



Dear [FIRSTNAME],

The face of market intelligence is changing with the growing use of **triggers** to fuel growth. Triggers are the ability to detect key changes and insights in your customer and prospect base and leverage them into new opportunities. It is something successful marketing and sales professionals must be able to do to stay competitive.

Learn more about how you can use triggers to help grow your business.

The right change – detected at the right time – means opportunity.

CiTriggers can help you answer

- Which Fortune 1000 firms have a new key leader and how does that impact their spending?
- How does a change in IT leadership impact IT investments? Where is turnover highest?
- Which market segments are planning IT budget growth? Which are planning a decline?
- What are the top rated IT investment initiatives, VOIP, Security, SOAP?
- Which triggers can cost you customers and market share?
- Are firms that switch IT vendors bigger buyers afterwards?
- How much more does a business spend when they move locations?
- How can changes in installed IT point to new spend opportunities?



Download our Quarterly report on Triggers

For more information on triggers, please visit our site where you will find a brochure, sample profile with triggers and other resources to aid you in your marketing efforts.

Your next customer is already in our database.

[Get more info](#)

Sincerely,

[AE]
[AEPHONE]
[\[AEEMAIL\]](#)

The Ci Technology Database is the nation's leading provider of technology business intelligence, allowing thousands of companies to pinpoint specific locations where technology opportunities exist and direct their campaigns to the right contact, at the right location with the purchasing power.



Unsubscribe:

Our aim is to provide you with relevant, high-value promotional offers that will help you to best grow your business. However, Harte-Hanks respects your time and privacy. [Click here](#) if you no longer wish to receive this type of email communication.

Questions? Comments? Our mailing address is:
9980 Huennekens Street
San Diego, CA 92121
©2006 Harte-Hanks. All rights reserved