



**PNT MARKETING SERVICES**  
CUSTOMER INTELLIGENCE | MARKETING RESULTS

# *Powering Performance with Customer Intelligence*

*"As your strategic partner, PNT offers the tools and expertise to discover valuable insights in your customer data and acquire, grow and keep your most profitable customer relationships."*

**CUSTOMER INTELLIGENCE (CI):** Build deeper, more profitable relationships with customers and improve strategic decision making with *insights* generated from your existing *customer* data.

# Forge deeper, more profitable customer relationships

## Marketing Under Pressure

You're focused on brand awareness, customer acquisition and customer retention. The pressure to justify every marketing dollar is intense. You possess a powerful asset, one that can drive results and boost your marketing performance - but how do you put that mountain of customer data to use?

Marketing channels continue to proliferate. The pace of change increases frenetically. But an inner voice of calm informed by experience reminds you: the fundamentals of marketing don't change. To compete, you need **actionable customer insights**.

## Required: Customer Intelligence Powered Engagement

Engage your Web-smart customers and prospects in the personalized way they've come to expect - or lose them.

You can do it. You just need the right strategy and the right tools to evolve from product marketing to customer-centric marketing. With our data-driven solutions powered by Customer Intelligence, you'll interact with customers just as nimbly, just as quickly, just as personally as they expect - and **demand**.

## The Right Partner

When you're stretching resources to deliver peak performance, you need a trusted advisor. Don't settle for just another packaged product when you could achieve the enhanced performance that comes when you get advice - along with the tools and solutions attuned specifically to your customers - from the experts at PNT.

**"You have plenty of customer data—what you need now are actionable customer insights that can drive results and boost your marketing performance."**

# We're the Customer Intelligence company.

PNT offers **tools** to transform customer *information* into customer *insights* and **expert advice** to help channel those insights into action.

Empowering companies to boost their marketing performance to find, win, and keep the most profitable customers—that's what we do. That's what we've done for more than two decades, serving every kind of organization, from global institutions to mid-market companies to boutique firms.

We partner closely with you to understand your business needs thoroughly. Then we consult with you to implement solutions and winning strategies. Whether you need a one-off campaign or an integrated, multi-channel program, our problem-solving approach and integrated, modular solutions will deliver as no off-the-shelf package can.

## Customer Intelligence Solutions



Revenue-producing insights derived from holistic, integrated Customer Intelligence:

- › Customer Intelligence Assessment™
- › CI Marketing Database Solutions

## Marketing Insight Solutions



Actionable information to optimize your marketing ROI:

- › Customer Dynamics Insights™
  - Acquisition & Cross-sell
  - Retention & Attrition
- › Customer Segmentation Insights™
- › Channel Mix Optimization Insights™
- › Profitability & Pricing Insights™

## Marketing Action Solutions



Expert advice and Customer Intelligence-driven tools to achieve marketing results easily and efficiently:

- › List & Data Management
- › Offer Qualification & Fulfillment
  - Customer Acquisition & Retention Engine - **CARE** Solution™
- › Sales & Customer Service Support
- › Offer & Campaign Analytics
- › Tracking & Reporting

In the end, you'll have made a smart investment in Customer Intelligence that will deliver results you can measure, predict and repeat.

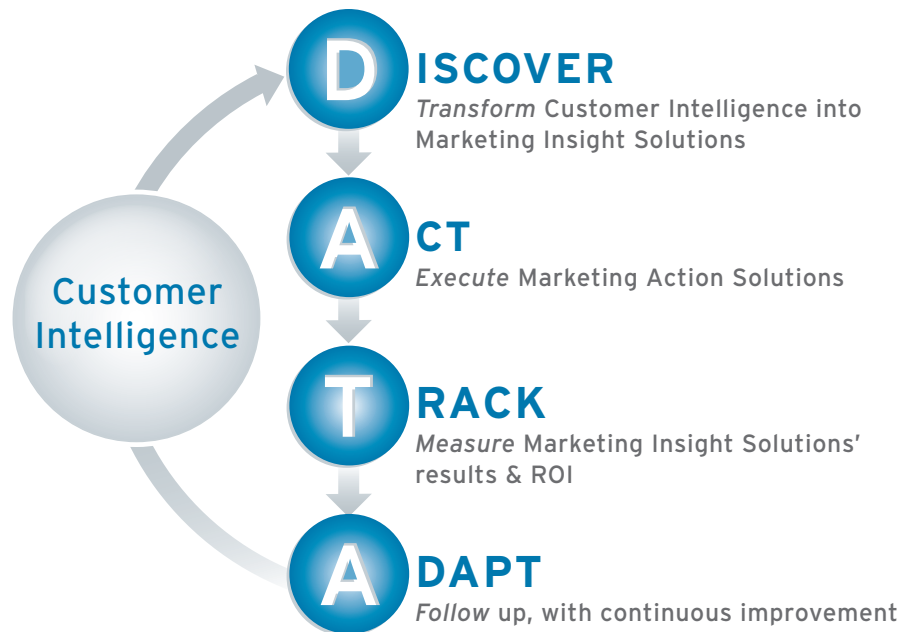
# "It's all in the DATA."

Our rigorous and streamlined **DATA**-driven approach yields pure **Customer Intelligence**. And that's how we help smart business partners win.

## PNT's Customer Intelligence DATA Approach

*"At Pitney Bowes, PNT played key roles supporting our successful C-suite outreach program. They helped us define our goals, refine and execute our strategy. Now they're helping us at College Board by integrating and streamlining our e-mail analytics and databases. Their expertise and consultative approach always produces excellent results."*

**—Sam Kingsley,**  
Executive Director,  
Office of Strategy Management,  
The College Board



Our Customer Intelligence Solutions **discover** powerful insights in your data, empowering you to **act**, delivering the right customer-centric communications and offers to the right customers, then **track**, measuring your results so you can **adapt** for continuous improvement.

### Start Now

Are you ready to make Customer Intelligence your performance advantage to outpace the competition? Let us show you how - and help you win customer loyalty and advocacy for life. Contact us at [info@pntmarketingservices.com](mailto:info@pntmarketingservices.com) or learn more at [pntmarketingservices.com](http://pntmarketingservices.com).

"The fundamentals of marketing don't change. To compete, you need **actionable customer insights**."

PNT Marketing Services helps clients grow by transforming Customer Intelligence into strategies for forging deeper, more profitable, and longer-lasting customer relationships. As a result, PNT has been distinguished for four years as a member of the Inc. 5000, the fastest growing privately held companies in America. PNT's solutions range from our Customer Intelligence Assessment™, to our Customer Dynamics™ actionable marketing insights, to CARE™ (Customer Acquisition and Retention Engine) our offer and fulfillment tool.