PDMI
PERFORMANCE-DRIVEN
MARKETING INSTITUTE

MEMBERSHIP

The Performance-Driven Marketing Institute (PDMI) is a 501(c)6 not-for-profit trade association dedicated to promoting, protecting, and advancing business for performance-driven and direct-to-consumer marketing professionals. Membership in the PDMI is an opportunity for marketers and suppliers alike to show vision in the industry and to connect with like-minded partners.

BENEFITS

NETWORKING

Discounted Badges to PDMI Multi-day Events
Connect with the marketers and suppliers who make the performance-driven marketing industry go! Save $200 per badge for PDMI East (spring) and PDMI West (fall) multi-day events, helping you maximize your event budget and send all key members of your team.

Access to PDMImix Networking Events
Gain guaranteed entrance to two planned PDMImix networking Gain guaranteed entrance to PDMImix one-night only networking events. Our power-packed PDMImix events bring together the industry's leading marketers and suppliers for an evening of business networking and fun.

Access to the PDMI Membership Roster
Get instant access to complete contact information for your fellow PDMI members. The PDMI membership roster will be updated and deployed quarterly to all member companies – and also is hosted in the member-only area of the PDMI website.

EDUCATION

Free Subscription to PDMI Publications
Stay on top of key trends, leading research, and crucial buzz with a free subscription to Results Magazine, the PDMI's quarterly publication, as well as our e-newsletter, *PDMI Weekly*.

Access to Information from PDMI Research Partners
The PDMI works with industry research leaders to provide members with exclusive facts and figures and in-depth analysis of current and future trends across the marketing landscape.

Exclusive Access to Post-Event Education Audio/Video
Miss an educational session at a PDMI in-person event? Audio or video of all PDMI event educational sessions is available to PDMI members in the member-only area on the PDMI website.

Exclusive Online Educational Events
Led by our Workshop and Brand Response Councils, PDMI members create, deliver, and attend regularly scheduled online educational workshops, including our Seasonal Seminar Series and Take 20 webinars – which are archived on the PDMI's YouTube channel.

ADVOCACY

Serve on PDMI Councils
Volunteering to become a member of a PDMI council is its own form of advocacy – for yourself, for your business, and for the industry as a whole. The PDMI's councils – including the Workshop Council, U.S. Hispanic Council, Government Affairs Council, Brand Response Council, E-Commerce Council, and Women's Council – provide a starting point for members to get more involved and for the PDMI community to hear your voice.

Government Affairs and Self-Regulation
From data security and privacy to the FTC's latest initiatives, it's important to stay abreast of government rules and regulations that affect your business. With the assistance of the PDMI's staff and its Government Affairs Council, PDMI members will not only stay on notice of the latest news but also will be able to voice their concerns on legal and regulatory programs affecting today's business environment. We believe that a proactive, self-regulated community is a healthy, progressive, and smart community. The PDMI promotes principles of ethical business practices, accountability, and transparency to advance the industry on a level playing field.

PDMI PAC
Give back to the industry in the most important way: to lobby for a better business environment for all performance-driven marketers. The PDMI's planned political action committee (PAC) will serve as a non-partisan, transparent fund that helps ensure our members' voices are heard on Capitol Hill, in statehouses, and with regulatory leaders.

MARKETING

Exclusive Advertising Opportunities in Publications
PDMI members are eligible for special rates and exclusive opportunities to advertise in *PDMI Weekly* and *Results* Magazine – designed to maximize your membership and your exposure.

Discount on Sponsorship Opportunities at Events
PDMI members receive special rates on sponsorship opportunities at PDMI East and PDMI West multi-day events, as well as the summer and winter PDMImix events.

Opportunities to Contribute to Publications
PDMI-member companies are on the front lines of the marketing industry. They are thought leaders whose voices and visions deserve to be highlighted. PDMI members gain exclusive access to sharing their ideas in the organization's publications

PDMI Newswire
A new campaign for your brand? Successful sales results for your product? Other big news? With PDMI Newswire, members stay in front of readers of *PDMI Weekly* and *Results* Magazine by gaining preferred placement of approved press releases.

