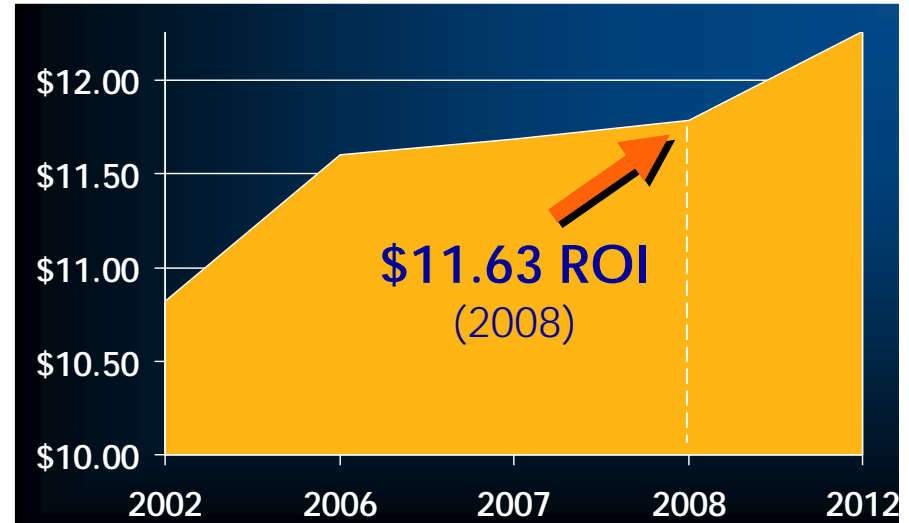
# Direct Marketing Return On Investment

## 2008 Average: **\$11.63 For Each \$1 Spent**

Sales Per Dollar NON-DM ADS



Sales Per Dollar DM ADVERTISING



Direct Mail (non catalog)	\$ 15.55
Direct Mail (catalog)	\$ 7.28
Internet Marketing	\$ 19.94
Email Marketing	\$ 45.06
Telephone Marketing	\$ 8.55

*DM-DRIVEN SALES  
PER DOLLAR OF  
DM ADVERTISING*

# Economic Impact Of Direct Marketing Is Huge

- Drives more than \$2 trillion sales
- Nearly ten percent of total US gross domestic product



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**Get Engaged with DMA: Member Benefits**

# DMA Centers of Excellence (COE)



DMA's Core Centers of Excellence Provide a Major Source of Value to Members

# COE: Advocacy



- Multiple channels with inter-related issues



## Fresh Views at Agency Overseeing Online Ads

By STEPHANIE CLIFFORD  
Published: August 4, 2009

Most of the online world is based on a simple, if agreement: consumers browse Web sites free up data — like their gender or income level — to aim their advertisements.

The new head of the Bureau of Consumer Protection, David C. Vladeck, says it will change. In an interview, Mr. Vladeck outlined his vision for the online advertising ecosystem. Privacy policies that are useless, the commission's standards for the cases it handles are narrow, and some online tracking is "Orwellian," Mr. Vladeck says.



