

The real targeting challenge... How do I change 'I Think' to 'I Know'?

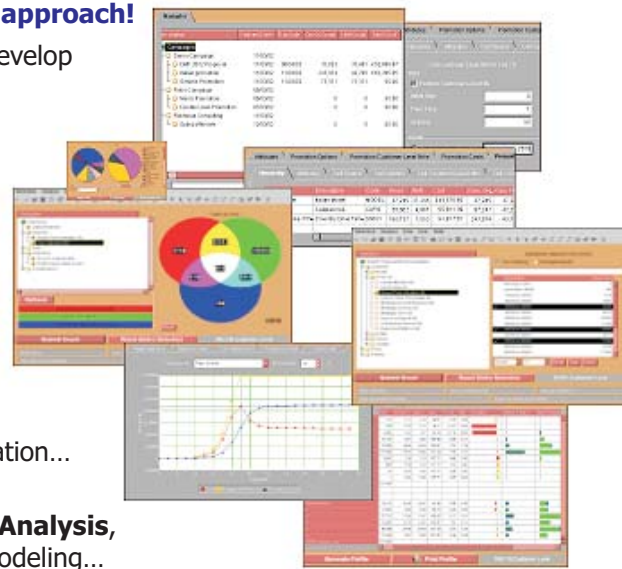
We help you get a complete & accurate view of your customers & prospects, wherever & however data is stored!

Effective targeting relies on sound intelligence as any historian will tell you. However, due to poor quality or badly consolidated data, restrictive IT systems or data access, complex and often incorrect database SQL queries or simply time pressures, targeting decisions are often made on a 'best endeavours' and 'I think' basis. This can miss valuable prospects or waste money through incorrect profiling and inappropriate targeting.

At Tech4T we focus on helping you take the 'I Know' approach!

We can provide you with the software and know-how plus develop a 'Knowledge-Based Targeting' system that uses analytically derived fields to help you decide who to contact and when! Tech4T combine a unique blend of data cleansing, analysis and database marketing software - designed to work alongside and enhance existing systems rather than replace them - with 'one-stop' consultative support, training and hard-won expertise. We supply the latest technology coupled with supporting services for:

- ▶ **Data Improvement & Migration (RADIUS)**
Conversion, **Audit**, Comparison, UK/Worldwide Address Enhancement, **De-duplication**, Multi-file Merge/Purge/Suppression, Data Consolidation/Transformation...
- ▶ **Statistical Analysis (Customer Insight)**
Segmentation, Lifetime Value, RFM, Profiling, **Response Analysis**, Propensity Scoring, Market Research, Churn, Predictive Modeling...
- ▶ **Predictive Database Marketing & Targeting (KbaseT)**
Internet/Intranet based software for **Counts**, List Selection, **Campaign Planning & Production**, Cross-tabs, Charts, **Penetration Analysis**, Response Modeling, Score-card Targeting, **Mapping**...



Screen shots from KbaseT

Treat Tech4T as a flexible extension to your in-house expertise! We can help you clean and migrate data across database systems; consolidate and transform data into marketing intelligence; provide you with the tools to target your direct marketing communications more accurately, efficiently, with increased cost effectiveness and improved ROI. All especially useful if you wish to maximise the return on previous CRM or data warehouse investment, and review your database marketing process! So, if you need...

- 1) Duplicate free, address enhanced and analytically enriched data
- 2) More effective targeting of sales and marketing communications
- 3) Improved efficiency of DM planning, execution and measurement
- 4) To protect, grow and maximise the value of your customer base

**Technologies
4Targeting**
Data Improvement - Analytics - Marketing
Software - Training - Support - Services

...and want to know how - optionally with us building an on-line pilot **KbaseT** system using an extract of your data, telephone **Tech4T** on **01733 890790**, email **info@tech4t.com** or fax coupon to **01733 890799**.

Remember, the data journey never stops, especially for database marketers. There will always be new challenges and never a single solution - rather a series of methodologies, technologies and skills combined to meet each separate goal. That is the approach we take to solve your specific problem and overleaf we have endeavoured to show how the various technologies combine to clean, enrich and analyse your data ready for predictive targeting!

