



DM Optimization Suite™

Strategic Marketing from Start to Finish



Today's economic challenges have the industry looking for value based solutions that can help turn the marketing ROI back in its favor. Our Direct Marketing (DM) Optimization Suite provides the tools for effective marketing planning, execution and evaluation from Start to Finish.

The Cross Country Computer Solution

Our DM Optimization Suite provides the tools you need to improve performance by raising your gains and lowering your costs:



CrossSelect™
Know Your Customers...Completely



CrossMatch™
Understanding Multi-Channel Campaign Performance



cMail™
The Right Message to the Right Audience...Now



MergePlus™
Fast, Accurate...Delivered

Know your Customers....Completely

- ▶ Finally, a holistic view of your customer! Our CrossSelect™ marketing database brings together disparate data repositories, identifies duplication, applies hygiene and aggregation to derive new fields and provides you with 24/7 on-line access for dashboard reporting, ad hoc querying and fast multichannel campaign execution.

Optimize Customer Contacts Based Upon Expected Returns

- ▶ Segment your buyers based upon potential through insights obtained in CrossSelect™.
- ▶ Execute the ideal contact strategy to each segment with our embedded campaign management tool which allows output ready for direct mail or email thru an external system or our own cMail™ engine powered by iPost.

Evaluate Performance and Highlight Lessons Learned

- ▶ The rise of new marketing and purchase channels has made it difficult to understand the true drivers of revenue. As a result, campaigns are not linked to

purchases and performance is often understated leading to suboptimal decision making. CrossMatch™ is an automated on-line reporting tool which enables marketers to understand what truly drives sales.

Make Every Marketing Dollar Count!

- ▶ Reduce costs and improve deliverability with ECOA, CASS Certification, NCOALINK™, LACS, Deceased, Prison and related land and email address standardization and suppression.
- ▶ Improve your ability to accurately remove unwanted duplicates with our MergePlus™ blended matching logic, leading to less waste, better response and improved margins.
- ▶ Fill in the missing pieces of your customer profile with external data appends such as email address, land address, demographics and firmographics based upon information you are able to capture.
- ▶ Identify, correct and classify job titles to identify optimal decision makers and improve targeting, delivery, response and ROI with our Title Beautification program.

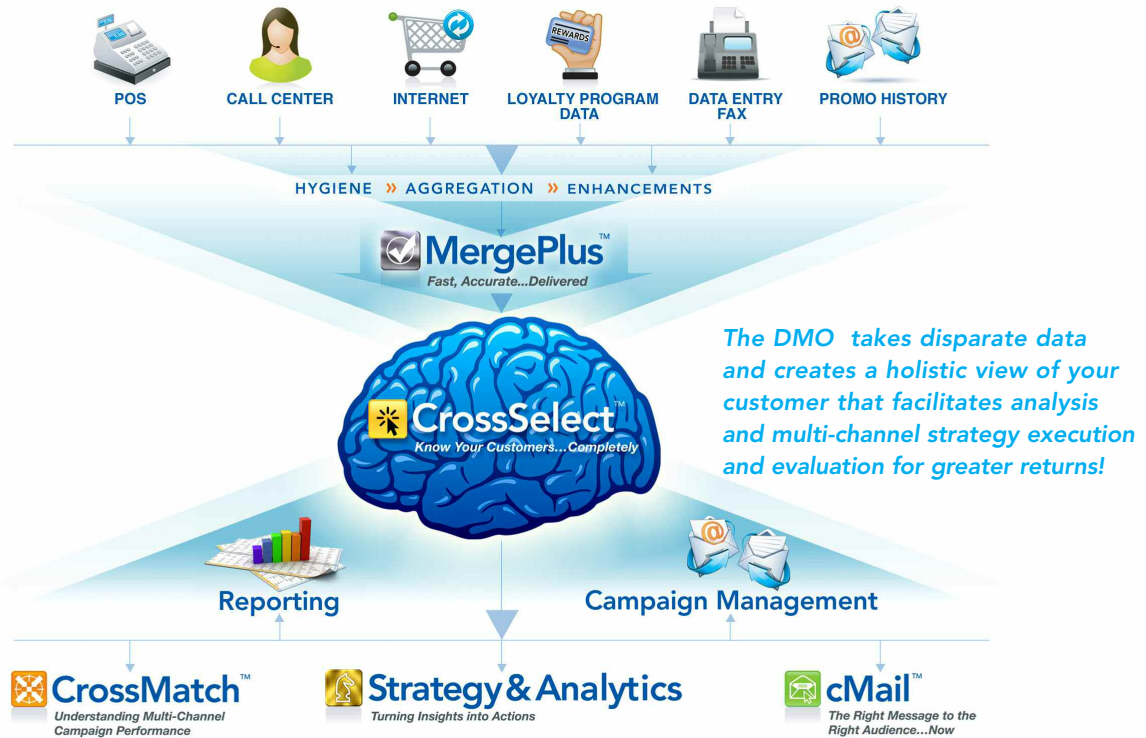
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Now, More Than Ever, Marketers Need to be More Strategic

We can no longer rely on replicating marketing plans from prior years and expect the same success. With Cross Country Computer's DM Optimization Suite, clients have all of the tools needed to design and execute effective CRM strategies at an affordable bundled fee. First, we conduct a needs assessment to determine the type of data that you have available on your customers. Next, we identify the types of reports that you need to

run your business. We share our best practice dashboard reports and supplement with your key business metrics. Throughout the process we focus on your goals for profitability and customer cultivation as we lay the groundwork to enable you to execute campaigns via the channels that are most effective in reaching your audience. The end result is smarter marketing and more impactful campaigns.

The Brain Behind Your Marketing Strategy



Why Cross Country Computer

Cross Country Computer has been servicing all aspects of the direct marketing industry for over 35 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) 231-4200 or via email at Inquiry@CrossCountryComputer.com