



New Service

Direct Hit Marketing's Title Maximizer™ yields NEW Segmentation Opportunities

Your current registration database is full of attendee names and titles, yet **you only use their name** in future communications.

Why not use their title as well to make your messages more relevant and meaningful to drive repeat attendance? Frankly, besides their name, an **individual's title is an important aspect** of who they are and how they view themselves.

You're not the only organizer who doesn't use titles – in fact most don't

With Direct Hit Marketing's new **Title Maximizer™**, you now have the opportunity to make every attendee's title actionable. We've categorized 396,327 titles into 6 Management Levels and 30 Functional Areas.



6 Logical
Management
Levels



30
Functional
Areas

It's time to get more out of your attendee data!

Want to send relevant messages to the C level, sales representatives, plant managers, HR professionals, etc., etc.? You now can using our **Title Maximizer's™** customized match and enhancement data process to segment your attendee list by both management levels and functional areas. We'll do it for less than you think!

Add a new data tool to your marketing arsenal that...

- **Reduces** your struggle to segment your data effectively
- **Groups** most names into management levels and functional areas
- Gives you the opportunity to **create highly relevant** messages
- Identifies the **most responsive** titles and functions
- **Increases** next year's registration levels of past attendees



**HOW TO USE TITLES TO
DRIVE ATTENDEE REGISTRATION**

Interested to learn more or get a quote?



Download DHM's just published white paper [**HOW TO USE TITLES TO DRIVE ATTENDEE REGISTRATION**](#). Or call John M. Coe, VP of Biz Development at 602-402-6588 or email him at Johnc@directhitmarketing.com