



MODELING FUEL

Analyzing your customer files for trends, purchasing frequencies, cross-selling opportunities, revenue potential and other customer activity is a great way to hone your marketing efforts. Think how much more powerful your internal modeling efforts would be if you had demographic, lifestyle, economic and other data enhancements to add to your customer database.

Ruf's MODELING FUEL can turbo-charge your internal modeling with increased performance. Your marketing will set new records in effectiveness with:

- Unique data elements to help meet your special marketing challenges.
- Superior predictive power for your modeling efforts.
- Accurate and comprehensive data enhancements to address diverse marketing objectives in either business-to-business or consumer marketing.
- Adaptable data designed to work within a wide array of modeling and software applications.
- Access to developer support and unequalled database marketing expertise.

DYNAMIC INTELLIGENCE FOR SUPERIOR PERFORMANCE

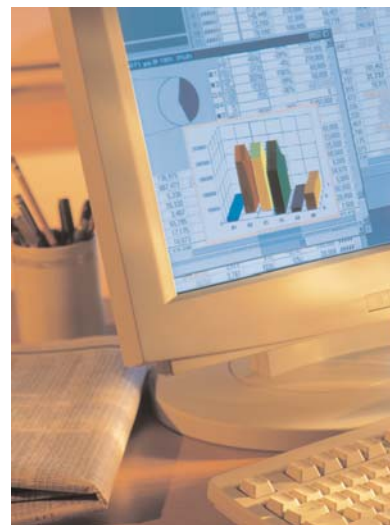
Are you striving to gain greater market share, establish strong customer relationships or identify new market opportunities? With over 30 years of leading-edge experience in database marketing, Ruf Strategic Solutions has the expertise to deliver the customer intelligence you need to make the most of your internal modeling.

MODELING FUEL is a set of dynamic variables created from unique customer characteristics. We continually review and update these variables as information about businesses and consumers change.

MODELING FUEL is focused on uncovering hidden relationships — relationships that equal profit for you!

The data will add predictive lift to your modeling applications and enable you to target specific behaviors of interest. With a "high-octane" customer database, you will be able to:

- Increase performance of marketing models and lifetime-value segmentation methods.
- Leverage your investment in CRM applications' built-in modeling and profiling features.
- Identify the most responsive prospects for customer acquisition.
- Attach behavior profile scores that can be projected to a prospect universe.
- Identify customers likely to churn, defect or become inactive.
- Reduce marketing costs while maximizing responses.



UNSURPASSED DATA QUALITY

Our strategic partnerships with leading data providers insure that our solutions incorporate the market's highest quality data. Additionally, Ruf Strategic Solutions' propriety cluster codes and metric-footprint technology provide a rich set of segmentation elements unmatched anywhere else - predictive elements designed to improve performance and lift.



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