

Think of Your Best Customers...

**Now think how much
your business would *grow*
if you had more customers
*just like them...***



DataSmart™

FROM JHL DIGITAL DIRECT

Profile your best customers and find new prospects *just like them.*

You know who they are. They buy more often, they spend more money, and they tell you what they want and how to communicate with them. They are your best customers. So how do you find more prospects just like them - and keep your business rolling along?

DataSmart™ is a powerful marketing tool that statistically profiles your best customers by matching your customer database against our comprehensive database of U.S. businesses and/or consumers to create a customized market penetration analysis for your business. The strength of DataSmart™ lies in up to 25 demographic overlays that reveal information about your customers so you can market to them - and new prospects - more effectively.



With DataSmart™ your marketing campaigns are based on statistically relevant data insights that help you focus on your most profitable customers, and your best prospects.

THE BENEFITS OF DATASMART™

- Provides a low cost customer analytics report that profiles your best customers.
- Allows you to target your marketing message to prospects that match the demographics of your best customers
- Reduces waste and improves the return on investment for your marketing dollars.

For more information about DataSmart™ and how you can use it to improve your marketing efforts and grow your business contact

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