

Mail List Management

Sell and Market Aggressively and Strategically Use Powerful, Responsive Technology

The UNISON Mail List Management module helps you devise and implement direct mail campaigns quickly and easily. UNISON eliminates the inefficiencies associated with conducting mass targeted mailings and helps to ensure reliable, updated mailing lists. With accurate mailing lists, promotions become more effective and response rates can increase.

On-line List Management for Reliable Lists

With an on-line mailing file, you can easily and efficiently update, maintain and access lists of your current and past customers. You can also integrate and manage lists of prospects acquired from outside sources. A list management tool of this caliber translates to more cost efficient and productive mailings.

Instant Availability of Customer/Prospect Information

UNISON Mail List Management works closely with Order and Customer Management. As prospects become customers, the prospect data is used to generate the customer. A single step process will convert a prospect to a customer. During customer generation, you can allow the system to default all pertinent information for quick processing, or review the data for every step.

Simplify Targeted Mailings

When you are planning a mailing to specific segments of your customer or prospect base, UNISON can be a big help. A multitude of options exists for accessing and printing mailing labels for customers and prospects.

Duplicate Check

Using user-defined logic settings, UNISON will evaluate new customer and prospect entries for duplicates. If a potential duplicate is located, the operator will have the option of continuing entry or selecting an existing customer record.

Sales & Marketing



Global Turnkey Systems, Inc.
2001 Route 46, Suite 203
Parsippany, NJ 07054

phone (800) 524-2132
fax (973) 331-0042
email sales@gtsystems.com
web www.gtsystems.com

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With UNISON...

- ✓ With the right information available at the right time, management can develop the best strategies for new sales programs, cross-selling and up-selling.
- ✓ Promotion codes are tracked from mailing through order history. These codes can be used to determine pricing and discounting schemes.
- ✓ Make use of the built-in *Migrations Tracking* utility to track upgrades.

Item	Source	Promotion	Date	Quantity	Amount
T4Z	A	WMAIL	10/18/1998	1	2250.00
LL1	A	WMAIL	10/18/1998	1	4357.95
504J	1	1-5QA	07/21/1998	1	144.60

List Code	Description	Last Run Number	Run Date	Number of Labels Print
SP98	Spring 1998 mailing	30	04/10/98	34
S982	Second effort spring 1998	30	05/18/98	0
QA	Data Server 6 QA	2	07/21/98	0

Access Information

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| <ul style="list-style-type: none"> /// Mailing Lists /// Interest Codes /// Origin Codes /// Multiple Contact Lists /// Customer Mail Lists | <ul style="list-style-type: none"> /// Marketing Questions /// Organization Codes /// Customer Search /// Mailing Item History /// Marketing Information |
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UNISON Features

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| <ul style="list-style-type: none"> ✓ Merge / Purge Routines ✓ Mailing List Modeling ✓ Prospect to Customer Single Screen Conversion ✓ Mail Source / Promotion Tracking ✓ Store Mail List Selection Sets or Models ✓ Access Customer Specific Analysis Data ✓ Automatic Duplicate Check ✓ Target Customers by Interest Code | <ul style="list-style-type: none"> ✓ Interactive Selections ✓ Prospect Entry ✓ Multiple Label Options ✓ Demographics Tracking, Storage and Sorting ✓ Interface to Group One™ or Postal Soft™ ✓ Record Customer Interest Codes ✓ College Text Marketing Notice Generation ✓ Promotion Tracking |
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