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For Immediate Release

Data Based Marketing Company is Recipient of Patent – New York, New York (February 20, 2003) – Teasley, a Manhattan based data based multi-channel marketing company announced this week that they have received notification from the United States Patent and Trademark Office of the granting of a provisional patent for Teasley’s “System and Method of Ranking Sales Prospects After Sales Message Delivery”.

The provisional patent (USPTO Application Number: 60/438,969) covers a methodology that will help marketers and sales people deal with the volume of data and potential leads that stem from the delivery of electronically based sales and advertising messages.

“While the method can be used by any marketing department with multiple electronic data sources, especially ecommerce, web, and email data”, says Brian Teasley, “it can also be incorporated into commercial software products in the advertising and sales force automation industries. Currently it is very difficult for a salesman to follow-up and track large scale email campaigns. In the future digital advertisement delivery in television and other mediums will only increase the challenges. This method will help marketers and sales people meet the challenges”.

About Teasley:

Teasley is a multi-channel marketing company (www.teasley.net) that focuses on data based marketing programs. Headquartered in New York and offering creative, media, and data/analytical services, the company has experience in many areas including the travel, computer, software, CPG, and financial industries.

For Immediate Release Contact:

Brian Teasley
bteasley@teasley.net
646.414.1100

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