

Marketing Data Warehouse Platform

Boosts Your Marketing Performance

ICS Marketing Services

Marketers are often handicapped by their own enterprise data management tools as they strive to optimize their marketing programs. Common challenges include:

- Creating a comprehensive customer view from multiple internal data silos
- Being able to leverage advanced analytics to improve their marketing performance
- Inability to access real-time sales metrics across channels so they can quickly adjust their marketing spend
- Integrating direct, email and other communication channels

Traditional CRM solutions can cost hundreds of thousands of dollars and require complicated changes to the enterprise systems that drive your business.



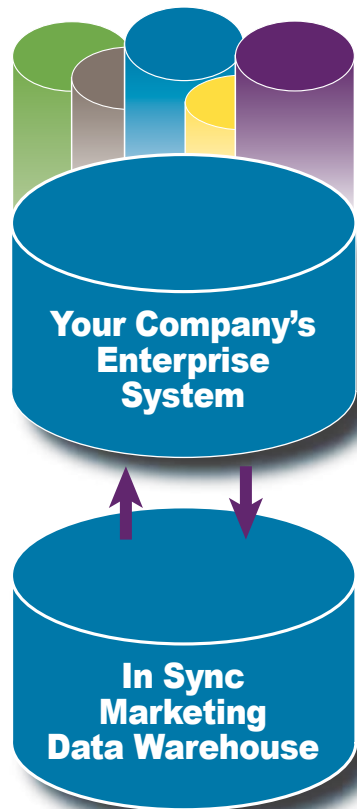
*Boost Channel Integration,
Targeting, Sales & ROI*

ICS's Marketing Data Warehouse takes a smarter approach that is much less expensive and quicker to implement:

- No changes are required to your Enterprise System.
- Your customer data is securely "synced up" to the Marketing Data Warehouse Platform.
- Then, you can take advantage of our proven platform for smarter marketing. Costs are much less than traditional approaches and implementation time is weeks, not years.
- With ICS Marketing Technologies' approach, we can customize the Platform to your unique business while leveraging the platform's "back office" marketing infrastructure.

Platform Features:

- Tracks real-time performance metrics from your cross channel marketing (direct, email, search, social, etc.)
- Enhances your understanding of customers and prospects through analytics
- Sharpens your targeting and relevancy of your marketing messages
- Provides the Platform for integrating communications (direct, email, phone, mobile)
- Supports you with proven platform experience across multiple industry sectors (retail, automotive, franchise, utility, etc.)
- Scalable solutions based on your needs and size of business



Contact ICS Today.

Learn How the Marketing Data Warehouse Can Grow Your Business.

Connect with us:



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ICS's Marketing Data Warehouse is Different

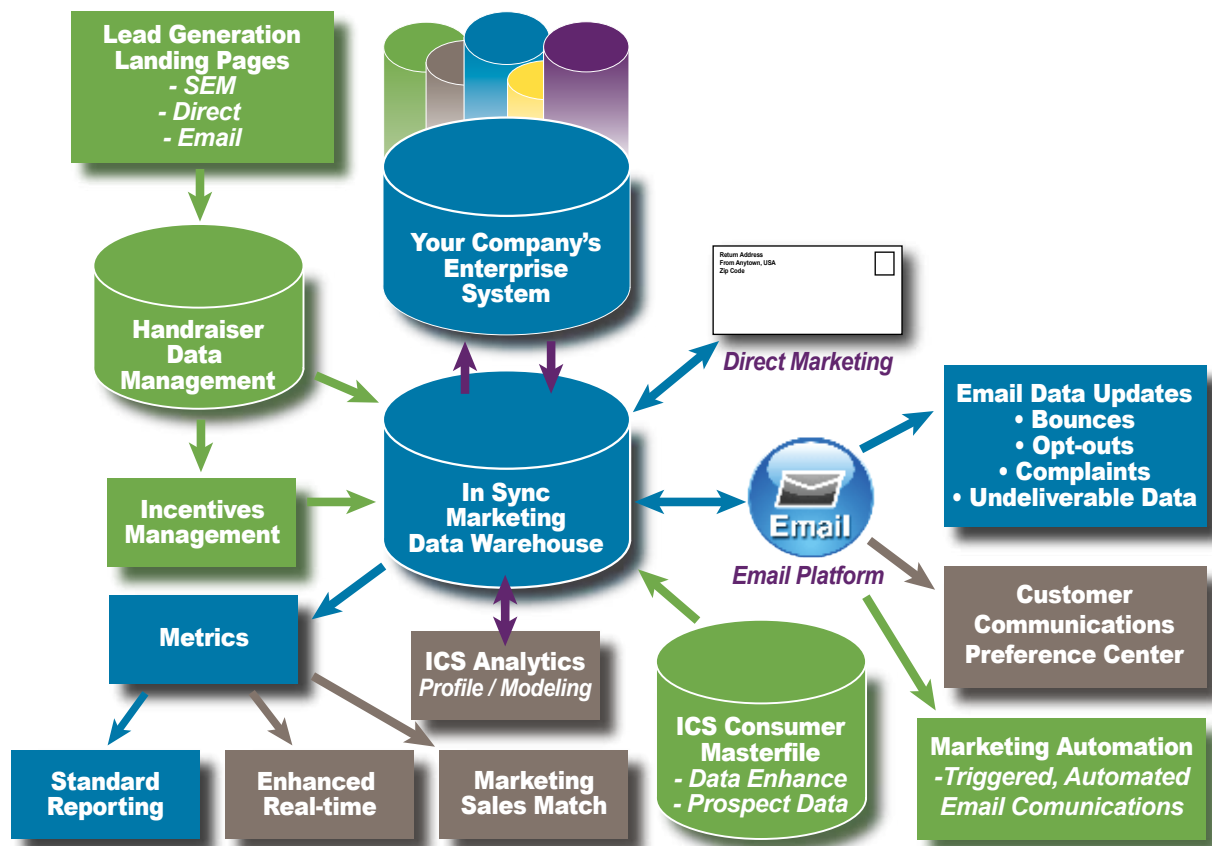
We create a replicated Marketing Data Warehouse that syncs with your existing systems. Our most advanced Level 3 Enterprise System is illustrated below.

Caution: Others will offer you a completely new "enterprise" system. This approach means more cost, company change, setup time and attention from your IT staff. Yet, it still leaves you with marketing limitations.

The 3 Levels of the ICS Marketing Data Warehouse

Meets a Wide Range of Technology Needs and Budgets

Level 1 - Standard	The standard system syncs with your existing databases, gives you the tools for successful email and direct marketing, then tracks and reports your marketing efforts.
Level 2 - Automated	The automated system gives you more insight about your best customers and how to find look-alikes. Customer Preference Centers makes sure you send your message in the way each customer wants to received it and real-time tracking and sakes matching lets you see how your marketing impacts your bottom line.
Level 3 - Enterprise	The most advanced system finds sales leads through online marketing, tracks new prospects and incentives to build sales and automates email messages based on customer behavior and events - all while giving you the most complete view of your customers for laser targeted marketing.



Contact ICS Today.

Learn How the Marketing Data Warehouse Can Grow Your Business.