



For Immediate Release:

CONCLUSIVE MARKETING PREVIEWES BE[T]SY at 2009 BAI RETAIL DELIVERY SHOW

Charlotte, NC. (November 9, 2009): **Conclusive Marketing** previewed their latest solution version, BE[T]SY™, at the BAI Retail Delivery Banking Show held November 3rd-5th in Boston, Massachusetts.

BE[T]SY, a *Behavioral Trigger System*, is the latest version of a proprietary software system that has successfully increased customer account retention at major financial institutions for the past 7 years. This new web-based version allows Conclusive Marketing to now offer this in an easy-to-use and cost-effective manner to regional and local banks, credit unions and financial services companies.

“We are very excited about taking this long standing, industry leading solution to a broader audience in the financial services market”, **Stephanie Reese, Financial Services Business Unit Director** at Conclusive Marketing, stated. “Our ability to offer an accessible tool to help grow business, strengthen customer relationships and increase our customer’s market share is what we focused on when designing this new release”. To learn more about BE[T]SY visit www.MeetBETSY.com or call 1.866.363.0034.

Conclusive Marketing provides organizations with data-driven, technology solutions that deliver continuously improving marketing return on investment. Our industry leading line of solutions includes: Behavior Trigger Marketing, Customer Profiling & Modeling, Lead Generation, Scoring and Distribution and Automated Multi-Channel Campaign Management. In addition, Conclusive Marketing specializes in Data Management, Enhancement & List Hygiene Services via our web based solution www.listcleanup.com. For more information visit www.conclusivemarketing.com or call 1.704.887.5600

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