



Beyond The Register: Retail Marketing That Works

Bull'sEye by Victory uses advanced, web-based technology to help retail companies reach their target audiences—through automated and live messaging—driving brand recognition and customer satisfaction, while increasing sales volume.

Bull'sEye's advanced platform offers powerful, Instant Response Technology (IRT) that allows our clients to completely manage their own marketing campaigns and promotions, with the added advantage of real-time reporting. Bull'sEye is the proven tool that helps reach your target audience and drive them to your store, catalog, or website.

From seasonal promotions, to buyers' club updates, 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 retail solutions:

- **Exclusive Sales and Promotions.** Give your best customers the special treatment they deserve: Bull'sEye sends information about exclusive discount offers or promotional deals directly to your key customers, in a quick and timely fashion.
- **Catalogs & Direct Mail.** Bull'sEye instantly sends out personal, time-sensitive messages to your entire customer base, at the mere touch of a button. Connect with your customers and reinforce your message before it arrives in the mail, dramatically increasing lift and open rates—up to 70%.
- **Customer Care.** A courtesy call is more than a display of kind sentiment—it goes a long way toward earning continued business. Bull'sEye allows you to follow up with your customers to offer an extended service or warranty, announce the release of a new product line, or simply thank them for their ongoing patronage.
- **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 order, allowing you to make the sale on the spot; talk to a sales associate for immediate customer service; or renew their status in your frequent buyers' club.

Put the power of Bull'sEye technology to work in your store and listen to your registers ring.

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

In the retail industry, timing is as critical as product merchandising. Customers today are looking for more ways to get the most out of their busy days.

Imagine sending a message from your computer, instantly reaching all of your customers with information about an exclusive sale or promotion. Now imagine that each customer can simply touch a button and be connected with your store to ask for more information, check for product availability, or even order merchandise on the spot—that's the difference with Bull'sEye. Our IRT service not only lets you connect with your customers; it helps you earn the sale.

Victory Communications

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