

Real Solutions. Real Results.

The better you know your prospects and customers, the more effectively you can market to them. Whether you're an online or multi-channel retailer, you know there's real value in being able to cost-effectively acquire, convert, and retain the most profitable and loyal customers over time.

The Market Master: Retail Solution Difference

FaceTime Strategy's Market Master: Retail Solution helps retailers better understand and communicate with customers by aggregating data from a wide variety of sources—including POS (point of sale), eCommerce, call center, and web analytics systems—and by providing the tools necessary to create dynamic one-to-one marketing campaigns.

Once you've determined your approach for communicating with prospects and customers, FaceTime Strategy's automation capabilities help you aggregate multiple sources of data, segment to find the right target audience, and trigger the right message or sequence of messages. Our solution truly delivers on the promise of one-to-one marketing by helping retailers transform once tedious messages into automated remarketing opportunities that strengthen your brand.

Solution Highlights

Nurture.

Leverage web analytics and CRM data to turn prospects into customers with automated programs that help move individuals through the purchase cycle.

Remarket.

Re-engage lost customers with automated messages and compelling offers.

Confirm.

Turn a simple order confirmation into an automatic up-sell or cross-sell opportunity by promoting related items that were abandoned during purchase.

Promote.

Tap into the social power of word-of-mouth marketing with a dynamic integration between FaceTime Strategy and Bazaarvoice Ratings and Reviews.

Offer.

Use Live Offers to provide promotions and discounts to your most loyal and profitable customers.

Measure.

Increase your campaign's effectiveness and respond to market shifts by tracking data and reporting on customer interaction in real time.

The Bottom Line

The FaceTime Strategy Market Master: Retail Solution helps you better understand and communicate with your customers while cultivating more profitable relationships.

Market Master: Retail Solution = Real Success.

Whether you're re-engaging prospects who abandon their shopping carts, managing order confirmations, cross-selling and up-selling through targeted promotions, or fueling loyalty offers that keep your best customers coming back for more, FaceTime Strategy's Market Master: Retail Solution ensures your one-to-one marketing campaigns thrive—from beginning to end.

Retail Toolkit.

For helpful information about FaceTime Strategy's Market Master: Retail Solution, visit www.FaceTimeStrategy.com