**DMA** GOVERNMENT AFFAIRS



UNITED STATES POSTAL SERVICE

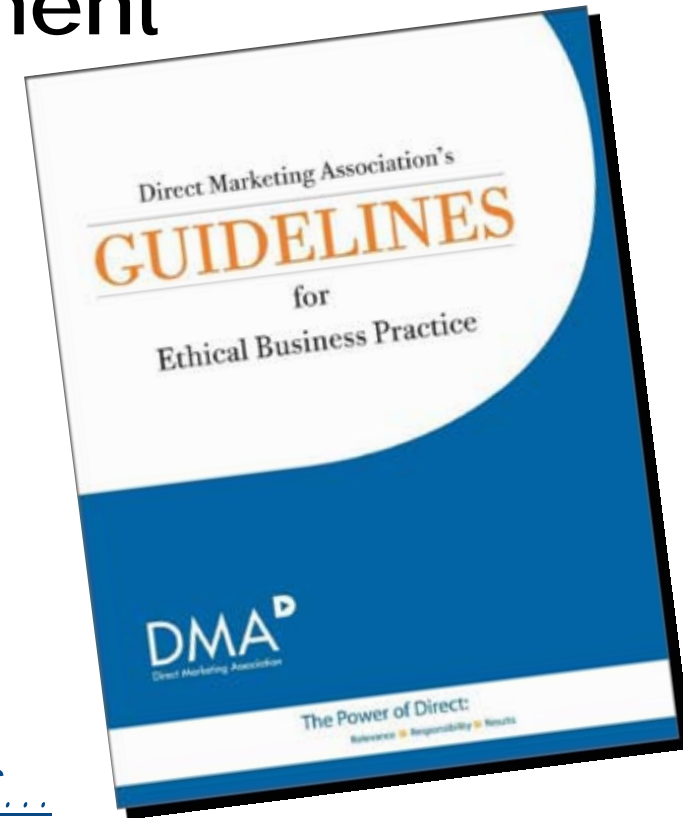


AOL Amazon AT&T Comcast  
eHarmony Experian IAC Intuit  
United Online VeriSign Yahoo!



# COE: Reputation Management

- Multiple channels with inter-related responsibilities
- Self-regulation only effective if all channels act responsibly
- Consumer trust is essential for today's marketing



## DIRECT MARKETING IS...

- ✓ Good for markets
- ✓ Good for buyers
- ✓ Good for sellers
- ✓ Good for jobs
- ✓ Good for commerce
- ✓ Good for convenience
- ✓ Good for choice
- ✓ Good for value

# COE: Education

## MARKETING CONCENTRATIONS

- Online Marketing
  - Search Engine Marketing
  - Social Media Marketing
  - Website Analytics
  - Multichannel Marketing
  - Mobile Marketing
- Email Marketing
- Direct Marketing
- Database Marketing
- Statistics and Modeling
- Math and Finance
- Data Analytics and Mining
- Loyalty Marketing
- Customer Relationship Marketing
- Creative and Copywriting



In-Company  
TRAINING

SAVE TIME AND  
MONEY BY BRINGING  
ANY OF OUR DYNAMIC  
SEMINARS RIGHT  
TO YOUR OFFICE.

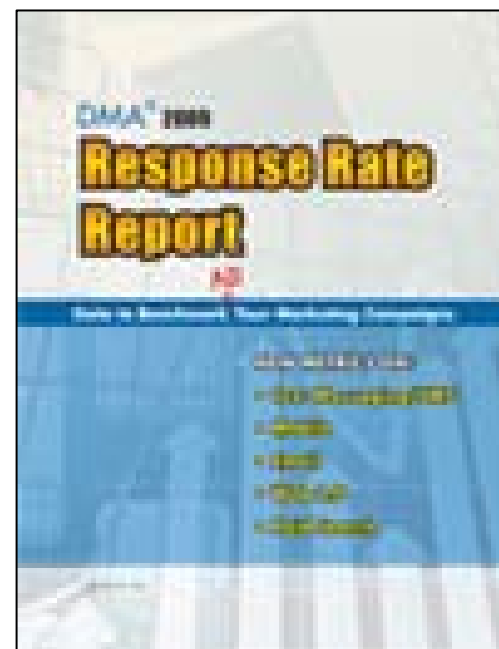
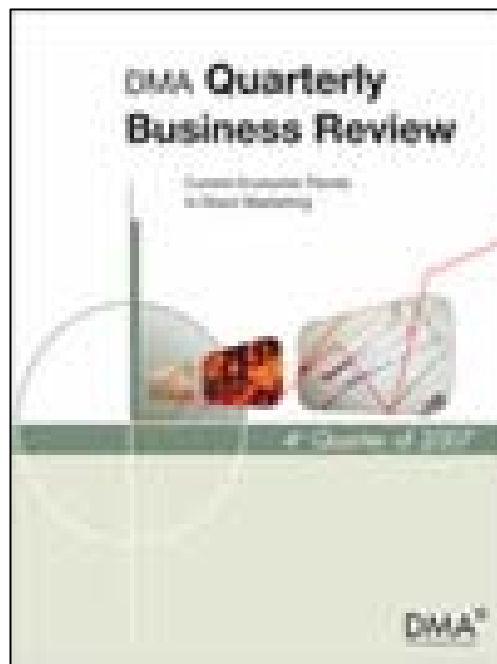
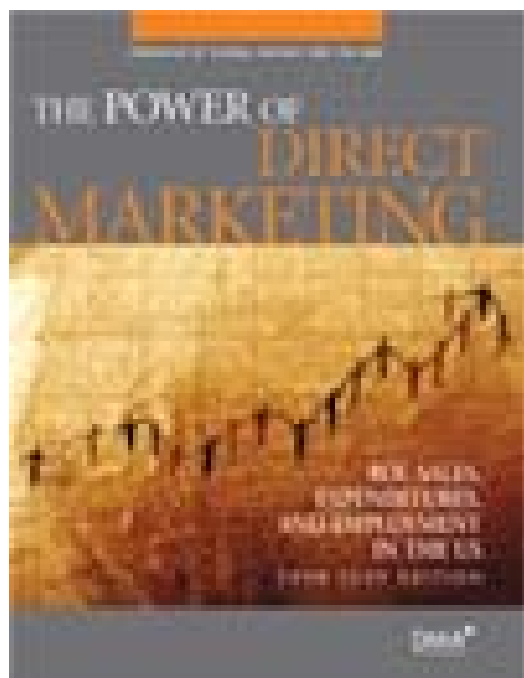
Learn more



