


 MARKET SMARTER. ADAPT FASTER.

Our clients rely on Pinpoint's solutions to help achieve their goal of omni-channel delivery of personalized, highly relevant marketing communications.

**Our solutions help leading brands** navigate the complexity of multi-channel, customer-centric marketing interactions, enabling new capabilities that maximize the value and measurability of every customer relationship.

#### MARKETING TECHNOLOGY SOLUTIONS: Software, Implementation, Operations and Support

**Real-time Marketing** is the practice of choosing the most engaging marketing message at each point of interaction and enables companies to make every customer interaction more intimate and more productive.

**Multi-channel Campaign Management** provides flexible and efficient processes and tools for targeted marketing programs to be coordinated across all customer segments, product lines and channels, in a highly automated fashion. Solutions include reusable components for standard inclusions and exclusions, for recording campaign history, for attributing responses to specific campaigns, for integrating campaign lists with each marketing communications channel, and for performance measurement and reporting.

**Marketing Operations Management** streamlines your marketing processes by providing for the sharing of digital marketing assets (logos, ads, etc.), the re-use of prior tactics/campaigns, the monitoring of campaign traffic flow and resource allocation, and the integration of your financial system with marketing performance measurement to gain insight into marketing ROI.

**Mobile Marketing** offers the ability for enhanced customer engagement with tools, strategies, best practices and emerging technologies in order to help your business be most effective at communicating your products and services to your mobile customers.

**Single View of the Customer** provides a repository of all interactions and other customer data, organized in a customer centric fashion, to support the delivery of relevant, personalized communication. Our solution involves careful adjustments to process as well as the integration of disparate application systems and databases.

**Marketing Measurement Solutions** help you determine the return you're getting for your marketing spend...overall, and across channels, lines of business, product lines and customer segments. Implementation includes best practice processes for marketing measurement, instrumentation of marketing systems, integration of marketing systems with financial systems and reporting dashboards for decision-makers.

**Customer Experience Management** empowers organizations to deliver better web experiences and provide more effective customer service.

#### ABOUT PINPOINT

Founded in 2006, Pinpoint has a solid track record of providing solutions and services that empower you to realize the full potential of marketing systems, showing you how to use the technology to greatest marketing advantage.

Our consulting team averages 10 years' experience with marketing systems implementation across the leading marketing software suites, including IBM, SAS and Teradata.

As a company owned 100% by our employees, Pinpoint is focused solely on serving the needs of our primary stakeholder—our clients.

We serve both mid-market and Fortune 1000 clients throughout the US.

Our significant experience spans a broad range of industries including: financial services, retail, telecom/cable, travel and hospitality, high tech, non-profit/fundraising, and others.

We are an IBM Advanced Business Partner and IBM ExperienceOne reseller.\*



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## Pinpoint shows you the way.

### Marketing and IT executives both benefit from Pinpoint's combined expertise in customer marketing and real-time technology.

We strategically guide our clients to optimize their marketing systems and processes with a special emphasis on aligning the needs and priorities of Marketing with those of IT to ensure buy-in from all stakeholders.

#### SMARTER SOLUTIONS - drive business growth

Pinpoint enables clients to identify and capitalize on productive customer opportunities—including previously overlooked opportunities that provide a competitive advantage.

#### RAPID EVOLUTION - achieve faster time-to-benefit

We help clients stay ahead of the curve, transitioning to next-generation customer marketing models and technologies quickly—while avoiding the pitfalls. We provide ongoing partnership to ensure our clients' marketing programs continue to adapt and utilize appropriate new technologies and tactics as they emerge.

#### NAVIGATING COMPLEXITY - for increased performance and confidence

Pinpoint helps clients cut through complex challenges such as: mountains of data, continually evolving technologies, and changing marketing models.

#### STRATEGIC GUIDANCE - resulting in reduced risk, greater ROI

We bridge the divide between Marketing and Technology to reduce the risk and optimize the return from deploying next generation marketing technologies.

### SERVICES SUMMARY

#### Strategy

- Customer Information Strategy
- Marketing Technology Strategy
- Marketing Technology Planning

#### Process Consulting

- Process Optimization
- Workflow Automation
- Process Roll-out

#### Systems Integration

- Systems Architecture
- Technical Integration
- Database Implementation

#### Application Services

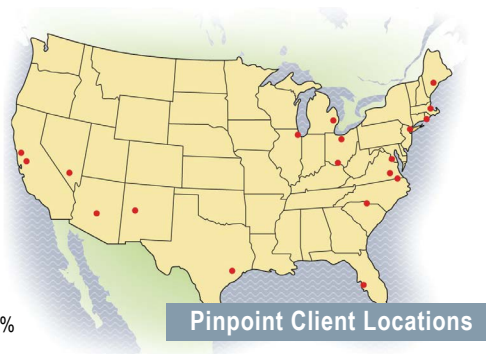
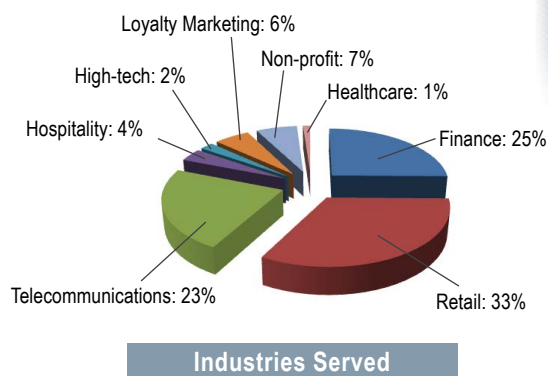
- Application Implementation
- Troubleshooting and Tuning
- User & Administrator Training

#### Support Services

- On-demand Support
- Program Launch Support
- Marketing Operations
- Training and Mentoring

#### Customer Analytics

- Web Analytics
- Customer Behavior Analysis
- Customer Value Modeling
- Predictive Modeling



### WHAT OUR CLIENTS ARE SAYING ABOUT US:

"Pinpoint shares our goals and commitment."

"Pinpoint works as a part of our company — an extension of our team."

"Pinpoint does whatever it takes to support our business."

"Pinpoint finds creative approaches to resolving technical issues — they exhaust all possibilities until they find an appropriate solution."

"Pinpoint is an organization that takes pride in everything they do."

"Pinpoint's people rise to every challenge with passion and dedication."