PDMI Web Exclusives
Thought-leadership opinions? Marketers with a success story? Suppliers with a case study of their service working wonders for a clients' campaign? PDMI Web Exclusives allow members a special opportunity to share their expertise and educate fellow members.

COUNCILS

Becoming a member of a PDMI Council is its own form of advocacy – for yourself, for your business, and for the industry as a whole. The PDMI's Councils are an excellent starting point for members to get more involved and for the PDMI community to hear your voice. Council members will further their leadership experience while also becoming directly involved in setting the PDMI's course. Six PDMI Councils are now open for membership. Click here to inquire about serving.

WORKSHOP COUNCIL

Launched in summer 2019, PDMI's Workshop Council is designed as an incubator for peer-to-peer education among PDMI members and the performance-driven marketing industry at large. Members of the Workshop Council band together to discuss and select the best available concepts for a series of monthly webinars to be conducted by and hosted PDMI members.

BRAND RESPONSE COUNCIL

Launched in spring 2020, the PDMI's Brand Response Council brings together media outlets, media agencies, and the clients both serve to build more powerful consensus and relationships across various mediums.

GOVERNMENT AFFAIRS COUNCIL

The PDMI's Government Affairs Council, formed in fall 2019, follows all regulatory developments affecting the performance-driven and direct-to-consumer marketing industries. The Council weighs in on behalf of members where and when it's deemed appropriate by PDMI staff and members. Its members will also highlight important information in PDMI publications on various regulatory and legal developments at the federal, state, and local levels.

U.S. HISPANIC COUNCIL

The PDMI's U.S. Hispanic Council, which debuted in summer 2019, is designed as a forum for leaders in performance-driven marketing to share their expertise on one of the industry's most important growth areas: the U.S. Hispanic consumer. As this demographic grows and continues to influence more and more campaigns, the PDMI understands how crucial it is for its members to grasp the differences — and similarities — in marketing to this burgeoning marketplace.

E-COMMERCE COUNCIL

The PDMI's E-Commerce Council, launched in summer 2021, focuses on all topics related to consumers shopping on an e-commerce platform. Why are they there? How did they get there? How will they transact? And how can the merchant not only close the sale, but maintain them as a customer? Members of the council are merchants, platform builders and hosts, and vendors — all share an expertise germane to the expanding e-commerce world, from payments to conversion metrics to fraud concerns, and more.

WOMEN'S COUNCIL

The PDMI's Women's Council, launched in winter 2023, provides a forum for women in performance and direct-to-consumer marketing to create, learn, and grow; and a trusting community for leaders at every level to share their expertise, build partnerships, and create a vision for the future of performance marketing. The council creates content for the PDMI's educational outlets and offers a peer-to-peer mentorship program, allowing younger industry executives to learn from experienced leaders.

CONTENT & EXPOSURE OPPORTUNITIES
RAISE YOUR BRAND AWARENESS

HOW TO LAUNCH YOUR PDMI BENEFITS

1

COUNCIL INVOLVEMENT
Join a PDMI council.

EDITORIAL
Contribute to council-driven columns and articles

WEBINARS
Participate in council-driven webinars

CONFERENCE SESSIONS
Participate in a council-driven session at PDMI conferences

2

WEB-EXCLUSIVE CONTENT
Show off your subject matter expertise via case studies, white papers, research reports, and more.

Submit a white paper, case study or research report.
Send content to Thomas Haire (*thaire@definitivemediagroup.com*)

PDMI publishes your content on our website
Insider Tip: Use this as a self-marketing tool

PDMI promotes your content via our media platforms
PDMI Weekly, *Results Magazine*, and on our social platforms

3

THOUGHT-LEADERSHIP COLUMNS
Share your take on current industry hot topics.

Itching to get something off your chest about what's happening in performance marketing? Believe your expertise on a hot topic will help your fellow members and our followers? Send us a short brief on a topic of your choice, and we'll work with you to find the right place and time to share your take.

