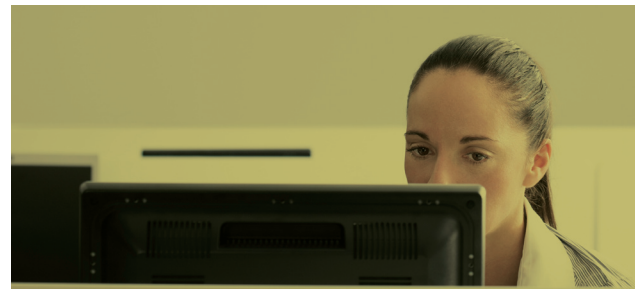


## MARKETING TECHNOLOGY

# ACCUBASE™



Get a 360° view of your customers and prospects with the customized database marketing solution that helps you manage multi-channel campaigns – from your desktop.

Picture yourself in total control of your data and your campaigns. A few clicks and you're looking at your target audience. A few more, and you're launching some very sophisticated data analytics. Click to see how your campaigns are working or to generate reports on the fly. With AccuBase™, it's a lot easier and more affordable than you'd think.

### Bring All Your Marketing Data Together, Even If It's Scattered Across Your Company

Pulling together multiple sources of data across various platforms gives you a richer view of customer behavior. That's all part of the power of AccuBase, AccuData's hosted, customer or prospect database marketing solution. With this robust product, you can quickly access and leverage both customer and prospect data across multiple channels from your desktop – without relying on your IT department. AccuBase provides a complete view of customer and prospect information, and transactional data through database customization and analytics tools.

### Plan, Execute, Analyze and Enhance Campaigns from Your Desktop

AccuBase is your mission control, enabling you to provide campaign management functionality from the convenience of your desktop. Run queries, segment customers and deploy campaigns across multiple channels including direct mail, email, telemarketing, point of sales and your sales force. Because AccuBase is a closed-end system, you can feed results back into your database, and repeat your refreshed campaigns to help improve them over time. Then, use our rich, customizable reporting system for a variety of analytical reports.

### ACCUBASE™ AT-A-GLANCE

#### The Challenge

- Customer data in different places on different platforms companywide
- Multiple channels of communication with customers and/or prospects
- Limited or no access to data and sophisticated analytics

#### The Need

- Affordable, easy-to-implement hosted option to enhance and manage your database and drive your campaigns
- Customized to your marketing growth, so you get what your organization needs
- Quick access to customer and prospect data across multiple channels – when you need it – right from your desktop

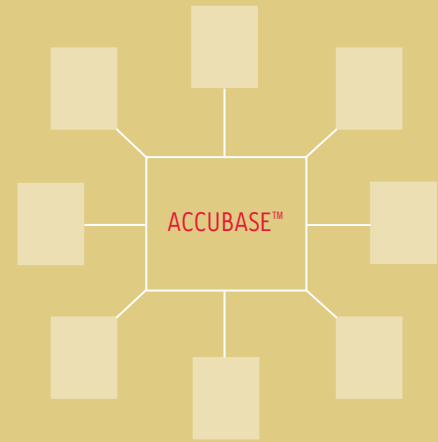
#### The Benefits of AccuBase

- Standardizes, cleans and centralizes marketing data
- Fully customized to match the growth and complexity of your marketing campaigns
- Faster and more complete backend analysis
- A more complete view of your customers and prospects, and better campaign management – from your desktop

## Consolidate Your Data and Run Multi-Channel Campaigns – from Your Desktop

AccuBase is simple to use, yet powerful and flexible enough to run your most complex, multi-channel campaigns. With AccuBase, you'll:

- Use a closed-loop solution to refresh your campaigns, which may improve response over time
- Manage increasingly complex data, analytics and campaigns – giving you the right solution at the right time
- Benefit from a partnered solution focused on your success



## Choose Level of Service You Need When You Need It

Why pay for services you may not use or need? Or be nickel-and-dimed every time you do need to use a new capability because of expanding data and new marketing channels? With AccuBase, various levels of service – customized to the level of information you need – are key to streamlining your campaigns, extending your marketing budget and getting the customer information you need. And then there's the benefit of partnering with experienced AccuData consultants who help you plan, analyze and work to increase the effectiveness of your campaigns, regardless of the amount of data or complexity.

## The Power of Partnership

By using a full range of data resources, powerful marketing analytics and advanced customer database technology to accurately target qualified buyers, our knowledgeable AccuData team provides a focus on your success that is unmatched.

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