

**WE show you how to TURN**

**RELATIONSHIPS into REVENUE.**

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**PRESSLAFF INTERACTIVE REVENUE**  
THE POINT IS

### Presslaff Interactive:

- **Established in 1988.**
- **Long and successful history of creating interactive products for media.**
- **Support state of the art technology with great marketing ideas.**
- **Support great marketing ideas with state of the art technology.**
- **Focus on using databases to grow audience and garner advertising dollars.**

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## Product Line:

- **Dat-e-Base Email Marketing Software** for online data collection, contesting, surveying and emails. We work with over 800 media properties, as well as Rush Limbaugh, Dr. Laura, Glenn Beck, Dennis Miller, Billy Bush and other national personalities.
- **Qualified Consumer Initiative (QCI)**. A stand-alone program for **online surveys** that gathers web visitor opinions about advertisers' specific businesses or business categories; delivers crucial marketing feedback in the shape of reports and data analysis and delivers qualified prospects via targeted email campaigns.
- **Consultation:** Our backgrounds in media, product development, data development and data analysis provide the ideas that fuel the products.

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## Agenda:

- ❖ Data Basics
  - ❖ Registration
  - ❖ Emails
- ❖ Data Analysis
- ❖ Segmentation
- ❖ Revenue Case Studies

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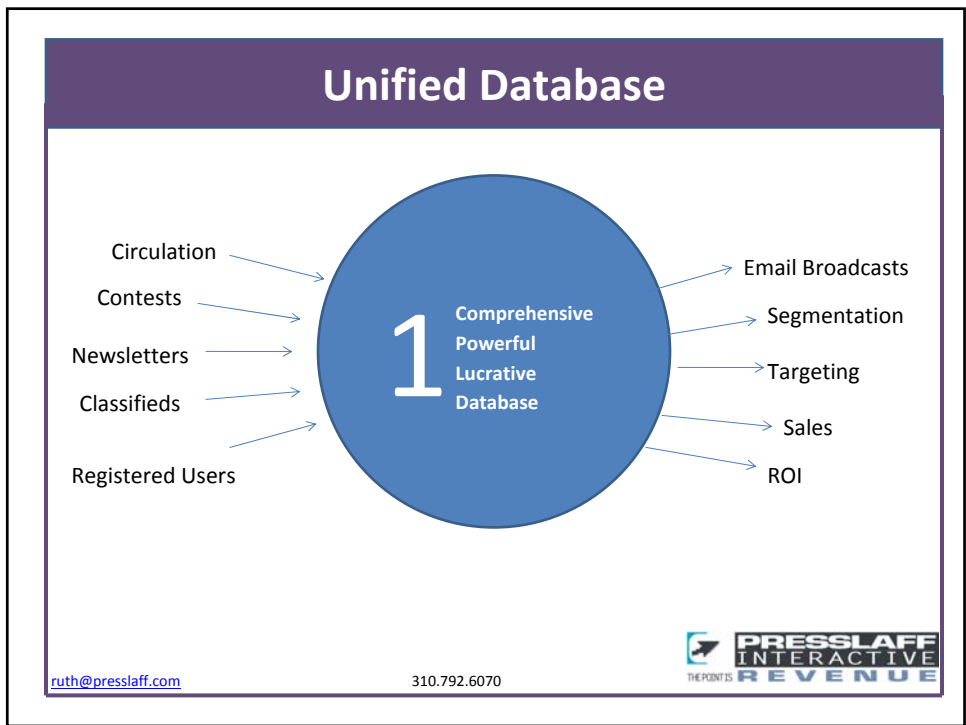
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## Basics: Registration

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## Basics: Worthwhile Communication

**The Herald-Mail**  
**Breaking News Alert**

Washington Co. schools on delay Wednesday, Berkeley, Jefferson schools closed

Get the latest news first. Online and in print, The Herald-Mail delivers. Fast. Fair. Factual.

