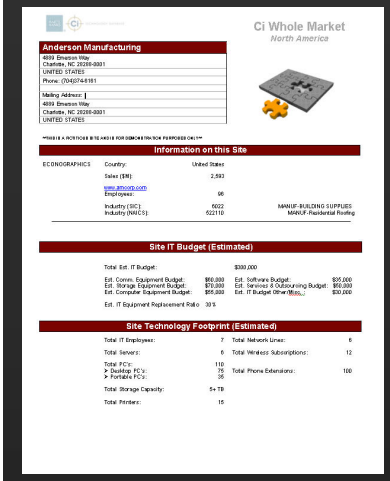
Harte-Hanks

Ci Whole Market *"North America"*

TECHNOLOGY DATABASE

TECHNOLOGY INTEL EVERYWHERE YOU NEED IT

Are all lead responses from your web site or email offers the same? Are they even leads? The challenge is that you do not understand enough about these inquires to properly qualify and rank them for follow-up. The ability to quickly rank and qualify an opportunity is becoming more essential and where Harte-Hanks' ***Ci Whole Market*** can help.



Ci Whole Market provides the highest quality estimates of IT spend and installed technology available on ALL BUSINESS LOCATIONS in North America (over 15 million). These are key metrics that you can use to size, rank, and prioritize opportunities as they flow in. We have leveraged over 35 years of quality data collection in the IT space to produce unparalleled insight into your customers, prospects, and markets. Below is a list of the metrics available:

- Total IT Spend & IT Spend by Technology Area (hardware, storage, software, services, communications, and IT staffing / support)
- Estimated Installation Levels
  - PCs – includes both laptops & desktops
  - Servers, Storage, and Printers
  - Dial and Network Lines
  - Wireless Subscribers
  - Internet Users and Application Developers

IMPACT ACROSS YOUR ENTIRE ENTERPRISE

There are three different methods for how Ci Whole Market can be leveraged in your organization**.**

1) **Full Database Overlay** – Append all Ci Whole Market estimates to every record in your CRM and SFA databases.
2) **Regular Match & Append** – Append Ci Whole Market to every incoming lead, either in batch or real time.
3) **CRM / SFA Integration** – Provide all of your seller's links within the SFA tool to access Ci Whole Market estimates so they can better target their efforts.

STRATEGIC USES

- Rank & Prioritize Leads
- Increase Sales Time
- Better Targeting
- Measure Market Potential
- Build Better Territories

For a free consultation with a CiTDB expert call 800.854.8409 or visit www.citdb.com.

HARTE HANKS®

We make it happen.