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“The measure of success is not whether you have a tough problem to deal with, but whether it is the same problem you had last year.”

— John Foster Dulles

MarketTrax

An MCIF doesn't have to be difficult to be valuable. In fact, more often than not, an easy to use product is the one you will use to drive marketing ROI. It also helps when the vendor guarantees that you will be successful - and we do. Put away your pre-conceived notions; this is the MCIF you will use! MarketTrax includes all of the classic MCIF features, and a few that aren't so common. When you are ready, get the **MCIF that's Easy – MarketTrax.**

What makes MarketTrax unique?

- **Easy to Use.** – A simple point and click windows environment will enable you to ask questions, get reports, and take measurable marketing action. And managing direct mail projects could not be simpler!
- **Complete.** – All of the classic MCIF features are included, standard...unlike other MCIF solutions. Get all of the tools you need to segment your clients, understand your opportunities/risks, and of course, manage direct mail.
- **Affordable.** – Why pay twice as much for an MCIF that isn't easy to use and doesn't provide all the features you need? Get all of the value, without breaking your marketing budget.
- **Money-Back Guarantee.** – We guarantee that you will at least make back your initial investment within the first year, or we will give you your money back. Our commitment is to make you successful. Our team is wired to help you get results. We are so confident in your ability and in our capacity to help, we guarantee your success!

KEY BENEFITS

- *An MCIF that makes it easy to get results!*
- *Develop and track direct mail, formal matrix mailing/on-boarding programs and e-mail campaigns.*
- *Know in advance the projected ROI of your campaigns and let the system automatically track your success to prove your ROI!*
- *Confidence in profitability - includes a flexible profit model that balances to your G/L.*
- *Save and re-use your queries.*
- *Select from any of the 75 pre-built reports and automatically produce the reports you need monthly with Report Pro.*
- *Re-price products by fee, rate, or balance tiers to identify additional income opportunities.*
- *Map your customers, prospects and performance against your market demographics and your delivery channels. Great for site selection!*
- *Training at our office is always free.*



The benefits of database marketing are undeniable. And many Marketing officers want the information and the client intelligence, but don't have the time to chase it down or to learn software, given everything else on their plate. OnTrax is a comprehensive service whereby we do the MCIF data mining for you, tell you what it means, make specific recommendations – and even help you drive the success of those recommendations by assisting you in implementing direct mail, e-mail, etc.

What makes OnTrax unique?

- **Easy Answers.** Getting the client intelligence you need is easy when someone else does the heavy lifting for you. You get all of the benefits, without having to do the technical data work. We are MCIF experts. Let our team of MCIF experts do it for you!
- **60 Hours of Strategic Marketing.** Our marketing experts will review your client information and tell you what it means. Together, we will build and drive your marketing tactics using detailed analytics and recommendations that back up the plan.
- **Marketing ROI.** Ultimately, your goal should be to deliver a positive return on investment (ROI) from your marketing. The combination of information, expert counsel and tactical action will drive meaningful marketing results. Need help with direct marketing fulfillment? We can also manage the fulfillment process and track the results!
- **Simple upgrade to full MCIF.** When you are ready to manage the MCIF software yourself, simply upgrade to our software. By doing so, you will retain all of your historic information, and continue to see the information you have come to count on in the same fashion.

KEY BENEFITS

- *Get the benefits of an MCIF without having to learn how or spend time using it.*
- *Have senior level experts as an extension of your marketing staff.*
- *Quarterly reviews to stay on plan.*
- *Get monthly reports/analysis that makes sense of your data.*
- *We perform all of the data importing and updating for you.*
- *You get monthly reports that analyze your institution, delivered via .pdf.*
- *You get hard hitting and concise advice on what to do with the analysis.*
- *We will manage your direct mail campaigns and show ROI.*
- *Have someone manage the entire direct mail fulfillment process for you, as an option.*
- *Manage your marketing, with real market intelligence.*



Marketing intelligence is at the heart of strategic and tactical marketing. In a world that is moving at the pace of the Internet, your client intelligence has to enable you to respond to meaningful trends and account activity - immediately. Marketing shouldn't only respond to client needs – it must anticipate them!

What makes ExecuTrax unique?

- **Your account data will be updated each night.** Imagine the impact of seeing balance changes and new/closed accounts for your client relationships daily, and in tracking your marketing programs. Finally, you can have real time intel about every client relationship.
- **Automatic Imports** – The end of importing delays. Many MCIF users lament the end of the month, when they import end of month files, or wait forever for turnaround from their MCIF vendor. Imagine how much more efficient you could be, if data was imported automatically each night?
- **Exceptional Data** – In order for your reports and analysis to have true meaning, you must trust the underlying data. With compliancegrade data cleansing routines, only ExecuTrax can assure exceptional householding, profitability, and next likely product.
- **All Features Standard** – No costly modules, or hidden fees. What you see is what you get. Name the classic feature or even the most sophisticated one; everything is included, standard.

KEY BENEFITS

*ExecuTrax includes all of the classic MCIF features, and a few that aren't so common, like an easy to use interface and nightly data updates. When you are ready, **ExecuTrax is the MCIF for Power User.***

- *With a built-in interface and automatic daily imports, you won't have to wait for your vendor to turn the data or make an interface change; you can make changes yourself in minutes.*
- *Develop Matrix Mailing and e-mail programs based on recent activity. Event based marketing that starts close to the event!*
- *Track the success of marketing campaigns daily or weekly, instead of every 30-45 days.*
- *Exceptional profitability that is flexible, will balance to your G/L, and be updated nightly.*
- *Save and re-use your queries.*
- *Automatically produce the reports you need daily, weekly and monthly with Report Pro.*
- *Know today which account balances are dropping, rising, or closing. Send the list to the front line!*
- *Re-price products by fee, rate, or balance tiers to identify additional income opportunities.*
- *Browser-based referral tracking system included!*

Marketing Solutions

MCIF Software
MCIF Services
Onboarding/Matrix Mail
Retention
Loan/Deposit Growth
Strategic Marketing Consulting
Creative Agency
Direct Mail Fulfillment

Sales/CRM Solutions

Referral Tracking
Comprehensive CRM Software
Cross-selling
Sales Consulting
Pipeline Management
Goal & Incentive Tracking
Contact Management
Real-Time Solutions

Compliance Solutions

CRA, HMDA & Fair Lending Software
CRA & HMDA Services
CRA Solutions
HMDA Solutions
Fair Lending Solutions
Community Development Tracking
HMDA LAR & CRA LR Submissions
Compliance Consulting
CRA Exam Management
File Reviews
Fair Lending Process & Risk Assessment
Comparative File Review
Data Integrity Audit

MARQUIS