



# NAVIGATOR<sup>SM</sup>

## ONLINE CRM TO MANAGE, MEASURE, AND MAXIMIZE MARKETING ROI

Your success depends on your ability to transform the anonymous masses of consumers into the individuals they are. NAVIGATOR<sup>SM</sup> enables you to access your customer information and manage campaigns at the click of a mouse — 24 hours a day, seven days a week, in real time from any Internet-enabled computer in the world. You will have **actionable intelligence enabling you to explore your data in new ways** and discover the hidden treasures it holds.

Through smooth integration of all your internal and external marketing data, NAVIGATOR provides you with a holistic view of your customers. These buying behaviors, media preferences, and many other demographics and psychographics offer you **customer insight** that allows you to **market smarter**. The seamless interface, along with the customized dashboard and reports, will allow tracking results in ways that are meaningful to you and to your organization's bottom line. With the power of this solution and Ruf's 30+ years of expertise, you will be able to **maximize the return on every dollar of your marketing investments**.

This cost-effective CRM solution helps you track the effectiveness of your marketing programs and manage your marketing investments. Through an online dashboard linked to an integrated marketing database, NAVIGATOR enables you to **take action when and how you need**. Campaign management, forecasting trends, media analysis, isolating patterns, and effective data mining are some of the critical elements you'll be able to use to make timely, results-oriented decisions for effective marketing and successful customer relationships.

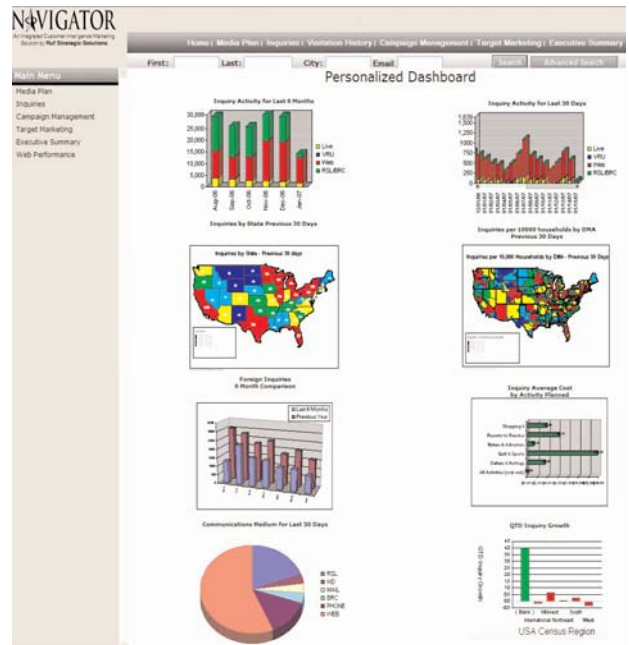
NAVIGATOR will turn your marketing information into marketing intelligence —

**Intelligence you can use for timely, strategic decision making.**

# CUSTOMIZED TO MEET YOUR NEEDS

NAVIGATOR incorporates a wide array of specially designed tools to allow you to look at your marketing data in the ways that will best benefit you. This online customer relationship management solution will empower you to:

- **Monitor, measure, and maximize** the performance of your marketing machine.
- **Improve accountability** of all marketing campaigns and resources.
- **Discover** the most responsive media channels and build stronger relationships through coordinated communications.
- **Integrate** all marketing data into one relational database system.
- **Gain insight** into the behaviors and lifestyles of your customers.
- **Focus** on your most profitable targets.
- **Measure** what ads are generating responses.
- **Evaluate** your historical data to spot trends and guide forecasting.
- **Slice and dice** your information in new ways with the drag-and-drop analysis tool.
- **Reduce costs** and requirements associated with an IT infrastructure.
- **Drive more traffic** to your website through the personalization of your content.
- **Adapt to changes** in the marketplace with improved timeliness of strategic information.



## PROVEN EXPERTISE IN DATABASE MARKETING

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. Ruf's unique ability to integrate vast arrays of data, technology tools, and over 30 years of expertise empowers organizations with truly actionable and measurable intelligence. Ruf currently services many market leaders in a variety of industries.



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