

MULTI-CHANNEL MARKETING

Multiple customer touch points means multiple chances to make or break your relationship with your customers. Today's leading marketers understand they must integrate all of these channels into their marketing plan if they hope to overcome market fragmentation and truly connect with their target audiences.

To maximize performance, a centralized data warehouse has become the backbone of successful businesses, providing for seamless integration across all customer touch points. Ruf can help you develop an integrated multi-channel marketing plan and data warehouse that will enable you to:

- Combine your online and offline data into one complete customer view.
- Understand your audience and how best to reach and motivate them.
- Sharpen your targeting skills to maximize response rates and reduce waste.
- Identify up-sell and cross-sell opportunities.

As experts in database marketing, Ruf has extensive experience creating customized multi-channel marketing programs for various industries. Our strong consultative approach ensures our solutions are tailor-made for your unique business.

Pull all the pieces together for a crystal clear customer picture.

COMMUNICATE WITH CUSTOMERS AS INDIVIDUALS

All of Ruf's multi-channel clients capitalize on the superior power of our marketing analytics, data enhancements and list services. With the breadth and depth of data Ruf can add to your database, you can continually improve your campaign effectiveness.

Your database becomes virtually *alive* — growing, changing and becoming smarter everyday.

Effective multi-channel marketing will align your advertising, web and direct communications into a dynamic formula that gives you a competitive advantage.



PROVEN EXPERTISE IN CRM



Ruf Strategic Solutions delivers a full suite of intelligence solutions to help organizations acquire new customers, retain existing customers, and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions has been helping organizations maximize the return on their marketing investment through superior database intelligence. Ruf's unique ability to integrate vast arrays of data, technology tools, and 30 years of expertise empowers organizations with truly actionable and measurable intelligence. Ruf currently services many market leaders in a variety of industries.



1533 East Spruce • Olathe, KS 66061
www.ruf.com • solutions@ruf.com

(913) 782-8544 • (800) 829-8544
Fax (913) 782-0150