



“When you’re a market leader, you can’t be complacent.  
That’s why we trust another leader, the Abacus B2C Alliance, to help us stay ahead.”

4 out of 5 of today’s top consumer catalogers rely on the Abacus B2C Alliance  
to predict customer behavior.

With purchase data on 4.4 billion transactions and over 90 million households, the Abacus B2C Alliance ranks as the premier source of information on consumer buying behavior. The range and depth of Alliance data helps you to see the trends and tendencies in your target market, predict future buying patterns, and focus your marketing efforts on the potential buyers with the highest affinity for your offer.

The results: higher response rates, increased revenue, and lower marketing costs—in other words, results that can put you ahead of the pack. That’s why so many leading direct marketers are already members of the Abacus B2C Alliance.

Ready to take the lead? Contact DoubleClick at 866.459.7606 or visit [www.doubleclick.com](http://www.doubleclick.com).

[ our results add up ]

**DoubleClick**<sup>Click</sup>

Copyright 2005 DoubleClick Inc. All Rights Reserved.