



LENSER SUMMIT 2007

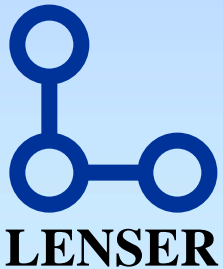
LENSER

Database Solutions

Powering Advanced Customer and
Prospect Contact Management

Presented by

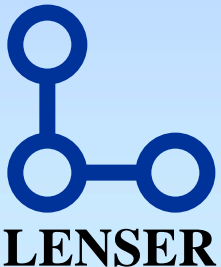
John Lenser, Al Bessin, and Brenda Matheson



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Goal: To assist our clients in achieving better business performance

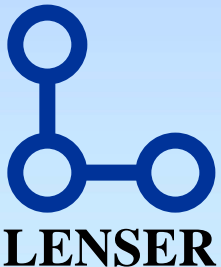
- **Cost-effective and affordable**
- **Enhance your understanding of your customers**
- **Improved marketing to your customers**



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How Has this Been Accomplished?

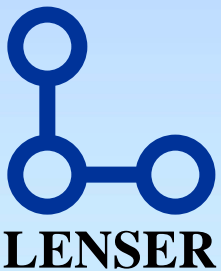
- **Partner with Creative Automation, a premier database management company**
- **Share a platform with standard data fields common to most of our clients**
- **LENSER provides human interface between our clients and the database**
- **Database, merge/purge, and match backs all under the same roof so that data can be efficiently moved between the processes**



LENSER Database Solutions

A database solution that is designed around multi-channel marketing

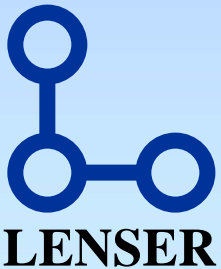
- **Better understand buyer behavior through easily accessible information, resulting in smarter merchandising and multi-channel marketing programs**
- **Drive individualized marketing and promotional messages and programs based on what the customer has purchased for maximum relevance and therefore response**



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A database solution that is designed around multi-channel marketing

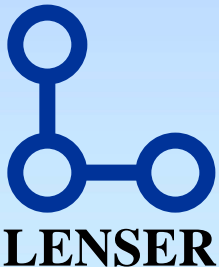
- **Develop meaningful customer contact strategies and file segmentation based on appended data including method of acquisition**
- **Maintain an accurate customer promotional and purchase history that allows for true lifetime value studies**
- **Improve customer acquisition strategies by understanding customer acquisition costs and maintaining a prospect promotional history**



LENSER Database Solutions

What Are the Unique Features?

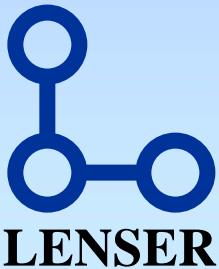
- **Integrated Merge/Purge Logic:** Incorporates two integrated systems for state-of-the-art list hygiene and the most comprehensive address standardization available; both consumer and B-to-B merges are supported
- **Monthly Matchbacks:** Incorporates strict client-based business rules, allowing the marketer to properly allocate sales across channels to allow for better understanding of purchase preference and revenue



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What Are the Unique Features?

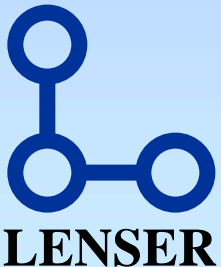
- **Promotional History:** Summarizes data at different levels and by channels to provide counts of promotions to both customers and prospects via multiple channels, providing the basis for contact strategies, as well as determining what channel is the best response generator
- **Identify Non-Responders:** Tracks habitual non-responders across multiple channels, potentially resulting in non-responder suppression from mailings



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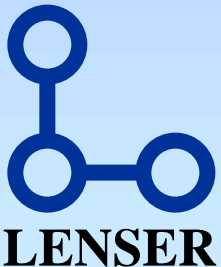
- **Appends Customer Origination:**
 - **Origination data that is available from e-commerce systems such as key word results to the customer file**
 - **Origination data from matchback allowing different segmentation and mailing strategies to those groups that may be less responsive to traditional catalogs or require specialized promotions**



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What Are the Unique Features?

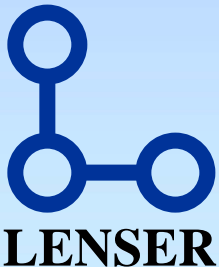
- **Appends Prior Mail Qualification Data: Predict what level of postal qualification will likely occur with customers and prospects based on prior qualification, taking such qualifications into account in later mailing decisions**



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Standard and Custom Reporting

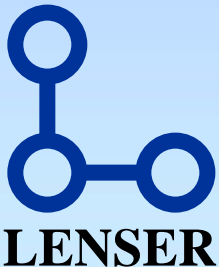
- **Receive a standard set of monthly reports**
- **Database Query System (DQS) will provide fast answers to marketing questions.**
 - **DQS provides custom information and report formatting**
 - **Via the internet, quickly obtain answers to your questions**



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A Solution that Pays for Itself

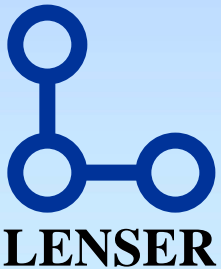
- **Make better marketing and merchandising decisions as you perform unlimited ad-hoc queries**
- **Limit unnecessary mailings of expensive catalogs to segments based on buyer origination and prior postal qualification**
- **Facilitate multiple extracts for specialized marketing programs or email campaigns**



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A Solution that Pays for Itself

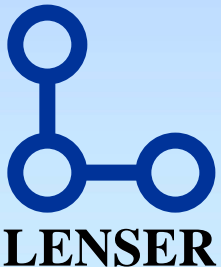
- **Improve response rates by personalizing both postal and e-commerce promotions**
- **Maintain accurate addresses through LACS, NCOALink, and DSF2 update processing**
- **Better target by identifying geographic penetration**



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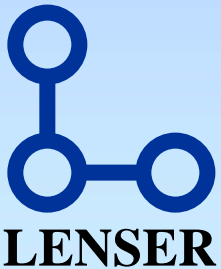
- **Make better B-to-B marketing decisions by overlaying promotion history at employee and company levels**
- **Quickly understand response—matchbacks are included in the cost of the database since mailing and promotional files are in the database**



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Database Pricing Outline

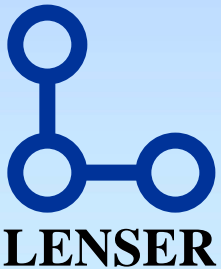
0-12 Buyer	Monthly Fee
<10,000	\$1,500
10k to 50k	\$2,000
50k to 100k	\$3,000
100k-200k	\$4,000
200k>	\$5,000+



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Database Pricing Outline

Total Buyer	Regular Build Fee	Beta Build Discount
<100,000	\$ 5,000	\$ 2,500
100k to 200k	\$10,000	\$ 5,000
200k to 400k	\$15,000	\$ 7,500
400k>	\$20,000+	\$10,000+





Questions & Answers

LENSER

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