

Email Campaign

Challenge:

You want to market via email but do not have the capability to deploy in large volumes to prospects/unengaged recipients.

Solution:

Our deployment engine is specifically designed for prospect marketing.

Features:

- Opt-in, fully CAN-SPAM compliant records appended to your postal list, with ability to inbox
- Combines the industry's leading email databases to achieve a 75%+ append rate on most direct mail files OR we can build a list for you
- World class acquisition Adaptive Delivery Platform matches each record to the ESP most likely to inbox
- Conservative email validation process ensures your brand reputation is protected
- Accurate and fast delivery, with the ability to deploy millions of emails/hour
- Implements best time/day strategy to achieve optimal response
- Ability to retarget openers/clickers with additional campaign touches



Benefits:

- Reaches prospects outside of your CRM
- Deploys timely and relevant offers at a low cost
- Reinforces messaging with a multi-channel approach
- Increases brand awareness and campaign effectiveness

Questions?

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