



1225 Ken Pratt Boulevard · Suite 121 · Longmont, CO 80501
www.directhitmarketing.com · (303) 666-0798

TITLE MAXIMIZER

A Common Data Element Underused

When business people are asked to fill out any registration form, they provide their name, title and company without any hesitation for that is who they are in their business life. This information is accurate 99% of the time, as only someone who is attempting to conceal their identity for privacy or competitive reasons will not volunteer this data.

Other than correcting obvious misspellings, the title field is just recorded and used in future communications as inputted without further analysis and/or segmentation. Yet, the title field is accurate, descriptive of functional responsibility, an input into “personas” (a hot marketing topic) and totally underutilized. Why?

It’s because no one has categorized them into title levels and functional responsibility. This key descriptor thus remains underused. With **DHM’s Title Maximizer** this capability now exists.

What is Title Maximizer?

- Title Maximizer is a file of 396,327 unique titles gathered and categorized from over 25 years working with trade shows and B2B companies.
- These titles are categorized into six logical management levels as follows:
 - Owner/Partner/Board Member
 - Sr. Management (VP and above)
 - Mid Management (Director and Managers)
 - Entry Level Management (Supervisors and Team Leaders)
 - Non-Management
 - Other (about 15% of the file)
- Then the titles are further formatted into 30 functional areas. Some examples are:

Accounting/finance	Operation
Human resources	Purchasing
IT	R&D
Marketing	Sales
Operations	
- The Title Maximizer file is then used as the base file to match against an organizer’s registration database to add both title level and function codes.



1225 Ken Pratt Boulevard · Suite 121 · Longmont, CO 80501
www.directhitmarketing.com · (303) 666-0798

New marketing opportunities

Other than an individual's name, their title is the second most personal description of "who I am" and if it is used smartly, these marketing opportunities exist.

- Create relevant messages and offers in line with the individual's responsibility level and/or functional area that will break through the clutter and engage them.
- Segment large lists by title level or functional area to reduce quantity of names for communications thus saving marketing budget.
- Identify the most responsive title levels and/or functional areas and only market to those segments thus increasing response rate and reducing cost.
- Combine these two for breakthrough campaigns at lower cost.

Title Maximizer

Add this capability and marketing options to your file by:

- Discuss with DHM the nature of your audience and any unique titles and functions. As examples health care, government and higher education contain different titles and functions.
- Then both the management levels and functional descriptions are added to the registration file and counts of each are tabulated. Non-match rates are usually below 15%.
- The enhanced file is returned with recommendations for standardization of registration fields plus any other marketing opportunity observations.

Data Service Fee to add Title Maximizer

The Title and Function analysis and coding fee runs up to \$8,500 depending on condition of file and quantity. Many clients save that much on the first mailing campaign by improved targeting and segmentation, and this does not even factor in the increase in response rates and registration.

Interested?

Contact Steve Juedes, President SteveJ@DirectHitMarketing.com or by phone at 303-666-0798 to answer any questions and receive a quote.