

For Immediate Release

QuadData Solutions Expands Data-Driven Marketing Services

Quad/Graphics business unit enhances marketing data solutions and offers them to multi-channel marketers, retailers and other businesses that use data analytics

For More Information

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SUSSEX, WI – QuadData Solutions, a division of Quad/Graphics, the world's largest privately held printer of magazines, catalogs, direct mail and other commercial products, has expanded its data-driven marketing services and is offering them to any business that uses data to build relationships and revenues, including multi-channel marketers and retailers as well as marketers in the automotive, financial services, consumer packaged goods, and travel and leisure industries. In addition, the data solutions group, formerly known as Quad/Data Services, has enhanced its list rental capabilities through relationships with a number of well-known, well-respected data providers like InfoUSA/Donnelley Marketing and Advo, Inc.

"For the past 18 years we have successfully built our business by offering high quality data services to Quad/Graphics' print clients," said Jeff Henke, Director of QuadData Solutions. "While we will continue to provide sophisticated, measurable data solutions to our existing clients, we will also now begin marketing these services to any company that uses data to build and maintain customer relationships. We believe there are a large number of companies that can leverage our experience, infrastructure and full-service capabilities to improve their data-driven marketing programs."

Among the expanded marketing services QuadData Solutions is now offering clients are data optimization, database development and management, data analytics, strategic planning and consulting services. A staff of 85 full-time professionals in development, information technology, marketing data analytics, customer care and other related areas create and support QuadData Solutions' wide range of services.

"In today's multi-channel marketing environment, there is an increased emphasis on analytics and data-driven customer insight to increase response and profitability," said Joel Quadracci, Quad/Graphics President & CEO. "Regardless of which channel a marketer uses to distribute content, successful results depend on the quality of data – specifically, how it is optimized, enhanced, analyzed and applied. QuadData Solutions' services support clients' marketing objectives and strategies by improving the quality of data to maximize response and, thereby, reduce the cost per response."

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As a division of Quad/Graphics, QuadData Solutions is part of a seamlessly integrated continuum of front-to-back services that also includes creative development, direct marketing consulting, leading 1-to-1 personalization capabilities and efficient distribution. "These synergies provide QuadData Solutions' customers with the resources and support needed to ensure their success," Mr. Quadracci stated.

Brian Bradtke has been hired to lead QuadData Solutions' sales efforts outside of Quad/Graphics' current client base. Mr. Bradtke joins the QuadData Solutions Sales team with more than 15 years direct and database marketing sales experience. He spent 10 years in national account team sales and management at Advo, Inc., the largest shared mail provider in the United States. He also managed customer relationships at InfoUSA/Donnelley Marketing, including responsibility for its largest consumer marketing database client.

About QuadData Solutions

QuadData Solutions (www.QuadDataSolutions.com), a leading provider of database marketing solutions, has been processing data since 1988, offering a comprehensive portfolio of services ranging from delivery optimization services to database marketing analytics and strategic consulting services. It provides more than 140 solutions, including: address hygiene; a full range of postal enhancement services including NCOA, DSF, DPV, LACS and ZIP+4, merge/purge, de-dupe and suppressions and postal presort; list rentals; data overlays; coding/scoring service; customer profiling; response/RFM and promotion matchback analysis; complete regression and modeling capabilities; database management; list rental fulfillment; variable content management portals; and customized data outputs for print and marketing purposes. QuadData Solutions' primary facility is located in West Allis, Wis., and houses 85 team members in Development, IT, Tech Support, Marketing Data Analytics, Customer Support and Sales as well as an on-site, secure, state-of-the-art data center.

About Quad/Graphics

Headquartered in Sussex, Wis., Quad/Graphics is the world's largest privately held printer of magazines, catalogs, direct mail and other commercial products, and the third largest printer – public or private – in the Western Hemisphere. Through a network of print production facilities on three continents, Quad/Graphics offers services from front-end design and photography through data solutions, digital imaging, printing, finishing and distribution. The company employs more than 12,000 people worldwide and has annual sales of \$2 billion.

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