



## **Want to sell more? Prospect more!**

We've built the only database in the industry that represents the designer jewelry universe.

We know who sells designer jewelry -- whether it's a jewelry store, chain, department store, specialty store, gallery, cruise ship or even a shoe store!

If they can sell fine designer jewelry that retails for \$200 to \$20,000 --- we know them!

Best of all, it is available to you for a very reasonable price.

## **How We Build Our List**

Our research entails many methods. Our database is mature (we've been doing this for 15 years!) we keep comments, complaints and kudos on file, too, so we can better "know" a prospect.

We have our own ranking system, too. Our Designer Index # is our own ranking of how popular a store is with the designer market based on research.

We have spent hundreds of hours researching, compiling and updating data -- so you don't have to!

## **Choose your Data**

We can slice and dice the data any way you want -- by city, state, zip, national territory, market segment or designer count. Using our hand-picked list, you can more accurately target your direct mail sales and find new customers.

Tell us what you need and we'll send you a good target list for you to start prospecting.

Payment must accompany order. See order form for details.

Jeweler's Resource Bureau,  
129 Secor Lane, Pelham, NY 10803; 914-738-8485  
in U.S. funds on a U.S. bank.  
fax order form to: 801-340-5232

# Retail Database List Services



## FAQs

### What kind of stores are in the JRB Retailer Database?

Our target market is retailers who stock fine designer jewelry. Most of the list is comprised of independent jewelry stores but there is a fair amount of fine craft galleries and high-end boutiques, too. We've got the major department stores, some independent regional department stores and a few cruise lines, to boot.

### How is your list different than others?

We care about designers -- and the retailers that are interested in them. So a store doesn't get into our database without us knowing that they sell or have sold at least one designer line. No other source uses this filter for their data. And that's the most important one to us. And to you.

### What information do you track?

The most important thing is the name of the store, of course. Since we're not just tracking jewelry stores, we're isolating those that are interested in the designer segment of the market. You can get a list of jewelers or boutiques anywhere. But who knows if they stock designer jewelry? And if it's high-end or low-end or handmade-centric or fashion-centric? We do.

We also have a contact name, mailing address, phone number, often but not always a web address and our Designer Index Number.

### What is a Designer Index Number?

This is a very simple, yet efficient ranking system that we've been using for more than 15 years, to rank a store's relative popularity with designer jewelry. Everytime we come across a retailer related to a designer we make a note in the database and their Index goes up by one. We do a lot of research -- online, in print, at events and trade shows, through interviews and conversations -- and we keep notes.

So if a store pops up on *three* designer's websites, is quoted in a magazine raving about *another* designer and then we get a mailing from the store for a *dual* trunk show -- then their Index would be six.

And of course, thanks to the internet revolution you can visit a store's website and often see a list of their brands. Which is useful but not the end-all since many stores don't list all, don't update often and some don't list at all. And some very good stores still don't have a website. Or it's not easily found.

## **What about email addresses?**

Due to privacy policies it is not something we regularly offer. We do have an email blast system that promotes your products for you without crossing those policies. We email to more than 5,000 designer-centric retailers and have a much higher-than-average "open rate." These emails are sent out as 'editorial news' from our JewelryDesignerFinder.com website so they're seen as trend forecasting and not just self-promotion. We also include our Press List on all email blasts, as a bonus.

## **How do you sort the data? How do I know what to order?**

We walk you through the process and help you come up with what best suits your needs and your product. We can sort by state (or zip code) and/or by type of store (jeweler, boutique, gallery) and we can sort by our Designer Index so if you want only the "Top 1000" stores out there -- we can do that.

You order what you can afford -- and we track what you've purchased so that next time you can come back and get more.

## **Will you take out the duplicates of stores I already have?**

We will compare your list to our database and sell you only new contacts -- you won't buy what you don't need.

## **How current is the data?**

We update the list several times a year and we're constantly tweaking it as we learn of changes. The direct mail industry standard for mailing services is 10% return rate is acceptable -- we are often below that but we always refund or credit for dead mail beyond 10%.

## **How do I order a list?**

First you choose your purpose -- a one time direct mailing? Then you order our list on labels only (or emailed to a bonded mailing house) and the charge is 25 cents per contact.

Do you want an "Instant Prospect List" that you can use again and again as if you'd spend the hundreds of hours compiling, relating and qualifying hundreds stores? Then you buy the list in a spreadsheet and use the data how you'd like forever more. We always suggest a designer keep their retailers in a database but you can import and export from the spreadsheet into almost any database.

## **More questions?**

Call us at 914-738-8485.

