Amanda Hall

Amanda Hall serves as Complete Customer Support Specialist for MCH Strategic Data. She joined the MCH team in 2007.

Career History

Ms. Hall is a customer support professional with expertise in the areas of customer service and data. Amanda began her MCH career in the Research department and then advanced into the Client Services department. Amanda brings her knowledge and passion for customer service to MCH where she reaches out to clients daily to inquire about their data marketing needs and to educate them about the various data marketing solutions offered by MCH Strategic Data. She provides personalized consultations to clients to ensure accuracy of their target audience so that a high response rate is generated for each campaign. As a Client Services Coordinator, Amanda is responsible for providing timely counts and feedback to clients to guarantee that they receive a high level of customer service, and are satisfied with MCH's comprehensive and accurate data.

Prior to joining MCH Strategic Data, Amanda spent six years in restaurant management where she was responsible for customer service, scheduling, training, and money management.

Hobbies/Interests

In her spare time, Amanda enjoys reading, shopping, and road trip adventures. She also likes to spend time with her family. Amanda serves as Client Services' employee trainer, and has received many awards at MCH like "Most Calls Made In a Week" for her research compiling work and also playing on the winning 2011 MCH bowling team for "Top Score."

Education

Ms. Hall received a Bachelor of Science degree from Heritage College in Kansas City, Missouri. She currently resides in Sweet Springs, Missouri.

Contact Information

To reach Amanda Hall and discuss your data marketing needs, please contact her at amandah@mchdata.com or 877-870-3775.

Amanda Hall
Complete Customer Support Specialist

More than 10 years of experience in customer service

Proven data solutions expert

Experience working with Fortune 500 companies

"MCH has been one of my go-to list resources for years due to their high level of customer service and quality of data. My MCH representative, Amanda, feels more like a colleague than an external resource."

Susan Waters, Marketing Services Coordinator
HCPro, Inc.

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Marketing through Channel_e™:

A Step-by-Step Guide to Email Marketing with MCH

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Getting Started

With MCH's Channel_e™ Email Solutions, you send email messages to prospects through our deployment services or append MCH email addresses to your customer file for fulfillment through your own email service.

Step-by-Step What to Expect

Your MCH Sales Representative and/or your Customer Support Specialist will work with you to provide advice and recommendations on:

- The contacts you want to target
- *MCH Channel_e™ Best Practices for Marketers*
- *MCH Channel_e™ Best Practices for Designers*
- Next steps

After MCH receives your signed quote, you will receive a link to an online order form. You will need to provide:

1. The **html files** for your email message. Be sure to review *MCH Channel_e™ Best Practices for Designers*.
   - The file name will end in .html or .htm

2. The **text files** for your email message.
   - The file name will end in .txt.

3. Any **images** you will be including that are not publicly hosted.
   - This means any images that are not hosted on the internet. Images that are in clip art or saved on your personal computer will not be viewable to any other user who opens the message if you do not send them to MCH.

4. Your **opt-out file** from all previous email campaigns.
   - You are required by CAN-SPAM law to maintain an opt-out file of all email addresses that have requested to be removed from future deployments.

5. The **suppression file(s)** that need to be applied to your campaign.
   - For example, if this is a special offer to new customers and you wish to suppress your current customer file, you will need to upload your suppression file into the order form.

6. The **Deployment Date/Time** for your email message.
   - This is the date and time you would like for your email message to start deploying. If your deployment is extremely time sensitive, please provide the "do not deploy before" and the "deploy no later than" dates. To improve deliverability of your campaign, we often release the emails over an extended period of time. This "throttling" of your campaign helps to assure that the servers receiving your message are not overwhelmed

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2

resulting in a potential block of your campaign. As a standard procedure, our MCH Email Team will assess your file and message, then schedule the deployment to throttle over one to four hours to best care for your campaign.

7. Specific **information** related to your email campaign.
   - Proof list
   - Seed list
   - Reply to email address

8. Any other details related to the deployment.

MCH's **Complete Customer Support** team will begin processing your order upon the arrival of the completed email order form and signed quote.

Your order will be carefully reviewed to determine whether the list(s) selected are at risk for a high block rate based on the number of emails going into a single domain. In cases where the concentration is very high, MCH will provide recommendations on how to adjust your list or how to adjust the deployment to ensure you receive top delivery stats.

