

INSOURCESM Enhancement Services

Maximize the Power of Your Customer Information



Bring your customers and prospects into sharp focus with INSOURCE data enhancement.



Before INSOURCE Data Append

- Joan S. Public
- 345 Easy Street, Anywhere, USA 10000
- Last Purchase Date: 9/30/98
- Last Purchase Amount: \$237.46

After INSOURCE Data Append

- Age: 35
- Presence of Spouse
- Presence of Children
- Mail Order Responsive
- Household Income: \$75K - \$100K
- Occupation: Nurse
- Phone: (012) 345-6789
- Owns 1995 BMW
- Fitness Enthusiast

INSOURCE Data Unlocks

the Power of Your Information

Information is power. In business, those who harness the power of their customer information enjoy a competitive advantage in the marketplace. It's that simple.

That is what the INSOURCE Database is all about -- helping you gain a marketing advantage by providing you with an in-depth understanding of your customers and prospects. Learning their demographic make-up, product preferences, even how they prefer to spend their leisure time. INSOURCE data give you the insight you need to fine-tune your marketing plans and strengthen customer relationships. To ultimately maximize the sales potential in marginal and preferred customers alike. Most importantly, it gives you the power to improve the bottom line and grow your business.