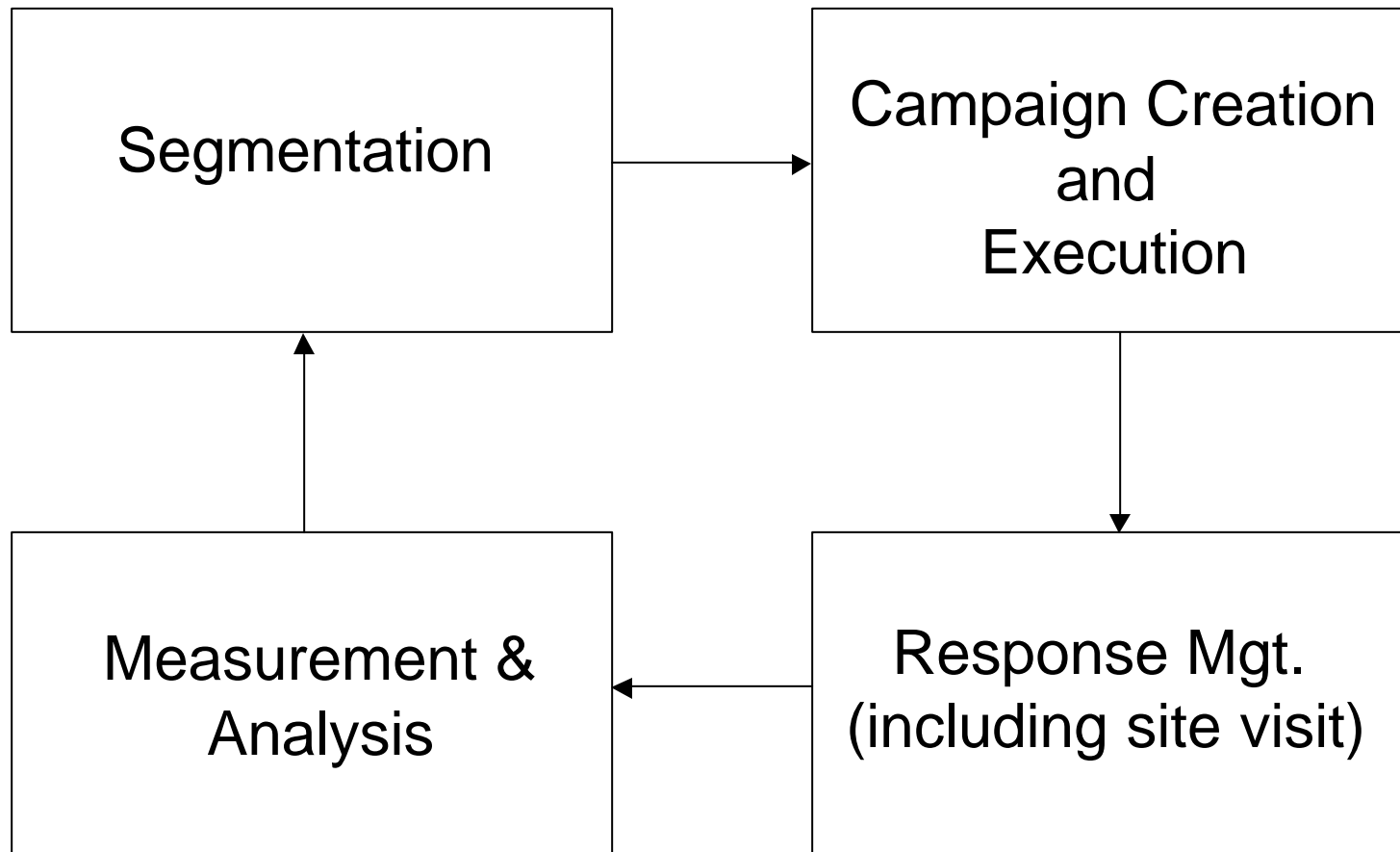
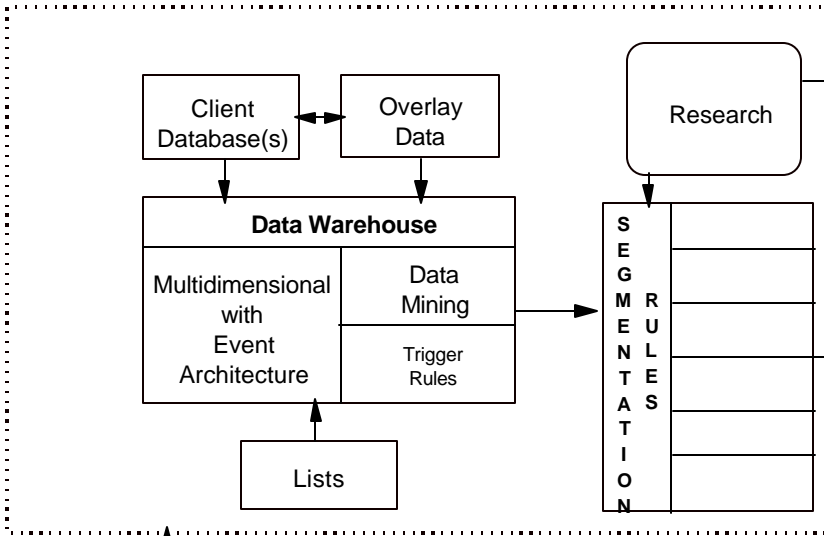