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Postcode: _____	Dir. Tel: _____	

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() Data Improvement, Migration, De-duplication, Address Cleaning... **RADIUS**
 () Statistical Analysis, Segmentation, Profiling, RFM... **Customer Insight**
 () Predictive Targeting, Campaign Planning, Response Modelling... **KbaseT**
 () Need log-on/password for an on-line **KbaseT** demo at www.kbaseT.com
 () Would like a FREE 21 day evaluation copy of **Mind Manager Enterprise**
 () info on the superb 'How to apply stats to DM' handbook - **New Direct Mktg**

One-stop support, tailored training, bureau services and

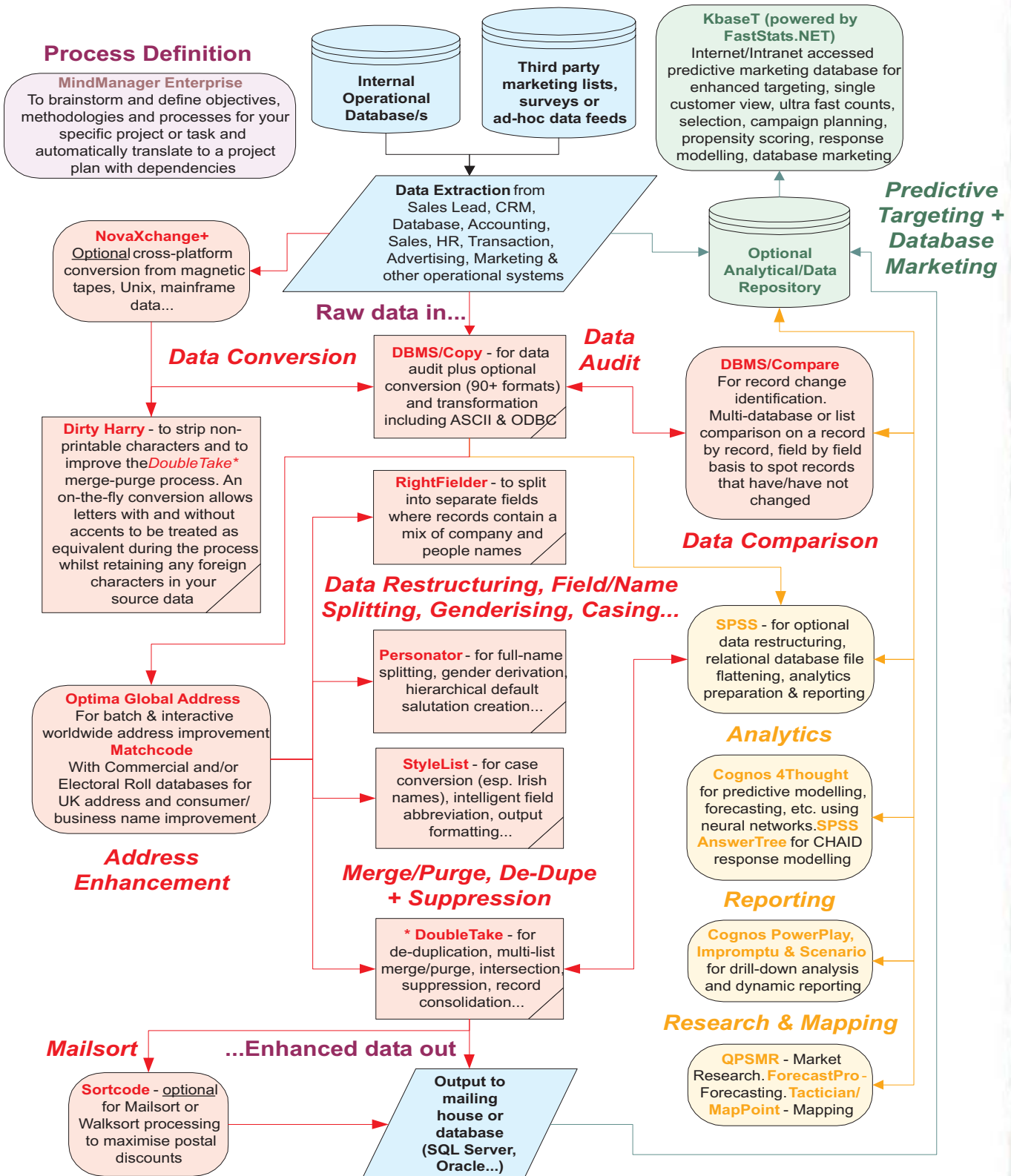
Technologies4...

Data Improvement and Migration - RADIUS

Statistical Analysis - Customer Insight

Predictive Database Marketing and Targeting - KbaseT

CORE SOFTWARE SUMMARY - DATA FLOW - SOLUTION CONFIGURATION



www.tech4t.com