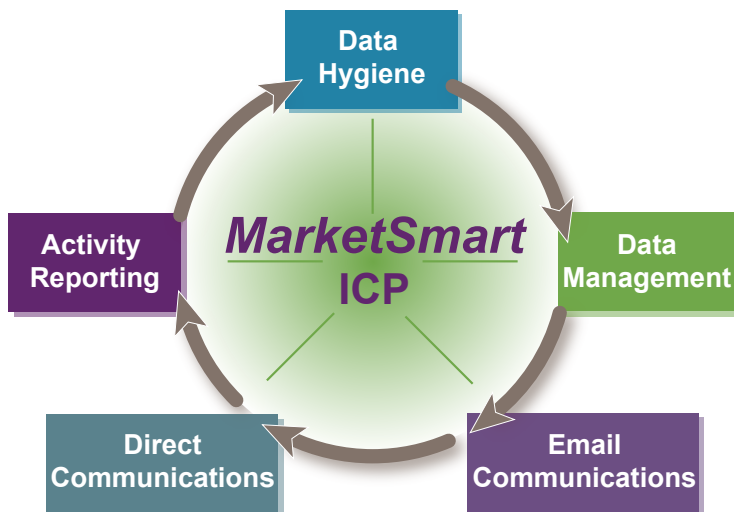


Integrated Communications Platform (ICP)

Did you know...

- Email is 1/11 the cost of traditional direct mail
That's a lot of savings in printing & postage!
- 70% of consumers prefer email over postal communications
From companies with whom they already have a relationship
- Multi-channel communications yield 2 – 3 times better ROI



Do you use several ways (email, direct mail, etc) to reach your customers and prospects but you haven't yet implemented a single campaign across *all* of your digital and print communications?

ICP easily integrates your print and digital marketing while you save costs and improve response rates and ROI.

- **Seamlessly take one message and send it across email and print channels**
- **Increase response** with an integrated strategy
–Up to a 400% improvement
- **Grow** your customer **email lists** organically
- Automatically **manage opt-ins, opt-outs, bounce-backs, return mail**
- **Track** your **customers' preferences** for print or email
- **Motivate customers** to move from print to email
–Huge savings in printing and postage costs
- Easily **track ongoing communications**
- **Keep your** customer email and postal **data up-to-date**

Get even more out of your marketing dollar – with less cost and hassle.

- *Manage all of your customer data AND complex marketing activities – in one centralized repository* with our Marketing Data Warehouse System.
- Take your email relevancy, response and sales up another notch with *event and behavior triggered communications*. Our online, on-demand webinar shows you how.

Just call us or visit our website to learn more.

We're here to help you learn how to use multichannel strategies to grow your business.

Connect with us:



4225 Legacy Parkway • PO Box 24192 • Lansing, MI 48909-4192 • phone 1.888.394.1890 • fax 517.394.7408 • www.icshq.com

ICS MarketSmart

Marketing *and* Technology Solutions *to* Grow Your Business

Custom Web Portal Systems at Off-the-shelf Pricing

Data-driven, Web-based platforms dramatically impact your marketing results. MarketSmart gives you secure, Web-based portal solutions built for your common, marketing needs.

With MarketSmart, you can...

- *Save time & money managing your marketing programs*
- *Focus on business growth, not marketing implementation*
- *Track programs in real-time – easily & securely from any place, at any time*
- *Be more effective in your CRM, prospecting and management activities*

We customize each Web interface for you, but re-use “back-end” technology. That’s how you get a custom solution at such a great price.



Learn how each of these **MarketSmart** solutions can grow your business.

Visit www.icshq.com/marketsmart, call or email us.

For MarketSmart case studies, visit www.icshq.com/experience



When You Need to...

Find & Convert Your Best Sales Leads

Integrate Your Online & Offline Marketing

Enhance Customer Communication Relevancy

Reduce Marketing Costs & Management Time

Measure & Optimize Your Marketing Efforts &

Prove Increased Sales

You Need



Your Integrated, Direct Marketing Experts