A promotional graphic for a seminar. On the left is a blue can with a white outline, labeled "A NEW BRAND OF CREATIVE" and "DMA" at the bottom, with a gold money bag icon. A red speech bubble above the can says "Join Expert Instructor Herschell Gordon Lewis". The background is yellow with blue rays. The text "Direct Marketing CREATIVE STRATEGIES Seminar" is prominently displayed. Below that, it says "March 2-3, 2010 New York, NY" and "DMA EDUCATION". At the bottom, it says "Get the creative tips you need to get results!". A small photo of a man in a suit is visible in the top right corner of the graphic.

# COE: Market Intelligence / Research

- Benchmark your Business with DMA Market Intelligence



# COE: Market Making / Networking

- Participation in Conferences and Councils allows you and your company to stay abreast of the latest trends and to develop best practices and international business relationships

## DMA Conferences:



## DMA Councils: 22 industry and functional verticals

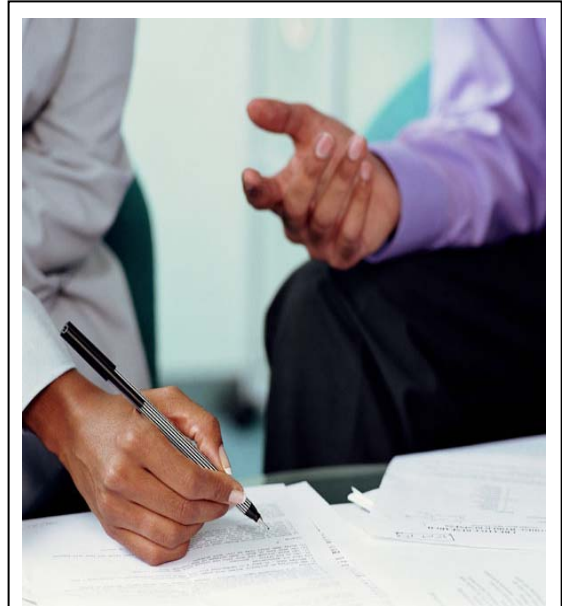
- Leadership opportunities through the SAB
- Councils include:
  - Insurance & Financial Services
  - Mobile Marketing
  - Search Engine Marketing
  - Social Media



# Your Seat at the Table is Waiting

## Standard Membership Benefits

1. Discounts - DMA members enjoy deep discounts on all additional DMA services such as exhibiting, research products, seminars, conferences, job postings, and more.
2. DMA Member Directory and Yellow Pages - These are additional resources for customers, vendors, and the direct marketing community.
3. Networking Events - Council events, Leaders Summit, and Senior Summit are member-only events that give you access to marketing executives.
4. Email Newsletters - 3D, DMA Daily Digest, Currents & Crossroads, legislative news and updates
5. Library Access - The largest database of direct marketing information includes magazine articles, case studies, white papers, statistical data, executive summaries, and more.
6. Ethical Guidelines - Extensive resources, exclusive tools, and regular updates on ethical issues ensure our members comply with laws and ethical business practices.
7. Brand Name - Privileged recognition that comes with affiliation with DMA will enhance your image as a responsible company in the eyes of businesses and consumers.
8. Opportunity for In-House training - Only DMA member companies can have DMA design a training program customized to the industry, employees, and environment.



"It is about both bytes & atoms. We need to need to win in both the digital and physical worlds. The DMA has provided us with the thought leadership to help us transform our organization"  
(Pitney Bowes, 2009)