

Easily Export Your RQ4 Customer Data

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Run TracPoint Marketing Report

First Name	Last Name	Address 1	City	State	Zip	Barcode	Expiry Date	Store Address	Store City	Store State	Store Zip	Store Phone #
Jane	Shu	Ma 1122 Trevor Road	New York	NY	876543	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
Gary	Ho	234-67street east	New York	NY	21233	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
John	D	Beebe 2576 Buffalo Bill Avenue	Buffalo	NY	12345	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
Jimmy	Ng	3476 Layden Avenue	Green Bay	WI	76383	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
Sally	Jones	123 Fake Street	Los Angeles	CA	12345	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
john	smith	123 main street	New York	NY	12345	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
Sally	McTavish	9777-34 Avenue west	New York	NY	21233	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
Jim	Lee	445 - 67th Street West	New York	NY	12234	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
Gary	Brenthard	3345 Smith Street	Memphis	TN	66577	5starphn25	1.1.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450
Sam	Sample	100 Cummings Center	Beverly	MA	01915	5starphn25	5.10.11	901 Broad Street	Sams Town	Ma	12345	800.404.4450

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Export to Excel

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Your gift card mailers custom variable printed and mailed

Sam,
Now is the best time to
UPGRADE

Your phone with our instant savings cards!
Save \$10, \$25, or \$35....
You decide!

Limited Time Offer!
Phone 1.800.404.4450

PHONES

\$25

Sam Sample
EXP 5.10.11

verizon

ACCESSORIES

\$10

Sam Sample
EXP 5.10.11

verizon

1.800.404.4450
www.tracpoint.com

For the closest store to you

5STARPHN25

Dear Sam,

SAM,
Use this \$25 gift card toward the future purchase of any new phone with qualified upgrade or new activation with 2 year agreement. Card has no cash value and cannot be redeemed for cash or applied towards your wireless account. If purchase is less than card value, any remaining balance is forfeited. Offer expires 04/03/11. Valid only in **SAMPLE WIRELESS** stores.

Much has changed since you purchased your old phone. Now is the best time to update your rate plan, get a new phone, or get that accessory you need. As a valued customer we're providing you with gift cards to use towards the purchase of phones and accessories in our store to help you get the most out of your wireless service. This is a limited time offer so hurry in soon!

Joe Denton
President

SAM,
Use this \$10 gift card toward the future purchase of any phone accessory in our store. Card has no cash value and cannot be redeemed for cash or applied towards your wireless account. If purchase is less than card value, any remaining balance is forfeited. Offer expires 04/03/11. Valid only in **SAMPLE WIRELESS** stores.

1.800.404.4450
www.tracpoint.com

For the closest store to you

5STARACC15

901 Broad Street Apt. #9
Sams Town, 12345

Sam Samples
100 Cummings Center
Suite 228-Q Beverly, MA 01915

PRRST STD
U.S. POSTAGE
PAID
GREENVILLE, SC
PERMIT NO. 113

Easily Export Your RQ4 Customer Data

Direct Mailer Campaign

TracPoint and iQmetrix allow you to send personalized Gift Cards to customers for a customized Upgrade, Thank You, Grand Opening, or Prospect Direct Mailer, in a turnkey format, using your RQ4 software. This is easily done through the TracPoint Marketing Report.

TracPoint Marketing Report

The TracPoint Marketing Report enables iQmetrix customers to search for and generate a list of clients, which can be easily exported to TracPoint and placed on your personalized plastic Gift Cards Mailers. Once TracPoint designs your cards, you can run the report to get a list of eligible customers and provide that to TracPoint. TracPoint will then personalize, print and mail the list with the offer of your choosing.

How to use the Tracpoint Marketing Report

This report is found in the Reports Console | Customers | scroll to the bottom in the list...OR just search TRACPOINT in the search field at the top of the Reports Console.

Search

Select By Product Category, By Product, By Manufacturer or By Vendor. Note that this will change the third search option.

Location

The report will default to the location you are logged into, but any level of the company tree can be selected (Company | Region | District | Location)

Use the ADD button to add multiple locations, districts, or regions.

Pick Dates

Select the date range of customers you would like to run the mailer for.

You can then send your list to Tracpoint, and they will work with you to create the mailer for your list.

FAQs

Q. What if a customer made a purchase and a refund in the reported time frame?

A. That customer will not appear on the report

Q. What if a customer ONLY has a refund in the reported time frame?

A. They will NOT appear in the report

Q. What if the customer made multiple qualifying purchases in the reported time frame?

A. They will only appear on the report one time, accompanied by the most recent purchase information