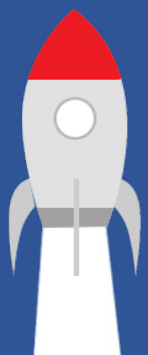
4

SHARE YOUR NEWS!
Let us know what's what, and we'll help you tell the industry.

YOU SCOOP
New clients? New hires? Promotions? Company milestone? Tell us about it!

WE'LL DISH
We'll share via our weekly newsletter and/or quarterly publication.

No need to have a PR company officially submit. Just send a brief email with your news!



Send your council queries, web exclusives, column ideas and news to Thomas Haire.
thaire@definitivemediagroup.com

CONTENT & EXPOSURE OPPORTUNITIES
JOIN A PDMI COUNCIL

1 PDMI COUNCIL MEMBER ENGAGEMENT

Contribute your expertise to *Results* Magazine's editorial.

THE DIGITAL DASHBOARD

Testing: The Offer Must Come First

By Greg Silvano

It was mid-2020, sales of his at-home fitness product were through the roof, and Jon had a problem. A manufacturing error meant he had to raise his price from $129 to $134, and he dreaded the impact the higher price would have on sales. With no options left, he increased the price and waited for the inevitable dip in his conversion rate. It never came. Telling the story now, Jon confides had he tested the $134 price point earlier he would have made an additional $300,000 for the year.

Successful direct response campaigns and the companies who run them have one thing in common: the testing never stops. Testing isn't just something you do in desperation to rescue a failing campaign; it is just as much about finding its maximum value.

Testing in direct response

ton colors and text, Sure, these are all viable uld not be your primary g to test is your offer: see this in action, let's

ion with signs of life on rate to roll out. In g team ran *18 different* ffer. No website image he offer, of course), no headline or marketing copy changes — only the offer and the post-transaction upsells were tested.

This marketer's laser-like focus on the offer worked. In the first set of tests, it dropped the price dramatically, which resulted in a 50-percent increase in the conversion rate, but the average order value (AOV) conversely dropped by nearly 50 percent.

The next tests aimed to increase the AOV with a series of upsells and downsells, focused primarily on a newly introduced "deluxe" upgrade upsell. In just weeks, the marketer was able to triple its conversion rate (to a sustained 20 percent) with an AOV just 10 percent lower than the initial test (when the offer was twice the price).

This experience demonstrates another lesson: it's important to leave time and budget for testing. The offer, script, and website at launch may be an *educated* guess based on years of experience — but it is *still* a guess. Should the price be $5 more, $10 more — or $3 less? You won't know unless you test, and that takes some time.

Maybe you've expanded your campaign to new audiences. Maybe there's new competition, and you need to test an updated message that acknowledges them. Maybe the social landscape has changed, and your message should reflect that. Maybe there's a seasonality aspect: 2020 was not 2019, and 2021 will surely not be like 2020.

Test your marketing copy, your imagery, your layouts, and — especially — your offer. The difference between a losing or winning campaign could hinge on something as simple as an "Are you sure?" downsell.

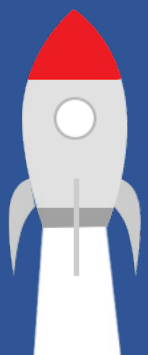
Today, you can utilize one of many available online testing tools — ones that would thrill the likes of Hopkins and Ogilvy. Here are some quick tips to get started:

- Only test one thing at a time. Change the price or the shipping-and-handling (S&H) cost, but not both. Change a headline — but not the order button text.
- A good rule of thumb is to run a test until you get 100 orders per variant. Ending a test before then will reduce its statistical accuracy.
- Keep a log of ideas to test in the future.
- Keep notes on each test's expected results. Why did you run the test? What were you hoping would happen? What is the difference between each test variant? You'll want these details when you review your tests months and even years later.

Greg Silvano is CEO of Mojo. He can be reached via email at gsilvano@gotmojo.com.

