



## Marketing SuccessServices<sup>SM</sup>

**Maximize your ROI with a proven approach to data-driven marketing success**

- Plan for your success with best-in-class database marketing vision
- Maximize your profitability through proven planning
- Increase your marketing ROI through insight and integration
- Realize immediate returns from quick wins
- Continue to drive strategic success

# Marketing and CRM Consulting

## Optimizing customer relationships

- Gain critical business insight through customer and marketing intelligence
- Develop strategies for investing in customer relationships
- Optimize customer interactions
- Access technology and direction to support customer relationships



## **Fair, Isaac SmartLink<sup>SM</sup> service**

*Powered by Equifax*

**Unlock CRM success with consistent,  
accurate customer data integration**

- Gain a single, comprehensive view of every customer
- Streamline data integration for fast, accurate customer identification
- Improve ROI through increased speed and efficiency
- Seamlessly integrate world-class analytics
- Drastically reduce acquisition costs through the Internet