



## Relationship Marketing

Relationship Marketing is the process of attracting, maintaining, and enhancing relationships with key clients and prospects. MLI ensures that you not only establish that crucial first contact but that you become a necessary solutions provider to your customer.

MLI's relationship marketing solutions are flexible and can be customized to fit the needs of your organization.

MLI helps capture web analytic reports that can be used as a foundation that allows you to prove and improve on the impact of on-line marketing campaigns. It's designed to look deeper, with accurate reporting on on-line campaigns and search marketing programs. MLI's Relationship Marketing provides your organization with the ability to measure available, unique visitors, delivering more accurate ROI over the lifetime of your campaigns.

MLI's Relationship Marketing can help you:

- ◆ Increase your campaign ROI
- ◆ Identify top-performing campaigns and eliminate poor performers
- ◆ Overcome campaign double-counting by measuring unique visitors over time
- ◆ Accurately identify which campaigns drive the highest conversion, by measuring the number of unique visitors that respond to each campaign
- ◆ Measure lifetime value by campaign
- ◆ Measure the impact of your campaigns by geography

MLI's Relationship Marketing makes you look good, while relieving the burden of housing the costly technology yourself.