



Real-Time Response Analytics Dashboard



*Identify Your
Best Customer!*

WHY DO I NEED DYNAMISCAN?

- ✓ **Maximize ROI** – Easily identify the list/offer combos which will yield maximum profit
- ✓ **Know Your Target** - Quickly learn your “Ideal Customer” profile
- ✓ **Know It Now** – Monitor each location in real-time on your own dashboard
- ✓ **Save Thousands** - By Identifying Unresponsive List Segments



Software Features

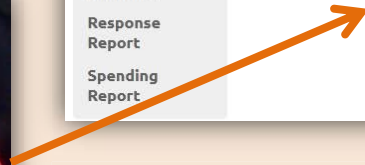
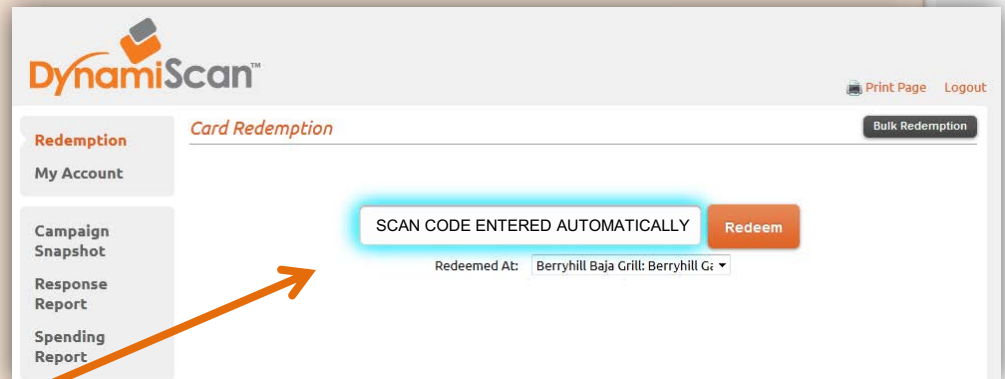