# Optimizing Marketing Results requires an integrated communications environment

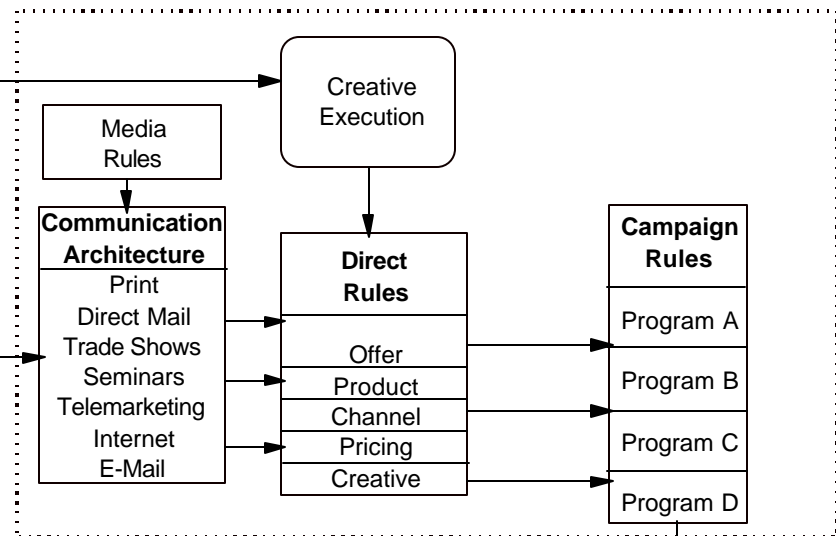


# Marketing Manufacturing Flow

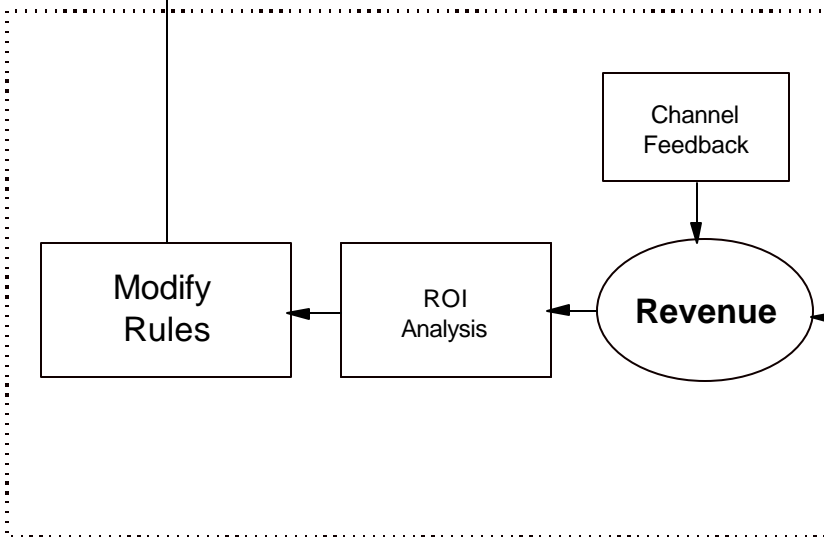
## Segment the Market



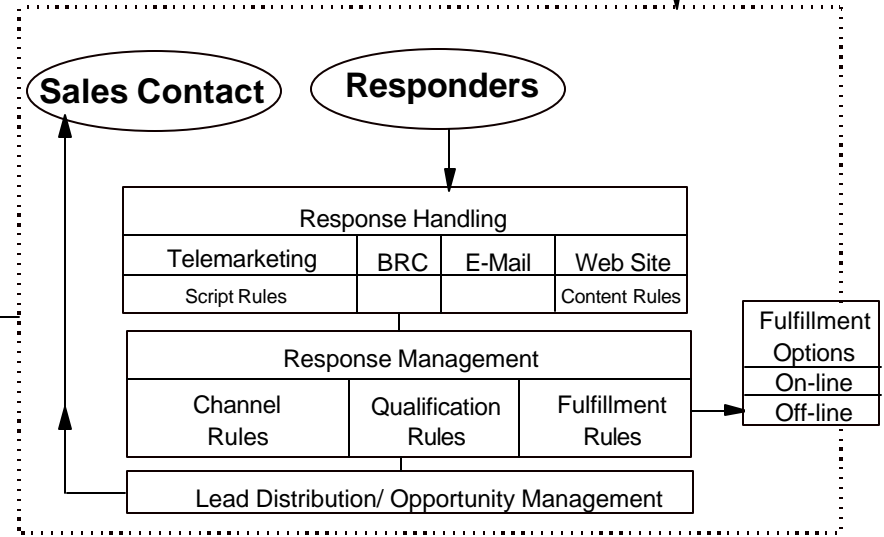
## Design and Execute Campaigns



## Close the Loop and Adjust

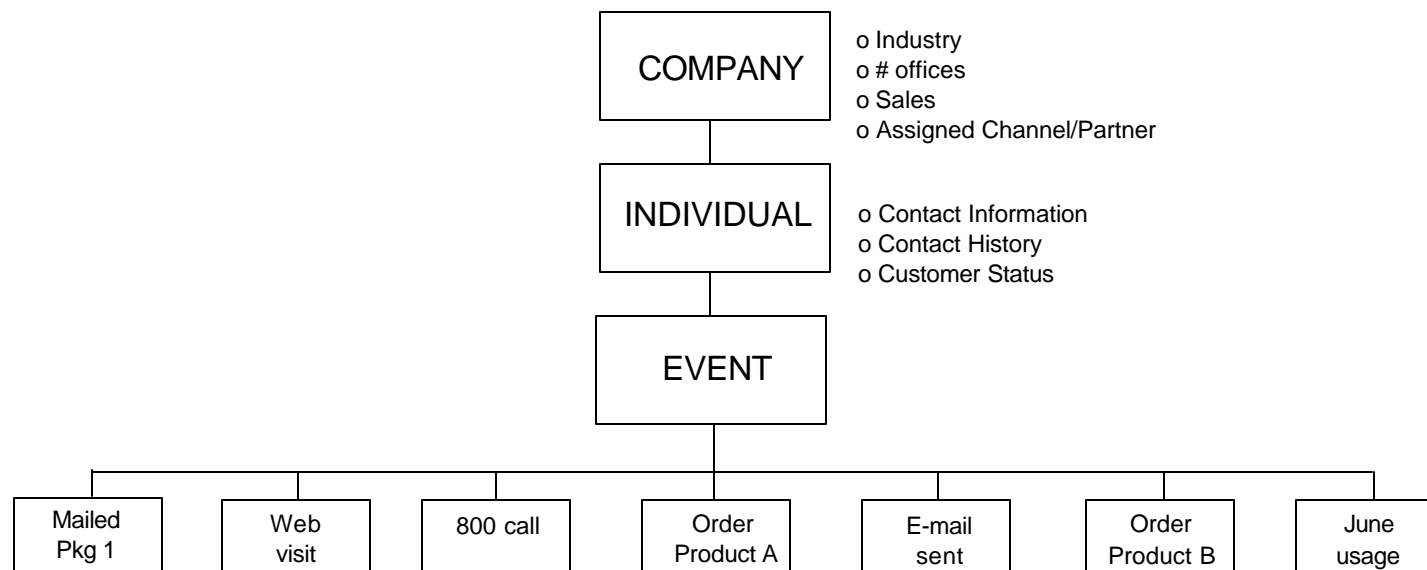


