

RESPONSE CRM

DIRECT MARKETING AUTOMATION

FOUNTAIN VALLEY, CALIFORNIA



Response CRM is a fully hosted marketing platform for advertisers focused on acquiring customers through Direct Response channels. Response CRM offers Multi-channel Customer Acquisition, Fraud Prevention, Flexible Billing Engine, Customer Management, and Chargeback Automation, all working together, providing an end-to-end direct marketing platform.

Multi-channel Customer Acquisition

You're not limited to one method of customer acquisition. Why should your order management be?

Features Include:

- API
- Call Center Order Forms
- Integrated Direct Response Shopping Cart
- Flexible Web Forms
- Up to 600 Custom Fields
- Secure Data Collection/Transmission with SSL

Fraud Prevention

Prevent fraud with automated tools and expose cyber criminals.

Features Include:

- Geographical IP Address Location Checking
- High-risk IP Address and Email Checking
- Issuing Bank BIN-State Matching
- Post-Query Analysis
- Negative Database Blocking

Flexible Billing Engine

The heart of any great utility billing system is its billing engine.

Features Include:

- Post Transaction Up-Selling
- Decline Management
- Micro Transaction Balancing
- Supports Multiple Currencies

Customer Management

CRM Solutions tailored for Direct Response Marketing.

Features Include:

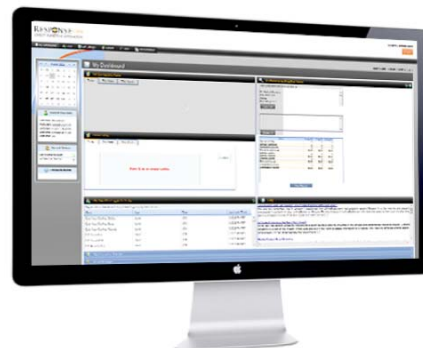
- Permission-based User Access
- Customer Analytics
- Robust Reporting
- Automated Data Export
- Transactional Communications

Chargeback Automation

Optimizing Chargeback Management to increase profitability.

Features Include:

- Automated Dispute Resolution
- Chargeback Prevention Tools
- High Recovery Ratios
- Dispute Trend Analysis
- Global Chargeback Support



What Response CRM Can Do For You

Response CRM was founded on five core values: passion, integrity, experience, loyalty and accountability. We are firm believers in the value of long-term relationships and trust. We understand that our success comes only as a result of the success of our clients.

As a forward thinking company, Response CRM has carved a niche that continues to attract companies from all sectors. Our expert staff is here to help you along every step of your transactional path and will assist you in achieving your direct response revenue goals.

You Call, We Answer. You Speak, We Listen.

Industry-leading responsiveness and a customer care attitude are qualities that are led by our Principals, Kali Brooks and Brian Karcher throughout the Response CRM Team. It's a common occurrence for clients to have our personal cell phones to be reached after normal business hours and more importantly, be answered immediately when called.

Level 1 PCI Compliant

Response CRM is heavily invested in the development of our CRM solution and we are constantly improving the security of our servers and server environment. Our PCI Certification is a testament to our efforts and reassurance to our customers that their data care and protection is an utmost priority.

When You Do Well, We Do Well.

Your success and longevity is our purpose. That's why we understand that every call, click, email, decline, approval, abandonment and thank you leaves a profit opportunity on the table.

Every action of a Direct Response campaign opens the door for optimization, improvement and PROFIT. At Response CRM we leverage the right blend of technology and relationships to assist you in earning the very most, every step of the way.

System Flexibility Rich Technology

At Response CRM we understand that your productivity is dependent on our commitment to innovation. That's why we have built one of the most trusted technology platforms in the industry, to deliver you state-of-the-art, on-demand marketing software. Some of the core aspects of our technology include:

- **Cutting Edge.** Response CRM is built on the Microsoft.NET platform and includes 64-bit encryption technology, Microsoft SQL Server 2008 and Windows 2008, which has become a standard in the industry for delivering efficient, scalable and secure software solutions.

