

RAPID RETURN ON INVESTMENT

Two purchasing options are offered for youGROW UNIVERSAL, each representing exceptional value for money.

Option 1 \$2,645 (GST incl.)

- Fully installed on-site
- 8 hours' personal on-site training
- Assistance with your first 2 campaigns

Option 2 \$1,325 (GST incl.)

- Simple self-installation
- 8 hours' interactive on-line training

Whichever option you choose, youGROW UNIVERSAL is capable of paying for itself through increased sales within just 1 or 2 campaigns.

Given that it can be installed and campaign-ready within 10 minutes – with ALL your customer contact and sales data available and ready for segmentation – full return on investment could realistically be achieved in just a few short weeks.

AWARD WINNING TECHNOLOGY

The youGROW Relationship Marketing Database was recognised nationally at the Secrets of Australian IT Innovation Awards 2005, collecting third prize in the Most Innovative New Software category (Commercial Sector).



LIKE TO KNOW MORE?

For further information on youGROW UNIVERSAL, or to arrange an obligation-free demonstration, please contact your local Certified Reseller (see details below).

You'll also find a full listing of our Australia-wide and New Zealand Reseller Network in the "Contact Us" section of our website: www.yougrow.com.au

Would you stay loyal to someone who showed no more appreciation for your 100th purchase than they did your first?

Neither would your customers.



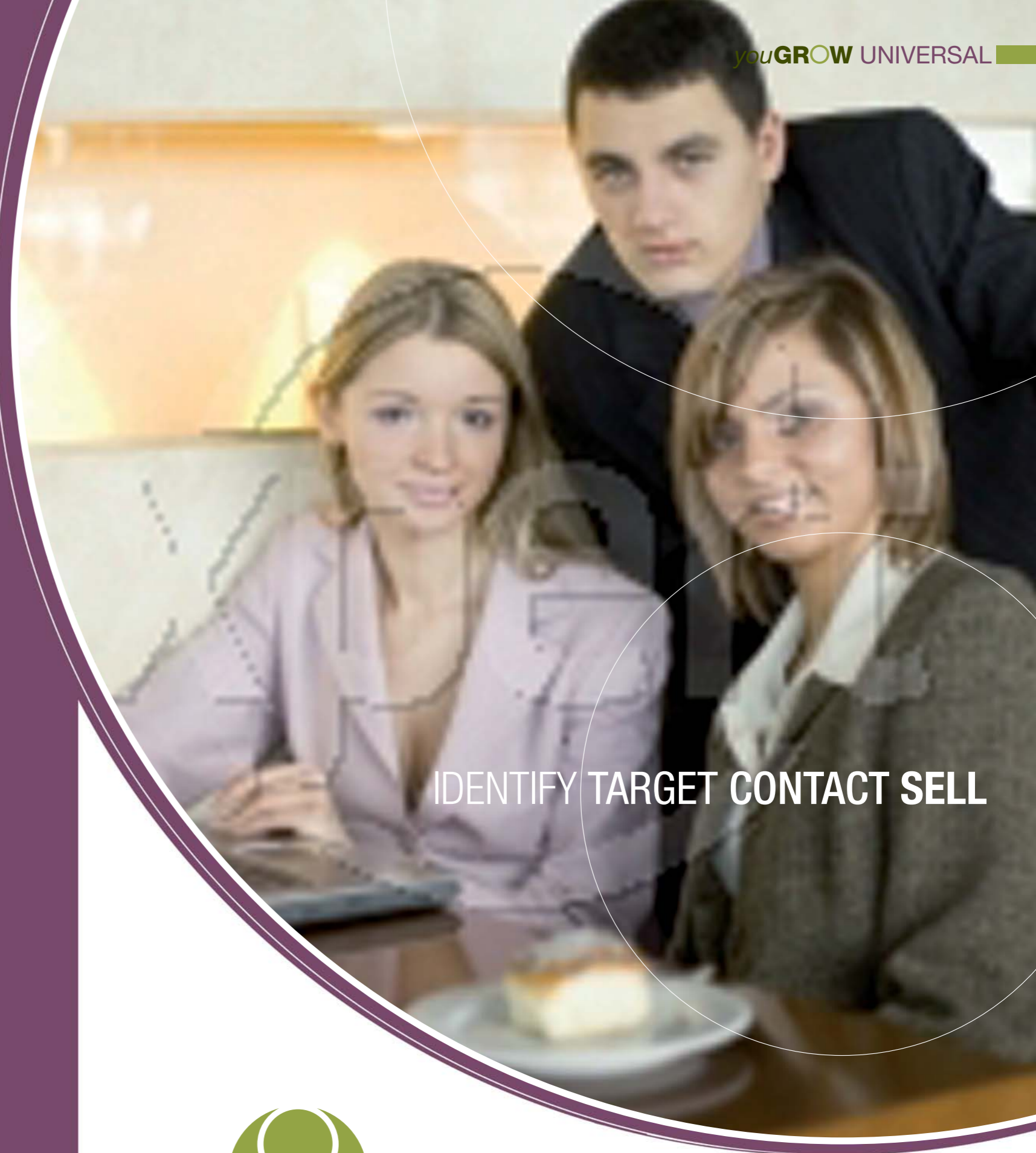
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IDENTIFY TARGET CONTACT SELL



youGROW
RELATIONSHIP MARKETING DATABASE

**BUILD THE RELATIONSHIPS AND SALES YOU WANT
USING THE CUSTOMER DATA YOU ALREADY HAVE**



GENERATING TARGETED CUSTOMER COMMUNICATIONS HAS NEVER BEEN SO EASY OR COST-EFFECTIVE

Business owners have long understood the value of friendly, one-to-one communication when it comes to building customer relationships. Small-to-medium-sized enterprises (SMEs) in particular thrive on it.

