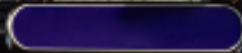


You're at Point A.



**Your customers
are at Point B.**

**And the shortest
distance between
A and B...**

...is Abacus[®] Fastpath[™] .

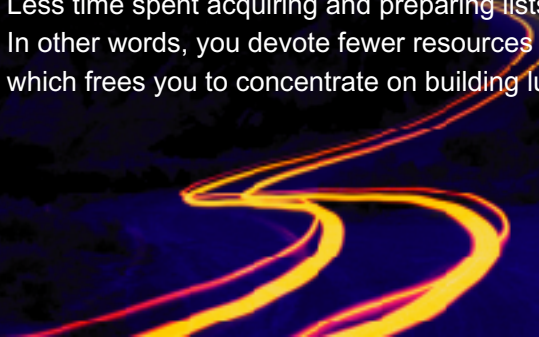
When it's time to connect with your customers, don't take the scenic route.

An overly complex approach to marketing can keep you from what matters most: your customers. The process of integrating multiple lists from multiple sources doesn't always pay the dividends you expect — especially when you don't start with quality names that offer the best opportunities, now and down the road.

With Abacus® FastPath™, you get everything you need for the shortest route between you and your customers. Abacus FastPath combines circulation planning, list processing, and postal prep in a single step. And the names you mail are all proven buyers from the Abacus Alliance. So not only do you cut the complexity, you also mail to households that meet or exceed your performance criteria.

Make better time on the road to opportunity.

Less time spent acquiring and preparing lists gives you more time for marketing strategy. In other words, you devote fewer resources and less effort to getting ready to mail, which frees you to concentrate on building lucrative relationships with your customers.



Start delivering results that can put you on the map.

The combination of streamlined processes and quality names from the Abacus Alliance means that you reach the right customers with the right offer sooner — which ultimately translates into better marketing results.

Want to put your marketing on cruise control? **A free ROI Analysis can show you how.**

Call us today at 877.368.2535 to sign up for a complimentary analysis of how Abacus FastPath can help you streamline and simplify your marketing.

Enjoy the ride with a free \$25 gas card.

Visit www.abacus-us.com/FastPath and complete the online form, and we'll send you a FREE \$25 gas card.

It's our way of helping you start your journey toward simpler marketing and better results.

