

DATA
Rental
Credit Contacts
Basic Module (Purchase)
Advanced Module
Pass

MARKETING SOLUTIONS
Short Profile
Fiches Pro
Fiche Expert
Platinum
compuBase on-line

CHANNEL MANAGEMENT SERVICES
Data Cleaning & Matching
Channel Mapping – Ranking - Scoring
e-directory
CRM Solutions
Channel Intelligence Program

USER
 Marketing
 Sales
 Strategy

Advanced Module: Multi-channel Direct Marketing

⇒ Your needs:

- ✓ Run **Marketing campaigns with multiple steps** (e.g.: emailing followed by phoning)
- ✓ Use **several marketing communication channels**

⇒ Our solution: **Advanced Module**

The file you receive is formatted for your multichannel marketing campaigns:

- *for mailing,*
- *e-mailing,*
- *fax mailing*
- *telemarketing*
- and with additional information modules of your choice.

⇒ Benefits:

- ✓ Adapt the communication channel to your target
- ✓ Import the data in your database
- ✓ Segment your database by purchase of the complementary modules
- ✓ Depth of information adapted to your needs

Example: Organize a seminar with a paper invitation, fax boost, email boost and phone confirmation.

Features

Offer	- Company data purchase with modular options for a defined target - Multiple usage
Delivery	Supplied as files in the chosen format (dBase, Excel, MS Access, text)
Update	Optional
Other	The depth of information depends on the purchased modules

Available information:

- Company name
 - Full address
 - Phone number
 - Fax number
 - Company e-mail
 - Website
 - Contact name
 - Job title
 - Personalised e-mail
- ➔ Possibility of complementary modules purchase (see below)

Complementary modules:

Module name*
1 Additional contacts
2 TO & number of employees
3 Company information
4 Target Market
5 Systems and applications skills
6 Hardware Systems Modules
7 Telecom Hardware and Software
8 Peripherals and Office Automation
9 Resold Software
10 Additional columns (info. marked with an X)

* Do not hesitate to contact us for more information

Complementary offers: *Short Profile - Pass –Pro / Expert Solutions*