

▶ More power. More flexibility. More intuitive. The MarceTRAC® Edge!

**Marketing Intelligence AND
Customer Profitability In One
Powerful Application!**

Get the Tools

Find the right report faster Easily access reports by category in the scrollable report navigator. Click on any report to see a brief description. With its intuitive interface, all you need to do is choose a report, customize your content and select your output format.

Design more complex queries With access to over 150 account, transaction, customer and household variables, get timely, customized information faster and easier than ever.

Perform What-if analysis Evaluate changes and analyze the bottom line impact to a single account - or an entire customer relationship - before you make it. Define your target group, input your changes and generate results in seconds.

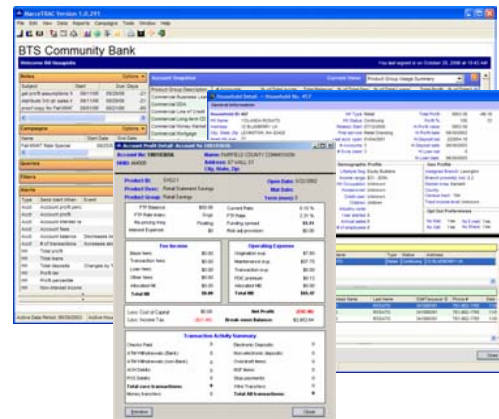
Create campaigns with ease Use MarceTRAC's ROI calculator to forecast campaign response and return on investment based on your inputs. The campaign wizard will guide you through the setup and analysis of new campaigns.

Get a visual perspective of your marketing data Generate customized maps from any report or query with just a few simple clicks. Pinpoint accounts, customers, branches or competitors with geographic precision.

Get More Insight

Turbo-charged profitability Discover the only desktop marketing system with an integrated profitability model based on actual customer behavior and customer risk. Define unlimited profit rule-sets that utilize powerful matched rate transfer pricing, behavior-based costing and risk analysis.

Relationship Focused MarceTRAC's integrated householding establishes complex connections between accounts, individuals and households. It even links your retail and commercial accounts so you can develop cross-sell strategies targeted at *mixed* households.



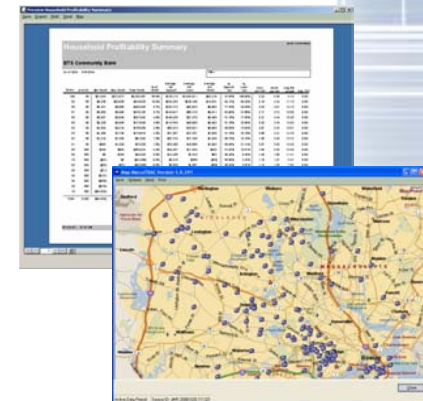
Unlock customer value With "one-click drill-down" capability, you can quickly and easily see what is driving account and household profitability.

Dynamic trend analysis Compare present performance with results and trends over time periods that you select. Identify patterns, analyze lost relationships and track results.

Get More Done

Whether your objective is to increase cross-sell response, identify at-risk households or discover new opportunities, **MarceTRAC®** is what you've been looking for.

With MarceTRAC®, you'll get all the answers you need to develop and analyze your marketing strategies quickly and easily.



For More information:

Email us at
info@banctracsolutions.com or
call 508-359-9606





“The purpose of
business is to create
and keep a customer.”

- Peter Drucker

Our consulting team combines expertise in banking, statistics and software development and has significant hands-on experience working with financial institutions of all sizes to address a broad range of customer value management issues.

Our unique combination of industry knowledge, innovative methodologies and software solutions allows us to deliver tangible results in a short period of time.

BancTrac Solutions, Inc.

18 North Meadows Road

Suite 5

Medfield, MA 02052

508.359.9606

info@banctracsolutions.com

www.banctracsolutions.com



BancTRAC Solutions, Inc.

BancTRAC Solutions provides management consulting services and advanced software tools in the areas of customer value analysis, marketing performance measurement and credit risk management.

Our objective is to help banks, savings institutions and credit unions maximize customer profitability and marketing ROI through the use of advanced decision support tools and analytics.

