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## **LANDSCAPE BRANDS - IDM'S NEWEST CLIENT**

**Reston, VA – December 14, 2009** Landscape Brands, a division of UpBeat, Inc. has awarded Integrated Direct Marketing (IDM) their direct marketing services.

Landscape Brands was looking to form a partnership with a B2B direct marketing services provider to be an active participant with their marketing team in circulation planning, database design/development and prospecting strategies. They were looking to better understand their customer base and most profitable customer segments as well as evaluate their prospecting list sources in an effort to acquire, retain and grow their business.

Katherine Auer, Marketing Manager, Landscape Brands, UpBeat, Inc. had this to say about the new partnership, "We are very excited at Landscape Brands about our new partnership with Integrated Direct Marketing and building our first private marketing database. We are very eager to uncover customer insights through database marketing and analytics together."

### **About Landscape Brands**

Landscape Brands has been creating environmentally friendly products since 1970. The company has always had a special relationship with the natural environment, both with the products they sell and how they manufacture them.

Landscape Brands is still family owned and operated, with manufacturing facilities in St. Louis, Missouri and Winona, Minnesota. The company's founding core values of honesty, integrity, quality, innovation and customer focus are now supported by nearly 200 employees.

### **About Integrated Direct Marketing**

IDM is a direct marketing advisory firm, geared for and focused on large multi-channel merchants. IDM works collaboratively with clients to maximize marketing for acquisition, retention and growth of customers. Core competencies are identifying data sources, designing processing environments to maximize leverage of customer and prospect data and accurately measuring the impact of marketing programs against client objectives.

Since its inception in early 2003, IDM has grown and their services and methods have evolved but the focus has remained on serving the large multi-channel merchants. IDM is a privately held company.

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