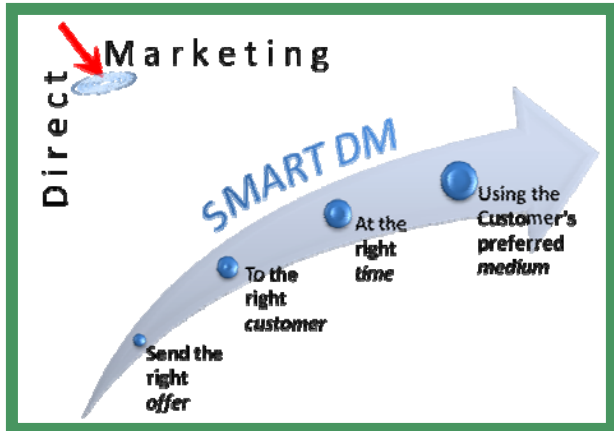


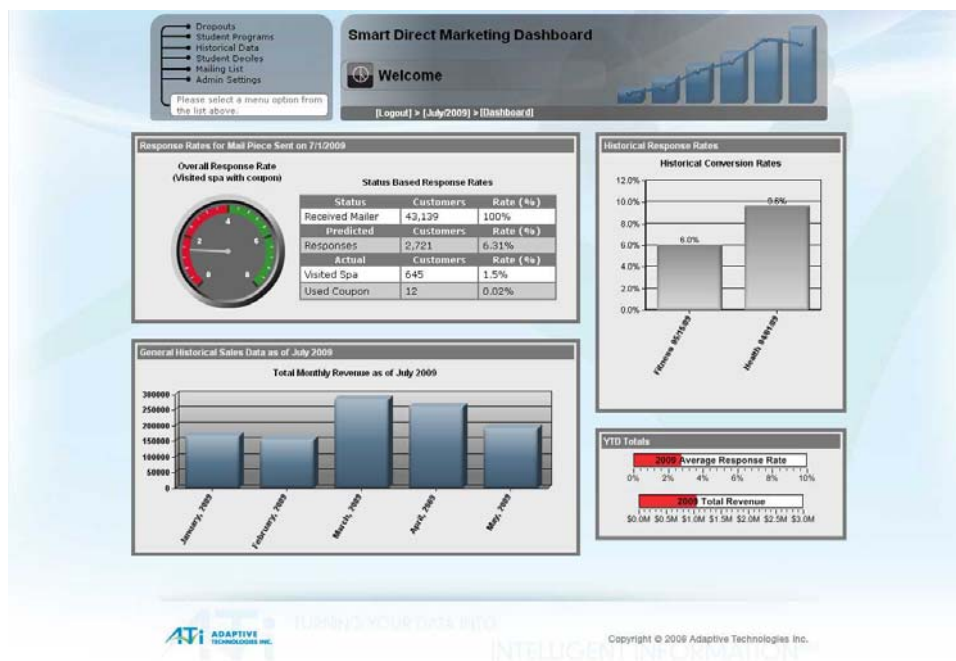
**Your customers behave in a unique way, so should your marketing.** Your customers are bombarded by thousands of ads everyday, most of which have little to no relevance in their lives. From email spam filters to fast forwarding through TV shows, they are avoiding irrelevant ads as much as possible. ATI's SMART Direct Marketing (SMART DM™) changes all of that. No more batch and blast.

SMART DM is an automated solution that reaches the right customers with the right offer, at the right time, with the right message and automatically sends it to the target through their preferred message medium – email, direct mail, short message service or call center. You know the predicted ROI before you take action. Direct messaging events are sent at the appropriate time in any quantity – one to 1,000,000, all customized to the individual customer.

<p style="text-align: center;"><b>SMART DM</b></p> <ul style="list-style-type: none"> <li>✓ Ensures your marketing has a positive ROI</li> <li>✓ Allows you to decide with confidence</li> <li>✓ Automatically adjusts to changes in your customers' behaviors</li> <li>✓ Provides real time results on demand</li> <li>✓ Increases DM response rates by 20-60%</li> <li>✓ Typically requires <i>no additional</i> hardware or IT</li> </ul>	
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When you add a targeted message, your communications are even more appealing, adding significantly to your customer relationship and differentiating you from your competitors. Customer loyalty increases when your promotions speak to their current needs in a format that grabs their attention.

**ATi's SMART DM is an incredibly powerful solution that dramatically improves your marketing ROI.** It is intelligent and learns how your customers' behaviors change over time. This allows you to stay in step with your customers as they are changing. Our SMART DM customers typically see a 20 – 60% increase in response rates versus traditional direct marketing campaigns.



Our dashboard acts as your personal "GPS" to your business featuring 24/7 on demand reporting with automated alerts in real time giving you control over marketing decisions from any computer. Best of all, SMART DM leverages our technology platform, so there is no added software, hardware or headaches for you to worry about.

ATi provides customized solutions that are unique software-as-a-service applications for simple integration and interoperability. We partner with our clients to ensure that they achieve superior results and only take on clients that we feel can achieve 100% ROI within the first year. ATi provides companies with Intelligent Information, creating heroes in business. The ATi difference is that we provide our customers with predictions and recommendations that are based on an understanding of their data and its relationship to multiple goals to respond appropriately to business performance and market place issues.