

Allegra CustomerCLICK™

Profile your customers to find more like them

Today's marketers can't afford to waste time or money reaching out to prospects that have little chance of becoming buyers. What if you could take what you know about your customers, and define them in terms that will help you to find more businesses or consumers who are like them ... and increase the odds of making new sales?

Now you can. With Allegra CustomerCLICK™, we'll profile your customers to gain a deeper understanding of their characteristics. (To get the best results, you will need at least 500 records in your customer file.)

For B2C customers, we'll look at region, gender, home ownership, income and interests for consumer audiences - just to name a few. For B2B clients, we'll concentrate on region, annual sales, number of employees, years in business and more.

Smart marketers target the right people to grow:

- >> **Know your customer better** - Sharpen your insight into your current customers to segment your audiences for more relevant marketing messages.
- >> **Save time and money** - Gain important information about your customers and markets quickly and easily without investing your own time or resources.
- >> **Minimize waste** - By "cloning" your current customers, you eliminate the expense and waste that comes when you miss the mark with a broad target.

Use CustomerCLICK™ to be more strategic about your marketing. Contact Allegra today!



Your Allegra CustomerCLICK™ Custom Report:

- >> Shows your existing accounts matched against up to 17 consumer demographic data points for B2C companies; or up to 15 business attributes for B2B companies
- >> Identifies the number of prospects who are most like your customers within your geographic area*
- >> Includes an executive summary of key findings for topline insights and strategic next steps

Starting at \$599

Contact us for complete program details.

* Additional cost for actual list purchase



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