Email marketing focuses on reaching new prospects by using our high-quality email lists. Email targeting options can include: Demographics (Age, Gender, Income), B2B (Job Title, Job Function, Company Size), Geography (City, Zip Code, Radius), Lifestyles (Auto intenders, Foodies, Political interests, Travel enthusiasts, Job seekers) and much more.

**KEY FEATURES/BENEFITS**

- **Email marketing allows you to reach new audiences that are in the market to buy your products or services.**
- **Target messages to specific audiences, demographics, occupations or interests.**
- **Targeting can either be broad or narrow depending on the campaign goal.**

**EXAMPLE**

Starbucks wants to generate new Starbucks Reward members but only wants to focus their efforts on the working people who likely drink coffee in the morning. Using Email Marketing, we can deploy targeted messaging to specific demographics (adults: 18-54, HHI: +75K) with interests in coffee, breakfasts, meals on the go, etc.
EMAIL ADD-ON: REDEPLOYMENT

Once an email marketing effort has been deployed (aka “dropped” or “blasted”), you can redeploy to users who have either opened or otherwise engaged with the original deployment. Redeployments allow for multiple exposures and can test different messages to increase effectiveness.

- Reaching your prospects multiple times is just as important with email marketing as it is with any advertising strategy.
- Compared with a normal eCommerce conversion rate of between 2% and 4%, the rate for email retargeting conversions can be as high as 41% (Moz).
- Example: If 62,500 records were used for an initial email drop, a redeployment could reach up to 10% of the overall records.

EMAIL ADD-ON: MATCHBACK

After several email marketing deployments, we can conduct an email match back to quantify how many new customers you’ve generated as a direct result of your email marketing campaign. Email match backs offer you the ability to track your return on investment (ROI) for specific email marketing efforts.

- **Match backs must be planned upfront during the initial planning phase (before the IO is signed).**

- We compare your customer data to our email data and can identify customers that you’ve acquired that were reached with our email deployment.
- Match backs are best utilized after a minimum of 4 previous email drops in order to give the campaign time to build momentum.
- This optional add-on service is a great way to provide visibility into the return you’re getting on your advertising spend.