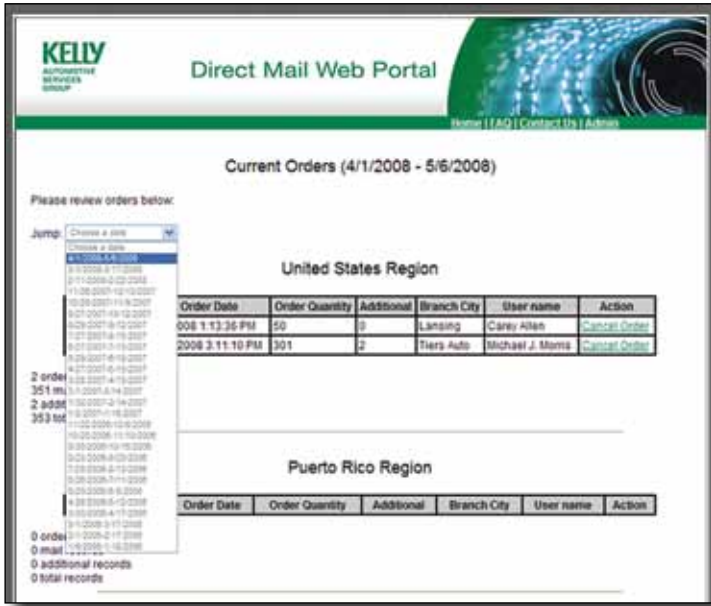
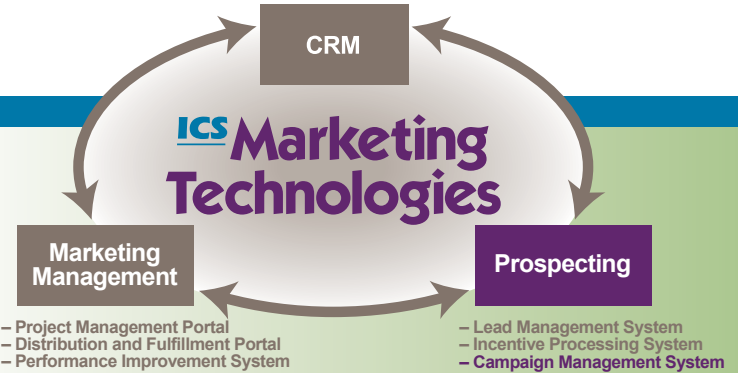


Campaign Management System

- Enrollment System
- Customer Satisfaction Portal
- Marketing Data Warehouse Portal
- Customer Relationship Management System



Kelly's US branch managers used a secure portal to manage prospecting efforts, including content customization, proofing, list uploads, data cleansing and incentives.



AAA Auto Club used this tool for complex content management on all prospecting programs.

Managing direct marketing campaigns just got easier and more affordable. With our **Campaign Management System**, corporations can **simply administer direct marketing programs across their entire retail network**. Plus, their retail channels can **customize mail pieces, lists and messages** to their local customers and prospects.

With this powerful, affordable and easy-to-use interface, you can...

- **Ensure consistent branding** across your entire retail network
- **Garner cost-savings** through economies of scale
- Provide a **valued support service** to your retail channels
- Select lists, content and format for **better relevancy and response** from local customers and prospects
– Or, even *upload your own lists from your desktop*
- **Cleanse your lists** in real-time
- **Instantly proof** layout design and copy
- **View reports** and order **summaries**
- **Add credit card processing** and tracking measures
- **Integrate email** for even greater cost-savings and ROI
- Do all of this **securely online, any place at any time**

Visit our Web site to see how we've helped others or call us to get more ROI simply through more efficient program management.

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- *Be more effective in your CRM, prospecting and management activities*

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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...

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Your Integrated Marketing & Technology Experts