

C • POINT MARKETING



“Not everything that counts can be counted, and not everything that can be counted counts.”

Albert Einstein

Our data management services help you maintain your list hygiene. C-Point Marketing provides a perfect avenue for you to test your marketing strategy at multiple levels. As part of the CyclePoint Solution, you will be able to track your campaign and easily generate reports measuring your success.

Deep targeting tools let you drill down to just the right prospects for your products or services.

As with every facet of C-Point Marketing, you have control. Based upon your criteria and objectives, our powerful data portals can drill down deeply, or keep it very simple.

- Manage and design your customized lead-generating portal.
- Define lock out periods or suppression capabilities.
- Suppress or upload your customer list.

C-Point Marketing's *Consumer List Portal* gives you access to a database containing millions of prospects. Choose criteria such as geography, age, income level, gender, ethnicity, and much more.

C-Point Marketing's *Business List Portal* lets you choose from millions of American businesses as well. Similarly, choose your geography, demographics such as business size, franchises or no franchises, SIC codes, employee size and much more. With just a click of the mouse, you have a mailing list!

Real-time leads counts are extracted from the freshest data available.

C-Point Marketing's data is refreshed and updated every few days. You and your sales force will have continuous access to real-time counts of prospects matching your criteria. Best of all, you will see the counts within minutes, not hours or days.

- Industry-leading suppliers for leads.
- Query history on your site.
- Real-time leads.

C-Point Marketing's powerful data portals are an integral part of every e-procurement OrderWeb site and the CyclePoint Solution.

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• data & leads



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Eliminate inefficient and costly duplication as well as inaccurate addressing.

Database management keeps your mailing costs down. How much have you spent sending solicitation to purchase mailings to people who are already your customers? How often, during the same campaign, have you mailed multiple mailers to the same person?

- CASS certified lists for accuracy.
- De-dupe process to eliminate duplicate records in a list.
- Current customer base suppression if required.

C-Point Marketing's Data Management saves you money by eliminating current clients/members completely from the database you use for new prospects. Our Data Management Service can remove duplicates from your database and certify that your addresses are accurate.

Test virtually everything about your campaign to find the best message and method to reach your target audience.

C-Point Marketing allows you to test everything from lists and mail piece design to messages.

- We can set up your program to track every mailing.
- Test the effectiveness of different mailings.
- Use the test data to make future efforts more successful.

If you take advantage of the CyclePoint Solution's tracking and reporting capabilities, your tracking is constantly being updated. Best of all, you will be able to generate up-to-the-minute reports on your campaign's success.

Let C-Point Marketing and the CyclePoint Solution turn the art of advertising into the science of marketing success for you!

