



ASSISTCornerstone

ASSISTCommerce Suite

Direct Marketing

Success selling to your end-users means really understanding who your customers are and what they are buying. The *ASSISTCommerce Suite Direct Marketing* module gives you the powerful tools you need to answer those questions and more. Designed for organizations selling over their website, through a catalog, by mail, in a store or even through infomercials, this module has all the essential elements for you to manage and grow your business in today's world.

Direct Marketing

- Key code management
- Offer management
- Catalog management
- Offer attributes
- RFM segmentation
- Decoys and seeds
- Multi-step processing
- Enrollment via key code/finder number
- Customer process tracking
- Prospect mailing history (finder)
- Square inch analysis
- Multi-level customer tracking
- Cross-selling
- Up-selling
- Add-ons
- Flexible Pricing
- Multiple discounting methods
- Scripting
- Continuity programs
- Coupons
- Gift certificates
- Alternate items
- Substitute items
- Phantom items
- Kits on the fly
- Pre-assembled kits
- Dimensional items
- Configurable items
- Surveys
- Fraud protection
- FTC compliance

List Management

- Rented list input
- Lists for sale output
- List division
- A/B testing
- CASS certification address (partner)

Reporting

- Operational reports
- End user reports
- Management reports
- Orders
- By key code
- By offer/source
- By catalog
- By catalog page
- By item
- By customer
- By product line
- By item attribute