



Harte-Hanks direct marketing services offer the widest array of integrated, multichannel, data-driven solutions for top brands around the globe.



Insight. Passion. Results.

Harte-Hanks, Inc.

Harte-Hanks, Inc., is a worldwide direct and targeted marketing company that provides insight-driven direct marketing services and shopper advertising opportunities to local, regional, national and international consumer and business-to-business marketers.

Direct Marketing

Our direct marketing arm offers the widest variety of integrated, multichannel, data-driven solutions for top brands around the globe. We help our customers gain insight into their customers' behaviors from their data and use that insight to create innovative multichannel marketing programs that break through the clutter to deliver impressive, business-changing results.

Shoppers Advertising

As North America's largest owner, operator and distributor of weekly shopper publications, Harte-Hanks brings buyers and sellers together. With more than 1,100 separate editions, The PennySaver and The Flyer deliver a print circulation of more than 13 million in California and Florida with additional readers online at PennySaverUSA.com, which is fast becoming a nationwide network of local advertising content online.



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Contact Us:

Visit the Harte-Hanks Web site at

www.harte-hanks.com

or call **1-800-456-9748**



INSIGHT. PASSION. RESULTS.

Integrated multichannel marketing

At Harte-Hanks, we know it takes more than guesswork to create direct marketing solutions that help you win, keep and grow your customer base. It takes true data-driven insight to understand complicated customer and marketplace data, decipher how your customers and prospects behave and understand why they do what they do. It takes people with passion to do whatever it takes to create integrated multichannel marketing programs that don't just break through the clutter – but break through the barriers to get a response. And today more than ever, integrating digital with traditional marketing channels is the key to making sure you get maximum results from your direct marketing investment.

Rich history in direct marketing

For more than 30 years, Harte-Hanks has provided some of the world's most recognized and demanding brands with superior marketing solutions. They've come to count on our ability to truly integrate traditional and emerging digital and social channels to create measurably better customer relationships.

- Agency Services
- Contact Center
- Database Marketing
- Data Management
- E-Mail Solutions
- Fulfillment
- Mailing Services
- Business Leads

With more than 40 offices worldwide, Harte-Hanks is never far from reaching the customers you need with the direct marketing services to help you engage them.

Our industry experience is your business advantage

We have experience in virtually every major industry:

- Automotive
- Consumer Brands
- Financial Services
- Healthcare & Insurance
- Nonprofit
- Pharmaceutical
- Public Sector
- Retail
- High-Tech B2B
- Telecom

And, because we solve marketing problems in many industries, we're also able to share knowledge across them. So when another industry makes advances, we can help you apply them to your business to gain a competitive edge. It's a more complete approach to solving today's tough marketing challenges.

AGENCY SERVICES

Award-winning marketing for a multichannel world

The Harte-Hanks Agencies Offer What Other Agencies Don't



Insight is at the heart of everything we do at Harte-Hanks. Our experts are driven to turn customer and market-place data into insight to help customers identify opportunities they might not have otherwise seen. We turn information inside out in order to make sound recommendations that shape future multichannel marketing programs.



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Our agencies are recognized experts in their niches and can offer the kind of personal attention you deserve, yet are backed by the marketing experience and resources of Harte-Hanks across the globe. As a result, some of the world's best-known brands turn to Harte-Hanks to design and execute innovative and creative strategies to effectively engage with their prospects and customers.

The Agency Inside Harte-Hanks

Blend of heart and mind

The Agency Inside is CRM agency-of-record to some of the most successful marketers in the world because we understand how to bring a brand to life and transform prospects into customers, customers into advocates. Our specialty is balancing the art and science of multichannel marketing to engage your audience with your brand and drive results.

Communication channels matched to customer needs

Everything we do focuses on a deep understanding of customer needs and behaviors to develop a strategy for deploying the most appropriate channels to immerse your target market in your message.

Insight is at the heart of all we do

Our experts study customer and market information to make sound recommendations that shape future multichannel marketing programs to ensure you get the most out of your budget.

Digital CRM expertise

We know it takes a lot more than just creating a Facebook page to move a brand forward. The Agency Inside has what it takes to leverage social media, mobile and online marketing in ways that motivate consumers.

Mason Zimble
A Harte-Hanks Company

Mason-Zimble

Disruptive technology marketing

When it comes to B2B marketing, look no further than Mason-Zimble, the targeted B2B marketing experts.

