

# UNDERSTAND, REACH, ACQUIRE AND GROW YOUR MOST VALUABLE ASSET

**Your customers are your most valuable business assets. Without them, you're out of business.** Competing for customers in today's business environment is tougher than ever. Consumers are increasingly difficult to reach. Mass advertising costs are exorbitant and impersonal. Media choices are growing exponentially every day.

**At Ruf Strategic Solutions, we help you target your customers while maximizing your marketing dollars.** Whether you market directly to consumers or to other businesses, Ruf has the solutions you need to market more effectively, more efficiently, more intelligently.

Our CRM solution allows you to manage, monitor, and maximize your disparate multi-channel marketing data sets. Ruf's sophisticated data profiling and analytical tools can help you target and track individual buyers most likely to purchase your product or service.

Our goal is to turn your prospects into your advocates by integrating vast arrays of data and transforming that data into intelligence —

**Intelligence to maximize marketing ROI.**

# THE BEST DATA PRODUCES THE BEST SOLUTIONS

When it comes to understanding and predicting behavior, the better the input data, the better the output. That's why Ruf has formed strategic partnerships with top data providers in order to bring you the most accurate and powerful solutions available in the market today. The combined strength of these diverse data sets gives you the freshest, most accurate, and holistic view available of your clients and their preferences.

## CRM — NAVIGATOR<sup>SM</sup>

Ruf's *CRM, NAVIGATOR*, empowers you with immediate access through an online dashboard to your marketing database and the pulse of your marketing organization. Campaign management, forecasting trends, media analysis, and data mining capabilities will enable you to make timely, results-oriented decisions for successful customer relationships. *NAVIGATOR* will empower you with:

### ► **Multi-Channel Marketing**

Communicate with your customers across all touch points through a fully integrated data warehouse and sharpen your targeting skills to maximize response rates and reduce waste.

### ► **Marketing Automation**

Simplify complex processes, obtain instant access to key performance indicators, and compare results from different periods or campaigns in order to gauge business trends.

### ► **Campaign Management**

Manage and measure every campaign from list selection, based upon any combination of variables from your database, through results tracking and campaign ROI.

### ► **Email Marketing**

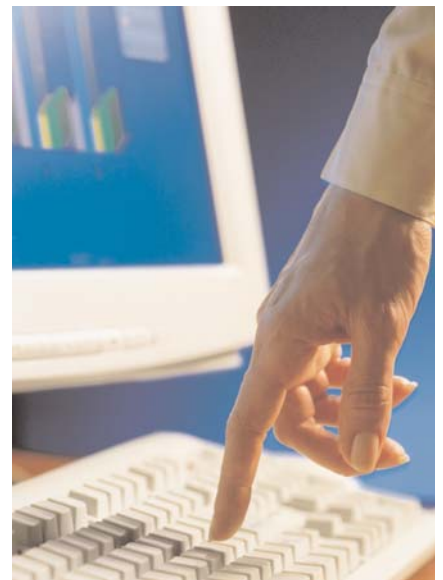
Effortlessly deliver high volumes of emails, create customized and personalized messages, and obtain detailed response reports.

### ► **Analytical Tools**

Gain actionable intelligence with powerful tools such as OLAP, which can quickly identify the reasons behind customer actions, and Web Analytics, which can enhance your web visitors' experiences.

### ► **Data Services**

Enhance, consolidate, and standardize of all your data into one comprehensive database.



Our consultative and customized approach to your needs will give you the intelligence you need to be successful. *NAVIGATOR* can't make decisions for you, but it can provide you with the next best thing...*ANSWERS*.

