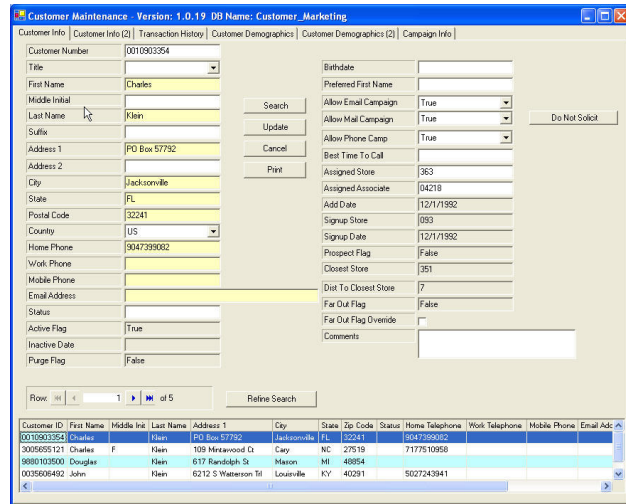


Customer Marketing Application (CMA Pro)

Overview

The Customer Marketing Application (CMA Pro) is designed to provide all of the tools needed to effectively manage total customer relationship, including the ability to create and monitor marketing campaigns.

The core process of the system is an easy to use Customer Management module, which allows the capture and management of a wealth of customer demographic, psychographic, purchasing history and purchase preference information. This abundance of information enables the retailer to pinpoint exact customer preferences, by location, and to offer future merchandise assortments to address those preferences.



The screenshot shows the 'Customer Maintenance' application window. The main form displays customer details for Customer ID 0010803254, including name (Charles), address (PO Box 57792, Jacksonville, FL 32241), and contact information. A table at the bottom lists other customer records with columns for Customer ID, First Name, Middle Initial, Last Name, Address 1, City, State, Zip Code, Status, Home Telephone, Work Telephone, and Mobile Phone.

Customer ID	First Name	Middle Init	Last Name	Address 1	City	State	Zip Code	Status	Home Telephone	Work Telephone	Mobile Phone	Email Ad
0010803254	Charles	F	Hein	100 Heavenly Dr	Coey	NC	27019		7177910999			
988010500	Douglas		Hein	617 Randolph St	Maxon	MI	48854					
0035608492	John		Hein	6212 S Waterson Trl	Louisville	KY	40291		5027243941			

Marketing programs are created and managed by the Campaign Management module of CMA Pro. Flexible criteria allows for the selection of target customers to be included based upon Customer Segmentation, Detailed Merchandise Purchase History, Location Specific Markets, Recency of Previous Campaigns among a number of other selection variables.

Key Functions

- ◆ Collect Customer Information
- ◆ Produce Marketing Campaigns based upon various selection criteria
 - Geography
 - Purchase History
 - Segmentation
 - Other Demographic / Psychographic Information
 - Any set of SQL selection criteria
- ◆ Keep Customer Data cleansed & current
 - Remove Duplicate Entries
 - All addresses validated through Group One application
 - Regularly pass customer data through USPS NCOA database
 - Provide "Householding" Function
- ◆ Customer Maintenance Process allows the entry, lookup and maintenance of Customer Demographic Information

Period	Mail Qty	FV Transaction Count	FV Purchase Amt	Response Rate
2004_O				0.00%
2004_O				0.00%
2004_O				0.00%
2005_01	41,960	1,621	\$168,740.02	4.51%
2005_02	5,444	207	\$28,384.88	4.70%
2005_03	26,797	862	\$189,588.92	3.73%
2005_04	1,618	8	\$1,562.54	0.80%
2005_05	52,969	1,776	\$367,663.67	4.00%
2005_06	258,813	6,489	\$1,074,793.98	2.90%
2005_07	37,861	804	\$166,752.98	2.47%
2005_08				0.00%
2005_09				0.00%
2005_10				0.00%
2005_11	2,204	41	\$4,838.15	2.01%
2005_12	46,000	181	\$31,369.40	0.45%
2006_01				0.00%
2006_02				0.00%
2006_03	9,999	66	\$4,568.99	0.83%
2006_04	63,497	2,172	\$417,084.54	4.15%
2006_05	41,399	752	\$113,332.31	2.80%
2006_06	32,080	810	\$118,300.54	2.89%
2006_07	78,549	1,302	\$246,364.44	1.85%
2006_08	14,993	130	\$17,697.93	0.86%
2006_09	34,969	431	\$86,062.45	1.43%
2006_10	47,111	940	\$130,062.63	2.28%
2006_11	40,592	2	\$280.02	0.01%
2006_12	23,491		\$0.00	0.00%
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