As a bunch of creative marketers, specializing in all things technology, Mason-Zimble believes in delivering diverse, memorable and inspiring integrated campaigns for our clients. It's this that helps us generate response, disrupt audience apathy and have fun along the way.

We're talking about campaigns that help to make messages more relevant and compelling. Campaigns that work across every channel. Campaigns that produce great creative and even greater results.

It's all done with the right combination of integrated marketing, digital, advertising, direct marketing, corporate branding and sales promotion.

Although we're part of one of the largest marketing services organizations in the world, we know that international reach is nothing if it doesn't engage real people, isn't targeted at a local level and doesn't compel individuals to act. With us, it's always personal.

And for those who like their marketing with a little more bite, our specialist viral arm Rebel Virals delivers the strongest known antidote to mediocre marketing.

For additional details about Harte-Hanks Agency Services Solutions, visit www.harte-hanks.com

CONTACT CENTER



**Exceptional service
and experience
make the difference**

We Deliver Global and Domestic Support

Whether you're charged with driving leads and sales for your organization or providing top-notch customer service and product support, our professionals bring three decades of contact center expertise to increase operational efficiencies while reducing your overall program costs. Harte-Hanks is a global provider of premium contact center solutions to many of the world's leading brands.

By integrating the right blend of advanced multichannel contact center solutions (speech, chat, IVR, e-mail, social cloud monitoring and Web self-service), Harte-Hanks delivers an efficient and effective strategy to create a unique solution to meet the exacting needs of our customers. And with an industry-leading standard of implementation and ongoing program management across our enterprise of on/off and near-shore locations, our customers achieve the consistent results they need to make their programs a success.

Customer service solutions

Through providing continual and extensive training on our customer's products and solutions, we assure our teams are best equipped to provide superior customer service and support. And we diligently monitor and evaluate programs to ensure the highest quality and consistency is maintained across our global enterprise of contact center locations.

Sales and presales support

Harte-Hanks is an expert in the identification, qualification and closure of sales opportunities. We create customized solutions for direct selling, selling through channel partners or selling in conjunction with a direct field sales organization – domestically or abroad.

Technical support

As advocates of our customers brands, our highly skilled technical support representatives resolve support issues while contributing to increased satisfaction and increased loyalty.

Back office solutions

Harte-Hanks customers realize both reduced costs and increased efficiencies through partnering with Harte-Hanks for their back office needs. With extensive experience in both on/off and near-shore solutions, Harte-Hanks delivers the increased quality and savings our customer desire.



More than just a contact center, Harte-Hanks' solutions are driven by the insight we gain and use to shape and manage the customer support experience.

Whether we are supporting, serving or selling, Harte-Hanks is passionate about delivering the performance our customers require to achieve their business results. With the widest array of integrated services, Harte-Hanks is a leader in providing multichannel, data-driven solutions for top brands around the globe.

Where to Find Us:

U.S.-based contact centers:
Austin, TX; Kansas City, KS;
San Diego, CA; and Texarkana, TX

International contact centers:
Hasselt, Belgium; Iasi, Romania;
Manila, Philippines; Madrid, Spain;
Sao Paulo, Brazil; Sydney, Australia;
and Uxbridge, England

Managed partnerships:
Shanghai, China; India and Singapore



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DATABASE MARKETING SOLUTIONS

**Turn experience
into results**

Improve Marketing Performance with Data, Insight and Action



To get the answers to the tough marketing questions, marketers need more than reports, statistics and survey responses. They need insight. With customer insight from Harte-Hanks, marketers gain the ability to define and target their best customers...predict their behaviors...and find more like them. Empowered with this insight, marketers learn how to engage with their customers for optimal impact.



Data. It's the foundation of effective database marketing solutions that produce measurable results. Harte-Hanks has three decades of experience in gathering and interpreting customer data and working it to improve marketing performance.

Smart marketers across industries turn to Harte-Hanks to research, analyze and influence customer behavior. Our experts deliver customer insight and practical, real-world guidance to organizations large and small around the globe.

Strategy

Business goals are the starting point. Regardless of marketing objective or focus, any successful program must be built upon a solid marketing strategy. Harte-Hanks has planned and implemented thousands of effective programs for the world's most respected and demanding brands.

Market research

To influence behavior one must first understand what motivates people. Harte-Hanks helps marketers hear the voice of the consumer loud and clear. Brands that want to know turn to Harte-Hanks for penetrating market research – focus groups, in-depth interviews, surveys and online panels.

