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ACCELERATING  
MARKETING  
PERFORMANCE

**Bridging the Gap Between Marketing & IT.**

VOLUME 2 ISSUE 1

### NEW IN KNOWLEDGE

Check out the Knowledge page on quaero.com to read these newly added articles by Quaero experts:

#### **High Performance Marketing: Budget Season: Getting What You Want**

If your budget cycle starts in mid-summer and goes into early January, here are some strategies for the marathon that can help you get the customer relationship management (CRM) investments that you want.

By [Steve Schultz](#)

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#### **Customer loyalty is not always what it seems**

Over the past few years there has been a growing realization that customer loyalty comes in many forms and that investments in increasing customer loyalty have to be tempered by the same scrutiny all investments have to undergo.

By [Naras Echambadi](#)

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### NEWS & EVENTS

#### **National Center for Database Marketing Conference 2006 Dec. 11-13, 2006 | Orlando, FL**

"Dancing With Technology: Two Steps Forward, One Step Back"  
Quaero's Steve Schultz and Fifth Third Bank discuss key aspects of a comprehensive direct marketing system—from selecting the proper tools to defining the steps for better automation and greater success. Follow one organization's quest to gain better access to customer data, analyses and

## Quaero News

### **Changes that drive the case for marketing investment: Quaero shares thought leadership in new article, white paper**



Budgeting season is here, historically a tough time for marketing departments who struggle to receive the funding they need. But some companies are using a successful formula to build compelling cases for marketing investment.

If your marketing organization wrestles over budgets, what must you focus on not only to get your executives on board with marketing but to consistently capture funding above "zero sum?"

Find out in "Marketing Budgets: Zero Sum Wins," the new article for *Chief Marketer* magazine by Lane Michel, Quaero EVP and Director, Marketing Performance Management. >>[Click here to read.](#)

And for further insight into using the right tools and tactics to revolutionize marketing performance, download the new white paper from Quaero and Peppers & Rogers Group, "The Discipline of Marketing Performance: Achieving Predictability, Achieving Results." >>[Click here to read.](#)



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### **Improve Marketing Performance Faster: Quick Audit Services for Marketing Performance Management**

Quaero has developed three new Marketing Performance Management Quick Audit services: MeasurementView, TouchpointView and PerformanceView. Think of them as the diagnostics that can find the gaps in your marketing – and give you clear, actionable steps for improvement – in only three weeks!

To learn more about what our MPM Quick Audit services can do for you, [click here.](#)



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