

CiMarketConnect™

The depth of an industry leading prospect database combined with a proven multi-touch, multi-channel approach to drive up your marketing ROI.

CiMarketConnect™ puts the power of the Ci Technology Database™ directly into your marketing campaigns by using a multi-touch, multi-channel approach to connect with your target market. In today's ROI driven marketplace, direct marketers need to show immediate results. Fast.

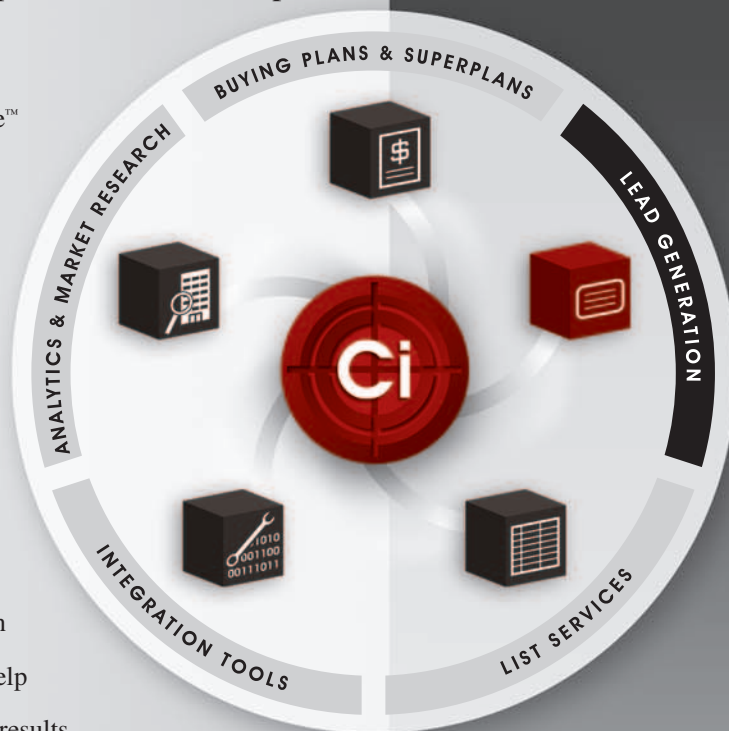
Whether you need to execute a lead generation program or acquire an audience for an upcoming seminar, webinar, or new product launch, CiMarketConnect™ is your full-featured marketing campaign in a box. Just bring your objectives, a description of your target market, and a timeframe for execution to one of our experienced campaign program managers and we help you implement a CiMarketConnect™ Package that will bring you results.

Depending on your choice of package, CiMarketConnect™ is a comprehensive results driven direct marketing packaged that includes:

- ▶ Creative Services
- ▶ Script Development
- ▶ Email Fulfillment and Reporting
- ▶ Custom Calling Services
- ▶ Direct mail
- ▶ Program Management
- ▶ Integration
- ▶ Database Query and List Services
- ▶ Lead Management
- ▶ Analytics



TECHNOLOGY DATABASE



DIRECT MARKETING APPLICATIONS:

- ▶ Demand Generation
- ▶ New Product Launch
- ▶ Event Promotion
- ▶ Client Promotion
- ▶ Trade Show Appointments
- ▶ Territory Introduction



We make it happen.

Steps of CiMarketConnect™



Start with your objectives and a description of your target market

Let our Program Management team identify your target market in our prospect database.

Let our Creative Services team put together your creative package using your existing brand elements.

Our experienced callers, direct mail, and email fulfillment centers will execute your campaign and connect with your target market

You and our knowledgeable program manager monitor, measure and manage your progress

Achieve your goals and receive praise for a campaign well targeted and executed.



TECHNOLOGY DATABASE

C O N T A C T U S

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Eliminate the guess work from targeting and execution. We've help hundreds of technology vendors execute successful programs fueled by the powerful targeting capability of the CiTDB. Finding the right target market that demonstrates a strong appetite for your technology as well as the power to make buying decisions is what makes us different.

CiMarketConnect™ delivers success one program at time. . .

Contact your account manager today for pricing and information on how you can implement a results driven direct marketing campaign.

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