MCH's **Email Marketing Team** will prepare the deployment and send you a proof of your deployment for approval.

- While our Email Marketing Team is not staffed to handle major HTML development, we are able to help with minor changes to your HTML. Please report your creative or proof changes to your Customer Support Specialist. Changes or revisions resulting in over 30 minutes of redesign or correction work will be charged at $75/hour.

- During the proofing stage, any links MCH adds such as View as a Web Page or Forward to a Friend won't be live. However, *the opt-out link is live so be sure not to click on it as it will remove your email from your campaign.*

After you approve your deployment, the MCH Email Marketing Team will enter it in the schedule.

- Your deployment will be released over a period of no more than 4 hours from the time the campaign first starts deploying unless otherwise discussed with you.

- **Please note:** you may receive replies to your deployment with a subject line that begins "{Customer Service} Message did not match any of our phrases." This is a legitimate reply to your mes-

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3

sage. You could be receiving this message due to an out of office set on the address you are trying to reach or it could be from a recipient who is replying directly to your campaign. For your convenience, there is an attachment to each of these messages. Go ahead and open the attachment then reply to the address as you wish. We have provided this message for your use as you will see the body of the actual email is encoded for our technical staff. Consider these replies one more way your client or potential customer can reach you.
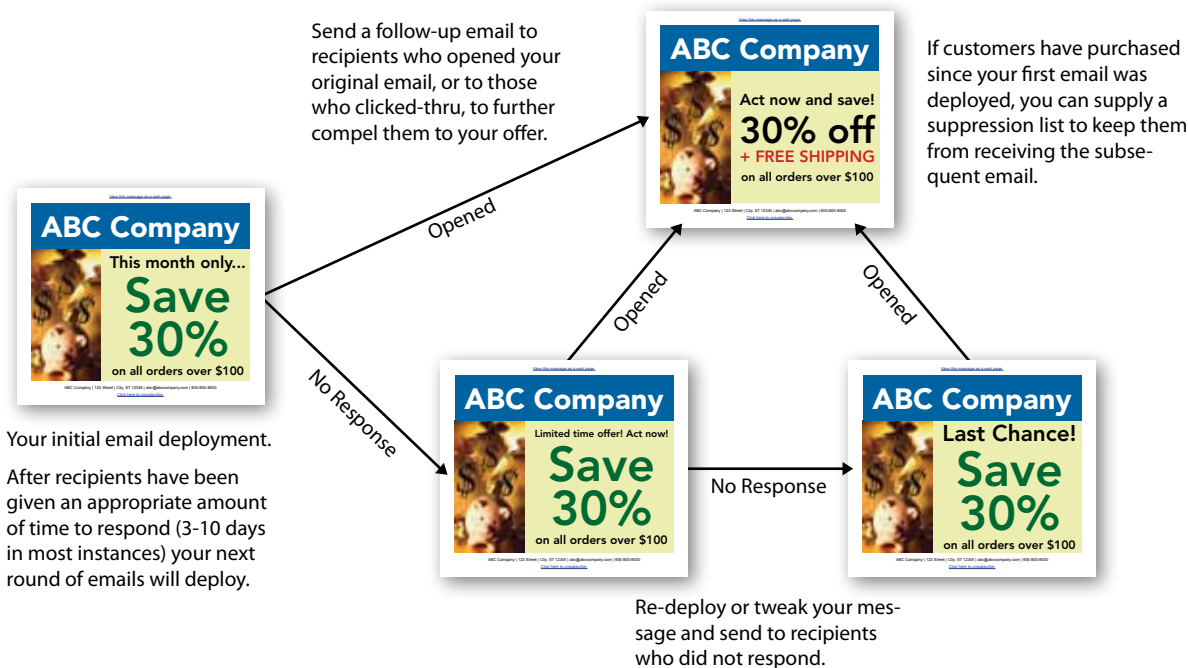
Twenty-four hours after your campaign is complete, you will receive a link to your Channel_e Enhanced Reports putting the results of your campaign right at your fingertips!

- You will be able to access the statistics from your campaign. Your MCH Sales Manager can talk through the report with you if you have questions and help you to use the report results to plan your next campaign.

- This report is refreshed hourly for the first 7 days and then daily for 30 days.

- **A quick and important note regarding the Opt-Out button on your report:** This link will take you to the file containing those recipients who have requested to be removed from all future email campaigns. You can easily access these email addresses and add them to your master Opt-Out file so you can be certain to remain compliant with CAN-SPAM. By law, you have ten days to apply their request to your future campaigns.

