

Marketing with CounterPoint

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Agenda

- Gift Cards
- Direct Mail
- Email Marketing






Gift Cards

- There are plenty of reasons why you should all consider gift cards







Why Consider Gift Cards?

- Gift cards establish brand awareness and builds customer loyalty. Gift card recipients often become new, loyal customers.
- Customers often spend more than the amount of the card. Research shows that people spend on average **65% more than the value of their card!**
- Consumers prefer plastic gift cards over paper gift certificates. Paper gift certificates are prone to theft and fraud.
- **Less than 86% of gift card holders ever redeem** the full value of their gift cards.
- Every time one of your customers purchases a gift card they are giving you an interest free loan.

Source: Card Marketing Services, a division of National Business Products.



Direct Mail



- Proven to be effective
- Use CounterPoint to target your mailings
 - Use Reports such as *By Group* to see which zip codes, cities, or states to target.



Email Marketing



- Easy, Inexpensive, Effective, Measurable
- Determine your target
 - Use CounterPoint to collect the email list
- Examples: Base your list on...
 - Customers by item
 - Customers by sales amount
 - Entire customer list



New in September!



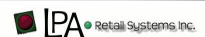
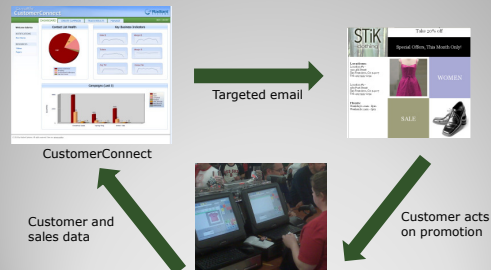
Don't just contact, connect

CustomerConnect is the only email marketing tool that is fully integrated into CounterPoint, giving you that data needed to effectively market to your customers. CustomerConnect analyzes your point of sale data and allows retailers to generate segments based on customers' shopping patterns, history, wish lists, preferences and more!

Then, with a click of a button, create email campaigns to target specific groups of customers. The days of blindly blasting your customers are over!



How does it work?



Customer segment screen preview

The screenshot shows the CustomerConnect interface with a 7-step wizard. Step 2, 'Select Recipients', is active. Below the wizard is a table of customer segments:

Customer Segment	Last Emailed On	Recipient Count	Rules
<input type="checkbox"/> CounterPoint Customers Add		0	(Source Is CounterPoint)
<input type="checkbox"/> Frequent Shoppers Add		0	(Average Monthly Visits >= 2)
<input type="checkbox"/> Dog Lovers Add		0	(Has Purchased From Item Category Dogs Is Yes)
<input checked="" type="checkbox"/> Customers We Miss Add		0	(Days Since Last Purchase > 60)

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What are the benefits?

- **Increase sales**
 - Stay in touch with customers, building loyalty, encouraging repeat business
 - Connect with customers who haven't shopped recently or with new customers
 - Generate new referral business from forwarded emails to friends and family
- **Increase effectiveness and profitability of promotions**
 - Target promotions based on customer preferences and purchasing history
 - Relevant information increases likelihood of opening/reading message and following up on promotion
 - Easily track effectiveness of campaigns by monitoring both email opens and sales activity
- **Market more while reducing marketing spend**
 - Email marketing is significantly less expensive than other direct marketing methods
 - Pre-built and recurring campaigns enable retailers to quickly put together effective campaigns that can automatically run based on shopping history
 - Eliminate time and overhead of maintaining two instances of customer data

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Why make the switch?

"I already use Constant Contact. Why would I use Radiant's CustomerConnect?"

1. **INTEGRATED.** Data is fed from CounterPoint.
2. **TARGETED.** Data including customer purchase history is available to segment emails/campaigns.
3. **CLOSED LOOP.** Sales (\$) driven from campaigns in addition to traditional email campaign reporting.

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Questions?

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