

**FREE Trial
Match-back****Offer Expires
04/30/05**

call 508.405.1220

Source Code Match-back Solution

Do you know where your online orders are coming from?

For many multi-channel businesses, more than 90% of orders received online do not have a source code that identifies the origin of the order. With the increasing use of the Web to capture orders driven by catalogs and other offline marketing vehicles, the importance of accurately identifying the underlying source of online orders is mission-critical.

The Solution

To meet this growing need, Envisa has developed a flexible and affordable match-back utility that dramatically improves the quality of online order data by selectively applying the source code from appropriate catalog drops to orders of unknown origin. Built using industry-standard Java and SQL, the Envisa solution offers a powerful, high-performance match-back engine that is economical to own, easy to customize, and simple to operate.

The Envisa Match-back Advantage

- Simpler and more cost-effective than high-end marketing analytics products
- No recurring fees to mailing house
- Easily tailored to meet your exact needs

FREE Trial Match-back

Test our solution for yourself by sending us a sample mail file and an order file. We will process your files using our baseline matching logic and provide you with a summary report, *absolutely free*.



To learn more about the Envisa match-back solution, please call us at 508.405.1220 or contact us by e-mail at client.services@envisa.com.

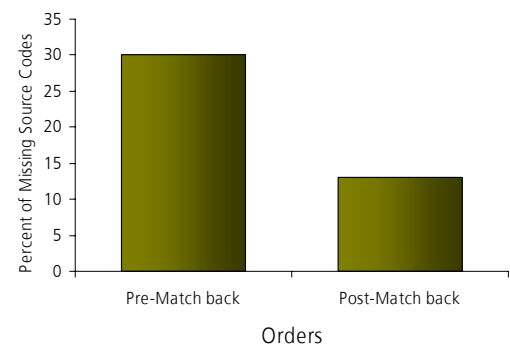
The Results

Case Study: Stonewall Kitchen

At Stonewall Kitchen, the inability to accurately allocate online orders was causing the company to frequently dismiss profitable rental lists as failures.

After deploying Envisa's affordable match-back solution, Stonewall Kitchen has cut the number of orders without source code data nearly in half.

Source Code Analysis



The dramatic improvement made possible by the Envisa match-back solution has enabled Stonewall Kitchen to make better decisions about key factors such as:

- List performance
- Promotion/campaign effectiveness
- Prospect conversion

In the words of Stonewall Kitchen's Director of Catalog Operations, Joan Walsh:

"The most important aspect of a mail campaign is knowing which source codes are responding...[with the Envisa match-back solution] the results were staggering."

Joan Walsh, Director of Catalog Operations