

Newsletter, 25 June 2010  
Multi-Channel Marketing at Your Fingertips

*At Pacific Micromarketing, We Know People. And now, you can too.*

For over 15 years, we've been surveying, recording, classifying, segmenting and analysing people so that you can better access your existing customers – and the ones you wish you had.

Our new online consumer database and counts engine now makes it even easier for you to find new customers to help drive your marketing strategy.

Create your database from scratch, upload existing data and find more prospects to match your marketing strategy and maximise customer value.

Our online database can help you count, match and purchase records with just a few clicks. And best of all, there is no set up fee, or minimum orders.

This release of **Pacific Micromarketing Version 1.1** will drive your marketing investment further with:

**New features**

- Multi-channel data selection
- Auto suppression

**Enhanced features**

- Post code selections
- Question filter search
- List count reporting
- Customer data modelling

Other enhancements have also been included in this release to improve functionality and support the ongoing effectiveness of Pacific Micromarketing Online.

Continued...



## Not a member?

Simply **visit [pacmicro.com.au](http://pacmicro.com.au) today** and register your details for 24/7 access to:

- Real time customer data
- Over 12 million customer records
- Multi-channel data– including SMS, direct mail, mobile, online or landline

Once your registration is complete your user profile will give you ongoing, secure access to the site.

## Reminder!

Once you have entered your list variables into Pacific Micromarketing Online, you will be provided with a pricing quote to help you determine your budget requirements. Previous list searches can even be saved for future reference. To receive your customer data file in minutes, simply select your count and order.

***Put yourself in the driver's seat to unlock over 12 million customer records today!***

To find out more contact your Pacific Micromarketing Client Relationship Manager or call us on **1300 766 420**.