Washington County Public Schools will be operating on a two-hour delay Wednesday, Feb. 17, the school system announced on its Web site Tuesday afternoon.

Public schools in Berkeley and Jefferson counties in West Virginia will be closed Wednesday, but will operate on two-hour delays Thursday and Friday.

Read more at [Herald-Mail.com](http://Herald-Mail.com)

**The Herald-Mail**  
 SPECIAL OFFERS NEWSLETTER

Special offers, special savings

Welcome to the Special offers newsletter from The Herald-Mail. You are receiving this because when you registered at [Herald-Mail.com](http:// Herald-Mail.com), you told us you wanted to receive information about food or shopping. Included in this email is a money-saving coupon.

For other money-saving coupons, go to our [specials.sunny.com](http://specials.sunny.com)

Give the best gift of all—fresh, healthy fruit

Some people are just harder to shop for than others. That's a simple truth.

But there's a simple solution—Sunny Meadows Garden Center.

Take advantage of Sunny Meadows's Holiday Fruit Baskets. You can order grapefruit, navel oranges, tangelos or tangerines, in sizes ranging from two-quart baskets to one-bushel baskets.

Get all fruit and nuts, no filler.

Visit Sunny Meadows at 7437 Sharpsburg Pike, Boonsboro or call (301) 432-2327 for additional information.

Click here to [add profile](#)  
 Click here to [unsubscribe](#)

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## Basics: Relationship + Revenue

**HeraldTimesOnline.com**  
 HTOVIP  
 Your special time with HTOVIP starts here.

Hi Ruth,

Happy Birthday from HTO VIP! Please enjoy these birthday gifts. Simply print this email and take it to the store location, or show it to a store employee on your mobile device.

Trouble viewing these images?  
[Click for Scotty's free entree and sundae](#)

[Click for Curry Auto Center free car wash](#)

**HAPPY BIRTHDAY**

Scotty's Birewhouse would like to wish you a Happy Birthday

**GOOD FOR ONE FREE ENTREE AND A BIRTHDAY SUNDAE!**

**FREE CAR WASH on your Birthday!**  
 - From your friends at Curry Auto Center

812.339.2227  
**CurryAutoCenter.com**

Print this email and present it with your driver's license to the dealership recipient any Saturday during the month of your birth for a free car wash. While receiving your courtesy car wash, enter for your chance to win 2 tickets to the 3/7 Auditorium to be given away each month. Free car wash can be redeemed on Saturdays only. No purchase necessary.

Enjoy your special day!

The HTO VIP Team

1 month of food items is just \$3.99. That's less than 20 cents a day! Click to learn more: [HeraldTimesOnline.com](http://HeraldTimesOnline.com)

This email was sent as part of your HTOVIP membership.


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Beyond The Basics




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Segmentation



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## Segmentation

The pie chart illustrates the following audience segments:

- Travel
- Male
- Female
- 18-24
- 25-34
- North
- South
- East
- West
- Movies
- Tennis
- New Car

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## Targeting-Revenue Opportunities

The interface displays a map of the Washington D.C. area with several red location pins. A sidebar on the right contains various filter settings:

- AGE RANGE SETTINGS:** Start Age, End Age
- DATE OF BIRTH SETTINGS:** Start Date, End Date, Use Settings?
- ZIP CODE SETTINGS:** Start Zip Code, End Zip Code, Use Settings?
- MULTIPLE ZIP CODE SETTINGS:** Zip Codes, Include Excludes?
- DATE JOINED SETTINGS:** Start Date, End Date, Use Settings?

A 'LOOKUP ZIP CODES' window is open, showing a search for zip codes within 25 miles of a selected city. The results list several zip codes: 55302, 55308, 55309, 55319, and 55320.

