

CiTDB Subscription

New Membership

Features & Benefits



TECHNOLOGY DATABASE

A subscription to the Ci Technology Database™ (CiTDB) places you in an exclusive club that entitles you to benefits that can help propel your sales and marketing efforts.

This membership features the use of the CiTDB E-mail database, the most effective e-mail prospecting source available in the IT market space, at a special rate.

Having a subscription to the CiTDB also includes special market research opportunities, lead generation options, and customer profiling.

Refer to the back of this sheet for more details.



CONTACT US

Harte-Hanks
9980 Huennekens Street
San Diego, CA 92121

800.854.8409

www.hartehanksmi.com



We make it happen.



CiTDB Membership Details

Bundle Element	Overview	\$20,000 - \$49,999	\$50,000 - \$99,999	\$100,000 - \$249,999	\$250,000 - \$499,999	\$500,000+
CiTDB e-Mail Campaigns	Target more than 600,000 technology and business decision makers with e-mail addresses in the CiTDB	10,000 addresses bundled	25,000 addresses bundled/10% off future purchases	30,000 addresses bundled/10% off future purchases	40,000 addresses bundled/15% off future purchases	50,000 addresses bundled/20% off future purchases
e-mail Creative	Harte-Hanks offers full-service creative capabilities to help clients create the most effective e-Marketing campaigns.	Complimentary Review	Complimentary Review	Complimentary Review	1 Complimentary Creative Development	2 Complimentary Creative Development
Lead Generation Campaigns	Outbound calling campaigns to be completed by the Market Intelligence location of Harte-Hanks	10% off one agent for one month	25% off one agent for one month	50% off one agent for one month	One agent for one month	One agent for two months
Modules	The CiTDB provides vendor and model level detail in 10 product categories. Installed infrastructure and planned purchases are tracked.	1 Planned Module for every 2 Installed Modules purchased				
ProfileComponent	Create a web service that quickly and easily embeds CiTDB site profiles into your CRM/SFA solution	Included	Included	Included	Included	Included
Questions of the Month	Add a question to our ongoing syndicated interviews for a month. Typically aimed at 5,000+ technology managers.	0	0	1	2	3
D&B Integration Analysis	Evaluate how well your CiTDB subscription matches your D&B subscription	Included	Included	Included	Included	Included
1000 Best Opportunities	Working with your Account Manager, develop criteria to rank your CiTDB subscription and find your best opportunities.	Included	Included	Included	Included	Included

Harte-Hanks profiles the largest business opportunities and most important decision makers in the technology marketplace. Our clients have five easy ways to access and customize the information in the CI Technology Database.



TECHNOLOGY DATABASE

CONTACT US

Harte-Hanks Inc.
9980 Huennekens Street
San Diego, CA 92121

800.854.8409

www.hartehanksmi.com