

## GbBIS Showcases its Direct Mail Management Tools at DMA 2014

Written by Australian Business

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IRVINE, CA, October 24, 2014 /24-7PressRelease/ -- [GbBIS](#) an industry leader in business information solutions for 28 years, announced today that the company will showcase its extensive collection of Direct Marketing and Mail Management tools at the Direct Marketing Association (DMA) Annual Conference 2014. These marketing tools include Web Applications and GbBIS's latest innovation: Target Door Direct Mail (

[TDDM](#)

), an enhanced EDDM.

[TDDM](#)

offers a comprehensive service for targeted direct mail using the most accurate carrier routes. GbBIS postal geographies are created to the USPS CASS Certification standard.

[GbBIS](#) also offers the most accurate postal geography, carrier routes and demographic data, created by state-of-the art proprietary technology using data updated monthly. GbBIS creates and maintains the highest quality of geographies & demographic databases. Every month, GbBIS updates its postal data and geographies, including Carrier Routes, ZIP Codes and ZIP+4/+3/+2/+1.

According to Dan Olasin, CEO of GbBIS, "At GbBIS we understand that direct marketing and mailing is a crucial component of many businesses' marketing strategies. Our clients benefit from effective ways to quickly select those people who should receive their mailings." He added, "Targeting their direct mail based upon demographic data, geography and proprietary data can save time and money. GbBIS helps businesses choose the areas where their direct mail will be most effective and simplifies the process of providing consumer mailing lists of those areas."

Visit [GbBIS](#) at DMA 2014 to discuss further how businesses can benefit from their Direct Mail Management tools.

What: DMA 2014 When: October 26th- October 28th, 2014 Where: Booth #814, San Diego Convention Center, San Diego, CA

Businesses interested in acquiring solutions for targeted direct mail should schedule a meeting with Theresa Bordas, National Client Services Manager, at 1-877-447-6277 or [theresa.bordas@gbbis.com](mailto:theresa.bordas@gbbis.com) and visit [GbBIS.com](http://GbBIS.com)

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About GbBIS: [GbBIS](#) , a division of Intelligent Direct Inc. is a leading provider of business information solutions, providing the tools businesses need to find success. GbBIS has 28 years of experience implementing business information solutions, offering a variety of data, innovative project consulting, and customized information services. During that time, GbBIS has delivered over 100,000 projects to clients from the US, Canada, and Worldwide. Today, GbBIS maintains a relationship with nearly 100% of the Fortune 500 Companies. GbBIS also offers support through a family of web sites, including GbBIS.com, mapsales.com, MarketMAPS.com, DeliveryMAPS.com and SalesTerritory.com. For additional information, visit these web sites or visit [www.gbbis.com](http://www.gbbis.com) and call 1-877-447-MAPS (6277).