



## REDEMCO QUIZ

# What's your marketing strategy?

- A.** I prefer big hits, no matter the cost.
- B.** Marketing strategy? I don't need a marketing strategy. Our product sells by itself.
- C.** I hate wasting money. I prefer an approach based on profitability and long term success development.

**Did you answer C?**  
We can help you meet your objectives.

### MAXIMIZING EVERY PROMOTIONAL OPPORTUNITY

Redemco understands that return on investments must be a primary target in marketing. This is why we develop tools to measure ROI and maximize each promotional opportunity. Our objective is to help our clients transform promotional activities into opportunities to understand their market and build long term relationships with their customers.

### THE INFORMATION UNDERLYING EACH PROMOTION

Over the last 20 years, Redemco has established itself as a Canadian leader in coupons management, mail-in rebates and contests/sweepstakes management. To reach this leadership position, we constantly develop our expertise in marketing information management.

All data collected for our clients is compiled and analyzed to allow them to measure the efficiency of their promotions and achieve a more enlightened planning of their marketing activities.

### MORE BENEFITS THROUGH INNOVATION

Technological evolution in recent years has shifted customers' expectations and demand. Always searching for the latest developments and best practices in CRM, Business Intelligence and the Web, we continuously incorporate them into our techniques, models and tools.

Over the years, we built our reputation on our competency and reliability. We are proud of this reputation. However, our work does not stop here. The key to our success: we question the status quo, constantly innovate, show an outstanding level of determination and service, and provide solutions to our clients, responding to their needs and increasing their profitability. You will conclude the same when discussing with our representatives.

For more information about our services and our ROI calculation, please refer to the table on the reverse side.

### OUR CLIENT RELATIONSHIP EXPERTS MAY HELP YOU TO:

- Use contests to collect information and understand customers better
- Increase the efficiency of your coupons and identify the optimal rebate to offer
- Target only most profitable customers in a mail-in sample campaign
- Maximize every opportunity related to your promotional activities...

Contact us at  
**1-866-Redemco**  
to speak to one of  
our representatives.

### DEDICATED TO ITS CLIENTS

Metro - Provigo - Sobeys  
Heinz - Saputo - Lassonde  
General Mills - Kellogg's  
SAQ - Kraft - SC Johnson  
Agropur - Parmalat

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# RETURN ON INVESTMENTS

Because their results are rarely measured in a systematic and precise manner, marketing activities are often considered expenses rather than investments. Why not measure marketing results as rigorously as financial or operating results? Using the right performance indicators, evaluating ROI on a promotion is made easy.

Keeping in mind their business objectives, we help our clients put in place different methods to evaluate the profitability of their marketing activities. The following list provides examples of the types of benefits that we measure:

## Increase in revenues

- Identification and acquisition of high potential clients
- Identification and retention of most profitable clients
- Promotions optimization
- Greater efficiency with targeted and personalized promotions

## Cost Reduction

- Decrease in customer acquisition costs
- Decrease in number of non-profitable clients
- Better allocation of resources with targeting
- Tests and error reductions
- Less costly and more efficient on-line promotions

## Stability of operations

- Less vulnerable to competition
- Shorter reaction time with constant results monitoring
- Greater precision in sales budgeting

# OUR SERVICES

## REBATES

- **Coupons**
  - Traditional
  - Intelligent (with unique identifier)
  - Electronic / on-line
- **Mail-in Rebates**
  - Handling and data-entry
  - On-line rebate status services
  - Cross-sale reimbursements

## MARKETING INTELLIGENCE

- **Data Warehousing**
  - Planning
  - Programming
  - Hosting
  - Outsourcing
- **Data Mining**
  - Segmentation and Modelling
  - Descriptive Analysis
  - Predictive Analysis
  - Targeting

## CLIENT RELATIONSHIP TOOLS

- **Loyalty and Privileges Programs**
- **Registration Forms**
  - Subscriptions
  - Contests
  - Polls and Inquiries
  - Satisfaction Cards Measurement
  - Software and Manual Downloads
- **Client Support Systems**
  - Product Registration and Recalls
  - Client Contact Management
- **On-line/Electronic Promotions**
  - Promotional emails
  - Brochures Mail-ins
  - Electronic Catalogues
- **Mail-in Promotions**
  - Samples
  - Product Mail-ins
- **Gift Certificates**

## INFORMATION SYSTEMS

- **Marketing Information**
  - Collect
  - Management
  - Cleansing
  - List renting
  - Data enrichment
- **Measure, Control, Monitoring and Alerts**
- **Printed or web-based reports**

## PROFESSIONAL SERVICES

- **Consulting**
- **Business analysis and strategy**
- **Programming**
- **Outsourcing**