- **Web-based.** Response CRM is built as a Software-as-a-Service (SaaS), which enables our users to receive software updates automatically and effortlessly through our web-based system. Our on-demand and cutting-edge software also gives advertisers and marketers easy access to the target and manage customers in real-time. With Response CRM you are able to focus on building your business – finding new customers and generating revenue with direct response campaigns.
- **Microsoft.NET Platform.** By maintaining a Microsoft-centric technology, Response CRM is well suited to integrate with outside systems and continue to stay on top of the latest technology. Response CRM stores and accesses data held in Microsoft SQL Server.

Robust Reporting

Insight into where your revenue, retention and traffic is coming from is critical. Response CRM takes an intense look into data that allows you to see where your profits are and where your losses are by affiliate, campaign, price point, and other filters.

Data View		Chart View									
Affiliate ID 246	CD1	CD107017	CD109717	CD114237	CD64885						
Transaction Type	Count	Volume	Count	Volume	Count	Volume	Count	Volume	Count	Volume	
[-] Sale	74	\$6,287.19	281	\$23,826.46	248	\$15,106.86	464	\$37,406.81	2633	\$229,180.42	
[-] Approved	18	\$910.32	103	\$7,915.44	91	\$5,251.90	185	\$13,374.53	1429	\$108,879.39	
[-] Signup Charge	6	\$17.70	20	\$59.00	22	\$64.90	30	\$88.50	596	\$1,758.20	
[-] Future Charge	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
[-] Recurring Charge	12	\$892.62	83	\$7,856.44	69	\$5,187.00	155	\$13,286.03	833	\$107,121.19	
[-] Declined	55	\$5,356.92	173	\$15,862.27	153	\$9,666.29	272	\$23,892.63	1117	\$117,904.59	
[-] Signup Charge	0	\$0.00	4	\$11.80	8	\$23.60	5	\$14.75	202	\$595.90	
[-] Future Charge	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
[-] Recurring Charge	55	\$5,356.92	169	\$15,850.47	145	\$9,642.69	267	\$23,877.88	915	\$117,308.69	
[-] Unknown	1	\$19.95	5	\$48.75	4	\$188.67	7	\$139.85	87	\$2,396.44	
[-] Signup Charge	0	\$0.00	3	\$8.85	0	\$0.00	0	\$0.00	70	\$206.50	
[-] Future Charge	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
[-] Recurring Charge	1	\$19.95	2	\$39.90	4	\$188.67	7	\$139.85	17	\$2,189.94	
[-] Refund	9	(\$547.03)	26	(\$3,159.04)	27	(\$3,369.27)	56	(\$6,217.83)	157	(\$19,239.60)	
[-] Approved	9	(\$547.03)	18	(\$2,192.89)	24	(\$2,982.81)	37	(\$4,181.99)	122	(\$15,211.74)	
[-] Declined	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
[-] Unknown	0	\$0.00	8	(\$966.15)	3	(\$386.46)	19	(\$2,035.84)	35	(\$4,027.86)	
[-] Void	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
[-] Approved	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
[-] Declined	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
[-] Unknown	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	
Net Income:	83	\$363.29	307	\$5,722.55	275	\$2,269.09	520	\$9,192.54	2790	\$93,667.65	

Merchant Account Velocity

Managing your merchant accounts successfully is no minor task. If you add too much volume or have extreme fluctuations in volume, you could be at risk of fines, losing your merchant accounts or even blacklisted. In the Direct Response arena, sales waves are a constant.

Our highly sophisticated and proprietary merchant account velocity system offers you a new level of control in managing the ups and downs of your sales cycles in regards to the health of your merchant accounts. The ability to accept electronic payments is the "Achilles Heel" of any good direct response campaign and you need the best systems working for you.