

# Customer Acquisition & Development Solutions

## Overview

Customer Acquisition and Development Solutions from Business Ink increase the lifetime value of your customers. We use data analytics, predictive modeling and precision targeting to build marketing and communications programs that acquire, convert, develop and retain your customers.

## Strategic Benefits

Whether it's a product launch, an initiative to deepen relationships, or a customer retention campaign, Business Ink increases engagement and revenue by delivering world-class strategy, technology and fulfillment. Business Ink turns data into Business Intelligence to help your team understand consumer behavior. Then we create compelling offers and calls-to-action that motivate consumers to act and keep them coming back.

- Identify the most profitable and least profitable customers
- Raise the response rates of hard-to-reach consumer populations
- Acquire new customers
- Reduce customer acquisition costs and increase customer loyalty by increasing the effectiveness of your marketing communications efforts
- Upsell products or solutions with more features
- Cross-sell products and offer new products to existing customers
- Increase the purchase frequency of customers

## Implementation

Business Ink is the single-source partner you need to achieve your strategic communications goals.

- Experienced program management approach
- State-of-the-art print and digital capabilities
- Multichannel message delivery
- Exceptional quality that differentiates you in the marketplace
- Nationwide fulfillment and distribution facilities

## Business Ink—Trusted Partner

Business Ink is one of the leading providers of strategic business communication solutions to private and public sector entities in North America. Business Ink helps organizations acquire, convert, develop and retain customers by leveraging its technology platform and nationwide distribution capabilities.

