

Primacy, top importance

Urgency, time-sensitive

Certainty, high probability target will receive and read

Persistence, history recorded

Efficiency, APs, low cost, reduced time

Quantity, broadcast/narrowcast

From:

<http://www.plain-english.com/goldpaydoc/> - **GoldPay User and Admin Guide**

Permanent link:

http://www.plain-english.com/goldpaydoc/doku.php?id=benefits_statement&rev=1398865832

Last update: **2014/07/28 09:35**

