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FOR IMMEDIATE RELEASE

Alliant Helps Marketers Establish Major Sources of New Profits Beyond Direct Mail

Company Introduces New Order Scoring Platforms To Meet Surging Demand

BREWSTER, NEW YORK – Alliant announced today that it has taken the wraps off of new scoring platforms for orders generated from interactive and offline media. The new systems more than double capacity and throughput for Alliant's batch and real-time performance scoring solutions.

The move came in the wake of the success Alliant is having helping traditional marketers and lead generation companies increase profitability from a variety non-mail sources — especially from new customers generated online. Alliant said that a growing number of mailers are looking to increase their penetration of online and offline media as sources of new sales and profits. Alliant provides consumer segmentation services for over 50 major mailers and says that upwards of 30% of its business now comes from providing performance information for names generated from the Internet, DRTV, alternate media and other sources.

"Traditional mailers are increasingly moving their acquisition programs to new channels," says Dan Parzych, Alliant's Vice President of Data Solutions and Services. "Online channels are a particularly exciting source. Our clients are finding that they can generate unique customers orders at a relatively low cost. However, there is a beast lurking. While acquisition ramps, poor payment and conversion rates can absolutely kill a company's profits.

"Alliant is helping major marketers like Publishers Clearing House, Rodale and Harlequin de-fang 'the beast'. As these companies grow their alternate channels, Alliant is committed to supporting them. Batch and real-time order scoring platforms deliver the performance information marketers and online lead generation companies need to harvest profits."

Alliant introduced Performance Cooperative Databases three years ago to help marketers better understand the consumers they mail. Rather than selling mailing lists — the purpose of most

cooperatives — Alliant's Co-op enables analytic applications that predict consumer behavior, including response, payment and lifetime value.

Large mailers have discovered that the same performance information that helps them increase the profitability of mail campaigns can be applied to other media as well.

Alliant's clients depend on order scoring to help them find top-performing consumers while revving up acquisition. These high-potential customers can be identified immediately and upsell/cross-sell efforts can begin at the ideal time – right after a customer's first purchase. Alliant's models even help some clients determine which products to offer next. In real-time applications marketers have seen Alliant's scores increase upsell take rates by 25% or more.

On the flip side, marketers with "bill me later" and other soft offers use Alliant's performance data to decide which orders should be fulfilled and what kinds of terms the customers should receive. Because Alliant solutions access massive stores of payment data, orders from "risky" customers can immediately be put on hold. These risky customers can be asked for pre-payment or additional information.

Keith Bergendorff, Assistant Vice President of Analytical Services for Publishers Clearing House said, "Alliant's order scoring process showed an improvement of several percentage points in pay up rates over our previous controls. In a high-volume business, even a single percentage point significantly increases profits." Bergendorff went on to say that scores from Alliant have helped PCH significantly increase acquisition volume without an increase in bad debt.

Alliant expects to see its clients' use of alternate media and online channels grow significantly in 2008. Parzych explains, "Increasing mail costs and consumer choice initiatives like the DMA's CCC mandate are pressuring mailers to invest in new acquisition channels. Alliant's Performance Data can make those channels extremely profitable."

He adds, "As a Performance Co-op, we are in a great position to help mailers make a transition in their source mix. As the database grows, we're seeing a shift in our data contributions to alternate channel sources. This information combined with continued enhancements to our order scoring platforms will give us even more robust tools for customer management applications."

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About Alliant

Alliant (www.alliantdata.com) delivers consumer segmentation solutions that help marketers identify their top prospects and customers, and achieve higher levels of profitability. Alliant's Cooperative Performance Databases are built from detailed, historical transaction-level customer records contributed by many of the world's leading direct response marketers. Unlike other cooperative databases, Alliant does not rent lists to marketers or even contributors; instead, it allows marketers and their analytics teams to derive better performance from lists and channel sources they are already using and to dip into sources not previously profitable. Alliant's direct response trained analytic team builds predictive performance models and scoring solutions that enable marketers to increase profits throughout the customer lifecycle, including outbound promotions, reactivation and cross-sell programs and on the Internet.