

SPECTRUM DATA

Personal. Professional. Precise.

Matchback

You just made a sale. But do you know why?

In the old days, it was easy. You mailed a catalog and the customers called in their orders. Some still do that, but many order online instead. Was it the catalog that “made the sale”? Or was it the web site?

Spectrum Data’s “matchback” service uses sophisticated coding techniques giving you a clear picture of what is driving your sales. Some companies offer services that deliver unrealistic results, but our matchback program ties everything together, giving you data you can count on. These days, a false sense of security is the last thing you need. That’s why a great matchback system offers only three things: accuracy, accuracy and accuracy.

With our matchback service as a foundation, Spectrum Data can help you take the next step—to a system of “event-driven marketing” (EDM). A comprehensive EDM program tracks every sale down to every contact point, from catalog to web site to broadcast e-mail. With EDM in place, you won’t have to guess where your sales are coming from.

In an industry known for turnover, Spectrum Data is a model of stability. We’ve been working since 1989 to provide our customers with superior service. Our business model is built around giving you data that delivers.

We want to give you the tools to truly understand your last sale—and prompt your next one. We would love to talk with you about it.



Call David Murray today:
800-733-6567 or visit
www.spectrumdata.org