

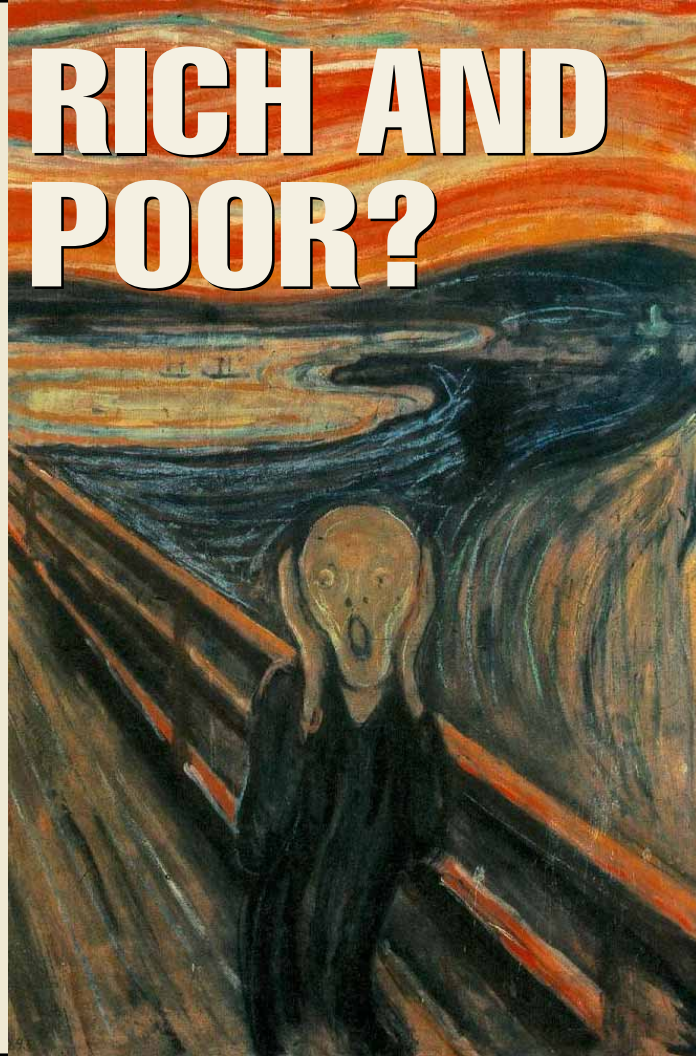
# ARE YOU DATA INFORMATION

**Take action now—ask  
Desktop Marketing Solutions  
to fix your marketing database!**

Call the DMSI Database Doctor at  
(703) 941-8109 for a **free checkup**.

*Get valuable tips on how you can make your  
database marketing programs prosper at  
[www.DesktopMarketingInc.com](http://www.DesktopMarketingInc.com)*

# RICH AND POOR?



# WORRY-FREE DATABASE MARKETING

## The Database Doctor's Tip #1:

(One in a series; save for future reference.)

Be careful not to confuse a “mailing list” with a “marketing database.” A database *includes* mailing names that are linked (usually in a “one-to-many” relationship) with other data about each name (e.g., sales transactions).

The power of database marketing lies in *selecting* a target audience based on this related information.

For more Marketing Database tips, visit our website:  
[www.DesktopMarketingInc.com](http://www.DesktopMarketingInc.com)

**Desktop Marketing Solutions, Inc.** (DMSI) is your one-stop source for marketing software programming and applications. DMSI helps you use powerful relational database technology to better target your customers and prospects.

*In the world of advanced technology, we simplify the complex.*

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Or call: **(703) 941-8109**

Desktop Marketing Solutions, Inc.  
6543 Medinah Lane  
Alexandria, VA 22312-3158