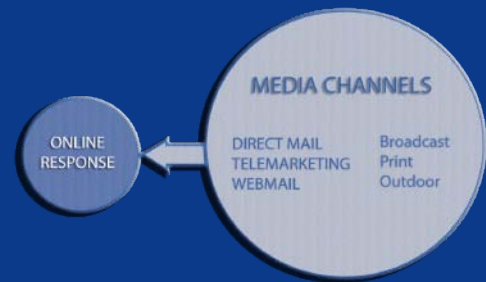


■ Retail Traffic

Retailers use a variety of promotions and offers to stimulate sales and reward their best customers. Whether it is a simple individual-level reward, such as save 10% on your purchases for one day in honor of your birthday, or a Private Sale for your customers before the public is invited, the retailer is adding value to the customer relationship, reinforcing brand loyalty and generating profits.



The more products or services you sell to a customer, the more likely they will continue to do business with you - and the more profitable they become.

Benefit to you

Rationale

The cost of acquiring a new customer is much greater than the cost of keeping current customers involved in your store and purchasing products on a regular basis. To maximize your profitability you need to maximize your relationship with your customer base.

Implementation

Promotions can be delivered at point-of-sale, generating a coupon or bounceback offer, which may or may not relate to the purchase made. Promotions can also be triggered when a customer has been inactive for a period of time or has reached a certain spending level that deserves a special "thank you" reward.



RESOURCES

- Data Collection Service
- Email Operating System
- Direct Mail Service
- Database Design System
- Retail Traffic System