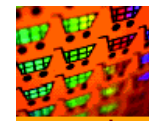




Fair, Isaac MarketSmart Decision System™

Identify and retain the right customers

- Target prospects that look like your best customers
- Expedite campaigns to improve selling and cross-selling opportunities
- Boost response rates while also building profitable customer relationships



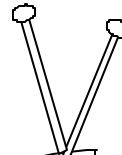
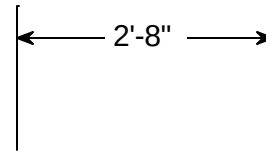
Fair, Isaac MarketSmart Decision System™

Build long-term profitable customer relationships

- Match the right offers to the right customers
- Develop and retain loyal customers
- Optimize campaign strategies across all market channels

Back side

24" x 18" Graphic



7'

Elevation C