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Channel_e Trigger Campaigns

Respond Based on Your Audiences' Needs

Now you can respond immediately to hot leads or motivate non-openers to action with Channel_e Trigger Campaigns. This robust tool enables you to create marketing strategies based on recipients' behavior and engage appropriately with your audience.

Send a follow-up email to recipients who opened your original email, or to those who clicked-thru, to further compel them to your offer.

If customers have purchased since your first email was deployed, you can supply a suppression list to keep them from receiving the subsequent email.

Your initial email deployment.

After recipients have been given an appropriate amount of time to respond (3-10 days in most instances) your next round of emails will deploy.

Re-deploy or tweak your message and send to recipients who did not respond.

When creating your trigger campaign, it's important to know the answers to these questions:

1. Do you want to contact recipients who responded by opening, clicking, or both?
2. Do you want to deploy your second message to the recipients who responded to the first email?
3. Do you want to send a second message to non-responders?

With trigger campaigns, the possibilities are endless and the results are worth the time it takes to create a trigger strategy. MCH sales managers and email specialists are available to guide you in creating an appropriate strategy.

Pre- and Post-Campaign Analysis

Every MCH Channel_e campaign includes our complimentary Pre-Deployment Analysis and Channel_e Enhanced Report. MCH sales managers and email specialists are available to help you design a successful campaign, analyze the results of your Channel_e campaigns, and make recommendations regarding future deployments.

The **Pre-Deployment Analysis** is designed to help clients' email messages reach the intended recipients and prevent them from being labeled as spam. The thorough pre-deployment analysis consists of a preliminary spam score, a preflight quality checklist, a CAN-SPAM quality checklist, and rendering tests.

You will receive The **Channel_e Enhanced Report** for each component of the trigger campaign. The reports are unparalleled in the industry and provide a wealth of analytical details. The reports show the distribution of total opens, unique opens, bounces, click-thrus by job function, and institutional characteristics. Most of the activity related to your email deployment will occur immediately after your emails hit a recipient's Inbox, however your reports will refresh daily for 30 days following deployment so you can review information related to your campaign more than once.

You can forward the reports to colleagues and use it to refine your targets for subsequent campaigns.

Questions? We've got answers! Call us at 800-776-6373 or email sales@mchdata.com.

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MCH Databases

MCH Education Databases

The following files are primarily phone verified and are fully geocoded.

Database	Count	Data Elements	Update
K-12 Schools – Public, Private, & Catholic	120,984	■ 5+ Million Educators ■ Enrollment ■ Grade Range ■ Expenditures ■ Special Programs ■ Dozens of others	Phone Verified
K-12 Districts – Public, Private, & Catholic	15,223	■ 200,000+ Administrators ■ Enrollment ■ Grade Range ■ Expenditures ■ Special Programs ■ Dozens of others	Phone Verified
Pre-Schools & Day Cares	129,697	■ 530,000+ Teachers & Administrators ■ Enrollment ■ Grade Range ■ Special Programs ■ Dozens of others	Phone Verified
Public Libraries – Main & Branch	16,370	■ 26,000 Librarians ■ Library Features ■ Book Budget	Phone Verified
Special Libraries	7,387	■ Librarians by Name ■ Type of Library	Phone Verified
Colleges	5,063	■ President by Name ■ Type of College ■ Enrollment ■ Highest Degree ■ More	Phone Verified
County Extension Offices	3,127	■ Population ■ Wealth	Phone Verified

MCH Databases

MCH Healthcare Databases

The following files are primarily phone verified and are fully geocoded.

Database	Count	Data Elements	Update
Ambulatory Surgery Centers	6,761	▪ Specialties	Multi-Source
Assisted Living Facilities	14,768	▪ 40,000 Administrators ▪ Bed Size ▪ Location ▪ Capacity	Phone Verified
Community Health Centers	6,894	▪ Population ▪ Wealth	Multi-Source
Dentists	185,733	▪ Practice Size ▪ Specialty	Multi-Source
Diagnostic Imaging Centers	5,605	▪ Types of Service	Phone Verified
Doctors	935,670	▪ Practice Size ▪ Specialty	Multi-Source
Home Healthcare Agencies	10,242	▪ Employee Size ▪ Location ▪ Services	Multi-Source
Hospices	3,136	▪ Employee Size ▪ Control ▪ Location	Multi-Source
Hospitals	7,201	▪ 300,000 Administrators ▪ Bed Size ▪ Number of Employees ▪ Ownership ▪ Control ▪ Type ▪ Services ▪ Others	Phone Verified
Nursing Homes	15,412	▪ 200,000 Administrators ▪ Bed Size ▪ Capacity ▪ Skilled Bed Size ▪ Others	Phone Verified
Public Health Departments	11,158	▪ Control ▪ Services	Multi-Source

