



PRESS RELEASE

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New analytic tool makes Big Data truly effective for marketers

BLOOMINGTON, IL, SEPTEMBER 11, 2012 — Big data, the collection of an unlimited amount of data, can be so overwhelming for marketers that they can't effectively use it to gain a competitive edge. That's why Progressive Impressions International (Pii) has developed a big data analytic tool called *Quest*.

Quest utilizes well-known technology but with some updates designed specifically by Pii. By using the leading search engine interface, companies are able to optimize market analysis. With the use of structured and unstructured data, *Quest* can scale and rapidly handle nearly any volume of data. And, by capturing the context around the data, this tool helps convert it into actionable information.

With *Quest*, Pii's clients can:

- Optimize market analysis
- Better meet regulatory compliance needs
- Take proactive measures to keep most valuable customers
- Break through marketing clutter
- Provide a service to customers by individualizing information and offers

"Studies have shown that the majority of the data out there is unstructured. That's why we made it our goal to develop a tool designed to make gathered information, not just data, easily accessible so it can be acted upon," said Gary Moore, Pii Chief Technology Officer. "Value must be obtained faster than the data expires."

We're dedicated to doing whatever it takes to make our clients successful, said Mike Simpson, Pii Vice President of Client Services. "In this case, it's developing *Quest* as a tool to help deliver the right message to the right person at the right time with the right media."

About Pii:

Since 1993, Progressive Impressions International has been providing direct mail marketing with personalization for leading companies in Insurance, Financial Services and Health Care. As one of the largest full-service direct marketing solutions providers, Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, Pii offers a full range of commercial and specialty printing services.

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