

## **PRIVATE PARTY CUSTOMER SERVICE**

*Who Needs It?*

### **What is Customer Service?**

Ensuring Customer loyalty through effective interaction with active and inactive Customers.

Maximizing the performance of a Customer's ad relative to the net benefit that can be derived from the ad.

# Data Management

## 3 Customer Types

Active Customers

Inactive Customers

New Customers

# EBR's

18 month  
window of  
opportunity

# **DNC**

**A control tool not  
a roadblock.**

## **Enhancements**

- What do you offer your Customers?
- What can you offer your Customers?
- What do you want to offer your Customers?

## OOE

**What happens to these  
Customers after their ad  
expires?**

**What if their ad did not work?**

**How can OOE Customers be  
better served?**

## Expired Ads

- Do you call them back?
- Do you e-mail them back?
- Do you offer advice and change options?

**Let Me Make That Ad  
Cheaper For You!**

**Your Ad Will Cost...**