Participate in regularly scheduled webinars.

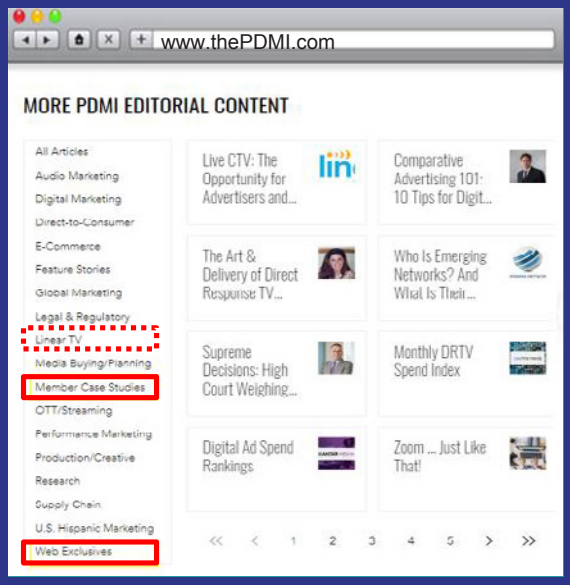
Lead educational sessions at PDMI events.



Volunteer to join a PDMI council:
Thomas Haire
thaire@definitivemediagroup.com

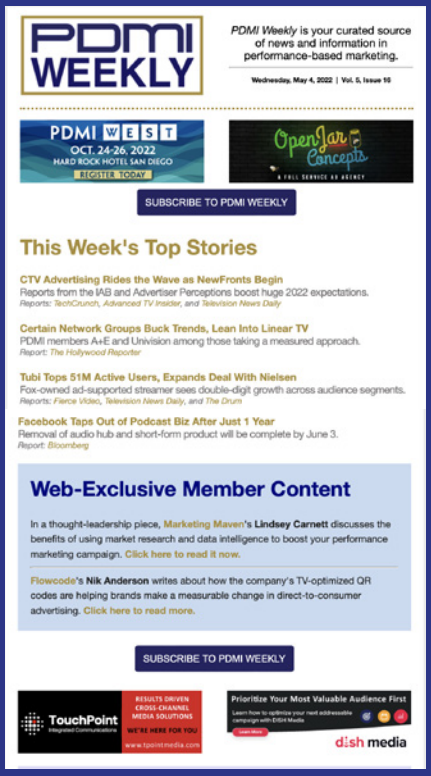
CONTENT & EXPOSURE OPPORTUNITIES
WEB-EXCLUSIVE CONTENT

2 PDMI MEMBER WEB EXCLUSIVES SHOWCASED

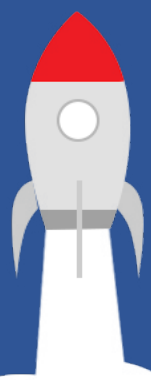


RECENT MEMBER SUBMISSIONS (click to view):

- Flowcode
- Marketing Maven
- Kount
- Paymerang
- Bluewater



Promotion in weekly newsletter, quarterly magazine, and our social platforms.



Learn more about submitting web-exclusive content: Thomas Haire
thaire@definitivemediagroup.com

CONTENT & EXPOSURE OPPORTUNITIES LEAD THE CONVERSATION

HOW TO LAUNCH YOUR PDMI BENEFITS

3 THOUGHT-LEADERSHIP COLUMNS

Your take on industry hot topics.

THE MEDIA MIX

The More Things Change, the More They (Mostly) Stay the Same

By Ron Steblea

There is an early 18th-century inn, situated on Main Street in Stockbridge, Mass., whose first-floor bar is entirely wallpapered with newspaper pages from the 1890s. If one were to relax with friends and take a few minutes to read the 125-year-old newspaper ads, you would be at the beginning of our story.

The American painter and illustrator Norman Rockwell lived the last quarter-century of his life in this western Massachusetts town. And while opinions vary on the significance of his artistic output, one thing is clear: he depicted many situations with topics that showed how we were more similar than different.

