

Fast Facts About Kobie Marketing

A privately held, woman-owned agency specializing in loyalty marketing

Who we are:

- **Kobie Marketing** is a fully integrated loyalty marketing agency, with a mission to build better loyalty programs for our clients. Clients across the country have come to Kobie for our refreshing approach, leading-edge thinking, and high touch approach that has become scarce in an age of agency consolidation.
- **Strategically Driven:** Kobie's system has an unlimited capacity for analytics in "real-time" allowing us to examine changes in customer behavior and respond efficiently and effectively.
- **Unmatched Technology:** Kobie has developed a state-of-the-art technology platform to support our clients' loyalty programs which is modular, user-friendly and efficient. It excels because of its advanced functionality and revolutionary technology.
- **Customer-Centric:** Quite simply, our clients are at the center of our vision. They see and feel this difference in everything we do.
- **Exceptional Value:** Our staff is made up of senior level people with extremely deep and broad loyalty marketing experience. We provide smart, innovative solutions at a fair price, and far below that of many large competitors offering similar or lower value.

What we do: an overview

- Program design
- Reward sourcing
- Partnership marketing
- Customer communications
- Database management
- Database analytics
- New member acquisition
- Program management
- Fulfillment
- Points accounting
- Web site development
- Customer service
- ROI analysis
- Customer activation

How to find us:

- We are a half-hour drive from Tampa's international airport, conveniently located just minutes from I-275 - and overlooking Tampa Bay.

Contact us:

- Find us on the Internet at: <http://www.kobie.com>
- Call us at: **1-800-821-7892** or **727-822-5353**
- Or send us an e-mail: info@kobie.com