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## Data Analysis

- **Develop profiles of your readers**
  - Age
  - Gender
  - Zip Codes

Sex			
Values	Count	%	Bar Graph
Female	527	62.00%	
Male	323	38.00%	
<b>Total:</b>	<b>850</b>		

Age			
Values	Count	%	Bar Graph
18-24	105	12.38%	
25-34	159	18.69%	
35-44	184	21.62%	
45-54	196	23.08%	
55-64	138	16.44%	
65+	65	7.69%	
<b>Total:</b>	<b>850</b>		

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## Data Analysis

- **Develop profiles of your readers**
  - Age
  - Gender
  - Zip Codes
- **Beyond the Basics**
  - Lifestyle
  - Buying Intentions
  - Opinions
- **Target messages accordingly**

Sex			
Values	Count	%	Bar Graph
Female	527	62.00%	
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## Collecting Data Contests:

HeraldTimesOnline.com HTOVIP  
Are you ready for Father's Day, Michelle?  
Win a \$1,000 landscaping package for your dad (or yourself!) from Abell Nursery in Bloomington. Free to enter- just click image below. Deadline is Thursday.

**Win a green thumb for Father's Day!**

Enter to win an Abell Nursery landscaping makeover - \$1,000 value. One lucky dad will win a landscaping makeover package. Prizes, based on their dad's favorite landscaping idea, will be awarded to the winner. The winner will receive a custom landscaping package. One other lucky dad will win \$100 (one they are able to spend on their own) because of other responsibilities, or how much prize they like to making sure their dad always looks terrific. Goodies to enter & more! 8/20/09.

The Herald-Times  
Abell Nursery

To enter, visit: [http://homes.heraldtimesonline.com/abell\\_contest.php](http://homes.heraldtimesonline.com/abell_contest.php)

Happy (early) Father's Day!  
The HTO VIP Team  
Looking for landscaping ideas? Visit [AbellNurseryOnline.com](http://AbellNurseryOnline.com).

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## Collecting Data Contests:

HeraldTimesOnline.com HTOVIP  
Hi Ruth,  
Thank you for entering the Abell Nursery Father's Day contest! The winner was Steve Z. of Bloomington... but Abell Nursery appreciates your interest and would like to offer you a 25% off coupon.

**Abell Nursery**

PRINT & BRING THIS COUPON FOR  
**25% OFF**  
\$200 or more. Expires 8/21/09

Have a great day,  
The HTO VIP Team




Thank you for entering a contest at HTO (HeraldTimesOnline.com). HTO VIPs receive exclusive messages about contests, discounts and special offers.

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## Surveys-Revenue Case Studies

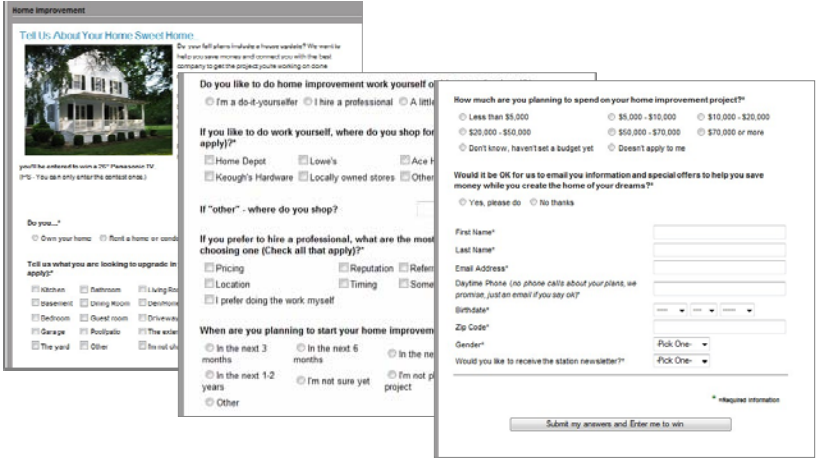




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## Revenue Case Studies




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## Revenue Case Studies

**The Spirit Family Surveys**



Queen Anne Windows and Doors wants to help you improve your outdoor. Take the Energy Challenge and test your knowledge about energy code and home improvement. It could win you \$500!

