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# MetaResponse Group®

## *Specialized Services for Investor Relations (IR) Mailings – At a Glance*

### Overview:

Direct mail and E-Mail marketing are extremely powerful, targeted, and measurable tools for raising awareness and building a strong, long-term shareholder base. If you are tasked with the ongoing challenges of maintaining and increasing a stock's awareness within the investor community, then you are in need of **MetaResponse Group's IR Services**.

Our **IR Services** are centric to *intelligent* list media selection. Selecting the right mailing lists to reach the right type of investors will ultimately determine the success and performance of your investor relations campaign.

**MetaResponse Group** harnesses over fifty years of tenure in direct response marketing to ensure that your campaigns are driven by the most responsive lists of investors available on the rental market. We are the experts in developing highly targeted and effective media plans that will yield outstanding results from your IR campaigns. Our client list and track record speaks for itself.

Our **IR Services** do not end at list media alone. Copywriting, print production, merge/purge, letter shop services, and back-end analysis can all be combined into a single, cost-effective, and turnkey solution.

### What MetaResponse Group's IR Services Will Do For You:

- Consultation to assess your current IR program
- Review of future program goals and targeted mailing volumes
- Provide a cost projection for a turnkey, end-to-end IR mailing program
- Recommend lists and specific file segments that should be tested & mailed
- Negotiate volume discount and net-name arrangements to reduce list costs
- Schedule, coordinate, and traffic the delivery of lists
- Turnkey all merge/purge & hygiene procedures to remove duplication and reduce costs
- Analyze results to enhance future program performance

### Getting Started:

To get started with **MetaResponse Group's IR Services**, contact Jerry Whiteway at (954) 360-0644 x204 or via Email at [jerry@metaresponse.com](mailto:jerry@metaresponse.com). Set aside a minimum of thirty minutes for the initial call, and have at hand a history of what lists you have mailed in the past (if available), the creative that was used, as well as any performance history.

*We welcome your call, and look forward to helping with you with your IR marketing activities in a confidential and professional manner.*