

Turn the Game in Your Favor with Your Strongest Piece: The Abacus B2B Alliance

B-to-B marketing is no game of checkers. It's a complex environment of constantly moving pieces, shifting dynamics, and intense competition — one where the best strategy ultimately means better results and a stronger bottom line. That's where the Abacus B2B Alliance comes in.

Transactional Data: The Strategic Difference for Effective Prospecting

DoubleClick's Abacus B2B Alliance is a cooperative of 350 business-to-business marketers who have contributed data on 1.5 billion transactions made by 75 million business contacts — and the only one to feature transactional data.

How does transactional data improve strategy? It gives you insight on customers' past buying activity, so you can predict future buying behavior and increase the effectiveness of your offers.

And with DoubleClick's expertise and state-of-the-art modeling capabilities, you can hone in on the exact prospects that offer the highest potential of meeting your specific response and revenue goals for each campaign.

[Acme Pen & Paper's] Winning Strategy for the [Office Supplies Market]

With DoubleClick as your strategic partner, you can capture market share, attack new opportunities, and make the smartest moves in your efforts to get the right offer in front of the best buyers.

Seeing the Whole Board: Beyond Prospecting

There's more to sound B-to-B marketing strategy than just prospecting. DoubleClick also gives you the critical insight to answer your most pressing marketing challenges:

- How do I market more effectively into smaller businesses?
 - How do I keep my best customers coming back?
 - Am I using the optimum contact strategies?
- Who are the most recent purchasers in my customers' organizations?

WANT THE MISSING PIECE IN YOUR B-TO-B MARKETING STRATEGY?

No B-to-B strategy is complete without knowing where you stand right now.

So, contact DoubleClick today for your free in-depth report on B-to-B customers' buying activity within the [office supplies market] — a \$2,000 value.

Visit www.doubleclick.com/givemyqueen, or call Lynn Hutchinson at 303.410.5493.

We'll also make sure you get the missing queen from your chess set — the final, most strategic piece — to remind you of the importance of having a complete, strategic solution for effective B-to-B marketing.

