



ASSISTCornerstone

Understanding who your customers are and what they are buying is a critical component of planning and executing an effective marketing program. Designed for selling over a website, through a catalog, or in a store the Assist Direct Marketing module has all the essential elements for you to capture leads and grow your business.

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

- Operational reports
- 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