



Following the same old route
will only take you the same old places.

Try a new direction with ClearEDGESM.

In today's multi-channel world, campaign and customer data may be more of an obstacle than an opportunity.

With ClearEDGE from Abacus, you can transform your data into a strategic resource that clears the way toward more profitable approaches to your customers. You'll have the capabilities to leverage multiple streams of data from multiple channels and campaigns, for an integrated view of your prospects and market. You'll not only gain better insight into customer buying behavior, you'll streamline the way you plan and execute marketing campaigns. The result? Smarter strategies and more efficient use of your processes and people.

Cover new, profitable ground. Call us at 877.368.2532 or visit www.abacus-us.com.

[direct marketing simplified]



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