



Powerful solutions for your intelligent business

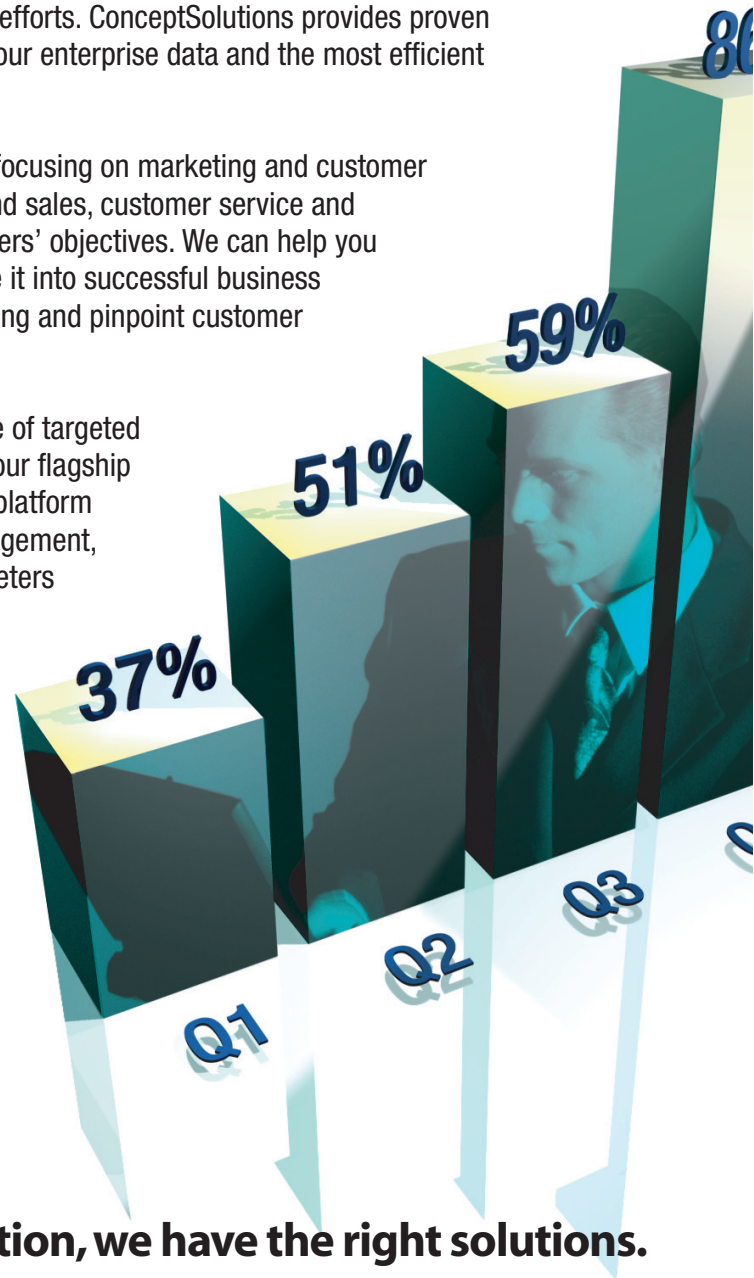
Information is one of the most critical elements for running a business, but knowing what information you need and how to apply it is the key to making that business successful. Our powerful solutions provide you with the right information at the right time to ensure you make the best decisions.

Intelligent marketing systems help you manage your market data and critical information. Our customized systems will allow you to find and retain customers by extracting and analyzing data to help you see what your customers are buying and determine the return on investment of your marketing efforts. ConceptSolutions provides proven tools and methodologies to help you get the most information out of your enterprise data and the most efficient and productive use from your business systems.

ConceptSolutions provides you with database marketing solutions by focusing on marketing and customer account analysis. Our comprehensive solutions allow you to understand sales, customer service and revenue trends as they relate to your own processes and your customers' objectives. We can help you capture data in different forms depending on your needs and translate it into successful business practices for your customers. This is the key to high-precision marketing and pinpoint customer management.

ConceptSolutions offers powerful solutions to help you take advantage of targeted marketing information. The Campaign Management System (CMS) is our flagship Marketing Intelligence product. CMS is an enterprise-level marketing platform that combines a powerful marketing database, online campaign management, and robust reporting and measuring capabilities. Using this tool, marketers can achieve efficiency through the automation of traditional marketing tasks, centralize control of marketing programs, establish an extensive database of their customer, partner and analyst preferences, and measure and analyze marketing results in real time. This ultimately saves you time and money.

In addition to the Campaign Management System, ConceptSolutions has expertise in prospect identification and conversion tracking, mailing list management and optimization, marketing and sales analysis and application hosting and maintenance. Our Marketing Intelligence solutions align with your needs, increasing your market knowledge and improving your business success.



No matter how you want your information, we have the right solutions.
ConceptSolutions – Intelligent Business. Powerful Solutions.

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