

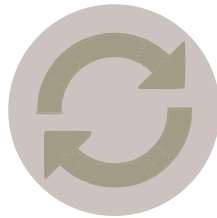
# Contacts Management

All your contacts in sync - across POS terminals, ecommerce system, mailing lists, contact lists - seriously! Derive insights, segment with intuitive slice-and-dice tools, evaluate customer relationship statuses, and honor their communication preferences with the utmost ease, with features that will help your marketing team focus more on communication and interaction design, than on complex spreadsheets sifting through contacts data.



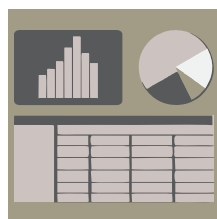
## Data in sync

OptCulture assimilates all your contacts across multiple systems; physical and online stores; mailing lists and web forms and provides you in an easy-to-look-up, easy-to-segment system. Because of OptCulture's powerful data management features say goodbye to duplicate data in multiple silos.



## Single View of Customer

The interaction and purchase history of each contact is tracked and presented in one screen so that you get the full grasp of the relationship your retail chain enjoys with each customer. Get an accurate idea of where the customer stands on



## Powerful Segmentation

With OptCulture's easy segmentation tool, add multiple complex rules and create segments to target customers and derive insights on the nature of your database - the demographics, purchase behavior, loyalty status and interaction behavior. Segments created are dynamically updated with new contacts meeting the criteria getting added automatically.



## Opt-in management

OptCulture tracks and honors customer opt-ins for each channel. The customer gets the communication he prefers, relevant to him and only on the channels he opts for. With one-click or simple-action mechanisms customers are able to opt out for messages on the email or SMS itself.

