

TargetEmail

Personally Delivered, One Device At A Time



Use the Power of Big Data To Expand Your Customer Database

Email Is NOT Dead. And Here Is Why!

- Email is 40 times more effective at acquiring new customers than Facebook
- 72% of people prefer to receive promotional content through email, compared to 17% who prefer social media
- A message is 5x more likely to be seen in email than via Facebook
- 4.24% of visitors from email marketing buy something as compared to 2.49% of visitors from search engines and 0.59% from social media
- Email's ROI was 28.5% compared to 7% for direct mail
- For every \$1 spent, email marketing generates \$38 in ROI
- There are over 4.3 Billion email accounts worldwide
- 57% of email subscribers spend 10 - 60 minutes browsing marketing emails each week



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Reach New Targets More Effectively Through Conquest Email

- Geo-location
- Age
- Gender
- HHI
- Interests
- Purchase Intentions
- Prior Purchase Habits
- Hobbies/Enthusiasts
- Brand Preferences
- Residents In Home
- Day of Week
- Time of Day

"We grew our email reach from 1,500 to 50,000 in 2 days!"

— Senior Living Centers

CASE EXAMPLES

Motorcycle Dealer Targets Owners & Enthusiasts To Promote Sales & Service

- Generates over 30 appointments per deployment
- Averages 14.9% open rate on 2x/month deployment
- Averages 1.84% click through rate on 2x/month deployment

School District Targets Families With Children To Grow Student Enrollment

- Generates new students every deployment
- Averages 12.23% open rate on monthly deployment
- Averages 1.65% click through rate on monthly deployment

Icing on the Cake



- Launches can be done in a little as 5 business days.
- Reporting includes open rate, CTR and integration with Google Analytics.