

The New Marketplace

Real Time Marketing

BUYERS

Want to be able to access information easily and quickly.

Want the opportunity to participate in a community with other buyers.

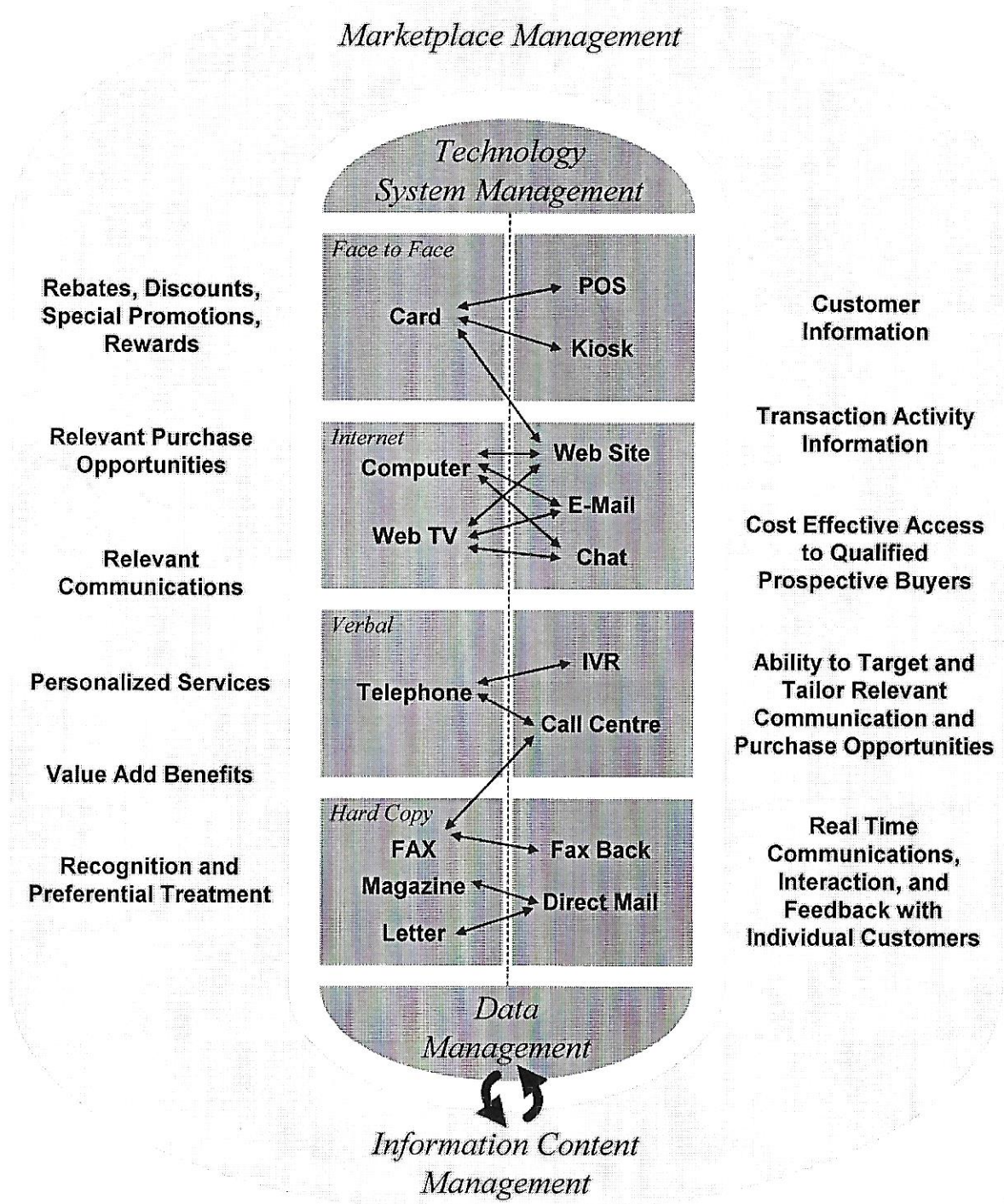
Want to be able to make informed purchase decisions independently.

Want to get the best value for money.

Want to be recognized as valuable and unique.

Want contributions and feedback to be appreciated, acknowledged and acted upon.

Want to be in control and be able to do what they want to do, when they want to do it.



SELLERS

Want to increase the quantity, frequency and range of transaction activity with each buyer.

Want to know who their customers are.

Want to retain customers.

Want to increase knowledge and understanding of buyer characteristics, needs, interests, value and behaviour.

Want to be the first place the buyer turns to.

Want to attract qualified new buyers quickly, easily, and at the lowest possible cost.

Want to be able to measure marketing effectiveness and maximize ROI from marketing expenditures.

Want to minimize cost of customer information management.

Want to increase profitability.