



For Immediate Release:

## CONCLUSIVE MARKETING ACQUIRES DEMAND GENERATION DIVISION OF PLEXUS MARKETING

Franklin, TN---August 3, 2009: **Conclusive Marketing** announces the acquisition of the Demand Generation Unit of **Plexus Marketing Group**, outside Atlanta, GA. Plexus Marketing's **Demand Generation Division** compliments Conclusive Marketing's current capabilities by adding a seamless integrated channel to execute multi-channel marketing communication. Having a telemarketing outlet provides Conclusive Marketing the outbound capability to deliver leads, gather customer information, determine customer satisfaction and provide follow-up on campaigns via voice-to-voice programs.

"We are very excited to add this complimentary business unit to our growing organization", Jan **Rivenbark**, CEO of Conclusive Marketing, stated. "Our ability to offer a seamless program from lead generation through voice to voice marketing follow-up assists in adding additional value to our solution portfolio and will drive campaign effectiveness and a higher return on investment for our clients".

Conclusive Marketing provides highly distributed organizations with data-driven, precision technology solutions that deliver continuously improving marketing return on investment. Our industry leading line of solutions includes: Event Driven-Trigger Marketing, Customer Profiling & Modeling, Lead Generation, Scoring and Distribution, Automated Multi Channel Campaign Management and Market Intelligence. In addition Conclusive Marketing specializes in Data Management, Enhancement & List Hygiene Services via our web based solution [www.listcleanup.com](http://www.listcleanup.com)

For more information visit [www.conclusivemarketing.com](http://www.conclusivemarketing.com) or call 1.800.346.0073

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