



by *Victory* Communications

Move Your Business Forward With Innovative Bull'sEye Technology

Today's business environment is more time sensitive than ever: We expect same-day delivery, rush service, and immediate response. As a result, businesses in a host of industries are turning to Bull'sEye to deliver critical information to global audiences—and to capture their responses—in a highly efficient format and time frame.

Bull'sEye's technologically savvy platform offers powerful, Instant Response Technology (IRT) for use in:

- launching micro-target campaigns
- surveying product opinions
- minimizing product and service breakage
- managing promotions
- distributing shareholder information
- scheduling customer appointments
- soliciting opinions and gathering responses
- influencing decisions or legislation
- sharing information with customers

"I have a full-time employee spending the majority of her day making confirmation calls. I need a way to free up her time for other projects."

"When customers test our new product, I need a way to capture immediate feedback with detailed, usable information."

"I need to make it easy for our customers to reach us with only the push of a button."

How Does Bull'sEye Work?

Bull'sEye is a unique, data-gathering interface that sends customized information to a specified target audience, ranging from one outlet to millions of individuals. Using the customer's existing database, Bull'sEye provides real-time, instant feedback on delivery status—including individual results or responses—for the most effective results-tracking medium available. It is the easiest and most effective web-based communications platform available to businesses today.

Why Bull'sEye?

Bull'sEye allows companies to interface with their customers in a personal, meaningful and measurable way. From updating customer information, to cross-selling opportunities, to understanding customer motivations, Bull'sEye is the only tool to provide comprehensive delivery and response solutions to businesses worldwide.

- **Efficient.** Bull'sEye offers the quickest delivery of time-sensitive information available today.
- **Immediate.** Businesses that require instant feedback from their customers benefit from Bull'sEye's real-time operability and results.
- **Advanced.** Victory's own IRT is used for both real-time information distribution and gathering.
- **Versatile.** Bull'sEye measures customer responses in a myriad of ways to meet customers' specific needs.
- **Smart.** Bull'sEye offers expedient delivery and ad hoc reporting at a cost that makes good business sense.

Bull'sEye's IRT technology goes to work serving a full range of industries, including:

- Retail
- Associations
- Manufacturing
- Hospitality
- Government/Political
- Non-profit
- Subscription-based business

Change the way you reach customers and capture vital information.
Change the way you communicate to a global audience.
Contact us today to learn how **Bull'sEye is changing the future of business communications.**

Victory Communications

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Bull'sEye features a user-friendly platform that delivers.



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