# MARKETING ANALYTICS

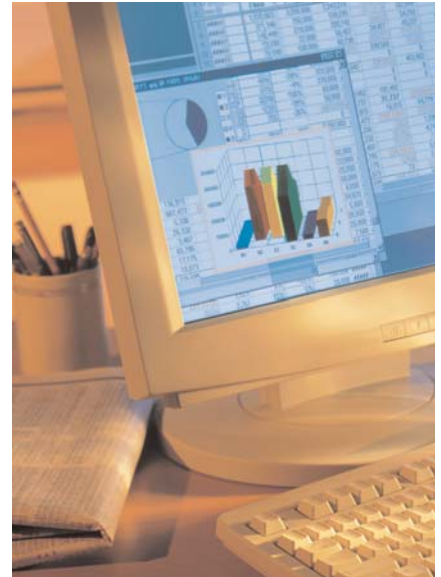
To truly get the insight needed in today's fragmented consumer environment, marketers must take the next step in understanding their customers and prospects. Ruf's consumer and business analytical expertise has been time tested and validated by our clients over the last thirty years.

## ► Consumer Analysis

Developing a relationship with your customers at the household level is the sure way to build the loyalty you seek. Through Ruf's analytics you will be able to understand and target prospects that share the same demographics and lifestyles of your best customers.

## ► Business Analysis

Business marketers face a unique set of challenges that can no longer be defined simply by SIC and firmographic criteria. Whether your goal is to acquire, reduce churn, or grow stronger customers; our predictive modeling can help you achieve these goals.



Our *analytics* allow you to focus your resources on the best candidates who have a genuine interest in your offer. By gaining insight into their behaviors, you can personalize your messages and maximize ROI. **SMARTER MARKETING.**

# TARGETED LISTS

You can't afford to spend precious marketing dollars soliciting people who have no interest in your offer. In order to make the most of every marketing dollar, direct marketing needs to be accurately focused. When combined with Ruf's *analytics*, these lists provide a powerful acquisition solution.

## ► Consumer Selects

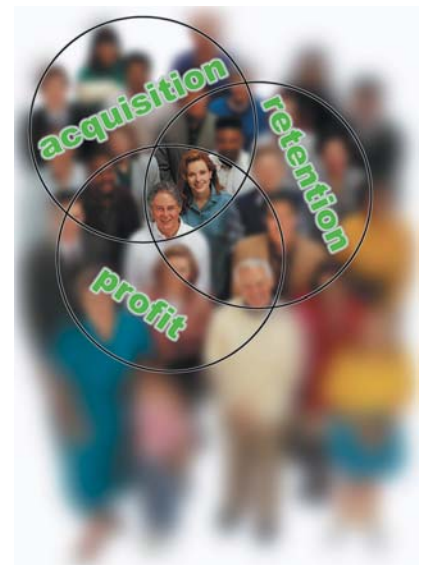
With nearly 2,000 lifestyles and preferences for over 110 million households, you can select superior candidates for your message based on their likelihood to exhibit your desired behaviors. Select individual behaviors or combine several together for increased power.

## ► Business Selects

Our business data includes more than 12 million national business records that include data elements such as SIC, employee size, annual revenue, business interdependencies, and econometric footprints. Now you can focus your efforts on the prospects you want to reach.

## ► List Services

Clean, dependable data means reduced waste and increased responses. From address standardization to geo-coding to merge/purge, we can help you keep your printing, mailing, and calling costs to a minimum while maximizing your effectiveness.



## 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. 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.

*“With their superior analytic capabilities, Ruf has helped us identify viable prospects who respond as well as buy. Ongoing modeling and segmentation adjustments have helped keep marketing data reliable and predictable, and smart suggestions to expand lists have helped us increase our audience. Our partnership with Ruf has added an expert team of database marketing consultants as an extension of our staff.”*

- John R. Burns, direct mail manager for  
Sears Home Improvement Products



*“Ruf's intelligent database clustering and segmentation systems, together with their decision support tools, utilize a comprehensive demographic, geographic, and psychographic databank to provide the widest array and most accurate target marketing services in the industry.”*

- Martin Baier, “Father of Zip Code Marketing” and  
member of the Direct Marketing Hall of Fame



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