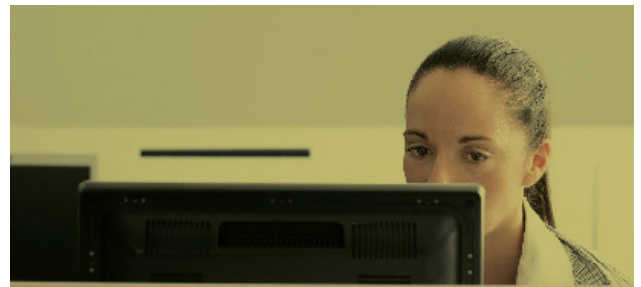


# MARKETING ANALYTICS

## SnapShot



Profile your best current customers and find new prospects just like them in minutes.

You know who **they** are. They buy more. They click through more. They tell you what they want and how to communicate with them.

They are your best customers. So how do you find prospects just like them, and keep your campaigns rolling?

### Learn More – Faster – with up to 16 Demographic Overlays.

SnapShot is an automated, easy-to-use service that statistically profiles your best business or consumer customers across your house files. Within minutes, your database is matched against our comprehensive database of U.S. businesses and/or consumers to create a customized market penetration analysis.

The strength of SnapShot lies in its 16 demographic overlays, designed to reveal more about your customers, allowing you to market to them, and new customers, more effectively.

### Potential to Reduce Marketing Costs and Improve Response Rates.

SnapShot enables you to segment existing clients so you can develop effective cross-sell campaigns, up-sell promotions, loyalty programs and other customer-focused strategies. Your marketing campaigns are based on statistically relevant data insights that help you focus on your most profitable customers. You may also improve campaign efficiency, as you bypass unproductive customers, while marketing to your best prospects.

### SNAPSHOT AT-A-GLANCE

#### The Challenge:

- Maximize database marketing and analytics without investing the time and resources.
- Sharpen your insight into your customers or your client's customer.
- Use new data to engage new prospects by geography.
- Run your campaigns more efficiently.

#### The Need:

- High-quality data for business & consumer segments across multiple demographics.
- The ability to segment your customer list.
- Identification of your best customers and new prospects.

#### The Benefits of SnapShot:

- Profiles your best customers.
- Targets your best prospects individually.
- Provides low-cost customer analytics.
- Maximizes ROI by targeting best prospects in selected geographies – using cost-effective analytics.
- Automates service online for fast results.
- Comes with step-by-step consultative help.
- Makes you a champion of database marketing.

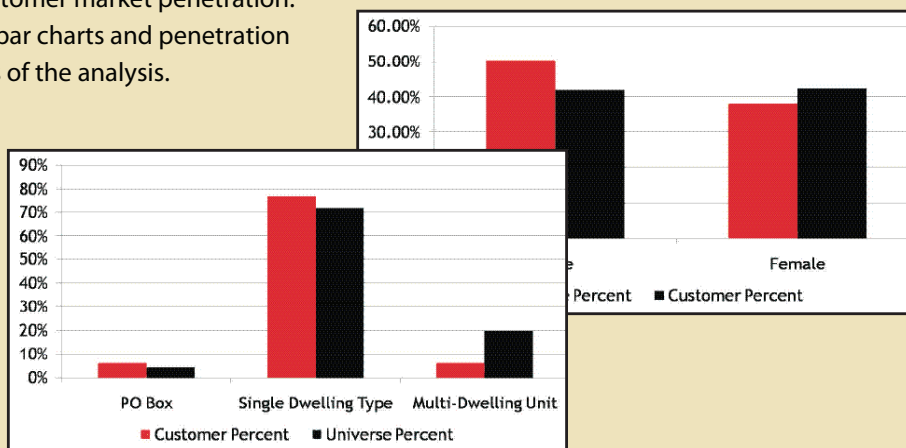
## SnapShot

### Deep Market Penetration Analysis Reports Drive Smarter Marketing

SnapShot provides customized, market penetration analysis by comparing your customers to a random sample universe. This report provides a summary on primary demographics based on customer market penetration. And deliverables include frequency bar charts and penetration index tables representing the results of the analysis.

This real-world market perspective gives you valuable insights allowing you to identify prospects who look like your best customers.

You'll find that SnapShot is an exceptional tool for organizations focusing on customer acquisition or exploring new market segments.



SnapShot compares your customer file to a national universe of potential prospects for a realistic view of your audience.

### The Power of Partnership

By using a full range of data resources, powerful marketing analytics and advanced customer database technology to accurately target qualified buyers, our knowledgeable team provides a focus on your success that is unmatched.

Feel welcome to call Peczuh Printing today to order a SnapShot of your list. We'll help you break down what you're doing right, what you can improve upon, and walk through the data with you to suggest a course of action geared toward effectively growing your business in 2012.



Sincerely,  
Sean Halls

Director of Marketing  
Peczuh Printing



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