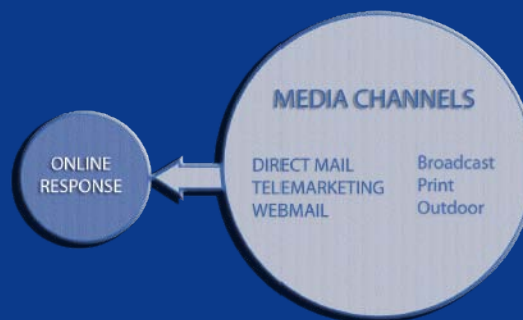


## Targeted Promotions

Targeted promotions that complement your customers' and prospects' previous purchases, appeal to their lifestyle profile or are relevant to their demographic profile will deliver incremental sales and profits. It will also deepen the relationship by demonstrating sensitivity to their needs.



The more products or services you sell to a customer, the more likely they will continue to do business with you and become more profitable for you.

### *Benefit to you*

#### *Rationale*

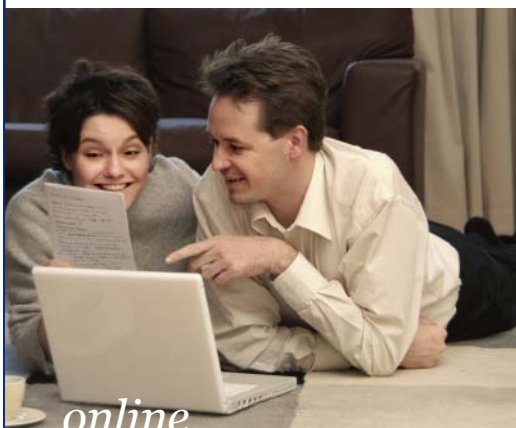
By offering relevant products and services that appeal to your customers at an individual level, you establish that you care about their business and understand their needs - and you sell more product.

#### *Implementation*

Our track and prompt system, combined with our Knowledge Profile, enables you to segment your audience and target your marketing efforts effectively and cost-efficiently. Offer content can be stored and used on-demand or on an ongoing basis, depending on the purchase. Content can also be modified to accommodate special offers that are created for one time use or to stimulate a dormant account.

#### *Communication Methods*

Direct Mail, Email, Phone, Bounce backs from other media.



*online  
response*

#### RESOURCES

- Content Management System
- Database Design System
- Email Operating System
- Direct Mail Service