



Buxton — Identifying Customers

Overview

Buxton is the industry leader in customer analytics and retail site selection technology, providing strategic target-marketing research services to major retailers, cities and economic development groups throughout the United States. Unfortunately, their Web site did not reflect their technological prowess or accommodate their massive content management needs.

Solution

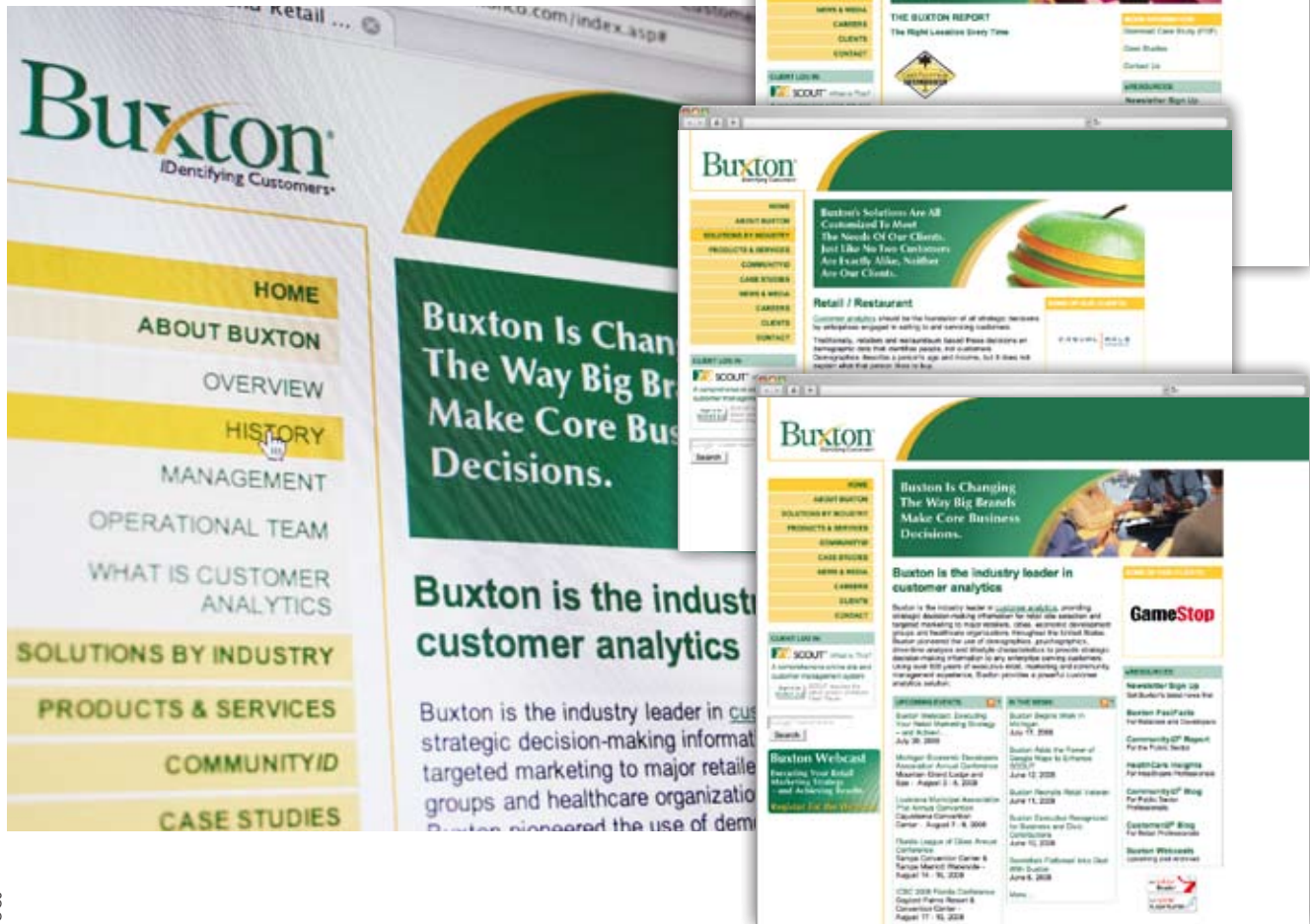
Propel redesigned their site to add functionality, features, and informational infrastructure without losing Buxton's brand recognition. A content management system, RSS feeds, internal site search features, Webcasts, and easily updated news and content updating interfaces were all implemented to allow the client to move at the speed of business. In addition, Propel created direct mail and e-Blast programs for targeted retail and municipal audiences that are distributed weekly and posted simultaneously online so up-to-date content is consistent with cross-media programs.

Impact

This company is on a growth fast track for adding national clients and municipalities to its roster. As stock brokers would say, "they are one to watch."

e-XPERT e-BLAST RESULTS

TARGETED SUCCESSSES Propel Group, Inc.



2830 Samuell Blvd. Dallas, TX 75223 214.841.1032 www.propelgroup.com