

# /MarketDeveloper

## Introducing MD V5.1 Powerful Cloud CRM Database Solutions

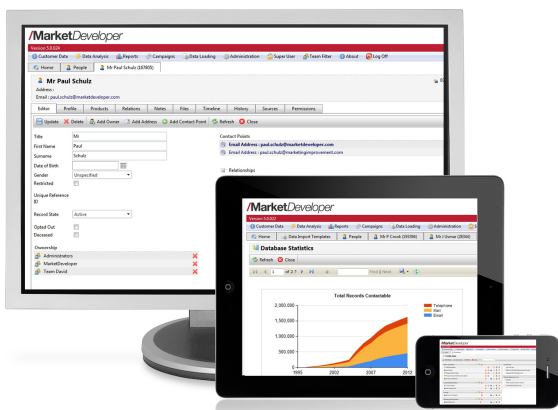
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### ...Is Convenient and Effective

MD v5.1 is a Cloud based CRM software that acts as a hub for all marketing data and information, stored in a clear, simple and easy to use way. As a company we offer a range of services and expertise to ensure you always get the most out of your data. The key to our latest software is flexibility; everything we do is modified and tailored to suit your company's specific needs. All the services we provide are done with Zero Effort Implementation (ZEI) meaning our involvement with your marketing needs can range from a self service option to you sitting back, relaxing and letting our friendly and professional team handle every stage of the process. Once set up, our solutions can be easily modified and upgraded at your request.

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### ...Is a Cloud Application



As a **Cloud application**, MD V5.1 can be accessed anywhere, with absolutely no need for expensive and invasive in-house commitment on your part.

Whether on a PC, Mac or tablet computer, as long as there is an internet connection there is access to our state of the art system.



All of our clients' applications and databases are run from our own super secure UK based Data Centre so you can guarantee your information is safe. A record is kept of where every item of information originated from, ensuring compliance with Data Privacy laws is no issue.

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### ...Ensures Quality Data

Thanks to our ultra powerful ETL (Exchange, Transfer and Load) technology, MarketDeveloper v5 avoids all the usual pitfalls of database marketing, ensuring that even the most potentially problematic data is kept clean, up to date and efficient.

*"Clean, simple, intuitive and extensively configurable"  
Database Marketing*

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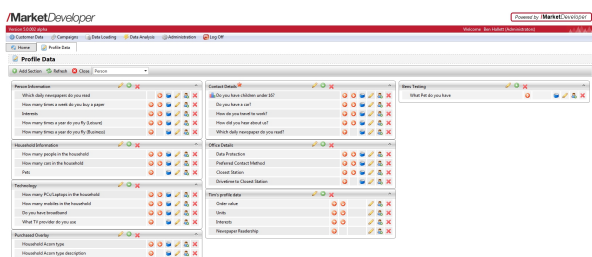
### ...Will Optimise Every Stage of the Marketing Process

In today's difficult economic climate, efficient use of resources is essential, and few resources are as valuable as excellent information. With MarketDeveloper you get so much more than just database software. We are at hand every stage of your marketing campaign to ensure a smooth running and successful process. Our powerful software will help keep your information clean and ready to use. Having ensured promising targets are identified, designed a superior outbound and executed the campaign, the system provides response analysis and data cleaning, providing

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valuable and constructive feedback, ensuring your next campaign is even better.

The expert service we offer will see your email, mobile and social media campaigns revolutionised. Clients see our support services as a virtual extension of their own Marketing desk.



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### ...Will Enhance Your Customer Service

Since it can be up to sixteen times more expensive to win a customer than retain a customer, we know that customer satisfaction is of paramount importance. With the extra tools MarketDeveloper provides you'll be able to respond to customer issues promptly, effectively and, crucially, with the best information possible.

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### ..Is Stunningly Good Value

All of these cutting edge features, expert knowledge and support are available for an incredibly low monthly fee. As well as avoiding the costly and inconvenient process of installing in-house infrastructure we won't charge for upgrades.

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### ...Offers You...

- Web Integration
- A Single customer view
- International Capability
- Unlimited storage space
- Secure UK server
- No software or hardware costs
- Address validation via Postal Address File
- De-duplication, merge & purge
- MPS & TPS suppression
- Demographic data overlays
- Segmentation
- Data enhancement
- Data acquisition
- Data Privacy advice & consultancy
- E-mail and Mobile marketing support
- Social Media module
- Data integration support

*"This blend of systems and services really does allow us to focus on what we do best—Marketing"*  
*Graeme Macfarlan, Scotrail*

### What to Do Next

For further information or a free demonstration of how Market Developer could revolutionise your marketing and campaign effectiveness, contact now:

**PHONE: +44(0)1784 432082**