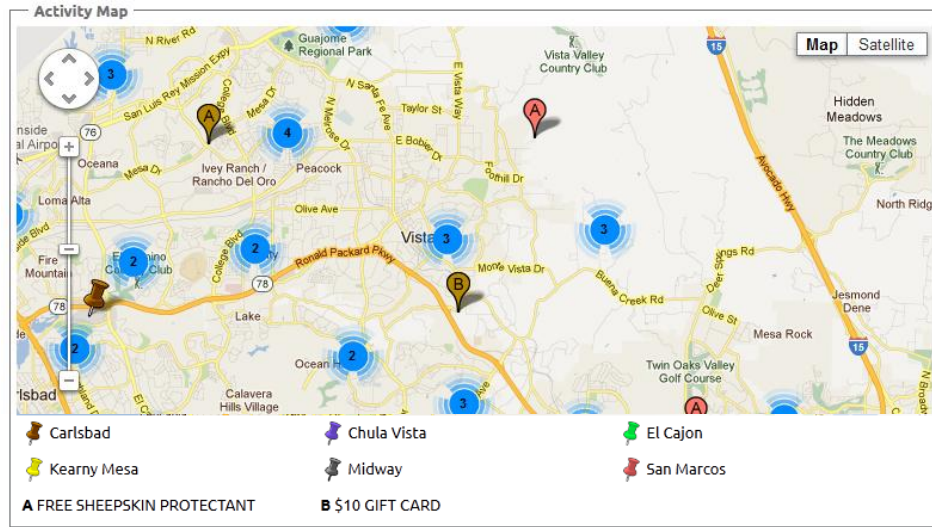
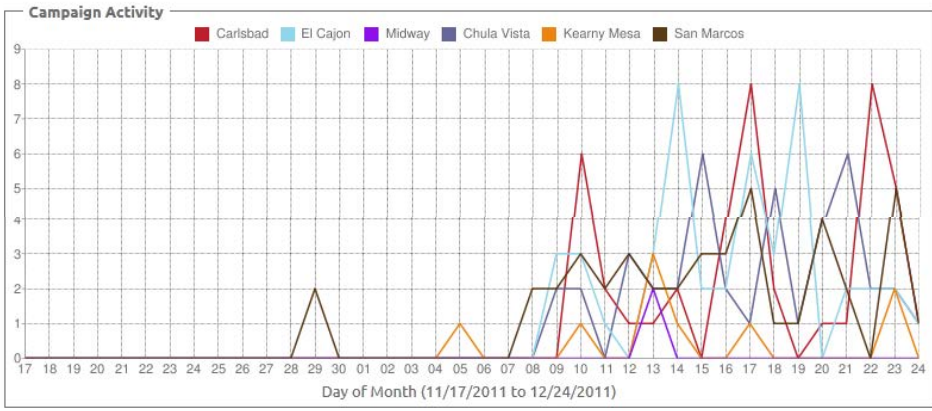
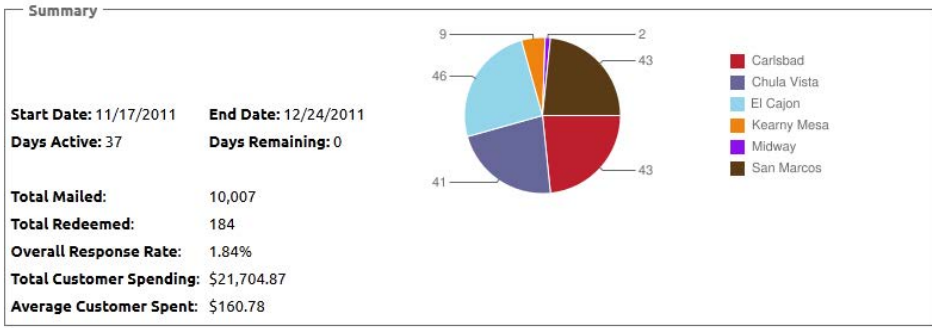
- ✓ Unparalleled Real-Time Campaign Response Analytics
- ✓ Multiple Location Enabled
- ✓ Supports Multiple Offer Testing
- ✓ Automatically Generates A Respondent Mailing List
- ✓ Profile Your New Customers Based On:
 - Age
 - Income
 - Gender
 - Marital Status
 - Owner/Renter
 - Length Of Residence
 - Home Value
 - Year Home Built
 - Children Present
 - Single Family/Apartment

Plug-N-Play USB Scanner



Scan Cards In Seconds!





At-A-Glance Summary Keeps You Informed

Track Daily, Weekly and Annual Activity

Each Respondent is Geo-mapped



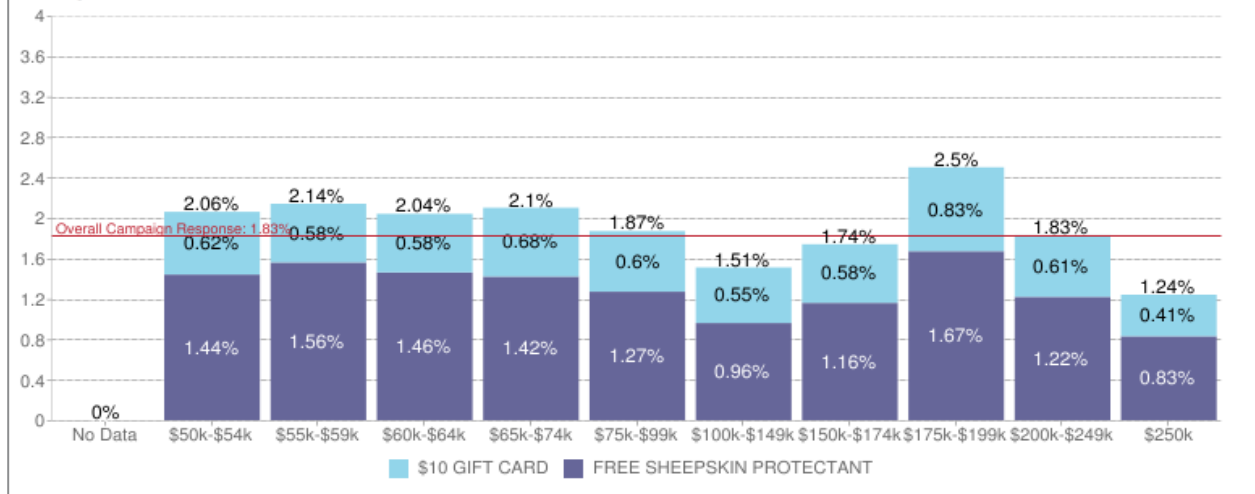
Response Analysis By Demographic Segment

