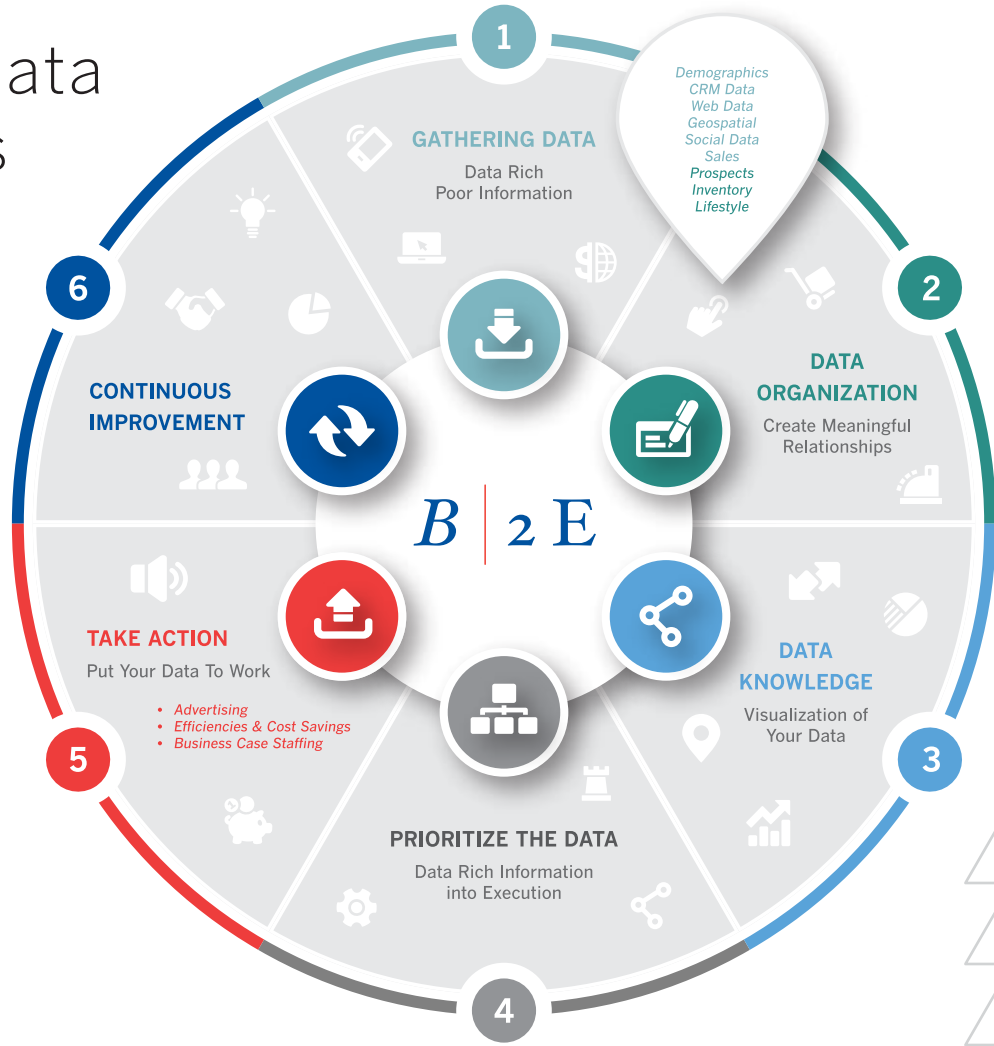


MotusData Process



Data For Clarity,
Knowledge,
Action &
Improvement

Impact the piece of data that matters most—ROI.

It's easy to get overwhelmed by the quickly evolving world of gathering, organizing and understanding data. That's why B2E Data Marketing is the one-stop solution for all of your data marketing needs.

We do so much more than marketing analytics. We create insights that help you use data to its greatest advantage. The impact? You gain the confidence to take action and get better results.

LET US HELP YOU:

- Lower costs
- Increase marketing ROI
- Increase campaign profits

Data By The Numbers: Our 6-step Process.

Our MotusData Process™ helps us look at data as a continuous process of learning and improvement. Whether you need one step or all six, we'll customize our process to meet your unique needs.

1. Gathering data
2. Data organization
3. Data knowledge
4. Prioritize the data
5. Take action
6. Continuous improvement

DATA BY THE NUMBERS:

Our 4 core areas of expertise.

We help you gain a clear understanding of your data and how you can use those insights to increase sales through our focus on:

TURN YOUR DATA INTO INSIGHTS.

Contact B2E Data Marketing TODAY and we'll help you get the most out of your data and your marketing efforts.

DATA

- **Data Hygiene** — update, enhance and clean your data.
- **Data Append** — increase the value of your existing customers with external data.
- **Prospecting** — find more leads and send the right message at the right time.

ANALYTICS

- **Data Analysis Solutions** — determine causes, disprove myths and create opportunities.
- **ROI Analysis** — measure campaigns with reliable marketing ROI reporting.
- **Advanced Social Analytics** — share visual dashboards with your whole company.

INSIGHTS

- **Visual Business Intelligence** — make sense of your data to make better decisions.
- **Predictive Modeling** — predict which customers will be interested in other products.
- **Customer Mapping** — understand customer and prospect location.

STRATEGY

- **Marketing Strategy** — use data to execute on an excellent strategy.
- **Annual Planning** — pricing, budgeting and planning to reach annual goals.
- **Go to Market Strategy** — use insight to successfully introduce products and services.
- **Marketing Plans and Business Cases** — communicate and sell great ideas internally.

PROVEN PROGRAMS

- **MotusBase™** — subscription based program resulting in custom marketing dashboards.
- **MotusOnDemand™** — easy to read insights help you take action quickly.
- **MotusBase™ Analytic Engine** — collects, cleans and organizes data to save prep time.
- **MotusBase™ Omni-Channel** — reaches specific audiences with one-to-one experiences.
- **MotusIP™ Campaigns** — delivers targeted online ads without using cookies.
- **Big Data for Nonprofits** — grant program that helps nonprofits understand their donor base.
- **WeatherFootprint** — data and insights showing the impact of weather on your business.