MCH Databases

MCH Healthcare Databases Continued

The following files are primarily phone verified and are fully geocoded.

Database	Count	Data Elements	Update
Retirement Homes	13,177	▪ 30,000 Administrators ▪ Bed Size ▪ Ownership ▪ Programs & Services	Phone Verified
Urgent Care Centers	2,520	▪ Size ▪ Number of Physicians	Phone Verified

MCH Religious Institutions Database

Database	Count	Data Elements	Update
Religious Institutions	304,165	▪ Features ▪ Size ▪ Denomination/Faith	Multi-Source

MCH Government Databases

Database	Count	Data Elements	Update
City Government Offices	39,003	▪ Population ▪ Wealth	Multi-Source
County Government Offices	25,403	▪ Population ▪ Wealth	Multi-Source

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MCH Databases

MCH Emergency Services Databases

Database	Count	Data Elements	Update
Ambulance Services	16,982	▪ Location ▪ Type ▪ Type of Service	Phone Verified
Correctional Institutions	4,795	▪ Control ▪ Features ▪ Capacity	Phone Verified
Fire Departments	39,712	▪ Type ▪ Number of Firefighters	Phone Verified
Police Departments	14,228	▪ Number of Officers ▪ Population ▪ Type	Phone Verified
Sheriff's Departments	3,137	▪ Number of Officers ▪ Population ▪ Type	Phone Verified

ESP™ Customer Profile

Find Gold in your Customer File with an ESP™ Enhanced Sales Potential Profile

Why pay thousands of dollars for a profile of your customer database? At MCH Strategic Data, we consider a profile so essential to our needs analysis and recommendation process that we provide it for you at **no charge** and with **no obligation!**

The Enhanced Sales Potential customer profile reveals the market segments that respond best to your offers. This proprietary analytical tool allows you to compare your customer transactions to the entire MCH business-to-institution database, which includes education, healthcare, religious, and government institutions.

MCH will supply you with a complete market analysis that includes charts, graphics, and a detailed, personalized report. Here are just a few of the things you may learn:

- Are your offers most successful in high-wealth areas with discretionary dollars, or does your company do best in institutions that serve low-income areas?

- Which low-performing institutions should have reduced marketing? You may be able to increase profit by dropping the lowest performing segments and redirecting your effort to better potential prospects.

- Should you test the results of MCH's exclusive RPM™ super selection for schools? A customer profile will reveal its power potential for your business.

- Are you getting orders from an unexpected (and untapped) market? Perhaps your early childhood materials are in demand in nursing homes? Are large churches ordering your sporting goods?

MCH will gladly prepare a complimentary ESP customer profile especially for you, based on your database of 5,000 or more customer transactions. The results are strictly confidential, and will be used exclusively to provide you with detailed recommendations for your future marketing campaigns.

- Discover new markets! Your customer file will be compared to the entire MCH universe of institutions, including child care centers, churches, and health clinics.
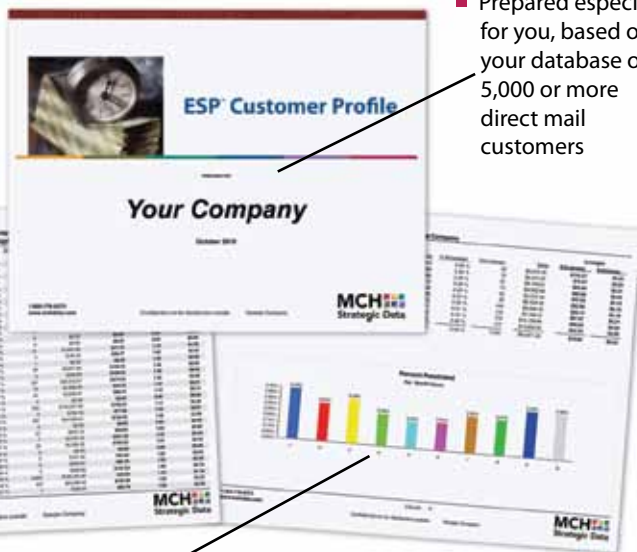
- Prepared especially for you, based on your database of 5,000 or more direct mail customers

- Charts and graphs make it easy to compare your penetration based upon dozens of key factors.

