



mediaView

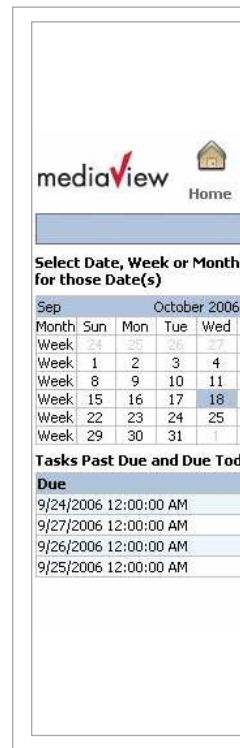
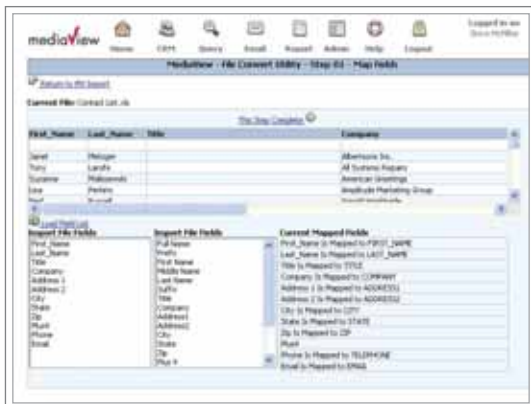
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The most comprehensive, enterprise-wide audience relationship management solution for B2B media companies.

# Now get more value, more easily, from your subscriber and customer databases.

As revenue from print advertising plays a lesser role in your revenue mix, the challenge (and opportunity) is to leverage your multiple, multichannel subscriber and customer databases. To effectively market more existing products to more customers. To create new products for clearly defined audience segments. Easy to say. Not so easy to do when audience data resides in multiple databases that don't talk to each other, and aren't related to each other. That hide value rather than give you the means to readily extract value.

Now, at last, there's a solution that lets you mine the wealth of opportunity that resides in your customer databases. Introducing MediaView, the first Web-based audience relationship management solution designed for the B2B media industry.



**All your data, Across all channels. All in one immediately actionable resource.**

MediaView has been developed by Computer Fulfillment, one of the leading B2B fulfillment and database management service providers – to turn *disparate multichannel customer data into actionable intelligence*. MediaView does this with easy-to-use and intuitive tools that are based on a powerful relational database that enables the integration of all digital and print-based customer files into one resource, including:

- Magazine subscribers
- Digital periodical subscribers
- Web site registrants
- Newsletter subscribers and e-newsletter subscribers
- Seminar and webinar attendees
- White paper downloads
- E-Commerce customers
- Advertisers and sponsors
- Trade show exhibitors and attendees

**Mine** audience data easily. Extract and act on intelligence quickly. Cross sell and upsell as never before.

MediaView enables you to view your audience data in dozens of ways. Look for users of multiple products to find ideal prospects for a new product. Identify high-propensity advertisers for targeted selling strategies. Find subscribers of certain product types and cross-sell other relevant products from your portfolio. Incent e-commerce customers to become more frequent customers. MediaView gives you insight into scores of micro and macro revenue opportunities, together with trending data and other invaluable intelligence.

Then, MediaView gives you the means to act, *quickly*, with an email blasting engine that powers targeted one-to-some marketing campaigns – or by generating clean, high-quality lists for postal mailings. And, MediaView does it all with absolute ease of use and minimal training. From publishers to circulation/audience managers, conference managers to promotion managers, MediaView is the new tool that can help change the way you do business!

CRM Home

to View Tasks

Thu	Fri	Sat
29	30	31
5	6	7
12	13	14
19	20	21
26	27	28
3	4	

Type	Importance	Status
Telephone	Normal	Awaiting Input
Email	Normal	Completed
Email	Low	Not Started
Fax	High	Awaiting Input

**Increase** efficiency and productivity. Focus on what matters most.

Because MediaView automates many time-consuming data handling and manipulation tasks, it makes people more productive. And not just from the standpoint of saving time.. Now, you can focus almost entirely on what really matters: *how to leverage all of your audience data to create opportunity for all of your products and lines of business.*

And, with MediaView's integrated data management and fulfillment capabilities, results from data queries you specify are delivered seamlessly for use in your campaigns.



## MediaView Features

*Customer Relationship Manager* lets you search for existing customers by any contact field, and view entire relationship histories.

*Query Manager* lets you report on customers across multiple groups, brands or products, save complex queries, and export filtered data for reporting or campaigns.

*Report Manager* lets you build and save custom reports from queries made with Query Manager and lets you access and view past reports.

*Campaign Manager* lets you manage all aspects of direct marketing campaign fulfillment from your desktop. Users can create, send and track personalized email messages using data produced with Query Manager, mail merge using all fields in the database, and manage all bounce and opt-out processing.

## MediaView Benefits

Gain actionable insights into relationships among all subscriber and customer lists. Identify best prospects for upsell, cross-sell and new product offerings.

Gain equally actionable insights among all your print and interactive advertiser/marketers lists. Sell more. Sell smarter. Promote more. Promote smarter.

Quickly and easily deploy and track print and electronic direct marketing campaigns. Deploy more targeted campaigns more frequently.

Streamline campaign management with precise, efficient control of your data and seamless delivery of data for fulfillment.

Develop and offer new, higher CPM direct and electronic direct mail targeting capabilities to your advertisers/marketers.

Access trending data via analysis of audiences across multiple media types, brands and subscriber types, by title, company or by demographic or geographic categories.

Increase staff productivity and realize operational savings by automating a wide variety of data-handling tasks.

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For more information and to see a  
demonstration of MediaView, call 978-671-0440  
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[www.cfmediaview.com](http://www.cfmediaview.com)

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