



**ENTERPRISE EDITION**

**Support proactive sales of your products!**

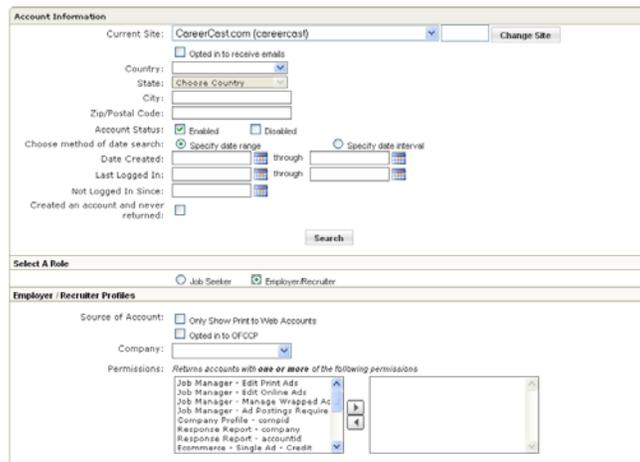
**CONTACT INFO:**

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**REACH ADVERTISERS AND NEW MARKETS**

The Adicio Data Marketing Manager is a sales tool designed to support proactive sales of your products, help you build community with your clients and allow you to market to targeted lists of your accounts. The Data Marketing Manager can also be used as an administrative tool to identify accounts with specific permissions, products or activities, analyze trends and gain insights into your site demographics.



The screenshot shows the 'Account Information' section with fields for Current Site (CareerCast.com), Country, State, City, and Zip/Postal Code. It also includes checkboxes for 'Opted in to receive emails', 'Account Status' (Enabled/Disabled), and 'Created an account and never returned:'. Below this is the 'Select A Role' section with 'Job Seeker' and 'Employer/Recruiter' options. The 'Employer / Recruiter Profiles' section includes 'Source of Account' (Only Show Print to Web Accounts, Opted in to OFCCP), 'Company', and a list of permissions such as 'Job Manager - Edit Print Ads' and 'Job Manager - Edit Online Ads'.

**BENEFITS**

- Sales reps can use the information in the Data Marketing Manager to identify potential sales leads, manage renewals and pitch additional purchases or upgrades to boost revenue.
- Develop a community among your clients by using the Data Marketing Manager tools to generate lists you can market to on a regular basis. Use these lists to email or mail promotions, newsletters, announcements, contests and other sales or marketing-related activities.
- Easily identify accounts with similar interests, industries, categories, backgrounds or locations that you can then use for targeted marketing campaigns or to send related event, sales or marketing information to on a regular basis.
- Find out when people are accessing your site(s) or use the statistics to gauge promotion and marketing results.

Save Search Criteria As:  Save

Search Results - total of 479 returned

Name	Email	Company	Location	Role
Phyllis Clemente	phyllis@adicio.com	Adi - Cali - Corporation	Newark, NJ 07114	employer
Phyllis Clemente	phyllis@adicio.com	Adi - Cali - Corporation	North Arlington, NJ 07031	employer
Christine Swisher	christine@adicio.com	Adi - Cali - Corporation	Neptune, NJ 07753	employer
Rebecca Williams	rebecca@adicio.com	Adi - Cali - Corporation	Totowa, NJ 07512	employer

Account ID	First Name	Last Name	Company Name	E-Mail	Day Phone	Address	City	State	Postal	County
1	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
2	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
3	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
4	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
5	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
6	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
7	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
8	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
9	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
10	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego
11	adicio	adicio	adicio	adicio@adicio.com	760-602-9502	200 Faraday Avenue	Carlsbad	New Jersey	92008	San Diego

With Data Marketing Manager, users can create queries against their contacts within a site's database, which can be reviewed online or exported into a format to be imported into your CRM system. Queries can be based on the original source of the lead, services

registered, account activity, and purchase history, including upgrades, purchasing patterns, pending expiration dates on products and various other options. Searches can also be saved so that frequently run queries can be used again without creating a new set of criteria.