



CrossMatch™

Understanding Multi-Channel Performance



CrossMatch™ is an automated on-line reporting tool which enables marketers to understand what truly drives sales. CrossMatch™ marries the order placer to historical promotional files to determine which targeted efforts prompted a given purchase.

Increased use of the internet as a research and purchase channel has made it difficult to understand the true drivers of revenue. Orders placed via the web are often driven by direct mail but buyers rarely enter a keycode. 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.

The CrossMatch™ Methodology:

CrossMatch™ marries the order placer to historical promotional files to determine which targeted efforts prompted a given purchase. Tiered customizable matching levels weight presence on a given campaign file, in-home date, name and address as well as keycode components and response channel. The output of this process is a set of robust reports analyzing campaign performance as well as a file that can feed into a marketing database containing the allocated key code associated with each transaction.

Contact Optimization

How many times should a prospect be targeted to ensure conversion to buyer status at a reasonable contribution? With CrossMatch™ marketers can control expenses and boost response by gaining an understanding of when to discontinue prospecting to non-responders. Leverage prior promotional history response curve trends to determine when to send a 'last chance' or 'cross-sell' offer.

CrossMatch™ Business Module

Cross Country Computer understands the special needs of the B to B marketer.

The purchaser is not often the decision maker: CrossMatch™ identifies possible pass-along orders and differentiates between purchase-influencers, decision-makers and order-placers by analyzing the title, department, discipline and position-level of contacts' targeted versus those that respond. This type of analysis is only possible with our proprietary Title Beautification service which overcomes the challenge of accurately matching titles that are spelled differently. For example, Title Beautification combines "VP OF PURCH" and "PURCHASING VICE PRESIDENT" as the same title.

Employee turnover adds complexity as new decision makers enter an organization and purchase history can be lost as a new contact looks like a first time buyer. With CrossMatch™, marketers can identify possible new hires by looking for new responders holding positions at companies previously held by pre-existing customers. ►

| Number of Contacts | Quantity | Response | Response Rate |
|--------------------|-----------|----------|---------------|
| 1 | 100,000 | 3,000 | 3.00% |
| 2 | 100,000 | 4,000 | 4.00% |
| 3 | 100,000 | 3,500 | 3.50% |
| 4 | 100,000 | 3,000 | 3.00% |
| 5 | 100,000 | 2,500 | 2.50% |
| 6 | 100,000 | 2,200 | 2.20% |
| 7 | 100,000 | 2,000 | 2.00% |
| 8 | 100,000 | 1,500 | 1.50% |
| 9 | 100,000 | 1,000 | 1.00% |
| 10+ | 100,000 | 500 | 0.50% |
| | 1,000,000 | 23,200 | 2.32% |



CrossMatch™

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CrossMatch™ Features and Benefits:

CrossMatch™ enables marketers to make better decisions and gain learning through better testing. The end result is an improved understanding of how best to guide your marketing budget.

- ▶ Password protected portal allows you to access anywhere, anytime
- ▶ Meets the needs of both consumer and business offerings
- ▶ Dashboard reporting summarizes key metrics for results at a glance
- ▶ Update as frequently as daily for faster re-marketing
- ▶ Choose your allocation strategy: Best Match, Most Recent or Fractional
- ▶ Choose your level of analysis: Individual/Contact or Household/Site
- ▶ Formatted reports are exportable
- ▶ Simplified, subscription based pricing means no hidden fees



Why Cross Country Computer?

We have been servicing all aspects of the direct marketing industry for over 30 years with affordable value based solutions that allow all companies to be more strategic. For more information on Cross Country Computer's marketing solutions, please contact us at (631) 231-4200 or via email to Inquiry@CrossCountryComputer.com to schedule a consultation.