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## NEWS

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### **Ruf Strategic Solutions and simpleview partner to bring insight to destination marketers**

**OLATHE, Kansas and TUCSON, Arizona** – Ruf Strategic Solutions and **simpleview** are proud to announce a strategic partnership in conjunction with the development of a new product called, Smart View. With Smart View, destination marketers can gain insight into their consumer inquiries with detailed information regarding their demographics, psychographic and lifestyle information; which enables them to examine a consumer's unique characteristics and buying preferences.

“This will allow destinations to treat their inquiries and visitors as individuals,” explains Michael Mahoney, director of account development for Ruf Strategic Solutions. “Smart View enables execution of variable fulfillment, while saving money and communicating with visitors in more meaningful and efficient ways.”

Smart View functions as a nightly append to a client's database of demographics, psychographic and lifestyle information, such as age, household income, presence of children in the home, media and travel preferences, shopping tendencies and credit card usage. This information allows destination marketers to better reach their audience with relevant information, improved timeliness and greater effectiveness.

Ruf Strategic Solutions, a database marketing company, and **simpleview**, a multimedia marketing and digital business solutions company, have formed this partnership after years of working together. “Our companies and services truly compliment each other,” says Ryan George, CEO of **simpleview**. “It's obvious that this partnership will benefit our clients.”

### **About Ruf Strategic Solutions**

**Ruf Strategic Solutions** delivers a full suite of marketing-intelligence solutions to help tourism marketing organizations acquire new travelers, retain existing travel customers and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions helps organizations maximize the return on their marketing investment through superior consumer insight. Ruf's unique ability to integrate vast arrays of data, technology tools and 30 years of expertise, empowers organizations with truly actionable and measurable intelligence. Through Navigator, Ruf's Customer Relationship Marketing (CRM) solution, tourism marketers are able to manage, measure, and maximize marketing profitability. Ruf currently services many market leaders in the tourism industry including, countries, states, CVBs, timeshares, cruise lines, destinations, resorts and airlines. For more information, visit [www.ruf.travel](http://www.ruf.travel) or call (800)829-8544.

### **About simpleview, inc.**

Founded in 1991, **simpleview, inc.** develops and implements scalable, web-based enterprise solutions that simplify marketing and sales operations for a diverse range of industries such as destination management, travel, and leisure; association management; real estate; non-profits; government; and public and private corporations. By seamlessly integrating content management solutions, customer relationship management, and interactive marketing services into a modular software suite, **simpleview** enables clients to centralize data, streamline processes, and improve internal efficiencies. Offering a unique combination of robust software, refined over generations of smart product evolution, with an abundant feature library and skilled programming technicians, **simpleview** delivers its clients the personalization and customer service of custom-built software development with the stability and price point of out-of-the-box solutions. For more information, visit [www.simpleviewinc.com](http://www.simpleviewinc.com) or call (520) 575-1151.

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