



## Targetbase quick reference

Perfect for sharing with colleagues, adding notes as you peruse the site or simply for keeping our phone number handy, this downloadable PDF gives you a quick snapshot of the agency. Download our cheat sheet here.

## Targetbase Fast Facts

Targetbase provides an integrated array of services driven by consumer insight and strategic input including:

- Analytics
- Communication Planning
- Creative Development
- Direct and Digital Production
- Interaction Management
- Database Technology
- Business Intelligence
- Account Service

## History

The collection and utilization of customer data has been at the core of our business since 1979. In 1999, Targetbase became a wholly owned subsidiary of Omnicom Group Inc. (NYSE: OMC), a \$13 billion holding company of market leaders in advertising and communications, direct marketing firms, media planning services, public relations firms and interactive professional services companies. In 2008, Targetbase merged with the UK-based agency Claydon Heeley, one of England's most respected direct marketing/creative agencies.

## Omnicom

As a member of the Omnicom family, Targetbase has many partnerships and strategic alliances with differing types of organizations. As a result, we have access to and relationships with hundreds of agency organizations. These agencies assist Targetbase in our client solutions through complementary services such as management consulting, public relations, research, direct marketing fulfillment and email management.

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### Greensboro

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### San Francisco

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### London

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