CUSTOMER RELATIONSHIP MANAGEMENT
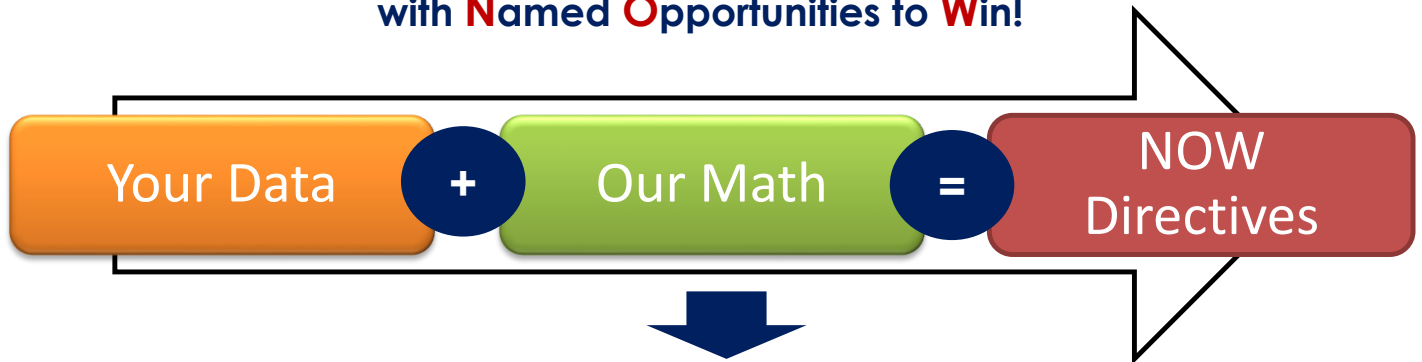
Track, Motivate and Deepen Customer Engagement
with Named Opportunities to Win!

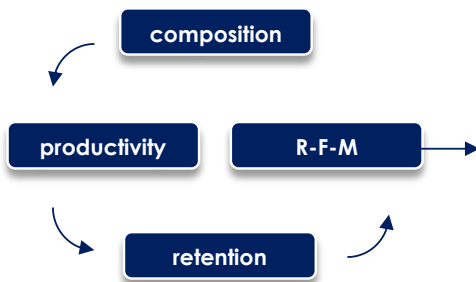| Your Data | + | Our Math | = | NOW Directives |

Our Analysis Starts Where Yours Ends

Helping companies no matter where they are on the CRM intelligence continuum

TRACK	OPTIMIZE	MEASURE
Customer Health Tracker	**do-CRM®** individualized directives	**Campaign Impact**

composition

productivity → R-F-M

retention

do-CRM® cards:
Strategy: Retain / Urgency: NOW
Strategy: Thank-You / Urgency: NOW
Strategy: Win-Back / Urgency: NOW / Priority: High / Lead-With: Bath Products / Cross-Sell: Bedding / Offer: 15%

$ — by market, by segment, by channel, by product

test   cntl

Understand the health of your customers over time with nearly forty different vitals that track the composition of your customer base by segment, their productivity and how well you've retained them. Observe trends via information presented in tables and charts. Send executives a pre-packaged quick summary. Supplement with market/store-level diagnostics and a planning utility that predicts your customer composition 12+ months into the future.

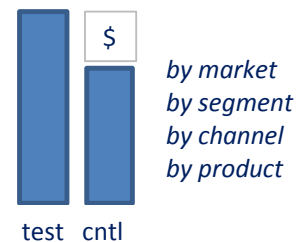Receive a periodic feed of *Named Opportunities to Win®* that offers detailed guidance for how to connect with individual customers today! Know what strategy is most appropriate for each customer, when to communicate and how to incite response. Use the recommendations to sort, filter and export specific customers for marketing experiments.

Know the impact of specific marketing treatments at granular levels of detail. Did it generate incremental sales and trips? Did one customer segment respond more favorably? How did results vary by market, by channel and by product? Three reporting options deliver insight at varying degrees of detail so you get the insight you need when you need it. Use results to make more informed decisions for future marketing communications.

mathnetix®
just in time Customer Connections®

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