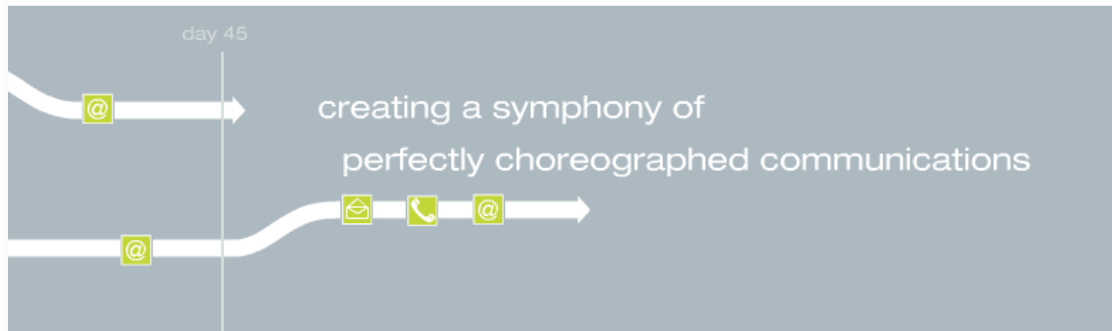


ClickSquared.com

Screen Shots

Website Layout, Design and Production
by Laura C. Lowe



[ABOUT](#) [SERVICES](#) [INDUSTRY](#) [TECHNOLOGY](#) [SUCCESS STORIES](#) [ARTICLES & EVENTS](#) [CONTACT](#)

Welcome to ClickSquared!

ClickSquared is a premier provider of email and cross-channel marketing solutions. With innovative offerings ranging from self-service email to fully managed, real-time customer engagement and loyalty programs; ClickSquared's innovative SaaS marketing platform orchestrates and delivers analytics-driven, relevant and personalized customer communications across email, direct mail, social, mobile and web channels. Leveraging a team of marketing, technology and vertical-industry experts, ClickSquared enables organizations of all sizes to maximize the return on their marketing investment.

NEWS AND EVENTS

3/15/10: [ClickSquared Unveils "Click 3G", Next Generation SaaS Marketing Platform; Platform Enables Real-Time Cross-Channel Marketing and Delivery. Highgate Hotels Attests to the Benefits of Click 3G](#)

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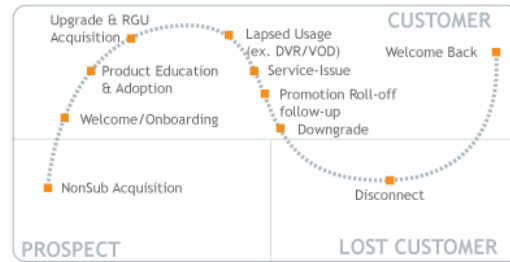
Home Page

Industry

- INDUSTRY:**
- [OVERVIEW](#)
- [TRAVEL & HOSPITALITY](#)
- [BANKING & FINANCIAL SERVICES](#)
- [CABLE](#)**
- [TELECOM](#)
- [CONSUMER PACKAGED GOODS](#)
- [E-BUSINESS](#)
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Cable Industry

Competition for capturing that prized television, broadband and voice customer continues to intensify. With new players, offers and technologies emerging seemingly by the minute, consumers are inundated with choices, making it increasingly hard for MSOs to attract subscribers while retaining and up-selling to existing ones. ClickSquared offers cable providers a sure-footed path to growing RGU's and increasing retention.



Customer Lifecycle for Cable

Leading MSOs work with ClickSquared to develop strategies and execute multi-channel relationship marketing programs geared specifically to meeting their business goals. ClickSquared's unique ability of leveraging existing customer data to create timely, relevant, personalized communications based on specific subscriber information, allows cable providers to create hundreds of versions of triggered communications for increased results. Our industry leading marketing programs include:

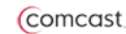
ACQUISITION	WELCOME	XSELL/UPSELL	LOYALTY/RETENTION	WINBACK
New Movers	Welcome/Onboarding Program	Upgrade & RGU Acquisition	Anniversary Message	Downgrade
Trial Offers	Product/Service Education	Product/Service Upgrade	Newsletters	Disconnect
Non-Sub Acquisition		DVR/VOD Adoption & Ongoing usage	Promotion Roll-off	



Atlantic Broadband (ABB) received an honorable mention at the 2008 CableFaxie Awards in the category of Direct Marketing. The Award site had the following commentary:

Atlantic Broadband's creation of four distinct, highly targeted direct mail streams put it on the leading edge of advanced, database-powered direct mail systems.

>> [Click here](#) to learn how Atlantic Broadband has seen a 10x improvement in response rates by using triggered and tailored messages.



Secondary Page

Services

SERVICES:

[OVERVIEW](#)

[STRATEGY](#)

[CLIQUITY](#)

[ANALYTICS](#)

[DATABASE MANAGEMENT](#)

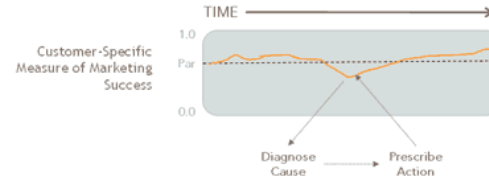
[CAMPAIGN MANAGEMENT](#)

[EMAIL MARKETING](#)

click²

>> Download your free copy of the Cliquity whitepaper, [click here](#).

Cliquity



Cliquity provides an innovative, practical approach to help marketers measure, monitor and maximize marketing success. The model enables marketers to understand how interactions between their brand and their customers produce value. It monitors a customer's level of engagement with a brand by tracking each customer contact and resulting behavior over time, informing marketers when there is a need for marketing action. Model results guide marketing decisions to ensure investment-appropriate marketing treatments reach the right customers, through the right channels at the right time.

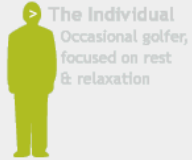
While the goal of the model is to help marketers make sound marketing and investment decisions, the goal of the approach is to automate them. Cliquity converts modeling insights into action by prescribing the best-suited, investment-appropriate action for each touch point, interaction or marketing occasion. Marketing communication scenarios and treatments are transformed into business rules, that can be integrated into database marketing engines and automated.

The result is a model-driven, automated marketing engine that optimizes marketing performance in real-time.

>> Download your free copy of the Cliquity whitepaper by [clicking here](#).

Secondary Page

Travel & Hospitality



The Individual
Occasional golfer,
focused on rest
& relaxation



Speak to individual guests individually

Interactive relationship marketing is more than adding the recipient's name to an email or letter. You need to personalize all aspects of your communication and deliver your message how and when your guest needs it. Instead of one communication for all guests, you now need to create versions for each individual guest delivered how they want it.

>> Click [here](#) to learn how ClickSquared is currently working with leading organizations to increase their Return On Investment.

click²

> Click [here](#) to learn how ClickSquared is currently working with leading organizations to increase their Return On Investment.

Custom Landing Pages