



**New York, NY – October 16, 2008** – As the real estate market continues to face challenges, ancillary businesses have too been affected, coping with limited Marketing budgets and resources. Today businesses like remodelers and HVAC contractors need to be smarter about how they spend their marketing dollars, and they are turning to USADATA, the trusted source of mailing lists and sales leads for more than 100,000 businesses nationwide, to deliver the right leads to help sustain and grow their businesses.

With the help of USADATA, Rochester, NY-based bathroom remodeler, Re-Bath, recently launched its second major direct mail campaign this year, targeting 140,000 select suburban households to promote its tub-to-shower conversion product line. Re-Bath owner Jim Whalen explains, "I needed leads, really targeted leads, and I felt comfortable that USADATA could provide exactly what I needed." While Whalen advertises on television and radio, direct mail has been his most effective marketing channel. "Direct mail has, by far, the highest closing rate. We're able to convert 25-30% of legitimate inquiries into sales," Whalen says, "It's an absolutely critical element of our marketing. We do some TV and radio, but you can't target your audience. You don't know who's seeing it. With my postcard mailing, I knew exactly who was getting it. I'm glad I found USADATA. They're outstanding."

24/7 HVAC, a Long Island-based HVAC contractor, recently turned to USADATA for help narrowing down a large potential pool of B2B prospects to generate a more targeted set of qualified prospects. Owner Alex Kaganowski explains "USADATA has always made it easy for me to get the right leads. Their Data Specialists ask specific questions and go to great lengths to understand my business and goals. They have helped me find new customers faster, and they genuinely care about my success."

"Our goal is to make it easy for businesses to find new customers quickly and profitably," stated Jon Rapkin, SVP of USADATA. "We are proud to have helped businesses like Re-Bath of Rochester and 24/7 HVAC succeed. We understand that times are tough, and that many businesses cannot afford to miss the mark with their Marketing campaigns. We also understand that not all business owners are marketing experts. Having helped businesses of all sizes across all industries to grow, we strongly encourage businesses to leverage our experience," Rapkin added.

Re-Bath of Rochester is in the midst of its fall direct mail campaign and will call on USADATA for help with their next campaign in January 2009. 24/7 HVAC has its next campaign slated for February 2009.

#### **About USADATA**

USADATA is the leading provider of Sales Leads On Demand and CRM Software On-Demand and has securely delivered over 1 billion targeted, privacy-assured sales leads that have helped over 100,000 businesses nationwide, across all industries, grow their business. USADATA has been named to the Inc.500 Fastest Growing Private Companies, Deloitte & Touche New York Technology Fast 50 and Computerworld's Top 100 Emerging Companies. For more information, visit [www.usadata.com](http://www.usadata.com).

#### **About Re-Bath of Rochester**

Re-Bath of Rochester is privately owned franchise of Re-Bath, based in Tempe, Arizona. With well over 2,000,000 bathroom remodels since inception, the company features custom formed bathtub liners and wall surrounds, manufactured from their proprietary product, DuraBath SSP. This custom manufacturing process, utilizing over 1,000 bathtub molds, and patented installation technology, guarantees a perfect water-tight fit every time. With designer colors and patented

patterns and styles, Re-Bath offers hundreds of combinations for the perfect selection for everyone's taste and style. For more information, visit [www.rebathofrochester.com](http://www.rebathofrochester.com).

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