

CustomerLocate

Find new customers easily

Now it's easier and cheaper than ever to find new customers. New from DataXcavator, CustomerLocate mines public databases for precisely the type of prospective customer you want. Its sophisticated algorithm turns your preferences into a precise search. Then DataXcavator's SavvyDelete app takes out stale or incorrect records. The result? Genuine sales prospects who'll be interested in what you have to offer.

"CustomerLocate has been a revelation. We've seen a 20% increase in response rates on our DM since we started using it to get more refined prospect lists." *Harry Hardass, Sales & Marketing Director, Proper Company that Makes Things*

Three reasons why companies like yours choose CustomerLocate:

1. **Predictable, affordable costs.** Set your expectations – and we set a fixed price. And because CustomerLocate uses public data, there are no licensing fees: we pass the saving on to you.
2. **Pre-qualified prospects.** There's nothing worse than selling to people who don't want to know. CustomerLocate's algorithm retrieves records that match the profile you give us, so you can be confident in a receptive audience.
3. **Accurate records.** Honed through years of research, SavvyDelete removes incorrect data, giving your communication the best chance of hitting its target.

John Doe 22/11/11 19:04

Comment [1]: I'm not happy with this wording. Isn't it a bit too simplistic for our audience?

John Doe 22/11/11 19:06

Comment [2]: You can't just dive in with a benefit like this. We need to set the scene first, really describe the customer's problem properly.

John Doe 22/11/11 19:07

Comment [3]: Let's qualify this, please

John Doe 24/11/11 21:05

Comment [4]: Again, let's have more detail! SavvyDelete is like our crown jewels

John Doe 24/11/11 21:08

Comment [5]: Who is this writer? This reads like promotional copy! We need to sound serious and professional here.

John Doe 22/11/11 19:07

Comment [6]: Hey, the grammar checker says 'that'!

John Doe 22/11/11 19:09

Comment [7]: We don't have time to get PCTMT's approval for this. Better anonymise!

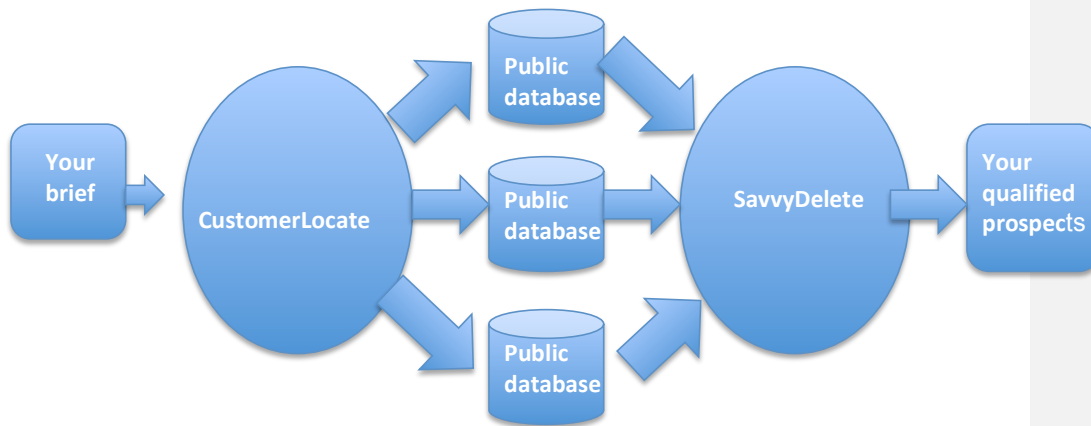
John Doe 24/11/11 21:11

Comment [8]: But anyone might want to use CustomerLocate, not just companies like his...

John Doe 24/11/11 22:57

Comment [9]: I think customers need to know more about what it is, not what it does for them.

The CustomerLocate process



John Doe 24/11/11 22:15

Comment [10]: This is good but it needs more detail on how everything works – and don't forget – it's a cloud solution!

What next?

- **Sign up now** - Your business could be up and running on CustomerLocate in just a few minutes. CustomerLocate.com/signup
- **Take a free trial** – No obligation, quick registration. CustomerLocate.com/trial
- **Learn more** – Dive into the technical background to find out more about our algorithm, apps and datasets. CustomerLocate.com/learnmore
- **Questions?** – Call 01234 56789 or email questions@anycompany.com

John Doe 24/11/11 21:30

Comment [11]: Hmm. We may not have time to get all this web stuff ready. Can we cut this and just leave the number and email?