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## Introduction

Upsell™ is our advertising and marketing management tool that makes it easy to launch turnkey promotions while saving you time and money. With Upsell, your company can accelerate marketing initiatives, maintain consistency across channels, target specific customer demographics, and protect the integrity of your brand. It delivers these capabilities by organizing your brand components, marketing campaigns, and advertisements in a securely accessible webspace. The different constituents involved with your marketing efforts will have 24/7 access to the information they need to best represent your company and its public image.



## Upsell™

Name	Date	Campaign Duration
Launches (2008) - Product	2008-01-15 10:16	10/16
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→ *Launch Campaigns*

→ *Organize Collateral*

→ *Segment Customers*

## Features & Benefits

- A marketing campaign wizard provides step-by-step input of your campaign schedule, media outlets, advertisements and installation instructions.
- Production and distribution reports tell you exactly how many ad units to produce and ship to each of your locations and media outlets.
- The market segment matching algorithm makes it easy to target specific customers with particular messaging.

## About Savonix

Savonix is a company based in Quincy, Massachusetts. It utilizes the latest technologies and techniques to deliver immediate and lasting value for all its customers. Each Savonix customer is personally served with interest in a long term, mutually beneficial relationship. For more information, please call 617-481-1925.