

# optimize

Maximize Your Marketing ROI

with

**Named Opportunities to Win<sup>®</sup>**

*straight to your desktop, just in time*



**Our Analysis Starts Where Yours Ends**

TRACK



**Know each customer and what makes them unique**

We use statistics to track behavior and report performance trends

OPTIMIZE



**Send perfectly timed offers that are relevant and effective**

We use predictive analytics to recommend individualized directives

MEASURE



**Make smarter decisions with insight from past ones**

We use science to quantify marketing impact at granular levels

ask questions > confirm scope > initial proposal

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**mathnetix<sup>®</sup>**  
just in time customer connections<sup>®</sup>

your data



+

our math



=

NOW directives

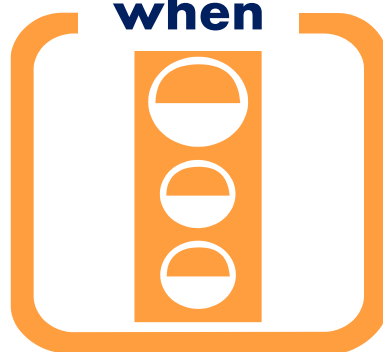


Individualized directives crafted through our **do-CRM**<sup>®</sup> process

**who**



**when**



**what**



**how**



ACTION AT YOUR FINGERTIPS



sort



export



connect



LET YOUR DATA DRIVE DOLLARS

	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%