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MeritDirect Announces the Acquisition of Dovetail

(RYE BROOK, NY –Effective immediately) – [MeritDirect](#) is proud to announce its agreement to acquire [Dovetail](#).

Dovetail | The Marketing Database Company specializes in integrating customer and prospect data from client touch points, maintaining that data in pristine condition, and making it available via an easy-to-use online application. Dovetail provides actionable data that is always Trustworthy, Accessible, Fresh and Integrated (TAFI). Their solution empowers marketers to perform relevant, highly-personalized, cross-channel marketing campaigns continually refined through response tracking, profile and propensity-to-buy analyses; creating a holistic view of their customer base to make data-driven decisions.

Dovetail is a unique marketing database company. As a precisely focused, highly specialized marketing database solution provider, they are a nimble, client-focused company, striving for marketing database solution excellence with every client whom they are privileged to serve.

“We are extremely excited about this important acquisition. Dovetail allows us to provide more comprehensive Database Marketing Services to our portfolio of clients. Dovetail brings extensive database marketing and technology experience, a blue chip client list and an innovative and collaborative culture oriented towards providing marketing solutions.” says Rob Sanchez, CEO, MeritDirect.

Dovetail’s management team will remain on and be an important addition to MeritDirect, and includes:

- [Paul Vannett](#), Senior Vice President - 303.904.4771

“We are excited about the strategic fit of bringing our two companies together. MeritDirect is a great company with outstanding clients, and we can provide further value to our collective clients along with growing in new ways that neither of us could have accomplished independently.” says Paul Vannett, Dovetail’s founder.

- [Jeff Barela](#), Senior Vice President - 303.904.4771

“We are enthusiastic about being part of MeritDirect. MeritDirect has a long-track record of excellence in the industry, outstanding leadership, and our respective core competencies complement each other’s exceptionally well. The resulting organization will benefit all of our stakeholders.” says Jeff Barela, Dovetail’s founder.

For additional information from [MeritDirect](#), please contact 914.368.1000.

About MeritDirect:

MeritDirect is the leading provider of global multi-channel solutions, offering integrated marketing through a wide array of products and services. Multi-channel marketers achieve and maximize superior return through MeritDirect’s Customer Acquisition and Retention, Data and Media Services, Marketing Databases, Strategic Services Group and International Services.

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