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infoGROUP Inc. Q1 2009 Earnings Call Transcript

Question-and-Answer Session

Operator

(Operator instructions) And our first question comes from the line of Carter Malloy from Stephens. Carter you may proceed.

Carter Malloy – Stephens, Inc.

Thank you. Can you guys give us some idea of profitability by segments within your Data, and Services and Market Research Groups?

Tom Oberdorf

Sure, in first quarter 2009, operating profit for the Data Group was \$12.9 million, Services Group was \$5 million, the Market Research was basically breakeven.

Carter Malloy – Stephens, Inc.

Okay and can you comment on the – what the outlook for Market Research is and if you guys have a pipeline there, and where do you expect revenues to go and what you're doing to stay of any potential losses there?

Bill Fairfield

Carter this is Bill. I will try to be responsible for your question. Let me break up the Market Research Group as follows. I think what is important to note is that actually on an international basis the market-research businesses is doing pretty well. In the UK, we are seeing a good deal of success. In Asia and the rest of the world, we are similarly seeing in total a good deal of success, so the challenges are really US centric for the most part.

As I think you are aware, the Market Research Group is really not just one entity, it was a combination of a number of different acquisitions that took place after the ORCI transaction that included guideline in numerous others. So, one of the other issues they are faced within the US is really getting those businesses consolidated. So they've got a good deal. On a much smaller scale they are going through the same kind of thing we are going through on a corporate basis. The other thing that you should know about the US is they did have a number of major contracts that they expected to start work on early in the year those have been delayed like so many other programs.

We actually think that there is a good deal of opportunities, there are a good deal of synergies there. What we are finding with a number of our clients that with the Market Research organization it allows

us to really build a close loop sort of offering if you will, whereby we can provide both primary and secondary research for a business clients that then can be integrated into our offerings of database and other services and help us help our clients, define the kind of market, marketing programs that they want to initiate.

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