What else is the same and different from more than 100 years ago? Maybe surprisingly, like Norman Rockwell showed, things are more similar than they may seem.

In *Tested Advertising Methods*, John Capels presents a case study where — more than a century ago — a marketer did an A/B split. A product was marketed for 10 cents and $1 shipping vs. $1 for the product and 10 cents shipping. The former offer won because at that time, nobody cared how much shipping cost. We all can agree that Amazon Prime has changed that attitude.

Some product categories have shifted, too. There is a print ad from the 19th century that has the headline: "Makes children and adults as fat as pigs." We definitely do not push that category any longer. And while print advertising is still alive and well, it is certainly no longer the *de facto* medium of the day.

Marketers today are often nervous about change, and it is easy to understand why. The platforms we market on have always been in a state of flux; however, instead of sea changes occurring every five to 10 years, it's as if we're seeing major shifts every six months.

Looking at the range of change in just my nearly three-decade career, I have marketed in mail-order catalogs, in Sunday newspaper supplements, in credit-card billing inserts, and then TV, the internet, and now various e-commerce platforms. Layering on to that, as recently as 15 years ago, most direct-to-consumer marketers weren't so worried about the back end (which was, at that time, mainly big-box retail), and I was testing TV commercials with only phone numbers and no URLs!

But what has stayed the same? Most categories advertised in the 1890s are in line with the successful direct-to-consumer ads we see today. One headline reads, "Does your husband snore?" There have been dozens of snoring aids marketed in our industry in the past couple of decades.

Another product marketed 125 years ago was a "Chin Reducer and Beautifier." We have seen a successful product marketed recently in the same category. Sanitized tape worms were marketed to be eaten to help lose weight. And while the methods may be modernized, from Tae Bo to P90X to Nutrisystem, Peloton, and beyond, weight loss and fitness remain evergreen categories.

There are always the "put hair on" (balding cures) and "take hair off" categories, which are plentiful at every point in our recent and distant marketing history. And, as previously mentioned, the platforms by which we reach our consumers seem to be changing rapidly and frequently, but the underlying "how" is still the same.

Our marketing principles and fundamentals are as similar today as they were six months ago, as they were five or 25 years ago, or even 125 years ago: an answer to a mass market problem, a unique solution, and a great value. As Norman Rockwell once said, "Very interesting for an old duffer like me to try his hand at something new. If I don't do that once in a while, I might just turn into a fossil, you know!"

Change is good and change is healthy — it's what keeps us going. And as long as we keep applying what we know works, focusing on what the customer responds to, and learning the nuances of new marketing channels, direct-to-consumer marketing will undoubtedly still be here in another 125 years.

Ron Steblea is executive vice president of e-commerce at Cannella Media DTC. He can be reached at (323) 419-2499 or via email at rsteblea@cannellamedia.com.

28 RESULTS DECEMBER 2020 www.thepdmi.com

ople were work-
del. Although
gies offer a new
ey to successful-
ess is to invest

ers promoting
other and to
goals. Leaders
nd ways to
that community,

nments pres-
ircumstances,
nt.
se challeng-
dels, leaders
py hours offer
of teamwork.
mployees were
their compa-
is percolating

through knowledge-sharing, which can only provide success if implemented instead of failing forward.

One of the positives of working in a teleconferencing world is it allows participants to share facial expressions. In a world where masks prohibit smile sharing, it is important that video conferencing allows for emotional bonding.

What this mode of business doesn't allow, however, are the more private moments of understanding, or the immediate appreciation of an idea or suggestion — you can't whisper; you can't pass a note. Winking? That's a lost art that was a staple of deliberately conveying a message or an informal approval.

All the above leads to the question: How has videoconferencing affected outcomes? Data is not yet available on specifically how the Zoom, Teams, and WebEx platforms — among others — will affect business in the long term. When it is available, it already may be too late to shift.

