

Speak to individual customers **individually**.



click
tactics[®]

MultiChannel Programs. Maximum Results.

WELCOME

ONBOARDING

WINBACK

UPGRADE

NEW ACCOUNT

UP SELL

CROSS SELL

RETENTION





:: OVERVIEW

As the premier multi-channel marketing services provider, Click Tactics works with organizations to deliver more timely and relevant marketing programs.

Whether you're looking to improve direct mail, email or integrated multi-channel programs our solution and expertise will enable you to:

:: Create perfectly timed and personalized communications within and across channels.

:: Increase results 3-10x over traditional methods.

:: Increase customer retention and loyalty

:: Decrease costs

:: Compress cycle times

For more information about Click Tactics visit us at:

www.clicktactics.com





:: PROGRAMS

The Click Tactics difference is in our programs. Instead of creating an individual communications piece, we work with you to develop a choreographed stream of communications allowing you to touch your customers when, where and how they want to be reached. Examples of our programs include:

:: TRIGGERED

Using real-time data feeds for split-second timing, Click Tactics offers trigger-based solutions enabling tailored communications to customers when relationships are at risk or ripe for growth.

:: ONBOARDING

By executing an orchestrated series of relevant and timely communications, Click Tactics offers a better way for companies to develop and sustain long-term, high-value customer relationships from the moment the relationship begins.

:: DISTRIBUTED MARKETING

Leveraging Click Tactics' on-line document library, integrated data and automated workflow allows companies with sales and marketing organizations around the world to initiate and deliver localized multi-channel programs through a unified Web-based interface.

:: SUBSCRIBER GROWTH

Click Tactics' Subscriber growth solutions allows organizations to quickly add new customers and grow existing relationships. It enables rapid response to customer situations and competition by utilizing timed communications, tailored messages and streams of communication to dramatically increase results.

:: NEW MOVER

By applying new, cutting-edge direct marketing strategies including four key tactics: Comprehensive data, daily processing support, tailored messages and accelerated learning, innovative companies can see significant improvement by utilizing Click Tactics' New Mover program.

For more information about
Click Tactics programs visit us at:

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DAY 1

31

61

9





:: WHO WE'VE HELPED

Leading fortune 500 companies have relied on Click Tactics. Our solution enables organizations to create thousands of versions of personalized, relevant communications on a daily basis.

2

121

151

196

241





:: PRINT & EMAIL SERVICES

Click Tactics full-service email and print solutions can be used individually or together to drive multi-channel programs. Our team of experts works with you to design, execute, and measure your campaign, getting you the increased results you're looking for.



:: TECHNOLOGY

It's Click Tactics' technology that makes the seamless execution of these programs possible. Our innovative solution is provided on a hosted basis and utilizes a flexible services-oriented architecture. The platform's core capabilities are geared towards improving the relevancy of marketing communications and include:

- Data Integration
- Event Triggering
- Dynamic Content
- Work Flow
- Proofing
- Rule Management
- Measurement & Analytics

:: EMAIL

Click Tactics' automated e-marketing solution is built to provide robust campaign management, dynamic content, triggered communications, and tailored offers based on an individual's needs and preferences. In addition to what's included as part of the core platform, our email platform also consists of the following capabilities:

- Deliverability Resolution
- Subscriber Preference Center
- ECOA Services
- Web Forms & Surveys
- E-marketing Measurement

:: PRINT

The Click Tactics print platform supports the execution of highly tailored direct mail that can have thousands of versions. In addition it cost effectively processes and manages smaller batches associated with the triggering and tailoring of communications based on events through multi-channel marketing, tracking responses across those channels. Along with the capabilities of our core platform, the print platform includes:

- Variable Data Printing
- Data Processing
- Print Proofing



For more information about
Click Tactics technology visit us at:

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