


**ARBITRON INTEGRATED RADIO SYSTEMS**

# Mail Merge

Sending out 900 client letters used to be a grueling task. With IRS Mail Merge, your only question is "Do you want that to go out today?"



The concept behind mail merge shouldn't be simpler—take contact data and print mailing labels or custom letters—yet making it work in stations has been tedious, until now. With Arbitron

Integrated Radio Systems (IRS)<sup>SM</sup> software, you can leverage your accounts, agencies and contacts effortlessly.

It's easy to sort and filter through extensive client data to produce a subset of contacts for a mail merge project. Each contact in the system can be flagged with up to 10 different project tags so they'll always be included for projects you create over and over.

IRS Mail Merge isn't just for sales assistants—any seller can use Mail Merge and automatically be limited to working with their own accounts, agencies and contacts.

Most people think of Mail Merge only in terms of letters and mailing labels. Over the years, IRS clients have discovered many different ways to use this tool, including custom proposals

by product category, holiday cards, invitations and event nametags. How you use Mail Merge is only limited by your imagination!

Mail Merge is also a great tool for exporting data from IRS to any other software product that can take advantage of your client information. We've built a number of predefined exports for other tools and you can also export any field of data. It's easy to export a full name and e-mail address through Mail Merge for an e-mail marketing campaign.

