



# ROI Intelligence



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For getting more decisive with implementations in business, you may need to incorporate a service-technology package that is focused on returning high-level intelligence regarding marketing lists.

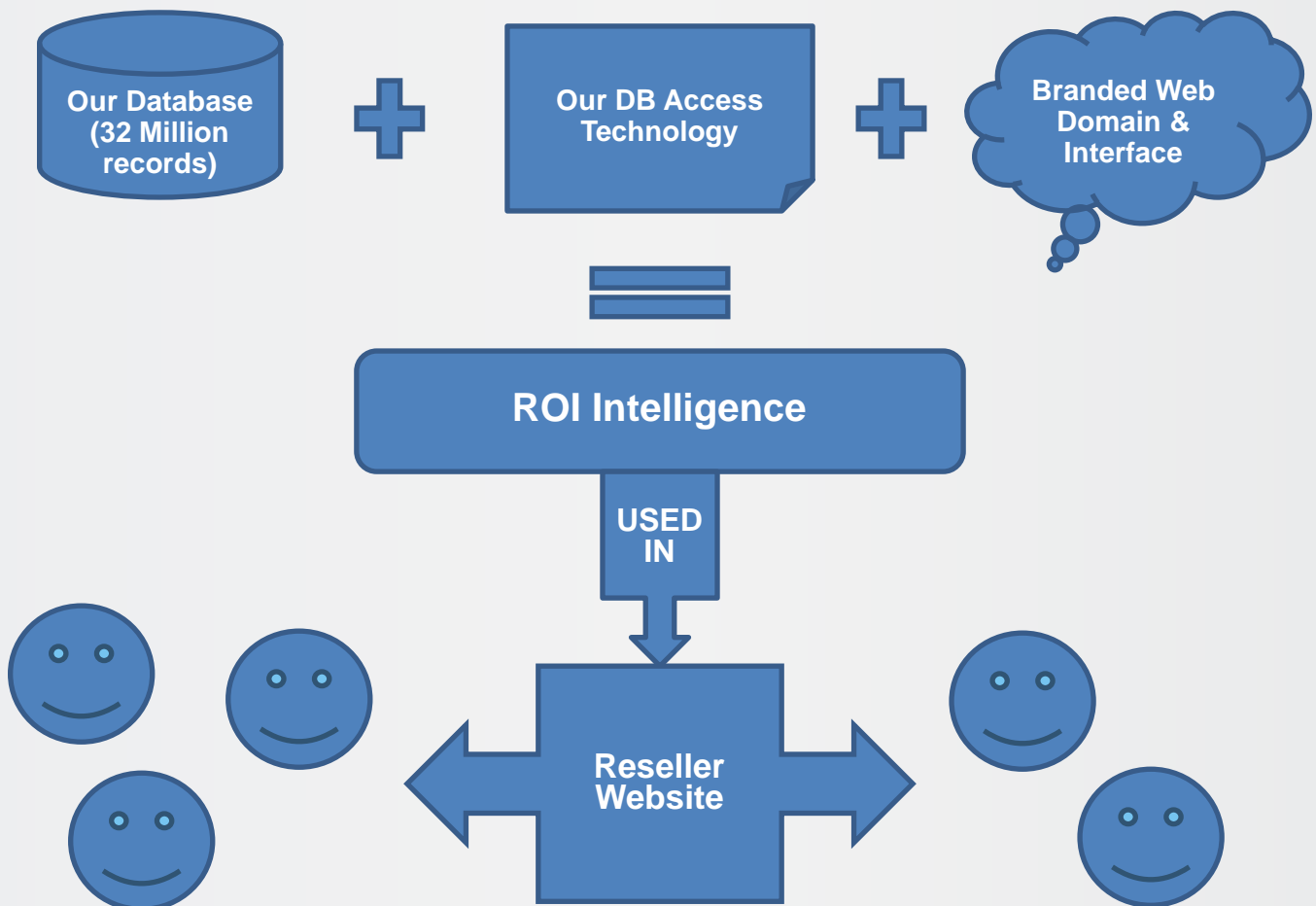
ROI Intelligence does exactly that, as it is designed to search, compare, clean and analyze large databases in a granular fashion. In fact, ROI Intelligence delivers a little more than what it is designed to do.

For the reseller or partner buying the technology, a new domain space and interface are also available besides the data management technology.

