



At McMurry, we're more than a custom publisher, we're your marketing partner for proven return on investment. A higher level of thinking, consultation, strategy and results are all yours

DATABASE MARKETING

We're sure you've heard the lip service out there: "We handle all the mailing for you." Yet the fact remains that zero competitors do it in-house with their own department of experts.

McMurry is the only custom publisher for healthcare with in-house database marketing and mailing services. And that makes a huge difference when it comes to your budget. Can you afford to throw away 10 percent of your marketing budget? We didn't think so. But that's exactly what happens when cheap competitors use cut-rate mail houses to distribute your publication — 10 percent will be wasted to undeliverable addresses. That's precisely why McMurry created our own in-house department of experts 15 years ago, to assure that your custom publication goes to correct and deliverable addresses on time, every time.

McMurry
CustomPlus™

POSTAL PROS

In order to achieve great ROI you have to have an outstanding mailing list. Most mail houses try to reach 90 percent accuracy. At McMurry, your mailing list is 98 percent accurate. That translates to unmatched precision and service.

With PostPros™, we own the process that gives you the most precise mailing list in the industry. And if you have list adjustments, we make the changes while you are on the phone. Plus, even though we utilize the best postal software money can buy, we still take the added step of putting an eye to all merged and purged names to assure utmost accuracy. That, of course, means a more efficient use of your marketing budget and better return on investment.

McMurry CustomPlus™

PLATINUM LISTS

Our in-house postal pros use only Platinum lists to analyze your zip codes. Simply put, that means each record is cross referenced three times. The result is the most accurate mailing list available. If you want to reach a target demographic, this is the way to go.

To get a jump on your competitors you must reach new movers as soon as possible. Each quarter, we can pull new movers in your zip codes who fit your age, income or net worth criteria. And to be sure there are no household duplications we also merge, purge and clean your list quarterly.