**When it's cold in the house, how do you warm up?**

- Throw a pile of wool socks from your kid's soccer gear
- Struggle up close to a significant other and hang on for dear life
- Cut up wood to and hug the family pet despite it's whining
- Crank up the heat and hope the energy bill isn't

**When you open your Energy Bill, how does it make you feel?**

- Complained towards those big energy companies for understanding that they have more to do for
- Are looking out the window for cold-weather so we all can be out of there this
- Working hard on with your parents because they like it warm in the house windows
- Totally fine because you've gotten the money from college funds or something
- Honestly, not too bad

**True or False: Queen Anne Windows & Doors was recently named the 13th fastest growing company in the Seattle area and has been in business 13 years?**

- True
- False

Replacing your old single-pane windows from Queen Anne Windows can help to make your energy efficiency by how much?

- 20%
- 30%
- 40%
- 50%

**If any Single-pane from Queen Anne Windows and Door windows break?**

- I have to get someone on the window to keep the shut out
- Have to wait for the repair
- Queen Anne Windows and Doors will repair it. For free!

**When I am getting ready to buy new windows, what is the most important thing to me?**

- Appearance
- Location
- Near Communication
- Speed of result installation
- Price

**What do you look for when you purchase windows?**

- Certified installers
- Lifetime installation warranty
- Energy Star rated
- It's a good deal... all offered by Queen Anne Windows & Doors
- None on that. Hopefully Queen Anne Windows & Doors will help without me on that!

**How soon are you looking to buy new windows?**


- As soon as possible... I am tired of our paying the energy bill
- 12 months
- 18 months
- 24 months
- 36 months
- Not soon. So far, I can handle the Energy Bill.

**Would it be all right if Queen Anne Windows and Door contacted you directly with more information and specials they have on building your dream as a homeowner?**


- Yes, I would love that!
- No thanks, not right now

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## Revenue Case Studies



**Find the GoErie Easter eggs and win**

We have launched the GoErie Easter Egg Hunt, presented by Schultz Furniture Superstore, and we invite you to join in the search for eggs.

**So what is the hunt?** Pretty simple: Hidden throughout GoErie are 12 different numbered eggs, like the one pictured on this page.

When you find an egg, you click on it -- register and answer three simple questions. Every egg you find has a prize attached and answering the questions qualifies you to win that egg's prize.

At the end of the contest, we will select one random winner from those who found each egg. Users who find all 12 eggs will be entered in a drawing for the grand prize: a \$200 gift certificate from Schultz Furniture Superstore.

The contest runs through Thursday (April 1) at 8 p.m., so keep looking!

Do you want clues as to the location of the egg?


Those are easy to get too! Sign up to follow us on Twitter or become a fan on Facebook. [You can find both links on our Social Media page by clicking here.](#)

Each day next week, we will drop clues about the location of the eggs on the site.

Good luck and happy hunting!

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## Revenue Case Studies

Congrats you just found Egg #4! Enter some information below and you're on your way!

Your average cost for dinner out is

With how many people do you usually dine out?

Do you plan on buying new bedroom furniture in the next 12 months?  
 Yes  No

\* -Required Information

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## Revenue Case Studies

**SAMPLE DATA**

Values	Count	%	Bar Graph
1-2	189	31.81%	
10+	169	28.45%	
3-5	135	22.72%	
6-9	101	17.01%	
<b>Total:</b>	<b>594</b>		

Values	Count	%	Bar Graph
Local Restaurant	203	34.17%	
Casual Dining	172	28.95%	
Chain Restaurant	113	19.02%	
Other	106	17.84%	
<b>Total:</b>	<b>594</b>		

Values	Count	%	Bar Graph
No	312	52.53%	
Yes	183	30.81%	
Not Sure	99	16.67%	
<b>Total:</b>	<b>594</b>		

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## Try This At Home!

Create and Grow Your Database:

Online Registration-reasons to register

Data Analysis:

What do you know about the data you have?

Sales Opportunities

Segmentation:

Learning more about your readers

Using that information to benefit readers/advertisers

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## Questions



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