

MCIF On-Demand

For institutions with limited marketing budgets or staff, or those who simply don't have the time to spend hours analyzing data, our **MCIF On-Demand** is the perfect solution.

The Answers You Need When You Need Them

No contracts, no long-term commitments, just superior business intelligence delivered to your desktop ready to use.

With our acclaimed mcif EDGE™ desktop database marketing software, you get comprehensive reporting, powerful query analysis, integrated list management, campaign management, profitability and mapping – everything you need to develop more effective marketing strategy.

If you're looking for a way to really understand your customers and grow relationships that will increase your competitive advantage, you need to talk with us about **MCIF On-Demand!**

The image displays several screenshots of the MCIF On-Demand software interface. On the left, a 'BTS Community Bank' account overview is shown with various tabs like 'Notes', 'Campaigns', and 'Alerts'. In the center, an 'Account Information' window for account 405015045 is visible, showing details like 'Name: STACY W' and 'Address: 11 1/2'. On the right, a 'Household Profitability Summary' report is displayed, featuring a table with columns for 'Date', 'Balance', 'Interest', and 'Profitability'. A blue callout box in the upper right of the screenshots area contains the text: 'Marketing Intelligence AND Customer Profitability In One Powerful Application!'.

KEY SYSTEM BENEFITS

- Over 75 pre-designed reports to choose from
- Powerful query engine with over 300 criteria.
- Access unlimited data periods for trend analysis and reporting
- Drill-down to account, customer and household profitability detail.
- Store, track and analyze customer transaction activity
- Generate customized maps
- Create and track campaign results.

For more information, email us at info@banctracsolutions.com or call 508-359-9606 x11

