



Connect. Communicate. Capture Their Attention with Bull'sEye.

Bull'sEye by Victory uses advanced, web-based technology to help companies reach their target audiences—through automated and live messaging—driving the success behind direct mail initiatives.

Bull'sEye is our proprietary software that allows our clients to completely manage their own campaigns, with the added advantage of real-time reporting. Just as an opening act warms up the crowd for the next entertainer, Bull'sEye is an efficient and effective tool for reaching your target audience to get them ready—and waiting—for your materials to arrive.

From direct mail tracking, to catalog up-selling, to customer win-back initiatives, Bull'sEye is a powerful, user-friendly service that has unlimited potential. Here are just a few of Bull'sEye's direct mail solutions:

- **Open Rate:** Connect with your customers and reinforce your message before it arrives in the mail, dramatically increasing mail lift and open rates.
- **Up Sell:** Given today's busy lifestyles, many customers appreciate reminder calls for upcoming appointments or events. Bull'sEye allows you to offer that same convenient service to announce a special sale, promotional offer or catalog delivery.
- **Tracking:** Bull'sEye takes the guesswork out of direct mail success. With traditional distribution methods, it is impossible to know exactly who has received and/or opened your mail. Bull'sEye can instantly and accurately identify who has received your message.
- **Surveys:** Incentives sell: Drive participation in your next survey program by letting customers know they will be receiving a discount or coupon for participating in the survey. Bull'sEye allows you to set expectations and reinforce the importance of survey participation.
- **Announcements:** Instantly introduce a new product or kick off a promotion, sending a very tailored—and effective—message to your target audience.
- **Link Back:** While you have your target audience on the phone line, Bull'sEye gives you the opportunity to capitalize on that contact. With the power of link-back technology, customers can simply press a button to place an order, renew a membership, or speak with someone, on the spot.
- **Capture Lost Targets:** For every direct mail campaign, at least 5% of the target audience does not receive the intended mail. Bull'sEye offers an opportunity to reach nearly 100% of the audience, giving customers the option to simply press a button to request a new piece of mail.
- **Win Back:** Don't let your customers get more than a few steps away before you jump at the opportunity to win them back. Bull'sEye can instantly send your message, along with any promotional perks, urging your customers to reconsider and instantly renew their status.

Put the power of Bull'sEye to work for your next direct mail campaign to drive success and increase mail open rates of up to 70 percent.

Contact Bull'sEye today – **and see where it takes you.**

Victory Communications

2011 E. Lamar Blvd #100, Arlington, TX 76006

Phone: **866-443-7788** * E-Mail: **info@VictoryC.com**

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www.VictoryC.com



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