And at what cost? Finding ways to develop successful team sharing of each other's ideas requires collaboration, trust, commitment, and productive output. There are new technologies that offer the management of what is defined as momentum — that is, finding what works just a step above instant messaging, where team building and idea sharing is coupled with crowdsourcing.

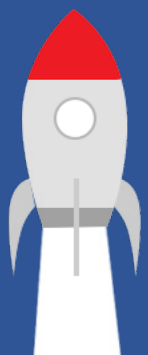
At the end of the day, leaders still must put listening models in place. Team members need to feel heard, and leaders must encourage honest and timely communication. Accountability must be instituted. And when this fails, how does conflict resolution occur? Is it a fault of leadership, employee apathy, or this new teleconference culture?

As if the loss of whispering and winking weren't enough, leadership must find supportive measures for team members who need help navigating the trade-off of working outside the physical office. Many employees say they work 24/7. Others work less because they are in their home environment and tend to multitask with household chores, responsibilities to their children, and other activities of daily living. "Do what you need to do; just get your work done," seems to be an acceptable idea now when it never was before.

Although team leaders can't wink or whisper compassion and encouragement, they can (and must) keep relationship building a priority and make sure communication is driving successful outcomes.

Fern Lee is CEO and Lori Zeller is managing partner of THOR Associates. *They can be reached via email at fern@thorassociates.com and lori@thorassociates.com. For more, visit* www.thorassociates.com.

24 RESULTS MARCH 2022 www.thepdmi.com



Send us a short brief on a topic of your choice, and we'll work with you to find the right place and time to share your take.

Learn more about submitting articles to *Results* Magazine:
Thomas Haire
thaire@definitivemediagroup.com

CONTENT & EXPOSURE OPPORTUNITIES
SHARE YOUR NEWS

4 YOU SCOOP. WE'LL DISH.

Let us know what's up, and we'll help you tell the industry.

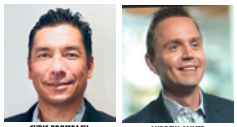
THE SCOOP

MEMBER NEWS

Simpli.fi, a leader in programmatic advertising and agency management software, has acquired **PDMI** member **CoreMedia Systems**, a leading provider of performance media management software used by major performance marketing agencies, media agencies, and brands. This acquisition enables the two companies to deepen their existing integration, which allows agencies and brands to buy and analyze linear and connected TV (CTV) advertising together, along with other forms of programmatic advertising including addressable, mobile, video, display, native, and social. The combined company will serve more than 1,500 advertising agencies and media buying organizations and employ more than 500 team members. With the acquisition, Simpli.fi adds to its Advantage end-to-end agency workflow solution, enabling advertisers to automate more of their operations and improve the performance of their advertising. "The combination of Simpli.fi and CoreMedia is as natural as it gets, with a common independent ad agency base and offerings that now include both linear TV buying, performance, and attribution, as well as all forms of programmatic including CTV and more," says **Glenn DeKraker**, CEO of CoreMedia. "Simpli.fi's unstructured data set is the foundation for our joint, best-in-class omnichannel solutions."

Conductor Productions celebrates a great 2021, during which it expanded its capabilities and added to its list of clients. In the past 12 months, it has created performance campaigns for Fanatics, Hammacher Schlemmer, PureTalk, Nutrisystem, SmartBiz, and Toyota. In addition to performance campaigns for Fanatics, Conductor Productions added brand retail creative, as well. With the new addition of Masterclass to its list of clients, Conductor also has added long-form production to its capabilities. In addition, the company welcomed **Margie Sullivan** as executive producer, **Liz Vanzura** as chief strategist, **Jess Biancardi** as production manager, and **Christian Kapoukranidis** in account services and business development.

Cannella Media DTC welcomes **Chris Brombach** as senior vice president, integrated media, and **Andrew (Andy) Calver** as senior vice president, analytics. Brombach brings a multitude of skills and more than 20 years of experience from both agency and client roles, spanning



CHRIS BROMBACH ANDREW CALVER

from brand response marketing to DTC marketing. During the past 15 years, Calver's experience includes building out numerous data science departments and driving innovation in the ways that organizations ingest, store, report, and visualize data.

