



I-Centrix to Offer I-Identify™ Source Code Allocation and Match Back Service

Rensselaer, NY (April 28, 2005) – I-Centrix, LLC announced the launch of its new service called I-Identify™, which is designed to provide marketing departments with insight on how to understand and analyze the relationship between their outbound catalog circulation and resulting orders.

The goal of nearly every source code allocation initiative is to identify which promotions were believed to trigger a given purchase. I-Identify™ matches orders back to previous promotional campaigns and returns the source code (or source codes) most likely associated with the consumer's purchase. I-Centrix has participated in several studies that have shown the number of web-based orders correspond closely with catalog circulation. This means the catalog is often the vehicle that triggers a consumer to go to the website and place an order. That said, it must be determined which promotions and which source codes are driving the sales.

Additionally, an understanding of the effectiveness of non-catalog marketing initiatives that drive purchase behavior must be developed. These include efforts such as email campaigns, search engine programs, web portals and banner ads just to name a few. The bottom line is that one can not accurately measure the success of any marketing initiative unless he/she can associate these efforts with the purchases they are driving.

Jack Sturn, VP of Client Services at I-Centrix states, “Although matching back source codes may sound like somewhat of a trivial task, the multi-channel environment in which most companies operate makes this quite a challenging endeavor. What makes the task challenging is that when consumers wish to place an order they can do so by utilizing any one of a variety of channels. They may place a phone order, purchase through the internet, or if the marketer has a retail presence, the consumer may go directly to a store to complete the transaction.

Having a vast array of choices makes it easy for the consumer to buy products, but at the same time makes it extremely difficult for the marketer to determine which promotional activity (if any) triggered the sale in the first place.”

I-Identify™ was designed to efficiently match orders, regardless of the channel, back to previous promotional campaigns and return the source code or codes that most likely triggered the purchase. This process not only allows our customers to better understand the performance of their direct mail efforts, it also helps them understand the factors that drive sales in each channel.

For more information regarding the I-Identify™ service please call your I-Centrix representative at (518) 689-0480.