## ROI Intelligence as a value addition

1. Enables real-time creation and sending of opt-out/opt-in emails
2. Inbuilt proprietary search system enables addition of new contacts
3. ROI intelligence comes with appending services
4. Populating records with details of prospects showing signs of interest in the subscriber's deliverables
5. The technology performs auto match to ensure that all your findings qualify as good intelligence

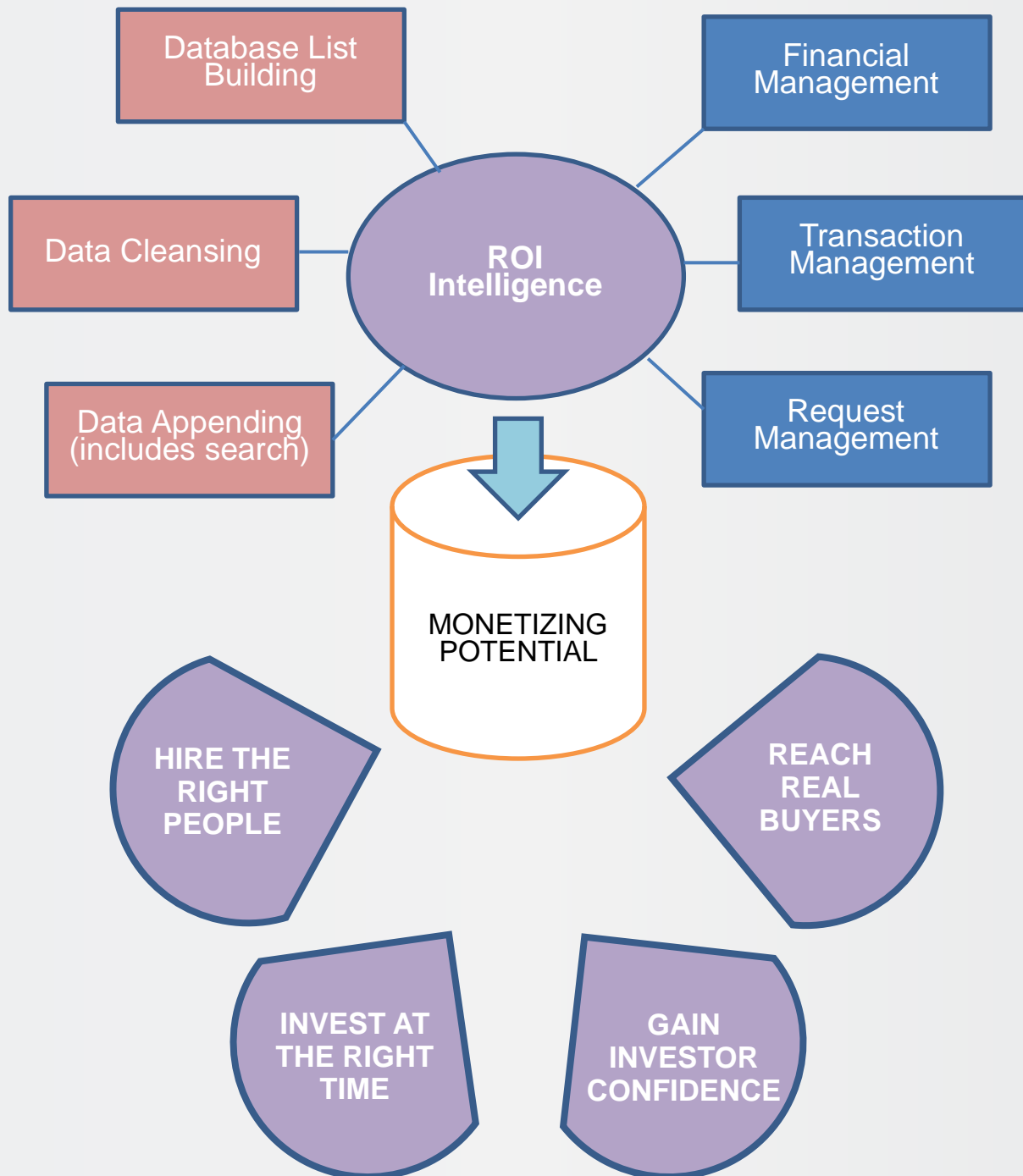
## How ROI Intelligence works for our Partners/Resellers



For novice resellers lacking online presence, ROI Intelligence can be a vital investment, especially with the reseller's branding and interface provided for.

## BASIC FEATURES IN ROI INTELLIGENCE

- ✓ Profile management
- ✓ Request management
- ✓ Transaction management
- ✓ Marketing list building
- ✓ Comprehensive de-duplication
- ✓ Data appending



How ROI Intelligence works for the End User