Family Entertainment Television Inc. (FETV) announces the launch of FMC — Family Movie Classics — on **DISH Network**, a fellow **PDMI** member company. The 24/7 classic movie channel is now available to nearly 9 million DISH subscribers. "This is a very proud day in our company's history," says **Drew Sumrall**, president and CEO of FETV. "We continually strive to bring good, wholesome entertainment to American families. FMC is a major step toward achieving that goal, and with DISH as a launch partner, the future is very bright for this network."

Hybrid Media Services celebrates its 15th anniversary. **Kevin Mannix**, president/CEO of the direct response radio and digital audio agency, gives credit for Hybrid Media's success to a dedicated and innovative team that's "always focused on the client's success and getting the job done every week." He adds, "Thank you to all of our amazing clients and vendors who have helped Hybrid achieve its phenomenal success and reputation over the past 15 years."

Weigel Broadcasting, owner of **MeTV**, announces the launch of **Story Television** — the company's sixth over-the-air broadcast network. Beginning March 28, St will showcase compelling histo factual programming, including and riveting series such as *Bio*, *Men Who Built America*, *Wor in HD*, *Modern Marvels*, *Mank Story of All of Us*, and many m available for the first time on b television. The network will be nationwide on the broadcast te stations of Weigel Broadcasting other affiliate partners.

E-commerce landing page pla rebrands as **Buyist**. "It's the s company, same energy, but w awesome new name," wrote **Gregory Silvano** in an ann to existing clients. "We look fo showcasing how Buyist will ta higher than ever with new fea storefronts, our own default pa processor, and new digital we You'll be able to build entire s visually — code-free." The co website can be found by visiti com.

PDMI WEEKLY

PDMI Weekly is your curated source of news and information in performance-based marketing.

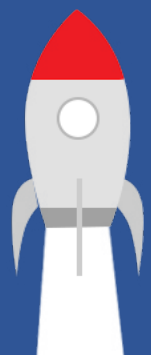
Wednesday, May 4, 2022 | Vol. 5, Issue 16

Member News

LeadsRx celebrates the four-year anniversary of its partnership with Cumulus Media/Westwood One, America's largest audio network — the first national audio broadcast network to use LeadsRx Attribution™ and LeadsRx Journey™ performance marketing software. It powers Westwood One's analytics and attribution to measure the business impact of advertising campaigns and advertising creative for its advertisers. "The last few years have seen a tremendous amount of positive change in the audio industry's ability to measure itself and to prove advertising impact for national brands," says **Pierre Bouvard**, chief insights officer for Cumulus Media/Westwood One. "For years, marketers have been asking, 'Can I quantify if audio ads, whether streaming, podcasts or radio, can drive search and site traffic?' It wasn't possible until LeadsRx came on the scene — now we can confidently measure the impact of audio ads and tie them to business results."

NordVPN® selects PDMI member **Bluewater** to lead its U.S. media planning and buying efforts. The announcement comes after an extensive agency evaluation for a media agency of record to support future growth and brand-building initiatives, including TV and radio strategy, media planning, channel optimization, and a strong analytical approach. NordVPN is widely recognized and acclaimed by the most influential tech sites and IT security specialists as the absolute go-to in internet security As NordVPN aims to expand connections in a diverse customer landscape, Bluewater will play an essential role in connecting customers with the brand through its omnichannel media solutions. "We wanted a media agency with a 'can-do' business attitude and mindset, and Bluewater is exactly that agency. With their vast media experience and expertise, they will be a great partner to help us reach our goals with a data driven approach to our direct-to-consumer advertising by being dynamic and responsive," says **Viktorija Baltrūnaitė**, senior global offline project manager at NordVPN.

PDMI Weekly will be on hiatus next week. We will return to your inbox on Wednesday, April 27.



No need to have a PR company officially submit. Just send a brief email with your news:
Thomas Haire
thaire@definitivemediagroup.com

MEMBER

COMPANIES

The PDMI's member companies are the backbone of the performance-driven marketing business.