What's So Great About the ESP Profile?

Discover your sweet spot
The ESP Profile will reveal hidden, high-performing market segments by comparing your customer file to the MCH business-to-institution database and beyond. Are churches ordering your products? What about city parks departments? Or pediatricians? You can find out this valuable information at no cost to you.

Drill deep into your database
It's simple to understand your market penetration with charts, graphs, and detailed data. View your data segmented according to dozens of key attributes.

It's easy to get started
An MCH representative is available to schedule your complimentary customer profile analysis. Don't wait; call MCH today at 800-776-6373.

Infinite Access™

## Infinite Access™—Better Decisions through Visual Intelligence

Now you can put a complete school market database into the hands of your sales and marketing team—for infinite access to the data they need to grow your business.

Infinite Access puts MCH's high-quality school and district data into a geovisual portal that makes it easy to conduct searches, map data, print profiles, export lists, and run reports.

Putting our data into the hands of your sales and marketing managers gives them a tool to make contacts and drive sales more easily and efficiently. MCH is the only education data company with state-of-the art mapping that makes it possible to visualize the location of a school, a district, or a territory.

- Understand your market with new insight.

- Run reports to identify potential, define territories, and plan campaigns.

- Profiles of each school and district are available with a click.

- Find the key contacts you need to make a sale and send an email with one click, or contact them by phone.

- Need mailing, telemarketing, or profile data? You can download the data right from your computer to your desktop— any time of day or night.

Call us today at 800-776-6373 to arrange for a personal demo.

Infinite Access™
from MCH Strategic Data

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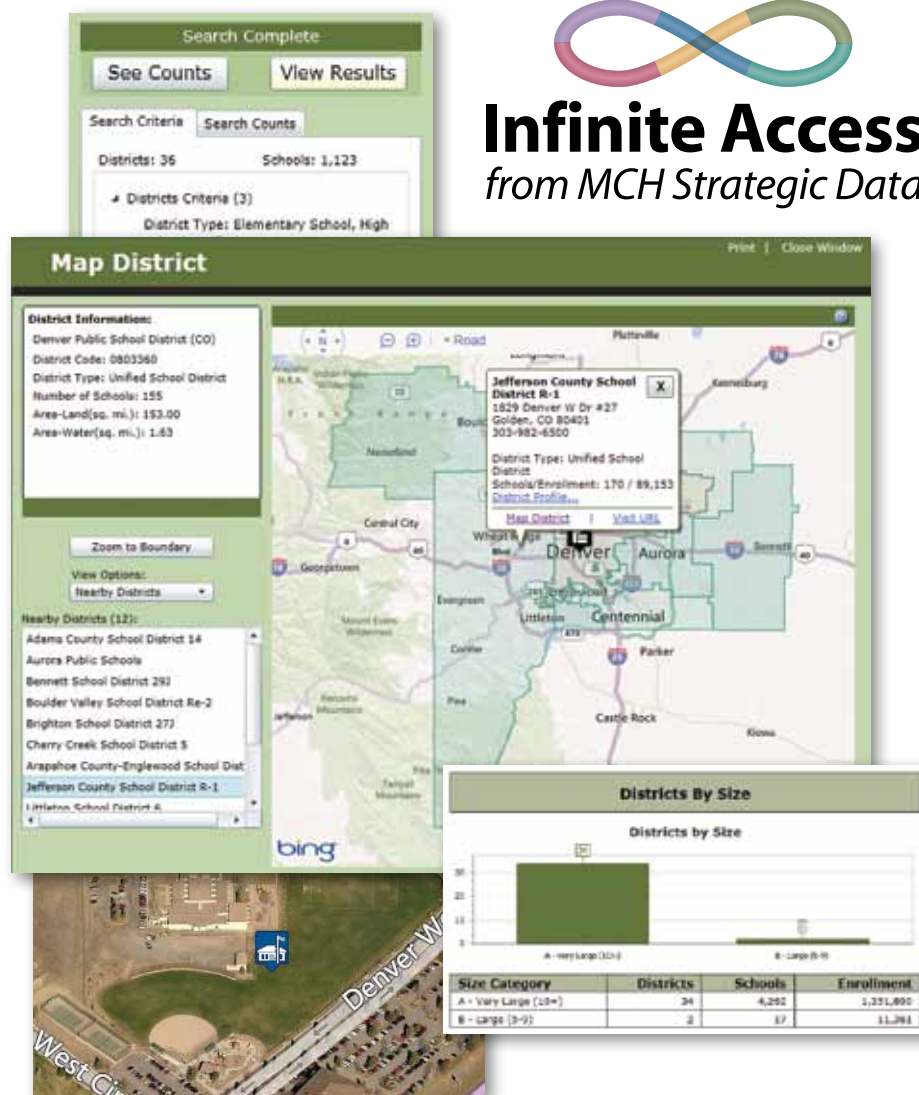
MCH Response Lab