Segmentation and modeling

Harte-Hanks helps marketers keep their focus with models, business rules, KPIs and dashboards. Our analytics experts reveal best customers as well as those at risk. We apply behavioral and predictive modeling, segmentation planning, media mix analysis and best customer's profiles to help marketers know who to reach, how and what to communicate.

Database construction

With more than 600 database executions and thousands of database marketing engagements around the world, Harte-Hanks knows that real success is measured in return on investment, sales growth and retention – not in technology costs. Our people and tools, including the Allink® 360° suite of solutions, can streamline implementation and drive results marketers need.



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For additional details about Harte-Hanks Database Marketing Solutions, visit www.harte-hanks.com

DATA MANAGEMENT



Gain a complete view of customers

Support Campaign Executions Across Programs and Channels

The world is shrinking, and the result is an expansion of potential growth opportunities for businesses of all sizes. Having access to global data processing, merging, cleansing and matching is essential. Harte-Hanks offers a premium marketing infrastructure that delivers a complete view of customers and prospects. Accurate data drives smarter, more efficient and effective marketing.

Data integration & consolidation

Customer data integration is critical to successful marketing. With 241 countries across the globe using as many as 10,000 languages, 130 address formats and 36 personal name formats, it's no wonder that managing, manipulating and using data is complex. Our data solutions help you maximize customer data accuracy across marketing systems. The result? Lowered costs and the improved ability to understand and communicate with customers.

Our data consolidation solutions seamlessly integrate customer data into tailored multichannel solutions. Armed with a complete customer view, marketers can make the most of strategy development, campaign execution and analytics. This allows for rapid implementation and lowers development and ongoing costs.

Data hygiene

Harte-Hanks helps marketers stay in touch with customers anywhere in the world by leveraging industry-leading data hygiene solutions. Our people and proprietary tools verify, correct and enhance multichannel contact information. As a result, mail qualifies for postal discounts. Arrival dates are met. Costs are lowered. All marketing efforts – across channels – become more predictable and efficient.



TRILLIUM SOFTWARE

Data quality: Trillium Software

Harte-Hanks Trillium Software® provides data quality solutions that extend the lifetime value of all your business-critical data by integrating data quality into all your business-critical applications including CRM, MDM, ERP, and BI to make sure your data is right. Consistent views of customers, their purchasing histories, and complex business relationships (householding) help you understand and cater to your most profitable customers. Share and reuse peak-condition global data seamlessly across teams of people, lines of business, geographies, applications, and systems, yet apply that data locally. With Trillium Software, you gain a competitive advantage as decision-makers worldwide access and act on information that is accurate, consistent, current and complete.



Robust information about individual customers and prospects can mean the difference between marketing success and failure. At Harte-Hanks, accurate data is the path to insight. In every touch with data, we strive to extract meaningful, relevant insight to help deliver maximum return on marketing investment and superior results.



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For additional details about Harte-Hanks Data Management Solutions, visit www.harte-hanks.com

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E-MAIL SOLUTIONS

Master the world of digital communications

Let Postfuture™ Digital Messaging Platform be the Guide



The way to grow return on marketing investment is by pinpointing and leveraging best opportunities. This only happens with insight. Harte-Hanks designed Postfuture to house its extensive analytics expertise so that marketers have direct access to the insight needed to create and nurture individual customer relationships – for the long term.



Harte-Hanks Postfuture



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We've entered a new world of digital marketing. Marketers today need a partner they can trust – one with true expertise in developing and delivering strategic multichannel messaging solutions.

Harte-Hanks answers the call with Postfuture, its proprietary e-mail marketing platform. Postfuture optimizes digital programs and builds valuable customer relationships through a powerful messaging tool and a hosting platform built upon decades of experience.

Integrated digital strategies

Savvy marketers build their digital messaging strategies on Harte-Hanks' strong foundation of knowledge and experience. Our team of resident digital and analytics experts design powerful strategic communications programs and integrate them with the e-mail marketing insight driven by Postfuture. The result? Greater marketing effectiveness.

Lower costs

Postfuture helps marketers engage in dynamic conversations with customers through a strategic flow of communications. We help map out entire programs – step by step – with subsequent steps based on how customers behave. The bottom line: we make an impact that results in lowered marketing costs, increased return on marketing investment and an improved customer experience.

