

# Cross Country Computer Corporate Overview

Marketing challenges in a rising cost environment add to an already complex dynamic. Cross Country Computer specializes in BRINGING STRATEGIC MARKETING WITHIN THE REACH OF ALL COMPANIES seeking to evolve their methods and turn the ROI equation back in their favor. Our industry experts and robust direct marketing data management solutions make it easier for you to acquire, retain and develop valuable customers.

## » Evaluate Performance

## » Target the Right Prospects



For more detail on each topic, please visit our website at: [crosscountrycomputer.com](http://crosscountrycomputer.com)

## » Optimize Customer Contacts

## » Understand Your Customers

### ABOUT US

Since our inception in 1975, Cross Country Computer has matured into a well respected data service provider, specializing in meeting the needs of both business and consumer marketers. We believe that our clients' success is our success. To that end, we dedicate a team of marketing experts to each client that we serve. This allows us to provide the strategic advice and accurate solutions you need to meet the marketing challenges of the day. While we have established many best practices throughout the years, we continue to evolve to meet the ever changing needs of the industry. We look forward to having you join us as we continue to grow together!

### MARKETS SERVED

Cross Country Computer is touted as the primary data services provider for 150+ clients across a variety of verticals. We continue to grow each year, adding to staff and our customer base. Our clients stay with us...many for 10+ years.

- Business-to-Consumer (B2C)
- Advertising Agencies
- Retail/Catalog
- Financial Services
- Business-to-Business (B2B)
- Human Resources
- List Managers
- Publishers

### SECURITY

We understand the importance of security and compliance with governing legislation. In order to protect your confidential information, we take a 3-pronged approach to ensure the integrity of our Staff, Facility and Systems. We have met the stringent security guidelines required for ISO 27001:2013 certification and HIPPA compliance.

### WHY CROSS COUNTRY COMPUTER

Cross Country Computer has been servicing all aspects of the direct marketing industry for over 40 years with affordable value based solutions that allow all companies to be more strategic. We offer a wide range of services from database development and hosting to list processing/hygiene, email, list rental fulfillment and analytics. For more information on Cross Country Computer's marketing solutions, please contact us at 631-851-4234 or via email at [Inquiry@CrossCountryComputer.com](mailto:Inquiry@CrossCountryComputer.com)



# Products & Services

Our products and services were designed to address the challenges marketers face and the need they have to employ more sophisticated strategies to remain competitive.

## **DM Optimization Suite™** *Strategic Marketing from Start to Finish*

Today's omni-channel environment has the industry looking for a value based solution that can help guide marketing budgets for maximum customer acquisition and cultivation. Cross Country Computer's Database Marketing Optimization Suite provides the insight needed to identify the best targets for your offer while streamlining processing and bundling costs for higher margin.

## **LM Optimization Suite™** *List Management Made Easy*

List managers challenged by increasing competition, lower margins and more complex demands need to find ways to improve eroding ROI. Cross Country Computer's all inclusive turnkey list management solution can help. In addition to quick counts and speedy shipment of orders, list managers and owners can benefit from incremental universe and revenue that can be generated with demographic enhancements.

## **CrossMatch™** *Understanding Multi-Channel Campaign Performance*

In an evolving high tech world, customers have a growing number of ways to make a purchase. The multitude of purchase channels have made it difficult to link an order to the media that drove it. As a result, performance can be understated and decision making compromised. CrossMatch™ makes the connection between the purchaser and the targeted communications received. Read results as frequently as daily with our online subscription package.

## **cMail™** *The Right Message to The Right Audience...Now*

As marketers turn their focus to housefile cultivation, the role of email as the most cost effective means of 1:1 marketing today has come into focus. Cross Country Computer understands the revenue potential associated with this media channel and has tailored a suite of services we call cMail™ ...Hygiene, Appends and Deployment... that work together to ensure DELIVERABILITY and TARGET OPTIMIZATION.

## **Strategy & Analytics™** *Turning Insights into Actions*

Gone are the days of replicating last year's marketing plan and expecting the same results. Today's marketer needs to be more strategic, do more with less while achieving the projected profit targets. Now more than ever, marketers turn to data and analytics to provide them with the insights and answers for how best to guide their total marketing budget for maximum ROI. Cross Country Computer's industry leading strategists are experts at analyzing data and turning findings into actionable solutions for today's business challenges.

## **MergePlus™** *Fast, Accurate...Delivered*

Reduce postage costs and improve deliverability with CASS Certification, NCOALINK™, LACS, Deceased, Prison and related address standardization and suppression services. Identify, correct and classify job titles to improve targeting, delivery, response and ROI with our Title Beautification program.

We embrace automation within our systems that improve quality and reduce in-the-mail cycle time leading to higher response. By eliminating more duplicates, employing smart-key strategies, saving postage costs and reducing in-the-mail cycle time, we help you achieve higher returns through optimized targeting at a lower cost. The end result is a higher return on investment and faster database growth.

