



Iwanicki Direct

identify your customer

Iwanicki Direct, Inc. is a marketing consulting company that specializes in the maximization of marketing information to help businesses identify and market to their best customers.



iD gives you the customer and prospect information you need to make smarter, faster marketing decisions. Now you can better understand your best customers — and find more like them. Armed with the most accurate, comprehensive, up-to-the-minute, multisourced data available anywhere, there's no limit to the Customer Relationship Management (CRM) initiatives you can accomplish.

iD's products and services provide increased Return on Investment, by leveraging accurate, privacy assured, affordable data solutions and quality printing and mailing services. iD drives efficiencies into end-to-end direct marketing, resulting in increased response rates, acquisitions and cost savings for our clients. Specifically, our team can provide strategic support and execution in the following areas:

- **Marketing Prospect Lists**
- **Customer Profiling and Analytics**
- **List Hygiene**
- **Demographic Enhancements**
- **Direct Marketing Strategy and Consultation**

About

Applying more than 15 years of proven experience in marketing and sales, iD was founded by Jeff Iwanicki (eye-WANNA-key) to help businesses identify and market to their best customers. Prior to founding iD, Jeff held a variety of sales and marketing roles for industry leaders Acxiom Corporation, Equifax, RL Polk, interfacing with world-class clients and partners including EDS, Oracle, Double-Click, Nordstrom's, Universal Studios, Miramax and many others. Jeff holds a Bachelor of Business Administration in Marketing and Management Information Systems from Ohio University.

To learn more about how iD can help your business, please contact an iD consultant at 303.282.1063 or go to iwanickidirect.com