



## Fact Sheet

<b>Business:</b>	<p>Proclivity Systems is the developer of the revenue optimization platform and consumer behavior bank, Proclivity.</p> <p>The information Proclivity generates provides marketers with profound knowledge about their customers' shopping interests, purchasing likelihoods and level of expenditure for any potential offer.</p> <p>This helps Proclivity's clients to make critical business decisions while also providing the mechanism to immediately target across various channels and maximize potential revenue.</p>
<b>Product:</b>	<p>Proclivity Mail™ is a key application module that leverages the consumer behavior bank to create behaviorally targeted email programs.</p>
<b>Founded:</b>	<p>2006</p>
<b>Headquarters:</b>	<p>New York City, NY</p>
<b>Employees:</b>	<p>10</p>
<b>Vertical Markets:</b>	<p>E-Commerce (General), Retail, Travel &amp; Hospitality, Financial Services, News &amp; Media</p>
<b>Financial Status:</b>	<p>Private</p>
<b>Management:</b>	<p>Sheldon Gilbert Founder, Inventor and CEO</p>
<b>Website:</b>	<p><a href="http://www.proclivitysystems.com">http://www.proclivitysystems.com</a></p>
<b>Company Contact:</b>	<p>Proclivity Systems 134 Fifth Avenue Third Floor New York, NY 10011 Phone: 646.237.3737</p>
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