

MCIF On-Demand

For institutions with limited marketing budgets or staff, or those who simply don't have the time to spend hours analyzing data, our **MCIF On-Demand** is the perfect solution.

The Answers You Need When You Need Them

No contracts, no long-term commitments, just superior business intelligence delivered to your desktop ready to use.

With our acclaimed mcif EDGE™ desktop database marketing software, you get comprehensive reporting, powerful query analysis, integrated list management, campaign management, profitability and mapping – everything you need to develop more effective marketing strategy.

If you're looking for a way to really understand your customers and grow relationships that will increase your competitive advantage, you need to talk with us about **MCIF On-Demand!**

The image displays several screenshots of the MCIF On-Demand software interface. On the left, a window titled 'BTS Community Bank' shows a 'Product Snapshot' table with columns for Product Group Description, # Accounts, and % of Total Accounts. The table lists products like Commercial Business Loan, Commercial DCA, Commercial Line of Credit, Commercial Long-term CD, Commercial Money Market, Commercial Mortgage, Commercial Savings, Commercial Short-term CD, and Other Commercial Deposit. In the center, an 'Account Information' window for Account No. 405015045 shows details for STACY W. and address 11 1/2 City, State, Zip. On the right, a 'Preview: Household Profitability Summary' window shows a detailed table with columns for Date, Amount, Balance, Fee, Rate, and Profitability. A blue callout box over the screenshots contains the text: 'Marketing Intelligence AND Customer Profitability In One Powerful Application!'.

KEY SYSTEM BENEFITS

- Over 75 pre-designed reports to choose from
- Powerful query engine with over 300 criteria.
- Access unlimited data periods for trend analysis and reporting
- Drill-down to account, customer and household profitability detail.
- Store, track and analyze customer transaction activity
- Generate customized maps
- Create and track campaign results.

For more information, email us at info@banctracsolutions.com or call 508-359-9606 x11

