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## NurtureMyLeads Marketing Automation Software Provides the First Comprehensive, Scalable, Automated Method for Improving Sales and Direct Marketing Campaigns

### Efficient Workflow Management Tool Broadcasts Unlimited Streams of Highly Targeted, Customized Collateral Via Web Sites, Email, Mobile Devices and Printed Media

Last update: 4:02 p.m. EDT July 23, 2008



SCOTTSDALE, Ariz., Jul 23, 2008 (BUSINESS WIRE) -- Computer Information Technology Corporation (CITC) announced today the release of NurtureMyLeads, an advanced, scalable software

solution for Marketing Automation which is designed to multiply the efficiency and success of any marketing & sales operation. NurtureMyLeads integrates, executes and tracks one-to-one, multi-touch, multi-channel, multi-media, direct marketing campaigns on a large or small scale. It allows marketers to create and fulfill highly personalized marketing campaigns, based on real-time prospect interaction, lead profiling, demographic information, and customer preferences.

"Companies that wish to thrive in this challenging economy and in the coming upturn must build scalable marketing strategies," said Gurpreet Bains, CEO of CITC. "In this new era of marketing, timing, precision and efficiency are everything. Automation enables continuous, personalized, qualitative contact with prospects, and will multiply marketing ROI under any market conditions."

With the prospect of economic recovery on the horizon, NurtureMyLeads.com offers a strategy to efficiently maximize marketing impact today, and to prepare for future market elasticity.

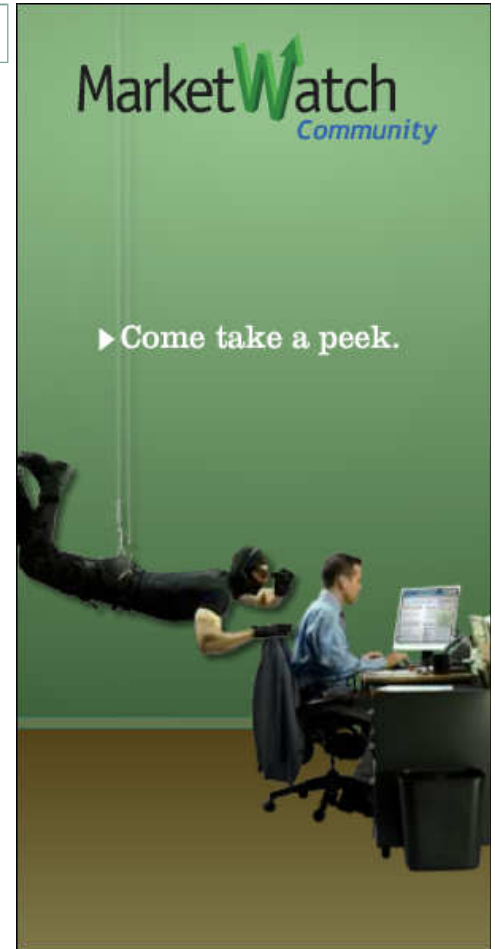
"Our analysis indicates that the technology sector has already started a protracted economic rebound, as reported in Semico's Inflection Point Indicator," said Jim Feldhan, President of market research firm Semico. "We feel that this could be a leading indicator for other markets as well."

NurtureMyLeads is the first comprehensive automated workflow management tool for direct marketing. Campaigns are designed and managed from the top down using a hierarchical, event driven, object oriented modeling tool. Dashboards and status reports offer quick top-level campaign performance analysis, the ability to modify campaigns on the fly, plus the ability to drill down to the prospect level with full interaction history.

NurtureMyLeads defines marketing interaction at three levels. The first is initial outbound personalized contact. The second is inbound interactive response, and the third is conversion. Based on customer demographics, pre-defined trigger points and real-time interaction, NurtureMyLeads can spawn any type of initial, secondary or tertiary marketing communication - fully tailored to the interests of the prospect, with individual lead tracking, multi-faceted lead scoring, and closed loop lead distribution.

NurtureMyLeads automates personalized content placement and customized collateral generation in many forms including email, direct mail, web, newsletters, micro-sites, targeted catalogs, web video, coupons, web audio, mobile text, mobile video, surveys, user specific landing pages, etc.

"Imagine the ability to broadcast unlimited streams of highly targeted and personalized, interactive or static collateral, with perfectly timed delivery via the web, print, email, or mobile devices," commented Michael Sprankle, Director of Business Development. "The impact on new customer acquisition and customer retention is enormous."



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NurtureMyLeads ( [www.NurtureMyLeads.com](http://www.NurtureMyLeads.com)) is a business unit of Computer Information Technology Corporation (CITC), a software development and IT consulting services firm founded in 1987, headquartered in Scottsdale, Arizona.

SOURCE: Computer Information Technology Corporation

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