

Banking & Financial Services

Financial Services companies seeking to partner with an interactive relationship marketing services provider that will help them understand who their customers are, how best to communicate to them and ultimately use that knowledge to positively impact the growth of their business should consider ClickSquared.

CLICKSQUARED SOLUTION

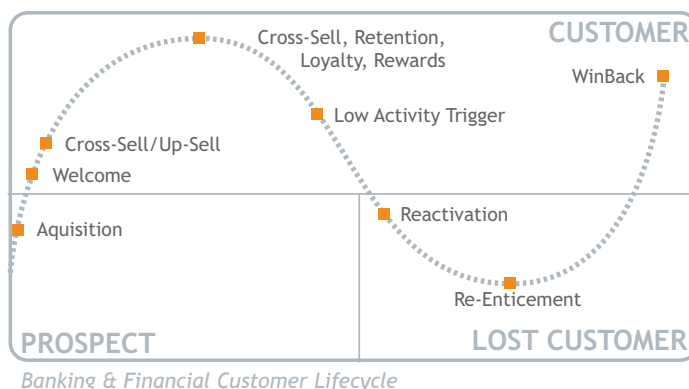
- :: LOW INITIAL INVESTMENT
- :: LOW ON-GOING COSTS
- :: DEEP RESOURCES
- :: VERTICAL EXPERTISE
- :: QUICK IMPLEMENTATION
- :: STRONG CONTROL
- :: DEEP PROJECT INSIGHT
- :: EXCELLENT AUDITABILITY
- :: HIGH ACCOUNTABILITY

ClickSquared, the premier interactive relationship marketing company, can help Financial Services companies to create high-impact multi-channel relationship marketing programs. Our ability to use existing customer data to create timely, relevant, personalized communications based on a specific profile and customer lifecycle information, enables organizations to create hundreds of versions of communications to more effectively target their audience for increased results.

Customer needs can change in an instant; therefore marketers in the Financial Services industry must be able to respond on a dime. Having worked with the world's leading financial services institutions, ClickSquared has perfected industry marketing programs specifically designed to meet the sophisticated requirements of regulated financial institutions, while turning marketing messages into ROI driven, choreographed communications across all channels. Our marketing programs leverage pull interactions and triggers to facilitate conversations throughout the customer lifecycle.

ClickSquared provides a "best of both worlds" solution combining the benefits of an in-house relationship marketing team with an outsourced marketing services firm.

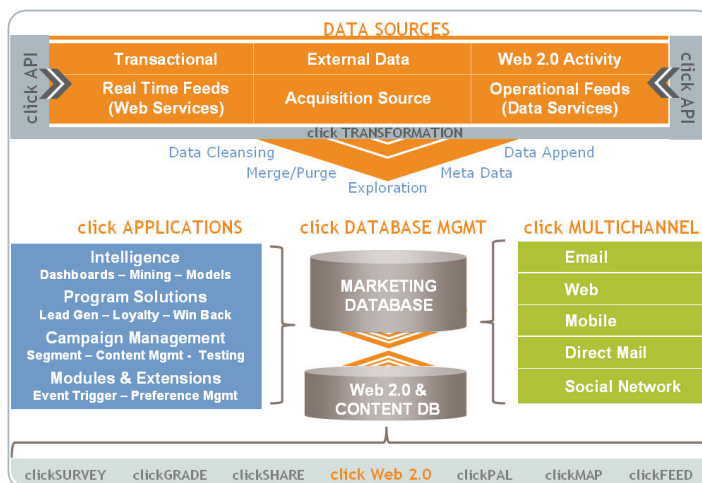
The click Digital Marketing System has been designed with a focus on delivering enterprise-level flexibility/capability without requiring a costly investment to license and configure a solution.



ClickSquared's Core Competencies

- Developing ROI-driven relationship marketing strategies through analysis and interpretation of customer and market data
- Managing customer information through the click Digital Marketing System
- Developing, implementing, and managing direct marketing campaigns through mail, email, web, phone and personal service campaigns
- Measuring the effectiveness of marketing campaigns
- Automating tasks, procedures, and marketing programs where possible to optimize efficiencies and increase effectiveness

Client Successes:



click Digital Marketing System