



Delivering Tomorrow's Best Customers Today

Behaviorally Modeled Audience Platform

Pinnacle's foundation is multichannel buying data from hundreds of B2B marketers, aggregated at contact & site level to create value metrics then overlaid with business demographics. Advanced analytics target large, high performance multichannel audiences tailored to each marketer's offer.

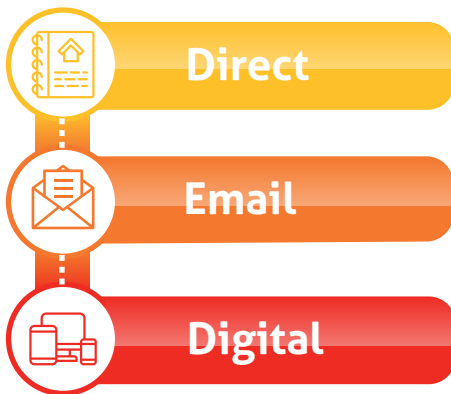
Rely on our experts to help you select and optimize your behaviorally targeted audience by channel, and then you set the timing and cadence for your multi-touch approach.

Multi-Touch, Multichannel Campaigns:

- ✓ Select Behaviorally Modeled Audience
- ✓ Warm up prospects with display
- ✓ Execute postal mailing
- ✓ Reinforce messaging with email
- ✓ Close incremental sales with post-mail display

Predictive RFM + Descriptive Demographics + Advanced Analytics = **High Performance, Low Cost Multichannel Audiences**

Pinnacle's cross-channel capabilities drives incremental sales, expands productive universes and achieves timely reach to your defined personas far beyond the limitations of traditional postal campaigns.



Pinnacle Key Metrics:

- 10+ Years B2B Buying History
- Billions \$\$ Spend/Year
- 30+ Million Buyers
- 100s Job Titles and Functions
- 75 Product Categories
- Postal / Phone / Email / Display

How Can Pinnacle Help?

- Cold Site Acquisition
- Warm Site Retention
- Contact-Site Reactivation
- Cross-Title Pollination
- Business Intelligence
- New Product Launches

Drive Engagement. Drive Retention. Drive Revenue.
Contact us today for a free consultation and get ready to Drive Growth.



250+ BUSINESS MARKETERS ALREADY KNOW PINNACLE = BETTER PROSPECTS @ BETTER SITES

PREDICTIVE RFM + MULTI-SOURCED DEMOGRAPHICS + POWERFUL ANALYTICS

+ PINNACLE KEY METRICS:

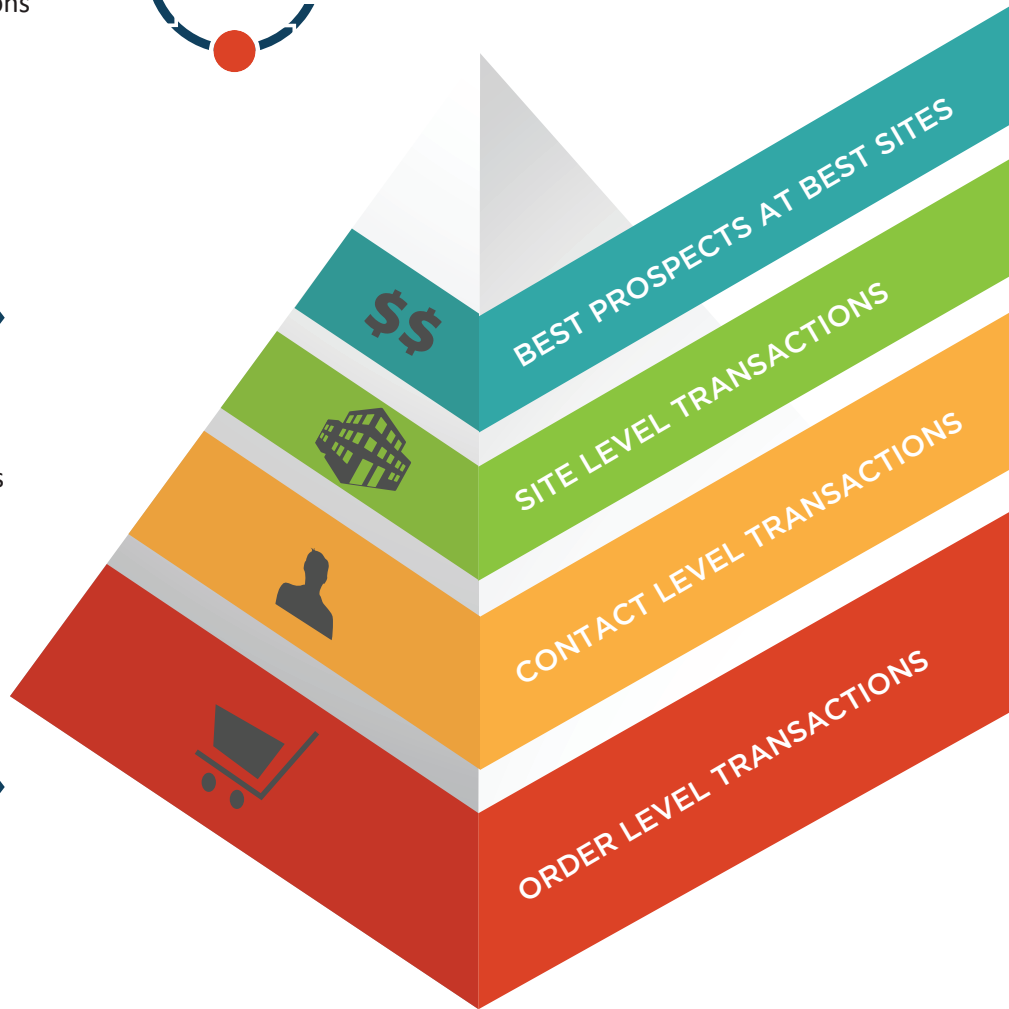
- Sourced from 250+ B2B Mailers' Transactions
- 10+ Years RFM, Product History
- 30+ Million Business Product Buyers
- 180+ Job Titles and Functions
- Postal / Phone / Email / Display

+ PINNACLE BENEFITS:

- Identifies High Value Business Sites
- Targets Most Productive Contacts
- High Performance/Cost Effective Prospects
- Lower Up-Front Acquisition Cost
- Improved Prospecting Performance
- Higher Customer Retention
- Elevated Customer LTV

+ PINNACLE TERMS:

- Prospects Net of Housefile
- Net/Net Mailing Available
- 40% Below Standard List Costs
- No Set-Up Fees, No Select Charges
- No Modeling Fees
- No Minimums
- Free Customer Profile Reports
- Transparent Modeling



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