*DART*expert ™

FOR OPTIMAL DIRECT MARKETING RESULTS

What does *DART* do?

PROMOTION HISTORY
Stores and analyzes all direct marketing data in one powerful database.

DATA PROCESSING AND REPORTING
Direct data loading from fulfillment sources… standardizes reporting across products and campaigns.

COMPARATIVE ANALYSIS
Lets you quickly identify your most profitable marketing channels.

PREDICT FUTURE RESPONSE
Uses "expert decision rules" to rank list groups by expected future performance… creates a master list portfolio for your next campaign.

OPTIMIZES LIST SELECTION
Selects best lists and name allocations for achieving your promotion goals.

PROMOTION MANAGEMENT
Generates media schedules, list orders, budgets, and test panel allocations.

A must have planning tool for all direct marketing professionals

If your job is planning direct marketing promotions and getting results, you need the expert planning tool.

Managing a successful direct marketing campaign — whether it's a 100,000 names or 100 million can be a complex, time intensive — perhaps frustrating — endeavor. Perhaps you're finding the spreadsheet tools you're using for tracking and analyzing list results, and selecting the right list mix for new campaigns are cumbersome and time consuming. At best, they may make your job possible, but certainly not easy. Now you can use the expert planning system that will make your direct marketing planning more efficient, effective…and profitable!

In a nutshell, *DART*expert **stores all list performance in one easily accessible database, quickly performs complex response analysis, accurately forecasts future results, and automates selecting an optimal list portfolio that will generate the best results to meet your promotion goals.** Highly sophisticated, yet remarkably easy to learn and use, *DART*expert provides the critical tools you need to do your job every step of the way.
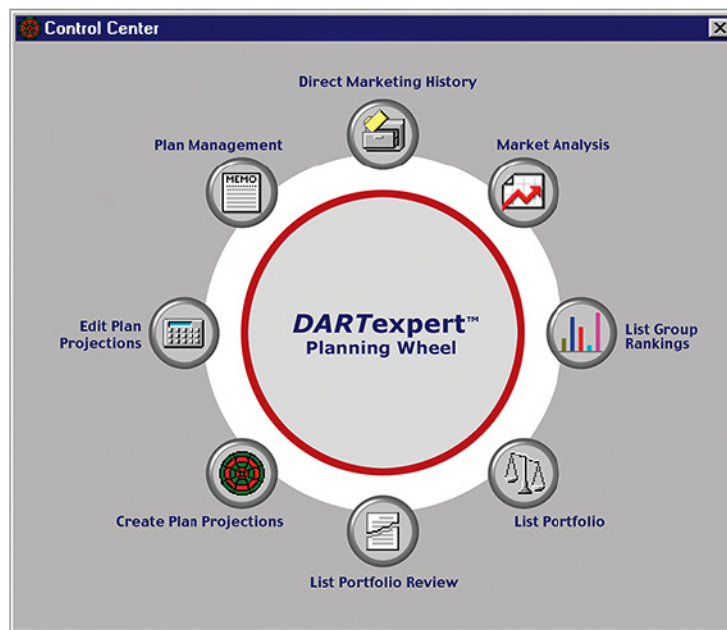
*DART*expert is the essential planning tool for all marketers who plan direct marketing programs, including:

- Catalogs
- Magazines
- Newsletters
- List Brokers
- Fundraisers
- E-commerce

- Continuity offers
- Memberships
- Insurance
- Software
- Financial
- Merchandise

Features & Specifications

DATABASE ENGINE

- Stores unlimited source records in one comprehensive database.
- Holds over 300 data items per source record including 12 market classifiers
- Calculates profits on unloaded, loaded and fully loaded basis
- Tracks lifetime value through five marketing cycles
- Computes response and profit indices for relative performance analysis
- Easily configured to fit unique naming conventions and calculations
- Databases can be synchronized with remote user sites
- Multi-user/network ready

DATA MANAGEMENT

- Master tables for consistent naming of lists and market classifiers
- Direct data load from order entry sources
- Spreadsheet-like data editing, including data preferences, constants and factoring
- Global entry for total database updating and editing

MANAGEMENT REPORTING

- Powerful report generator for analysis, presentation and action
- Multiple list ranking hierarchy
- Unlimited segmentation analysis
- Statistical test panel analysis
- Reports can be automatically e-mailed and saved in Excel format

POWERFUL PLANNING TOOL

- Uses decision rules to rank lists according to expected future performance
- Optimizes list selection and mail volumes according to response and profit goals
- Specifies test panel allocations
- Generates mailing schedules, budgets and broker order reports
- Provides efficient e-mail communication links between mailer and broker

SYSTEM REQUIREMENTS

- 1 GHz + Pentium IV
- 1 GB RAM
- 100 MB free storage
- XP, Vista, Win7, Win8, Win10
- Can also be accessed on the Web using Citrix and Windows Terminal servers

DARTexpert's unique decision rule model ranks list groups by future expected results and optimizes list selections for your next campaign.

HERE IS HOW IT WORKS: First, we start with a highly flexible and powerful database structure — the *DART* Database Engine — that can store thousands of list records and track hundreds of variables per record. Next, we overlay powerful analytical and predictive tools on top of this engine.

With *DART's* unique selection and market classifiers, indexing, and profitability benchmarks, you can select, sort, and evaluate your direct marketing performance in virtually unlimited ways. The management report package can be customized by you to zero in on the critical market factors important to your direct marketing program's success. Seasonality, the 80/20 Rule, zip overlays, list group segmentation, test panel analysis, market rollouts and many "what-if" scenarios can be quickly, thoroughly and accurately called up and displayed. Using expert decision rules including factors such as time weights, usage, mail volumes, regression, response attrition and timing indicators, *DART* will rank list groups according to expected future response performance.

Next, based on these rankings, *DART* will automatically select the best list candidates for your next promotion. It will then optimize list selection and allocate names based on your promotion goals and key ranking criteria. Finally, with your optimized list portfolio selected, *DART* will generate broker list orders, budgets, and test panel allocations.

> **Powerful database engine:** rock solid across multiple marketing programs, time periods and staff changes

> **Comprehensive report package:** designed for in-depth analysis

> **Accurate projections:** optimizes future list/media selections

> **Campaign management:** complete budgets and order schedules

DARTexpert – the smart planning system for maximum direct marketing results!