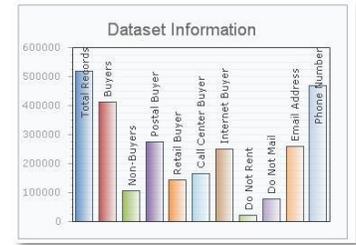


MARKETVIEW

Leverage your data with a 360-degree view of your customer and/or prospect base...



Marketers in today's economy are constantly challenged to deliver more – more finely targeted campaigns, more profitable campaigns – and turn them around more quickly. Yet, many marketers are frustrated by their inability to quickly access customer data for analysis and business intelligence.

Older systems and multiple data silos make it impossible for marketers to easily and economically ask and answer complex and challenging questions about their data. The best marketers know that the first question is rarely the final question – marketing data queries typically go through multiple iterations before the final parameters are set and having to rely on an IT department already overloaded with projects means queries can take weeks to be answered.

DSI's **MarketView** can help you leverage that mountain of data by supplying you with a holistic, 360-degree view of your customer and/or prospect base. The **MarketView** platform provides online access to user-friendly analysis tools that allow you to make the most of behavioral, transactional, and other data attached to your customers and prospects – these insights are critical to effective database segmentation and campaign creation.

MarketView Analytics

An intuitive platform lets the non-technical marketing user perform “Train of Thought” queries and analytics in real time, avoiding the often problematic back-and-forth between Marketing, IT, and power users.

360-Degree View

- Combine multiple data sources into one single, easily navigable data center - Customer data, prospect data, credit information, transaction data and more...
- Append Lifestyle and demographic data for greater insights into your customer and prospect base
- Slice and dice your data to understand cause and effect and identify natural clusters
- Create data segments on-the-fly
- Utilize the dashboard for daily business intelligence
- Develop predictive models for better targeting and lower costs

Reporting

Reporting is the backbone of high-level analytics and **MarketView Analytics** allows you to intuitively create datasets (data segments) on-the-fly and run analytics on each dataset. Datasets along with their associated analytic reports may be saved and then rerun as needed for long term analysis.

In addition to many standard analytic reports, custom reports are available; DSI understands that every business is unique and therefore may need very specific reports based on their own unique data requirements.

Some of the standard reports include:

- Cross Analysis (Buyers of X also bought Y)
- Value by Source / Key
- Channel Buying History

MarketView Manager

Once you've identified your target audience in **MarketView Analytics**, import the associated dataset file into **MarketView Manager** and start building your campaign:

- Create highly segmented campaigns across your entire database, incorporating even deeply granular historical data
- Take advantage of changing market conditions with **MarketView's** rapid, nimble response
- Increase response rates and profitability through pinpoint targeting
- Increase customer retention by responding immediately to customer needs
- Process queries and outputs within seconds for multichannel distribution

Stay one step ahead and improve your business' effectiveness, efficiency, and profitability with **MarketView**. Control your data, create campaign segmentation, and get answers to critical business questions from your desktop.

Contact DSI to get more information on how **MarketView** can help improve your ROI.

Report Name:	Cross Analysis - Report 1	Dataset Num:	X211117-D
Dataset Desc:	Fall 2012 Campaign	Report Num:	X211117-D_001
Report Created:	9/17/2012 4:51:21 PM	Report Date Range:	1/1/2010 - 9/7/2012
Dataset Created:	9/17/2012 4:49:55 PM		

These Buyers	Also Purchased	Lifetime Qty	Lifetime %	Date Range Qty	Date Range %
Handbags (HB7)		2,015		1,398	
	Jewelry (JE9)	1,357	67.34 %	557	39.84 %
	Mens Apparel (MA6)	2,015	100.00 %	1,042	74.54 %
	Womens Apparel (WA5)	1,998	99.16 %	1,185	84.76 %
Jewelry (JE9)		1,753		1,156	
	Handbags (HB7)	1,357	77.41 %	557	48.18 %
	Mens Apparel (MA6)	1,753	100.00 %	945	81.75 %
	Womens Apparel (WA5)	1,706	97.32 %	972	84.08 %
Mens Apparel (MA6)		2,630		1,814	
	Handbags (HB7)	2,015	76.62 %	1,042	57.44 %
	Jewelry (JE9)	1,753	66.65 %	945	52.09 %
	Womens Apparel (WA5)	2,577	97.98 %	1,655	91.23 %
Womens Apparel (WA5)		2,577		2,289	
	Handbags (HB7)	1,998	77.53 %	1,185	51.77 %
	Jewelry (JE9)	1,706	66.20 %	972	42.46 %
	Mens Apparel (MA6)	2,577	100.00 %	1,655	72.30 %

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