Connect on a personal level

When marketers go digital they shouldn't forego relevancy and personalization. Postfuture allows for easy customization

that targets the right demographics.

Changes can be integrated as new customer data is gathered, informing future messaging and building customer loyalty. With progressive profiling, Postfuture makes it easy to build customer profiles on product preferences, spending plans, lifestyle or any other data needed.

Boost response rates with AB testing

Coming up with just the right subject line to get your message opened can be a challenge. Use automated AB testing to quickly and easily determine your optimum subject line and content – maximize your ROI with the knowledge of what works best.

Grow ROI with campaign monitoring

If it can't be measured it's not worth doing. Postfuture delivers robust business intelligence reporting tools that track trends and measure results. Marketers can access comprehensive reporting online, anytime – and in the format that works for them. Get an unparalleled view into your campaigns and customers. See where the hidden opportunities lie.



For additional details about Harte-Hanks E-mail Solutions, visit www.harte-hanks.com

FULFILLMENT



Helping put the pieces together

Solve More Fulfillment Challenges

Fulfillment programs are complicated and challenging with a multitude of details to manage. Harte-Hanks has three decades of experience and turn-key solutions to bring all pieces of the fulfillment puzzle together.

Comprehensive service offerings

Harte-Hanks handles all fulfillment needs, customized to meet specific requirements. Additional services include:

- Automated Build Instructions
- Custom Kitting
- Premiums On-Demand
- Freight Optimization/Postal Efficiency

Order management

The Harte-Hanks nexTouch Response Center is a portal for collateral management allowing convenient ordering and tracking with improved inventory management. With no hardware or software required you'll achieve ROI quicker than with other solutions. You can track activity online 24x7 with nexTouch, which also supports PDF downloads and "subscription" items, allowing end-users to automatically receive updated items. Additionally, nexTouch provides Kit On-Demand capability – processed daily and shipped within 48 hours.

Print inventory management

"Print on Demand" capabilities and production scalability provide tremendous flexibility. All Harte-Hanks fulfillment locations are integrated to ensure work can be shifted from one facility to another

depending upon capacity, delivery requirements and print efficiencies, using state-of-the-art technology.

Compliance

Harte-Hanks' staff have worked in every regulated industry. We know the rules, regulations and restrictions as few others can. As a result, all fulfillment programs are fully compliant.

Product recalls

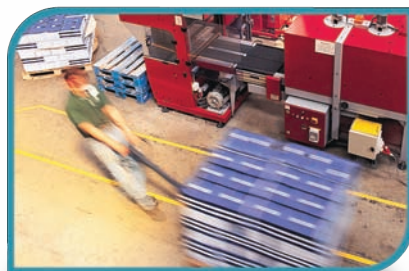
With a proactive approach, the materials and systems needed to handle a recall or product replacement are ready to go – whenever the unexpected happens. And integration with call center and Web services means an even better experience for customers and allows real time 24/7 information access.

Project management

Unparalleled quality certified methodology is built into our company culture. Pervasive quality controls are consistently executed and measured. Using online bar coding, we track and document accuracy, timeliness and efficiency for every process.



Fulfillment programs are more than disparate processes brought together to get a mailing out the door. At Harte-Hanks, the fulfillment process is more substantial. The difference is insight. Specialists evaluate and seek to improve each fulfillment program component – data entry, inventory and vendor management, printing, postage, handling and personalization. The insight we deliver to predicting and preventing mistakes and saving time and money results in fulfillment programs that are substantially more fulfilling.



For additional details about Harte-Hanks Fulfillment Solutions, visit www.harte-hanks.com

Where to Find Us:

East Bridgewater, MA
Ft. Worth, TX
Kansas City, KS
Ontario, CA
Hasselt, Belgium



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MAILING SERVICES

A strategic approach to direct mail and inserts

Benefit from Better Targeting and Cost Savings



Harte-Hanks clients get more from mailing services than the creation and delivery of direct mail pieces. They get previously unknown insight into their customers, the process and how to maximize both. The result is mail that drives more revenue, saves money and delivers upon customer satisfaction and loyalty.



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Mail continues to be a favored communication channel among American consumers. But while paper, production and postal costs continue to rise, and effectively managing a direct mail project may seem overwhelming, it can be done well – and cost efficiently. Moving billions of time-sensitive mail every year, Harte-Hanks is ready to help.

Strategic planning

Strategic planning starts with decades of multichannel experience. We analyze program objectives to create targeted messaging, offers and channels. The result is part of a carefully plotted out flow of communications – timed and delivered at the lowest cost.

