

## Real-Time Decisioning Software to be Showcased by Portrait Software at DMA09 Conference & Exhibition

Leading US customer to present inbound marketing campaign success story

Henley on Thames, 17th September 2009 - Portrait Software, a leading provider of insight-driven customer interaction software, will showcase how real-time decisioning software can convert inbound customer interactions into revenue and retention opportunity at the upcoming DMA09 Conference & Exhibition. DMA09 will take place October 17-22, 2009 at the San Diego Convention Center, San Diego, CA. Leading Portraits presence at this years event is Aaron Tellier, Director of CRM Strategy and Implementation at Merrill Lynch. Tellier will present in the new Trigger Marketing track with How Inbound Campaign Management is Changing the Game at Merrill Lynch. The case-study presentation will focus on using inbound campaign management to improve retention and cross sell by engaging customers at the time when the customer has chosen to interact - through inbound customer touch points such as call centers and IVR systems. Portraits real time decisioning capability enables timely and relevant interactions with each individual customer by presenting the right offer at the right time to the right person. Learning Points:- Leveraging event-triggered marketing for inbound customer interactions- Learn how to convert call centers from cost centers to profit centers- Learn how to make every inbound interaction as good as your best. The Merrill Lynch case study will be presented by Aaron Tellier on Tuesday, October 20 at 2:00 pm PT, in Room 1B, Level 3. To learn more about the Trigger Marketing track and register for this event, click here [Visit Portrait Software at Booth 2634](#). Portrait Software will showcase its real-time decisioning capability, one of the key components of its customer interaction software, in Booth #2634 in the DMA09 Exhibit Hall in the San Diego Convention Center. Visit Portrait at DMA09 to learn how marketing organizations worldwide are using insight-driven customer interaction solutions to increase customer retention, company profits and overall marketing ROI. Portrait is pleased to again be participating in the DMAs annual event, said Mark Smith, EVP, Portrait Software. We are delighted to be involved with the first Trigger Marketing track and look forward to sharing news of the successes our customers have experienced this last year with visitors to our booth. In spite of todays business climate and shrinking marketing budgets, our customers have harnessed existing customer data and processes to improve the health of their companies while demonstrating the value of strategic marketing investments in an organization. Solutions that support customer retention and company revenue increases have become critical keys to success in this still challenging economy. ENDS About Portrait Software Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers. The Portrait suite seamlessly integrates the world's most advanced customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to drive real-time customer interactions that communicate precisely the right message through the right channel, at the right time. Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions. For more information on Portrait Software, please visit: [www.portraitsoftware.com](http://www.portraitsoftware.com)

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