



MARQUIS MARKETING DATA PLATFORM

See More and Make Better Decisions, Faster

If your data is spread across multiple systems, it can be a challenge to collect and analyze it. That makes it difficult to create customer profiles on individual and household levels. It's that kind of data-driven, personalized experience that helps deepen relationships and increase your ROI.

A Marketing Data Platform (MDP) can help you know your customers on a deeper level. MDP assembles information from many data sources into one database. Once it is assembled, you'll be able to drive ROI by identifying trends and creating meaningful, personalized customer journeys.

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Collect data from multiple sources

Marquis MDP (previously known as ExecuTrax) has been helping credit unions of all sizes make full use of their data since 1983. Built specifically for financial institutions, Marquis MDP combines data from any source, cleans it to the highest compliance-grade standards, provides daily updates, and monitors transactions, events, and behaviors for relevant and timely communications.

Take action and produce results

- **Marketing Automation:** Send daily messages based on triggered or real-time events.
- **Reporting:** Gain access to more than 50 ready-to-run reports or customize your own.
- **What-If Analysis:** Analyze business decisions and take action to produce the most profitable outcome.
- **Segmentation:** Create look-alike groups for targeted communications.
- **List Generation:** Create targeted lists of customers and prospects most likely to respond.
- **Probability Analysis:** Offer the next most likely product based on recent purchases.

Deepen relationships and drive ROI

Marquis is dedicated to helping our clients realize their potential and maximize the value of their relationships. Take your members on the personalized journey they expect with Marquis MDP. Schedule your demo today.

Key features

- **Campaign Management:** Measure and analyze marketing events down to the individual and household levels. Our campaign tracker shows you response rate and ROI based on any attribute you want to report.
- **Advanced Filtering:** Conduct extensive reviews based on product usage, profit, and data attributes to take fact-based action.
- **Profitability:** Know which products, services, and customers are the most important to your financial institution.

Find out how Marquis can help you strengthen relationships and maximize results today by calling **800.262.6285** or emailing **Info@CUSG.com**.