



FINDING NEW  
“BEST CUSTOMERS”  
MADE EASIER WITH *Matchmaker*

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YOU KNOW  
WHO THEY ARE.  
THEY BUY MORE.  
THEY CLICK  
THROUGH MORE.  
THEY ARE YOUR  
BEST CUSTOMERS,  
AND BOUWER  
PRINTING &  
MAILING CAN  
NOW HELP YOU  
FIND MORE  
PROSPECTS  
JUST LIKE THEM.

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The Details

Bouwer Printing & Mailing has recently partnered with a national data compiler to offer the **Matchmaker Customer Profile** service. With this service, Bouwer Printing can take your mailing list of best customers (or best donors in the case of a nonprofit organization) and statistically profile those businesses or individuals according to 44 demographic attributes such as revenue, size, SIC division, age and location for businesses, and such as income, home-ownership, buying tendencies, gender, age and other lifestyle factors for individuals. Bouwer Printing then generates a Matchmaker profile based on demographic trends within your list and matches those trends to the best prospects—potential customers or donors—in your market. The prospects that most closely match the profile are pre-qualified to have the best potential as new customers or donors.

The Bottom Line

We’ve found the Matchmaker tool extremely effective in helping people understand their customers and how to find more just like them. We give you the ability to base your marketing campaigns on the most statistically relevant data focusing on your most profitable customers and bypassing unproductive prospects. Spend less, make more.

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