

LOOKING FOR THE

**KEY**

TO UNDERSTANDING YOUR  
**CROSS-CHANNEL  
DEMAND?**



**A B A C U S**

A division of DoubleClick Inc.

# CHANNELVIEW® UNLOCKS THE POWER OF MULTI-CHANNEL MARKETING BY PROVIDING YOU WITH PRECISE DISTRIBUTION OF DEMAND ACROSS ALL CHANNELS.

If you are like most catalog marketers, you don't have a clear picture of how much your catalog drives sales to your website and retail store. With the growth of online shopping, your uncertainty is growing daily.

## THE KEY TO SOLVING THIS CHALLENGE?

ChannelView, a hosted web application from Abacus, enables you to identify which campaigns are driving purchases to your website, call-center, and retail channels at the list/segment level. You can access accurate performance information on a daily basis, forecast your results, and identify delivery issues – all at the touch of a button.

## THE END RESULT?

ChannelView enables you to make accurate and timely circulation decisions that will improve the ROI on every direct marketing dollar you spend. Find out today how ChannelView can provide the critical information you need to achieve your marketing goals.



### ChannelView®

(303) 410-5100 [www.abacus-direct.com](http://www.abacus-direct.com)

**See if your key unlocks  
our treasure box!**

Find out if you're a winner by filling out the bottom of this card and bringing it with the attached key to Booth #2113.

Prizes include digital cameras, PDAs, and GPS receivers!

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

ANNUAL MAIL VOLUME \_\_\_\_\_ % OF TOTAL ORDERS UNSOURCED \_\_\_\_\_

I HAVE THE FOLLOWING CHANNELS:  CATALOG/CALL CENTER  WEBSITE  RETAIL STORES