

July 2003



touchpoints

Valuable insights into maximizing customer relationships

Brought to you by the experts at targetbase



How to find the 20% of customers who buy 80% of your products

Strategic targeting of best prospects creates new efficiencies, yields better results.

How's your advertising and marketing budget these days? Is it feeling the pressure of a tight economy? Whatever your budget, chances are you need to squeeze the last drop of effectiveness out of each dollar.

If you could narrow your direct-to-customer efforts to hit your very best prospects—the core group that gives you most of your sales—without having to blanket the general population with advertising, how much could that improve your results?

Actionable Customer Knowledge from Targetbase

At Targetbase we have a genius for identifying the best prospects for a particular brand. It's part of our passion to maximize customer value for our clients. We perform sophisticated analyses using a variety of data sets to isolate and identify small numbers of best prospects. We then model these consumers to find larger populations in larger, segmented databases. The results tell us which specific media to leverage in order to reach prospects as directly as possible—even in broadcast and print media—and even help define the messages that will be most effective with the targets.

Our strategic targeting methodology has resulted in improved ROI of direct-to-consumer marketing for our clients, reducing waste and increasing conversion rates. Our targeted prospect lists are often as much as four times better than a targeted demographic list buy. In other words—we find the 20% who deliver 80% of the profits to the business.

Now that's smart!

>>FREE Day of Consultation

Targetbase is offering a **FREE DAY OF CONSULTATION** to qualified companies.

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Touchpoints is a free monthly e-newsletter offered to companies that want to maximize customer value using actionable insights from Targetbase. To be sure you keep getting *Touchpoints*, [subscribe now](#).

How you can benefit from our insights

At Targetbase, our strategic business intelligence is built on understanding the relationship strength between the organization and its customers. Our customer-focused, data-driven approach, Customer Relationship Value (CRV), provides a uniquely actionable marketing perspective for your business.

Actionable knowledge is power

Targetbase intelligence is leveraged by some of the most successful brands in the world. To see how Targetbase can help you maximize your customer relationships, visit our web site at targetbase.com, or send your inquiry to customer.value@targetbase.com.

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