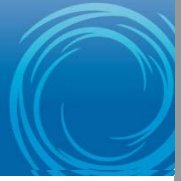


Momentum: Multichannel Insight for Your Business



An assessment tool for evaluating and optimizing your multichannel strategy

How effective is YOUR multichannel strategy?

The multichannel customer experience is becoming more complicated with each passing day. With the emergence of new technologies and new channels giving consumers expanded choices, how can marketers possibly keep up? Do you evaluate how you're doing internally and with respect to competitors? Knowing which channels your customers use at which stage of their purchasing timeline is complicated. Do you know where you stand?

Important questions to ask: Do you have a strategy for planning and migrating to multichannel competencies? Do you have a holistic view and understanding of your customer so that you might apply those insights toward action-oriented, ROI-driven initiatives? Do you have a coordinated approach to ensure a consistent and targeted customer experience across all touch points? Do you have standardized metrics, processes and enterprise-wide tools to capture and apply measurement insights? Do you have the technologies in place to support a multichannel vision? Harte-Hanks can help you get the answers to these and other questions.

How we can help

Harte-Hanks stands ready with a proprietary multichannel assessment solution called *Momentum: Multichannel Insight*. The tool is designed to help you achieve a better understanding of your company's various multichannel processes so that you might optimize their overall effectiveness. As a result of leveraging *Momentum: Multichannel Insight*, you will:

- Gain critical insight into constantly changing consumer behaviors as they relate to channel usage
- Understand your organization's multichannel strengths and weaknesses with an eye towards determining key next steps
- Avoid common channel-specific pitfalls related to the design and management of the marketing database
- Construct a comprehensive, multichannel performance management roadmap
- Design a unified marketing plan that integrates all channels of operation
- Develop processes to track and report on multichannel customer relationships

Multichannel Maturity Continuum				
1) Starting Point	2) Progressing	3) Evolving	4) Advancing	5) Optimizing
Concentrating the use of multichannel strategies to manage to customer. One touch strategy or manually tracked activity.	Consolidating activity from multiple touchpoints into a single, unified marketing effort. One touch strategy with consistency of cross channel performance and customer experience.	Adding and removing channels, creating a multi-touch strategy. Analyzing activity across channels to optimize the customer experience. Using data to inform strategy and to measure performance.	Partnering with external agencies and consultants to manage and optimize the customer experience. Using data to inform strategy and to measure performance. Implementing a unified marketing plan across all channels to optimize the customer experience.	Customer experience has been enhanced across all aspects of marketing activity. Standardized processes and the integration of all marketing activities. Consistent customer experience across all channels. Implementing a unified marketing plan across all channels to optimize the customer experience. Using data to inform strategy and to measure performance.
No Customer or Offline used	Basic CRM Segmentation	Customer Segmentation	Customer Segmentation	Customer Segmentation
No Analytics, Capabilities	Use to No Analytics	Significant Use of Analytics	Customer Analytics with CRM & Campaigns	Customer Analytics & Reporting
Manual Reporting	Capacities & Campaign Reporting	Self-Service, Automated Data and BI Tools	Customer Analytics with CRM & Campaigns	Customer Analytics with CRM & Campaigns
Basic or No Tracking	Automated Reporting	Some Segmentation	Reporting Performance	Reporting Performance

Insight into your business

Momentum: Multichannel Insight provides insight into an organization's internal and external multichannel marketing strategies, resulting in an enterprise-wide roadmap for optimizing marketing campaign ROI.

BENEFITS AT A GLANCE

Identify current strengths and opportunities for improvement

Prioritize strategies and tactics for increased ROI

Share "best of breed" examples from other multichannel companies

Discover proven, real-world strategies that are used by best-in-class organizations

Gain a holistic view and understanding of the customer as it relates to channel usage



Insight. Passion. Results.



Momentum: Multichannel Insight for Your Business



The Framework

Momentum: Multichannel Insight is designed to assess how your company is adapting to the multichannel landscape. As a result of this process you will know what your strengths and weaknesses are and where you fall on the multichannel maturity continuum. *Momentum: Multichannel Insight* will take these insights and turn them into strategies to help you move to the next level of sophistication for improved marketing effectiveness.

How it Works

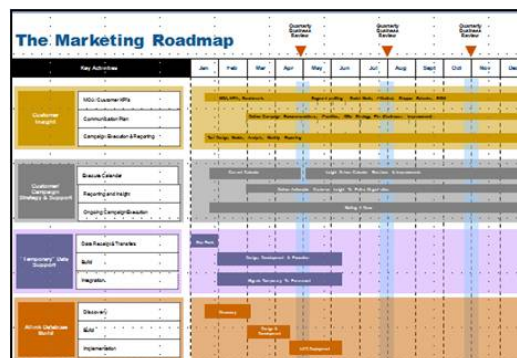
We'll use information collected from a thorough assessment to chart your multichannel readiness.

- Harte-Hanks will elicit feedback from a variety of internal resources on process and performance, as it relates to interacting with customers across multiple channels. This is accomplished by interviewing participants at your organization across levels and across departments.
- Using our experience with other clients and performance across several key disciplines, we identify and compare key marketing pain points. We employ research collected by The Aberdeen Group to provide a true benchmark comparison against peer organizations.
- We chart your multichannel readiness providing context for where you fall on the multichannel maturity continuum. The output is used to prioritize and address gaps in current marketing execution and identify strengths that can be built upon.

The Result

Harte-Hanks will measure your overall multichannel marketing effectiveness, and develop a roadmap to design and implement a unified marketing plan across channels. By analyzing current marketing touch points and messaging to identify strengths and weaknesses you will be able to:

- Use the findings to prioritize and address gaps in current execution and identify strengths that can be fully leveraged.
- Understand and apply creative best practices cross-channel, to optimize communications and deliver a customer experience that is both integrated and effective.
- Ensure that relevant, reliable and thorough measurements are built into each channel to provide benchmarks for the evaluation of channel effectiveness.



About Harte-Hanks

We know it takes more than guesswork to create direct marketing solutions that help you win, keep and grow your customer base. It takes true **insight** to understand complicated customer and marketplace data, and decipher how your customers and prospects behave. It takes people with **passion** to do whatever it takes to create innovative marketing communications that don't just break through the clutter – but break through the barriers to get response. And it takes a focus on delivering impressive, business-driving **results** to make sure you get maximum value from your direct marketing investment. It takes Harte-Hanks.