

## GbBIS Introduces Target Door Direct Mail (TDDM) at DMA 2014

Written by Australian Business

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IRVINE, CA, October 26, 2014 /24-7PressRelease/ -- [GbBIS](#), an industry leader in business information solutions, today introduces Target Door Direct Mail ([TDDM](#))

) at the Direct Marketing Association (DMA) Annual Conference 2014. TDDM is the latest web application from GbBIS' selection of Direct Marketing and Mail Management Tools. TDDM is a geo-visual, analytical web service for targeting direct mail and selecting carrier routes. TDDM provides a more comprehensive collection of data and analytics than the USPS Every Door Direct Mail (EDDM), yet is completely EDDM compatible.

Some of the benefits businesses enjoy with TDDM include:

**Targeting Prime Neighborhoods with Extensive Data Sets:** [TDDM](#) helps businesses identify those neighborhoods that are most likely to buy certain products and services. Business locations, competitor demographics, neighborhood classification, product consumption and sales data helps clients find the people who are most likely to respond to their mail and direct marketing program.

**Targeting Carrier Routes and ZIP Codes:** [TDDM](#) helps businesses view their stores, distributors, and franchise locations, as well as evaluate neighborhoods near their competitors. This helps clients select those Carrier Routes and ZIP Codes where their mail is most effective.

According to Dan Olasin, CEO of GbBIS, "With Target Door Direct Mail, we give you an easy way to target prospects most important to your business." He adds, "With a comprehensive collection of analytical tools and thousands of data sets, TDDM creates an intuitive yet powerful interactive environment to identify and select carrier routes. This is an enhancement to their EDDM Program. These browser based systems are extremely easy to use on desktop and mobile devices, with an API that can be integrated into the way you do business"

Visit [GbBIS](#) at DMA 2014 to learn more about [TDDM](#) and discuss how businesses can enhance their Direct Marketing and Mail Management Tools.

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

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Businesses interested in acquiring solutions for targeting 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)

**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, [MarketMAP](#)

[S.com](#)

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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).