

Prospects for a New Venture

- New golf club-want to reach interested golfers to purchase over the Net
- rent *Golf Magazine* list and mail promotion
 - 1 million pieces--too expensive
- use information provider to narrow the list
 - women, higher income, within 5 miles of a golf course, over 40, Internet enabled
 - 500,000 pieces--within budget

Current Marketer Looking for New Customers

- Sell books on line
- Market profile of customers is upper income, Internet enabled, live more than 20 miles from a book store and 100 miles from a discount book store
- Sending a US Mail piece to lead recipients to the web site and, hopefully, sales

- Test the mail pieces between consumers who have purchased goods or services remotely and those who have not
- Information provider supplies lists to letter shop, current customers are deleted, mail prepared with discount offer
- If someone purchases, marketer knows that now customer was on the list provided by the information provider.