

**MARKETING SUPERHERO #1
THE FOCUSER**



I MARKET,
THEREFORE
I MUST TARGET

IN A MARKET FLOODED WITH COMPETING OFFERS,
OUR HEROINE WINS TIME AND AGAIN WITH TARGETED,
COMPELLING MAILINGS THAT GET NOTICED.

HER X-RAY INSIGHT INTO PURCHASE HISTORIES LINKS THE
RIGHT PROSPECTS WITH THE RIGHT OFFERS FOR MAXIMUM RESPONSE.

HOW DOES SHE DO IT?

**MARKETING SUPERHEROES #2 & #3
BOTTOM LINE BOY AND DATABASE GIRL**



IT ALL ADDS UP!
IMPROVED LIST PROCESSING
PLUS BETTER DATA EQUALS
LOWER MAILING COSTS . . .

. . . AND IMPROVED INSIGHT,
WHICH MEANS
BETTER RESPONSE . . .

AND MORE PROFIT

AND MORE PROFIT

BEHIND THE SCENES AT AN ORDINARY OFFICE BUILDING,
THIS PROLIFIC PAIR ENSURES THEY USE THE BEST LIST PROCESSING
AND MARKETING DATABASE TO ENGAGE THE MOST LUCRATIVE
BUYERS WITH EVERY MAILING. RESPONSE AND PROFITS GO UP,
ADVERTISING EXPENSE GOES DOWN.

WHAT IS THEIR SECRET?

DoubleClick^{Click}

**HOW DO
ORDINARY MARKETERS
BECOME MARKETING
SUPERHEROES?**

YOU'LL FIND THE ANSWERS AT THE
DOUBLECLICK BOOTH, #513.

TO BE CONTINUED . . .