

### **“Online Content Sales Suffer From Lack of Payment Options”**

Paid content sales are being seriously limited by a lack of secure payment alternatives to credit cards, according to a new survey of over 10,000 U.S. consumers as well as executives at 300 online content providers. Sponsored by payment services company PaymentOne (<http://www.paymentone.com>), the study argues that the majority of online content providers are underestimating the impact of payment alternatives when it comes to driving customer and revenue growth.

Overall, more than half (61 percent) of consumers say that they would be more likely to purchase online content if they had an easy and secure alternative to credit cards. This compares to only 19 percent who say that improved content quality would convince them to buy online content and just 18 percent who say that affordable pricing would persuade them to purchase online content.

Meanwhile, according to the survey, few executives at online content providers consider payment concerns/preferences as a critical business issue. In all, executives responding to the survey consistently cited pricing, content quality and other non-payment issues as their primary focus for growing their businesses. On top of this, executives were evenly split between those who said simple and secure payment options would help increase revenues and those who were unsure whether such options would have an impact.

“The concept of a one-size-fits-all payment method for the Internet is stunting the growth of today’s content providers”, said Joe Lynam, president and CEO of PaymentOne. “Issues such as security, ease-of-use and the simple reluctance to use a credit card for smaller online purchases are all impeding this marketplace. The implementation of new consumer-friendly payment options may well be the single most important step providers can take to better monetize their products and services.”

Other findings of the study include:

- \* 92 percent of consumers have at least some level of security concern about using their credit cards online, while slightly more than 63 percent are either “very” or “extremely” concerned.
- \* Online service providers who offer customers secure PaymentOne-delivered alternatives to their credit cards have experienced increases of 35 percent or more in new customer acquisition rates;and
- \* Survey respondents are most interested in buying online classified ads (52 percent), followed by Internet news (12 percent), music (11 percent) and games (11 percent)

The Online Payment Strategies and Preferences Poll was conducted by eContent Magazine, Javelin Strategy & Research and PaymentOne. For more information, visit <http://www.paymentone.com>

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# Updates..... Business to Business

## Corporate Executives and Managers

Corporate executives is an aggressively updated list of executives and managers in Technology, Pharmaceutical, Retailers, Real Estate and Other Canadian Corporations.

Names were originally researched to create and market directories of executives in the above industries.

### Available Functions:

- ⇒ Vice-Presidents (3,901 records)
- ⇒ Presidents (3,373 records)
- ⇒ Partners (2,376 records)
- ⇒ Directors (2,073 records)
- ⇒ Managers (3,130 records)

### Industry Segments

- Technology (3,103 records)
- Pharmaceutical (2,580 records)
- Retailers (1,486 records)
- Real Estate (14,214 records)
- Other Canadian Corporations (2,284 records)

### New Functions:

- ⇒ Sales (4,529 records)
- ⇒ Finance (2,558 records)
- ⇒ Marketing (1,076 records)
- ⇒ Human Resources (906 records)

### Also Available:

Gender, Telephone/Facsimile Numbers

### 100% with Contact Name

## Government Business

The most selectable and comprehensive government database on the market. Made up of subscribers and responders to Canada's leading government news-magazine and integrated marketing programs including post-cards, direct mail and public sector directories.

### Titles:

- ⇒ Executive Management (5,574 records)
- ⇒ Administration (4,677 records)
- ⇒ Operations (3,880 records)
- ⇒ Info Systems (3,672 records)
- ⇒ Purchasing (2,763 records)

## School Business

Highly selectable and comprehensive education database. Made up of subscribers and responders to Canada's leading school/education news-magazine and integrated marketing programs including post-cards and direct mail.

### Titles:

- ⇒ Operations (2,800 records)
- ⇒ Principals (3,096 records)
- ⇒ Administration (1,027 records)
- Purchasing (1,297 records)
- Info Systems (1,072 records)
- Transportation (892 records)



## Updates..... Business to Business

### Hospital Business

Highly selectable database, made up of active subscribers/responders to Canada's leading hospital newsmagazine. Ideal for targeting hospitals, nursing homes, health networks and clinics.

#### Titles:

- ⇒ Administration/Info Systems (2,384 records)
- ⇒ Executive Management (2,134 records)
- ⇒ Operations (615 records)

### Church Business

Ideal for marketers targeting all churches, church schools, in-church day care centres, church affiliate senior facilities, camps and retreat sites, social ministries and out-reach programs.  
Demographics: Churches of all denominations and sizes across Canada, including (but not limited to) Anglican, Associated Gospel, Baptist, Christian Reformed, Evangelical Mennonite Lutheran, Mennonite Brethren, Pentecostal, Presbyterian, Roman Catholic, Salvation Army and United.

#### Titles:

- ⇒ Clergy (10,360 records)
- ⇒ Administration (1,228 records)
- ⇒ Operation (104 records)

Note: Counts by denomination also available.

## New List.....



### Doubleday Large Print Book Club

Doubleday Large Print Book Club offers top selling titles and reprints them in a clear easy to read typeface. This mature audience are passionate about reading, appreciate the Large Typeface and enjoy savings up to 30% off Publisher's rates.

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2,474 Active Paid Members @ \$275/M  
1,909 Females  
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