

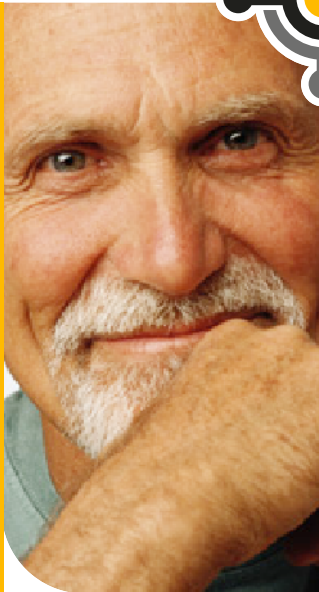
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# touchpoints

Brought to you by the experts at targetbase

Valuable insights into maximizing customer relationships



## I am your customer. Guess how you can reach me.

Want to market to me? You have to know where I go. What I look at. What I care about. And remember—I'm not as similar to your other customers as you might think.

Your customers are individuals, and the more you can tailor your contact with them, the better they will respond. Targetbase can help you find hidden patterns in your data that will tell you which points of interaction, or "touchpoints," will work best with each customer. We can even help you shape the messages you send, to appeal to each customer's unique set of needs and desires. We call this process **touchpoint optimization**.

### >>FREE Touchpoints Assessment

Targetbase is offering a FREE TOUCHPOINTS ASSESSMENT to qualified companies.

>> [click to learn more](#)

### 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](http://targetbase.com), or send your inquiry to [customer.value@targetbase.com](mailto:customer.value@targetbase.com).

To unsubscribe at any time, [click here](#).

Touchpoints is a free monthly e-newsletter offered to companies that want to maximize customer value using actionable insights from Targetbase. [Subscribe Now](#).

### Actionable customer knowledge from Targetbase

Touchpoint optimization is most actionable when viewed at the individual customer level. First you learn what makes them tick. This knowledge comes not only from your data but by using analytic methods that drive insight from multiple data sources (proprietary surveys, syndicated data, etc.) in a synergistic manner. Then you learn which touchpoints provide the most powerful conduit to reaching and influencing customers, one by one.

At Targetbase, we take a holistic approach to your marketing and advertising—it's not just about the 1:1 touchpoints of direct marketing. Advertising, PR and other interfaces are major areas of investment, and deserve the same rigorous approach.

**Now that's smart!**

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