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### **DMS Launches DisplayDirect™ Search Engine Marketing Game Changer**

Mission Viejo, CA – DMS Marketing, Inc, an industry-leading, full-service marketing agency specializing in Medicare marketing solutions, announced today the immediate availability of DisplayDirect™. This powerful new platform enables companies to connect 1-to-1 with an online audience, delivering banner ads directly to selected households—just like direct mail.

DisplayDirect™ gives companies the power to reach 100% of their target audience 100% of the time by targeting unique Internet users within a specific household or business using a proprietary IP address matching engine. This precise targeting solution enables Medicare marketers to deliver extraordinarily relevant display ads to every target, every time they go online. DisplayDirect™ serves ads on almost any website the target chooses to visit, allowing DMS to offer the highest quality ad placements on a wide range of websites at the lowest possible rates.

With DisplayDirect™, Medicare marketers gain access to 98% of American households and businesses on over 90% of all websites. DMS' proprietary process uses a vast demographic database of over 800 million locations nationwide, matching over 200 million street addresses with IP addresses at the household level. This precision targeting and extensive reach means ads will be viewed by 100% of the target audience—and only the target audience—100% of the time. Not a single impression is wasted.

“The prevailing online user tracking methods rely heavily on cookies and clicks. The problem with these browser-based methods is that they are incapable of reaching unique users or providing verified accuracy. They supply barely enough reliable information to infer reach. DisplayDirect™ bypasses cookies and clicks to ensure confirmed reach of actual internet users to market directly to real people wherever they go on the web, avoiding wasted time, effort, and budget on people who are not targets. This is a game changer in search engine marketing,” stated Lucy Belcher, President of DMS. “Our clients are excited about this new digital solution that translates into higher conversion rates, more sales, and an incredibly positive return on their marketing investment.”

DirectDisplay™ is the latest marketing-enabled technology solution from DMS and further strengthens its wide range of industry-leading solutions focused on acquisition and member retention for healthcare companies.

DMS Marketing, Inc. is a full-service direct response and digital agency focused on delivering turnkey, multi-channel Medicare marketing acquisition and member retention strategies and solutions.

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For more information, please call Doug Sprague at (949) 460-7225 or Lucy Belcher at (949) 460-7272.

Find out more at [medicare.dms-marketing-solutions.com](http://medicare.dms-marketing-solutions.com)

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