## Manage Responders



# Universal Customer Repository

*To track entire customer lifecycle at all points of contact requires relational data with event architecture.*

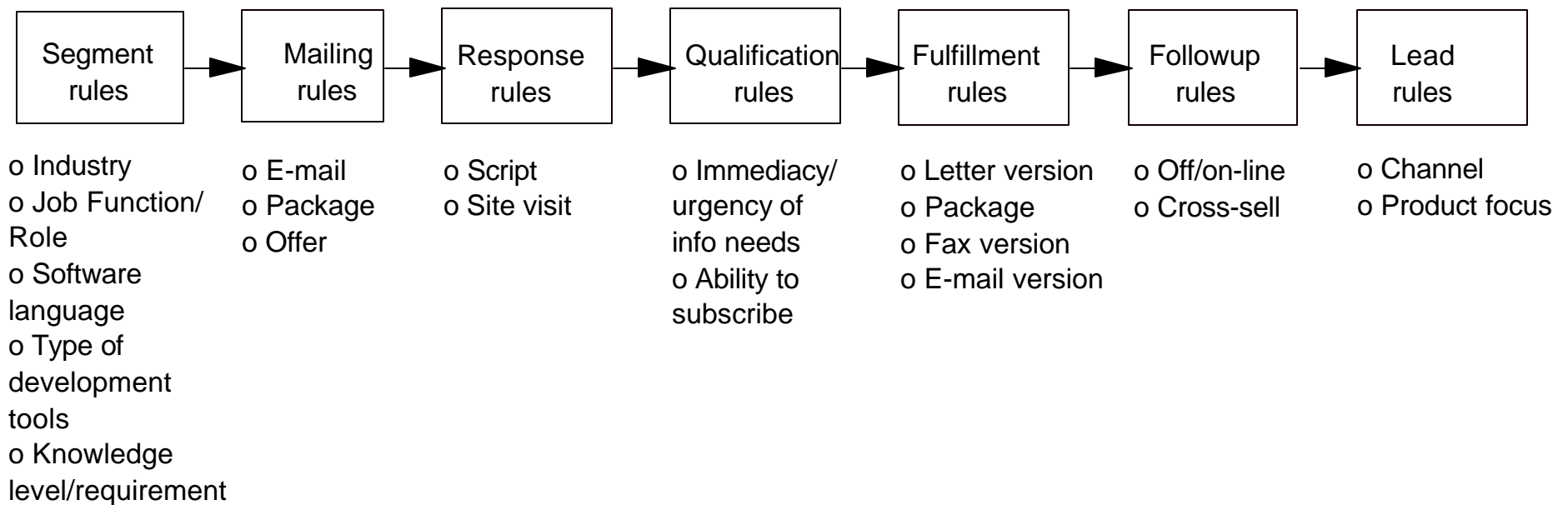


## Benefits

- o Tracks all events with customers (and prospects)
- o Builds data at each level
- o Monitors dynamics of process for ROI calculations
- o Creates data-driven environment to understand customer behaviors and preferences

# Real-time, Model-driven Action Chains

*Rules-based processing automates the marketing process.*



## Benefits

- o Provides disciplined process for automatic execution and measurement.
- o Menu-driven environment ensures flexibility to meet changing needs