

Empower Proximity Mailer™


An easy-to-use software tool and service that offers value-added direct mailing services based on location analysis.

Empower Proximity Mailer™ is designed for mail houses and direct marketing firms. It enables you to offer clients value-added services, such as determining the closest store location for every prospect on a list and adding maps to mailers. These services can significantly increase your clients' direct marketing response rates while boosting your revenues, creating a win-win situation for you and your clients.

Proximity Mailer is used by Commercial Letter and other leading full-service direct mail and response companies. Its flexibility enables you to offer services that will differentiate you in the market, attract new customers, and maximize the long-term value of your current customers.

Quickly Determine Store Locations for Prospects

With Proximity Mailer, you can compare your clients' direct mailing lists to their own locations. This lets you quickly determine the closest store (service center, school, etc.) — or even the closest two, three, four or more locations — for each prospect on the mailing list. The direct mailers can be customized accordingly with this valuable information.



Lumin
Projectors

Use Empower Proximity Mailer™ to . . .

Help clients target customers and prospects most likely to visit their business locations.

Dear Josh Barnes:

As a preferred customer of Lumin, you'll want to come see the great savings we're offering on our newest projector models.

You get 20% off the Lumin Trajectory, our state-of-the-art, ultra-lightweight projector you can carry anywhere. If you're a presenter who's always on the go, take a few minutes to stop into our store and hear about this great new product.

- Fully loaded, fully digital with all the features you need!
- 1100 Lumens show off your brightest ideas!
- Whisper-quiet to make sure your audience only hears you!


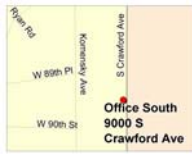

Need some presentation support?

All our accessories, including cables, remotes, rolling carrying cases and portable screens, are on sale at **10-20% off regular prices!**

Great Tools for Presenters! Great Prices!
Hurry In to an Authorized Lumin Reseller Near You!

Offer ends 5/12/02.

Locate the nearest stores to each prospect, increasing the likelihood of a response — and the value to your client.

Help boost direct response rates for your clients by showing their prospects where to find the nearest stores.

This sophisticated capability is not available in solutions that only provide ZIP Code analysis to determine the one closest location — and that sometimes deliver wrong answers. Rather, Proximity Mailer offers true spatial analysis based on real-world distances, and can return and rank more than one location as it “fans out” in its search.

Create Attractive Maps Customized for Your Mailings

Maps of client locations add tremendous value to direct mail pieces. They provide a visual reference showing prospects a store location, making it easier and more likely for them to pay a visit — thus increasing response rates on direct mail. With Proximity Mailer you can create customized, attractive maps of any location or multiple locations. You can also include labels, landmarks and other information on the maps. It’s easy to create maps in popular file formats and add them to your mailing pieces.

Show Clients Where to Market

You can add significant value for your clients by showing them where to market to get the best response rates when they announce sales, grand openings or special promotions at stores.

Empower can help you determine the trade area around any of your clients’ store locations and easily create a customized list for that trade area. We can also help you perform market penetration studies to show your clients areas of untapped potential in their trade area, or saturated areas that should be avoided, all based on location.

These services are valuable to your clients because they improve the effectiveness of their direct marketing efforts, leading to increased customer satisfaction and more revenue for you.

Choose a Product or Solution

Whether or not you have internal analysts to do the job for your clients, Proximity Mailer is available to you. You can have the complete suite of software and data installed, or rely on Empower to create maps, add location information to lists, and perform trade area and market potential analysis for you. We offer fast turnaround, accurate results, and friendly, professional customer service. Either way, you — and your clients — win.

About Empower Geographics

Centrally located in the Chicago area, Empower Geographics offers software applications and services to solve business problems. We help our clients address challenges in acquiring customers, increasing the long-term value of customers, and improving operational efficiencies. What makes us different from others is that we use location information as the crucial component to solving business problems. Empower is a member of the Mailing & Fulfillment Service Association (MFSA), and the Chicago Association of Direct Marketing (CADM).

Proximity Mailer Benefits

- Choose a product or service solution to fit your business need and environment.
- Boost your revenues by offering value-added services for your clients.
- Increase your clients’ overall customer satisfaction.
- Maximize the long-term value of your customers by building relationships based on value.
- Attract new customers by offering location analysis services.
- Differentiate your business from others.

For More Information:

Call

1-888-627-7767 ext. 315

Visit

www.empower.com/proximity

