

**M**ARKETView™ PREMIUM takes our subscription-based readerboard service to a new level by integrating our LEADView™ Contact Research service. This new PREMIUM package provides you with professionally researched contact details for the events included in your MARKETView Weekly reports - giving your sales team new, actionable leads on a weekly or even daily basis. No one in the industry has more detailed research or more accurate data and MARKETView Premium gives you both.

Aggressive sales efforts must be powered by in-depth market knowledge and our new MARKETView™ Premium service consistently delivers that information in an easy-to-use report set. Premium subscribers also have access to our fully-integrated, online contact management tool allowing you to quickly identify quality leads, assign employees and monitor follow-up.

#### The PREMIUM Package includes:

**MARKETView™ Weekly** - A comprehensive and detailed report of all posted events\* at your designated competitive set as posted on their reader boards.

**LEADView™ Contact Research** - A detailed reporting of all research on MARKETView™ events including VERIFIED contact information, lead assignment tools & more.

**Online Contact Management** - Easily store, categorize and manage your LEADView™ contact database, assign new leads, set follow-up dates, and review lead progress.

**MARKETView™ Monthly** - A summary of your competitors' events within your market including market segment analysis, most active properties, and most active accounts.

**MARKETView™ Quarterly** - Detailed review of the most active accounts which held events throughout your market including a quarterly market segmentation analysis.

#### PACKAGE PRICING:

MARKETView™ PREMIUM pricing is based on market size, competitive set make-up and various other factors. To receive an immediate price quote, contact your sales rep or the HIS Sales Department at (800) 447-7015 or send email to: sales@hisnet.com.

#### LEADView™ Features

- Best All-Inclusive Price Per Lead in the Industry
- Each Lead Professionally Researched & VERIFIED
- Assign and/or Transfer Individual Leads to Sales Personnel
- Assign and/or Transfer Leads By Organization or Property
- Extensive Search, Sorting & Export Capabilities
- Google™ Account Mapping
- Dedicated Client Services Liaison
- Enterprise Report Manager (ERM) ²
- Seamless Integration with MARKETView™

#### MARKETView Features

- Web-Enabled Reporting
- Comprehensive Market Coverage including Weekends
- Historical Report Builder in Excel® Spreadsheet
- Filtering & Assignment Tools
- Online Account Assignment / Notification
- Market Segmentation Analysis (Comp Set)
- Monthly 'Most Active' Reporting (Comp Set)
- Monthly 'Most Active' Reporting (Market)
- Quarterly 'Most Active' Reporting (Comp Set)
- Quarterly 'Most Active' Reporting (Market)
- Downloadable to Excel®
- Comprehensive Details on Comp Set Properties (including Links)
- Extensive Data Sorting & Search Capabilities
- Performance Benchmarking vs. Competitor
- Performance Benchmarking vs. Comp Set
- Performance Benchmarking vs. Market
- Complimentary On-Going Training & Support

For more information, visit MARKETView online at:  
<http://www.hisnet.com/marketview>