- ✓ Compare each response segment to the overall average
- ✓ Response breakdown by offer

Response By Offer Summary

Total Redeemed vs Mailed: 183 of 10,007 (1.83%)
124 redeemed FREE SHEEPSKIN PROTECTANT (1.24%)
59 redeemed \$10 GIFT CARD (0.59%)

Response Breakdown for Income



Spend Analysis By Demographic Segment

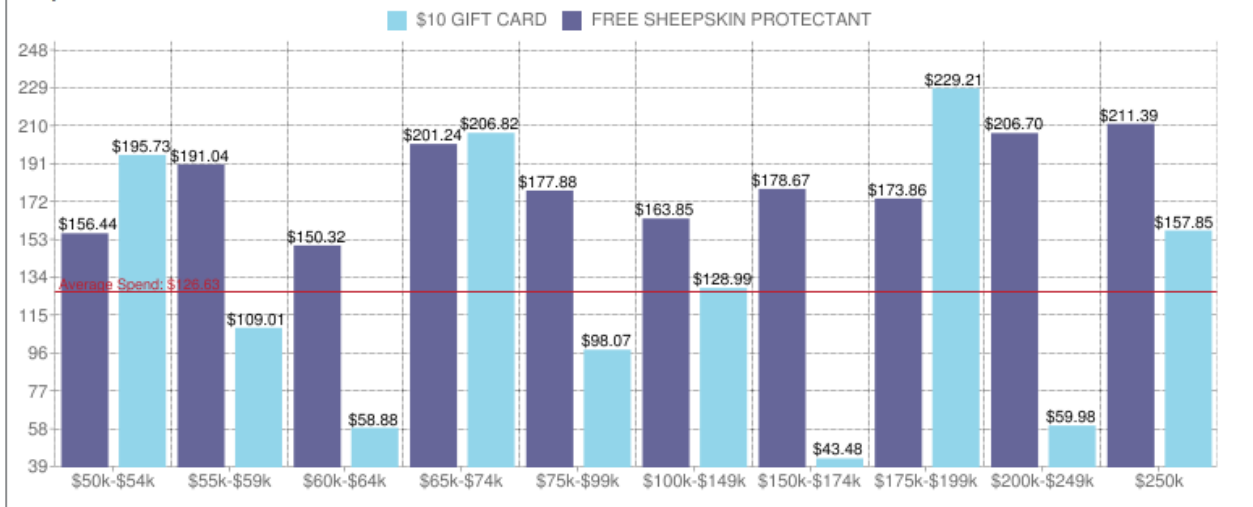


- ✓ Compare each segments spend amount to the overall average
- ✓ Spend breakdown by offer

Spend Summary

Total Recorded: 135 Total Spent: \$21,704.87 Average Spent: \$160.78
91 spent an average of \$177.68 for FREE SHEEPSKIN PROTECTANT (Total Spent: \$16,417.06)
43 spent an average of \$92.59 for \$10 GIFT CARD (Total Spent: \$5,233.18)

Spend Breakdown for Income



Ready to Get Started?

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