A+E Networks
a4 Advertising, powered by Juice
Aces Marketing
Adstoria
Advocado
Andrea Pass Public Relations
Angi
AOR Direct
Apex Media Partners
AtlasPay Inc.
BakerHostetler
Benefit Clubs LLC
Blockboard
Bluewater LLC
BrandStar
Buyist
Cannella Media
Casual Precision
Chief Media
Comcast Advertising
Conductor Productions
Contour Products Inc.
CoreMedia Systems
Cornerstone Media Group
Creative China Creations Ltd.
Creative Filmworks Inc.
d2H Partners
Dealership Toolkit
DFO Global Performance Commerce
Dial800
Digital Target Marketing
Diray Media
Direct Response Academy
Direct Results
DISH Media
Double Diamond VIP
Downpat Music
DRMetrix
Emerging Networks LLC
Envision Response
Extreme Reach Inc.
FastPay
FlexPay
FETV
FirstMile
Flowcode
Fox Corp.
Fulfillment Express
Glomail Intl.
Gordon Rees LLP
Greenleaf Merchant Services
Guildin LLC
Hybrid Media Services
Ideal Living
In Clover Marketing LLC
Intelligent Handshake Inc.
JAM Direct
Kingstar Media
Kount LLC
Leads Rx Inc.
Legal TV Leads
Lockard & Wechsler Direct
Luminess Direct
Manhattan Media Services Inc.
Maramba Insights Inc.
Marathon Ventures
Marketing Maven
Medallion Enterprises
Media Culture
The Media Manager
The Media Network
Media Partners Worldwide
Media Plan GmbH
Modern Postcard
Modus Direct
NBCUniversal
New Cape Pictures
Nielsen
Omni Direct Inc.
Ontel Products
OpenJar Concepts Inc.
Opportunity Media
Pacific Media Technologies
Paramount
Paymerang
PCR Marketing LLC
PremiumMedia360
ProMedia Inc.
QuickBox Fulfillment
Really Cool Ideas Inc.
REELZ
Rick Petry, Wordsmith LLC
Ringba
River Direct
Rosmarin Zrt
RSLT.io
Samsung Ads
Script to Screen LLC
SF Global Sourcing LLC
Shop LC Global Inc.
Southern New Hampshire University
Support Services Group
SynerG Marketing Inc.
Szertegia Group LLC
T Media Sales
Target+Response Inc.
Telestar Direct Marketing S.A.
Televisa Univision
Terry Finn Direct
Thill Inc.
THOR Associates
TouchPoint Integrated Communications
Tous Software Corp.
Two Twelve Direct
Urban Legend Productions
VCV International
Venable LLP
Verde Payments
Vintage Marketing Inc.
Warner Bros. Discovery
Weigel Broadcasting – MeTV Networks
Weisblott Media
Yangaroo Inc.

as of March 15, 2023

INVESTMENT

IN YOUR COMPANY'S FUTURE

The cost of your annual membership should be commensurate with the size and scope of your business. Though all members have the same opportunities to contribute to the success of the PDMI, the first step in the door should be a decision that is easy for you to make. We believe the benefits of PDMI membership surpass your company's investment in it.

Tier	Annual Dues
1. Sole proprietor/2-person partnership (max gross annual revenue: $250,000)	$1,000
2. Businesses with gross annual revenue of $0-$5 million	$3,000
3. Businesses with gross annual revenue of $5-$10 million	$4,500
4. Businesses with gross annual revenue of $10-$20 million	$6,000
5. Businesses with gross annual revenue more than $20 million	$9,000

JOIN TODAY
WWW.THEPDMI.COM

CONNECT

Reach out to a PDMI representative to learn more about the organization and membership.

John Yarrington
jy@definitivemediagroup.com

Thomas Haire
thaire@definitivemediagroup.com

Jessica Delich
jdelich@definitivemediagroup.com

JOIN TODAY
WWW.THEPDMI.COM