

OFF THE DIME EVENT



If you have been meaning to apply new tools aimed at making your marketing budget go a little further but have yet to take action, the time is now.

C.TRAC just made getting started a little easier.

With today's sophisticated consumer – you need to market *smarter*.

Between now and the end of August, you can take full advantage of promotional rates on all of the following solutions designed to streamline your marketing efforts and increase your returns:

Database & Direct Mail Hygiene:

[Anytime Data-Refresh \(ADR\)](#) | **One month free with new agreement**

The ADR program is a web-enabled data hygiene platform that simplifies the process of maintaining dynamic customer data – delivering high-quality updates faster than ever before.

[Qual.TRAC®](#) | **One month free with new agreement**

The Qual.TRAC® program is a comprehensive & enhanced suite of custom services designed to transform raw customer data into dynamic & actionable business intelligence.

Custom Tools for Enhanced Integrated Marketing Campaigns:

[E-mail](#) | **Complimentary Account Set-up (\$500 value) with new agreement**

Remain relevant. Use email & direct mail in ways which resonate best with your customer. Together, we can realign your marketing initiatives on an integrated platform rich with data.

[Profiling & Modeling](#) | **\$100 off any Profile and 1,000 Free Modeled Names**

Get to know your customers in a whole new light. By reviewing the various lifestyles & demographics of your top customers you can model prospects most likely to respond.

The “**Off the Dime**” event runs through **Monday, August 31st**.

But wait - there's more!

By taking advantage of any one of the “Off the Dime” promotional offers – you are automatically entered into a drawing to win a **\$150.00** Best Buy gift card (*that's 1,500 dimes*).

For additional questions about participation or eligibility in C.TRAC's “**Off the Dime**” event, contact dstepanic@ctrac.com