



Every purchase tells a story.

Abacus Retail Solutions Help You Read Between the Lines.

Every time consumers make a purchase, they give insight into what makes them tick. With Abacus Retail Solutions, you can uncover the motivation and trends that drive purchasing behaviors and use that information to increase sales at your stores, your website, and your call center.

The Abacus B2C Alliance features information on 4.4 billion transactions by more than 90 million households. That means you have the data you need to be more accurate in predicting future purchases by your existing customers — and access to a larger universe of responsive new buyers. Abacus also provides the insight to help you identify your most lucrative trading areas. Add a full library of capabilities including data management, cross-channel performance tracking, and email marketing, and you can develop a direct marketing strategy that delivers dramatically better results and a higher return on your investment, happily ever after.

Want to write a new chapter in your company's marketing success story?
Contact DoubleClick today at 866.459.7606 or visit us online at www.doubleclick.com.

[the power of purchase data]

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