Data and mailing services

Turn to Harte-Hanks for an integrated process and world-class expertise. We deliver data services that reduce waste and lower cost per contact. Marketers benefit from better quality and greater savings. Superior logistics management minimizes effort and maximizes discounts. Real-time mail tracking follows a targeted message right to the customer's door.

Nationwide footprint

Harte-Hanks maintains production facilities in strategic locations nationwide, each with on-site USPS-operated offices. We're close to major transportation routes and postal distribution centers so costs stay low and mail meets critical in-home dates.

Flexible network

Harte-Hanks delivers more than 3 million shipments annually with an overall 99%+ on-time rate. A flexible, fully integrated network of production facilities ensures that bad weather, national emergency or other unexpected event will not keep mail from arriving at its destination on time.

Certified quality (MPTQM)

Marketers benefit from Harte-Hanks' insider's knowledge of the USPS. We're active on multiple boards and councils and are also one of the first to be certified for full-service Intelligent Mail Barcode (IMB) and Mail Preparation Total Quality Management (MPTQM).

Transportation management

We move more than 20 billion pieces of time-sensitive materials each year and are one of the nation's largest movers of mail in the USPS mail stream. Clients benefit from thousands of reliable carriers, integrated production and logistics operations, proprietary technology, online reporting and USPS drop shipping capabilities.

Trade area analysis

Applying its specialized Market Select process, Harte-Hanks analyzes data to build a customer profile. We identify which targets are closest to a retail location. Profiles and models help predict response and spend. As a result, mail fills in the gap to help achieve the highest response rates from high-value customers.

Complete mailing and logistics services

Harte-Hanks provides comprehensive services for the design and delivery of printed promotions – from campaign strategy and support to data services, to specialized and digital printing to lettershop, and logistics and distribution – we bring it all together seamlessly.

For additional details about Harte-Hanks Mailing Services, visit www.harte-hanks.com

BUSINESS LEADS



**Your source for
high-quality
business leads**

Market Intelligence that Drives B2B Sales

Business marketers today need to generate high-quality leads for their sales channels while holding costs down. Generic lists and lead generation techniques are simply not enough. You need a marketing partner with expertise in helping you find the right contacts at the right companies who are ready to purchase your product or service.

Harte-Hanks specializes in using data and insight to drive marketing strategy with break-through messaging and the back-end capabilities in place for flawless execution.

For 40 years, Harte-Hanks has helped business-to-business marketers find and understand the right contacts at the right companies to uncover real sales opportunities.

End-to-end lead generation and lead management programs

Harte-Hanks builds and executes comprehensive lead generation programs for some of the world's leading brands. B2B marketers rely on us to locate the right buyers and influencers and engage them within and across social, digital and traditional media channels. From campaign planning and creative design to data management and contact center support, our global reach and comprehensive programs generate leads, control costs and produce sales.



Ci Technology Database

Get deep intelligence on technology installations, purchase plans and key decision-makers across North America, Europe, Asia-Pacific and Latin America.

With insights gained from thousands of in-depth interviews with actual decision makers at nearly 4 million business, government and institutional locations, the Ci Technology Database is a rich resource for marketers seeking more targeted opportunities for lead generation and cross-selling programs.

Aberdeen Group

A Harte-Hanks Company

Aberdeen Group

Aberdeen Group conducts fact-based research to identify and educate technology buyers across numerous industries and product categories. Leading technology providers use Aberdeen's proprietary content to improve their demand creation programs, online marketing campaigns and Web-based sales and marketing tools.



Smart B2B marketers turn to Harte-Hanks as their source for high-quality business leads. Why? Because market intelligence is critical, and our goal is to deliver insight with every program. From engaging prospects with relevant content across channels...to managing them through the sales funnel...to nurturing those that aren't ready to commit, we view each lead with an analytical eye. The result: new perspectives on behaviors and attitudes that help marketers grow sales and lower costs by effectively engaging prospects and decision-makers throughout the entire lifecycle.



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For additional details about Harte-Hanks Business Leads Solutions, visit www.harte-hanks.com

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Why Harte-Hanks?

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We help our customers gain insight into their customers' behaviors from their data and use that insight to create innovative multichannel marketing programs that break through the clutter to deliver impressive, business-changing results. We're passionate about making sure you get maximum value from your direct marketing investment.

We can help you!

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