



PERMISSION BASED EMAIL MARKETING

Preach out to your customers with a permission based email campaign.

Match your offer to the proper individual and reach them through email, postal mail or both.

Take advantage of our years of experience combining email with other digital marketing. Our Executive Team is comprised of industry veterans, widely credited with pioneering permission based email marketing and email appending.

DATA INTELLIGENCE

The two key components of successful email marketing are data intelligence and data delivery.

Harness the power of over 280 million permission based consumer email addresses from our proprietary consumer data sets many available with matching postal information.

We have identified over 300 demographic and lifestyle attributes on our subscribers, allowing you to execute highly targeted campaigns. Add a viral component to your efforts and the recipient of your email message can forward and share with like-interested friends, family, neighbors and co-workers.

DATA DELIVERY

The delivery process is critical to the success of a permission based email campaign. With an average open rate of 10%, we help you reach your target market on schedule and on budget.

Your domain is protected due to our white-listed status with all major email and internet service providers.

We adhere to a rigorous 13 point delivery process to insure maximum inbox penetration. A complete list of these points is available from your representative.

SAMPLE DEMOGRAPHIC AND LIFESTYLE SEGMENTS (PLUS DOZENS MORE)

- Gender, Age, Income
- Political Leanings
- Fitness
- Marital Status
- Pet Lover
- Gambling
- Number of Children
- Online Shopper
- Philanthropic Donor
- Dwelling Type
- Sports Fan
- Investing
- Educational Level
- Religious
- Luxury/Fashion
- ConsumerVectors
- Travel
- Online Dating