MCH Strategic Data's Response Lab has one mission: increase your response rates! The focus of our knowledgeable and experienced data specialists is to provide you with postal and email services to ensure your message is accurate and ultimately received by your intended target audience.

To gain a full understanding of your marketing campaign's goals, the Response Lab data specialist will perform a thorough review of all of the components needed for the marketing campaign. For email marketing campaigns, they will carefully review your marketing message, opt-out file, and all other components to ensure that your items are correct and complete before the deployment. Finally, the Response Lab team will provide you with helpful feedback and guidance, if needed, to confirm that your message and files are in legal compliance and ready to be deployed to your target audience.

There are various services offered by the Response Lab to help propel your marketing campaigns to the next level. They include the following:

Custom Databases

Whether you are using data from one source or dozens, the MCH Response Lab can configure custom databases to fit your marketing objectives.

Data Append or Reverse Append

Magnify the power of your house file by adding data from our comprehensive education database. Append updated names, feature attributes, phone numbers, physical addresses, email addresses, and more to your customer records. Or, if you are missing key information, MCH can reverse append the data by comparing your house file against our comprehensive database and supplying you with the missing fields.

Merge/Purge & Postal Processing

CASS (Coding Accuracy Support System), NCOA (National Change of Address), and more are all at the command of the Response Lab. Our experienced staff will work with you to determine your specifications for a powerful mail file.

Data Hygiene

Need your data whipped into shape? It's a constant challenge to keep a house file ready for action. MCH uses a broad combination of automated processes and human quality control to standardize and enhance your data.

Analytics

MCH can help you gain valuable insight into your results with detailed analytics, including matchback analysis.

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GSA Contract

MCH Strategic Data is a GSA Contract Holder for Emergency Response Planning Data

MCH Strategic Data has been awarded a five-year Federal Supply Service contract by the General Services Administration (GSA). Under the contract (GS-07F-0703X), MCH Strategic Data is the approved supplier of data for emergency response planning purposes to meet U.S. government agencies' notification needs.

MCH Strategic Data is an experienced provider of critical infrastructure points of interest and emergency management systems data to national geospatial and census data clients. MCH is the only proven leader and data resource in this federal sector.

What are the benefits?

A U.S. Government buyer will now have access to special pricing from MCH's comprehensive institutional database which includes education, healthcare, government, and religion data. Since the GSA pre-negotiates contracts on all awarded schedules, a governmental buyer can conduct business more efficiently and expeditiously by avoiding the time consuming competitive bid processes and simply buy from the schedule.

What types of data are available?

The data supplied by MCH will be useful to federal buyers who are in need of:

- data for emergency planning
- community outreach
- research programs
- other service-oriented uses

How is the data defined?

MCH Strategic Data has hundreds and hundreds of job titles, specialties, and selection criteria for each of our four institutional databases: education, government, healthcare, and religion. MCH goes through an in-depth and meticulous process to define each and every selection and/or attribute to ensure our clients have a thorough understanding of the audience they are targeting for increased reach and responsive results.

See the *MCH GSA Price Guide and Data Dictionary* for more information.

Contact us

To view our GSA catalog and learn more about our products and services offered, please contact MCH's GSA liaison, Brenda Viets, at 800-776-6373 or brendav@mchdata.com, or visit: https://www.gsaadvantage.gov.

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Contract GS-07F-0703X

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