Reproducing this proven approach through mail, e-mail or over the phone, however, has previously been near impossible.

The laborious process of identifying groups of customers with similar tastes, buying habits and demographic characteristics was frustrating enough. But it paled in comparison with the effort required to manually create a specific, useable contact list for them.

Not surprisingly, hit-and-miss blanket mailings to entire customer bases became the norm. Equally predictably, they rarely did well.

But with youGROW UNIVERSAL, things have changed.

youGROW UNIVERSAL is the first and only commercially available marketing database that allows you to manipulate your existing customer sales and contact data with ZERO re-keying.

START TARGETING YOUR MOST PROFITABLE CUSTOMERS - THOSE YOU ALREADY HAVE

It's well recognised that it's much easier and around 7 times less costly to generate more business from existing customers than it is to win new ones.

So it clearly makes sound financial sense to focus the bulk of your marketing activities on your existing customer base.

It's also well understood that, in most cases, around 80% of a business's profit is contributed by just 20% of its customers.

So it makes even better financial sense to find out who those 20% are and specifically target them.

youGROW UNIVERSAL allows you to do exactly that. And, unlike its competitors, it does so without requiring you to re-enter a single piece of data.

ALMOST LIMITLESS DATA SEGMENTATION CAPABILITY

youGROW UNIVERSAL will allow you to divide, or "segment", your customer base according to a huge range of potential criteria. For example, you could instantly create communication-ready contact lists of all customers who:

- Bought from a particular promotional campaign.
- Have done business with you at least 3 times, with an average spend of \$250 or more per transaction.
- Previously purchased a particular item or service 4 times or more per year, but haven't purchased any since 2005.
- Live within a particular range of postcodes and are happy to be contacted via SMS.

And you can cross-reference almost limitless combinations of different criteria to refine your lists still further.

TAILOR YOUR OFFERS LIKE NEVER BEFORE

Having the ability to instantly segment your existing customer base in almost any way you wish will allow you to tailor your offers for guaranteed relevance and maximum likelihood of positive response.

Here are just a few simple examples to start you thinking:

- Identify all customers who've bought a particular item, have spent over \$300 with you and have bought within the past 2 months, and offer them an exclusive price on a complementary item.
- Identify all customers who've bought more than \$1,000 worth of your product/service and invite them to a special function to say "Thankyou".
- Identify all previous customers who haven't made a purchase in the last 12 months, then lure them back by offering a special package of added-value benefits on any purchase made in the next four weeks.

NO NEW OPERATING ENVIRONMENT TO LEARN - WORKS WITHIN MICROSOFT OUTLOOK

One of the most convenient features of youGROW UNIVERSAL is that it will look and feel entirely familiar to you.

Unlike stand-alone marketing database solutions, youGROW UNIVERSAL operates within the common Microsoft Outlook environment. You really will know your way around it in no time.

KEY FEATURES

- Takes the sales and customer data you already collect through MYOB® Accounting into custom Microsoft Outlook forms.
- Automatically updates every customer's individual sales history each time you synchronise MYOB® Accounting data.
- Instantly identifies groups within your customer base displaying similar buying habits and/or demographic characteristics – you choose the criteria.
- With the click of a mouse, performs a personalised mail-merge to e-mail or letter, or creates an SMS-ready contact list, for any identified customer group.
- Provides a level of functionality previously only found in stand-alone systems costing thousands or hundreds of thousands of dollars.

And all within the user-friendly Microsoft Outlook environment you're already familiar with.

COMPREHENSIVE TRAINING PROVIDED

To help you harness this remarkable marketing solution's powerful functionality as quickly as possible, youGROW UNIVERSAL comes with comprehensive product training.

Depending on the purchasing option you choose (see overleaf), this training will be provided either one-to-one at your premises, or interactively on-line.

ADDITIONAL ASSISTANCE AVAILABLE FOR YOUR FIRST CAMPAIGN(S)

If after your youGROW UNIVERSAL product training you feel that you would appreciate some additional assistance to conduct your first targeted marketing campaign(s), just let us know.

youGROW also offers professional data segmentation analysis and expert copywriting services to help you get the right message to the right customers at the right time.

COMPATIBLE WITH AUSTRALIA POST'S ePARCEL SERVICE

If you're a producer or manufacturer, an added benefit of youGROW UNIVERSAL is that it may also help streamline your product distribution. You will be able to export specific customer data direct to Australia Post's eParcel service – again, no more double entry.

"We'd been looking at a number of

customer development and retention

solutions, and youGROW presented

easily the best option. It was priced right,

easy to implement...and the integration

between MYOB and Microsoft Outlook is

unique."

David Campbell
Master Franchisee
CARTRIDGE WORLD