Video 2 of 3: Prospect Selection and Strategic Marketing:

Visual Ideas:	Voice Over
Same cartoon guy images from intro video: 1.Cartoon guy with empty pockets 2. Man giving golf club to annoyed surfer dude	What if you are talking to the wrong prospects right now– Or even saying the wrong thing… Without even knowing it?
Animated shot of dollar bills flying into a big trash can or out the door	Companies make this mistake *all the time*... *They waste a fortune* trying to attracting people who were never able or willing to buy in the first place…
Big graphic question mark over bewildered cartoon guy Question mark dissolves into speech bubbles: Who do I talk to? What do I say?	Expresso answers your 2 most important questions: Who do I talk to? What do I say?
Phrases "600 million individuals" "120 million households", "leads", "transactions" "customers" all flows into huge database container. Database container stretches/expands like a balloon, as it fills up with data.	Expresso begins by diving into its huge database filled with: 600 million individual names… 120 million households… leads…buying transactions….and lots more
"Data" flows from database container (left half of screen) in one unfiltered wave into "Expresso" machine or box shown on right half of screen: maybe the Expresso box vibrates or changes color: something showing active work going on. If image is not too busy, maybe words indicating what's going on inside: "Identifies…analyzes…qualifies"	*Then the real intelligence begins....* Expresso identifies, analyzes and qualifies this huge pool of prospect, customer and transactional data for you, using leading-edge algorithm and regression techniques.
Expresso box now shown on left half of screen – now with 3 controlled data streams flowing out to the right side of screen: "ability to buy" "willingness to buy" "predicted profitability".	Expresso then scores each potential prospect and assigns them to a group, based upon their ability to buy, willingness to buy and predicted profitability to your company.
Cartoon customer with telephone in hand Cartoon customer w/ $ sign over his head or holding bills Surfer dude and golf guy side by side	With Expresso you'll know: Which prospects are most likely to respond to your offer… How much each is likely to spend … Even which types of products or services they're likely to buy
Cartoon guy handing golf club to golfer Big text ad for golf clubs on iphone screen?	You'll know what to say to get their attention… And even the best places to say it…

Close up shot of insightful report user gets – something they can easily see Cartoon guy excited as he sees reports/charts that show winning campaign	Expresso also delivers in-depth metrics during and after your campaigns, so you always know what's going on.
Exploded view of 3 different reports, each coming onto screen, one at a time, cued to voice?	-How many people responded and bought… -Which campaign, channel, offer or creative performed best… -From high-level overviews to drilled-down detail
Maybe way to show dollars flowing or flying to the "winning" campaign – and away from "losing" campaign?	With Expresso, you react much faster –so you spend more resources on what's working well…and less on what's not.
Golfer guy with money in his pockets/fat wallet and golf club in his hand… On screen: **Reach prospects *faster* –at 50-90% LESS**… Arrow directs viewer to blue/gray icon button)	With more <u>profitable prospects…and the right hook to capture them…you're halfway there</u>: Now get ready to reach those prospects <u>faster at 50-90% less cost</u>…by clicking the RIGHT button