



Email + Digital Marketing Solutions

Deliver compelling messages to the right audience, across all devices, when they are most likely to engage

Complement your email and offline marketing efforts with digital advertising. Now, more than ever, consumers are engaged on numerous devices and across multiple media landscapes. Utilize multichannel campaigns to reach consumers on their favorite channels to increase engagement and ultimately conversion.

Leverage AccuData's expertise in email and digital marketing and benefit from a team that keeps up with current trends, consistently changing specs, and industry best practices. AccuData's expert team provides end-to-end campaign management, including copywriting, design, campaign deployment, optimization, and detailed reporting.



AccuData makes it easy to go multichannel – simply add a complementary digital solution to an email acquisition campaign to reach your ideal audience on their preferred devices.

Start with Acquisition Email

From mailboxes to inboxes, AccuData knows how to get your message delivered. Connect with your direct mail audience or a hyper-targeted custom prospect audience directly in their email inbox. AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all ANA guidelines.

Add Digital Display Advertising

Display ads are served across websites, apps, or social media sites through engaging banners or video ads. Your ads will be displayed to the same audience that receives your email communications.

Add Site Retargeting

Retarget consumers that click on your landing page or website with engaging display advertising designed to increase conversion. Continue the conversation with relevant, product- or service-specific ads and enable an easy path back to your website.

Add Paid Social Media Advertising

The email addresses from your acquisition campaign are used to serve your ad creative to Facebook and Instagram users. Your exposure extends to the News Feed, Messenger, and the Facebook Audience Network.

Benefits



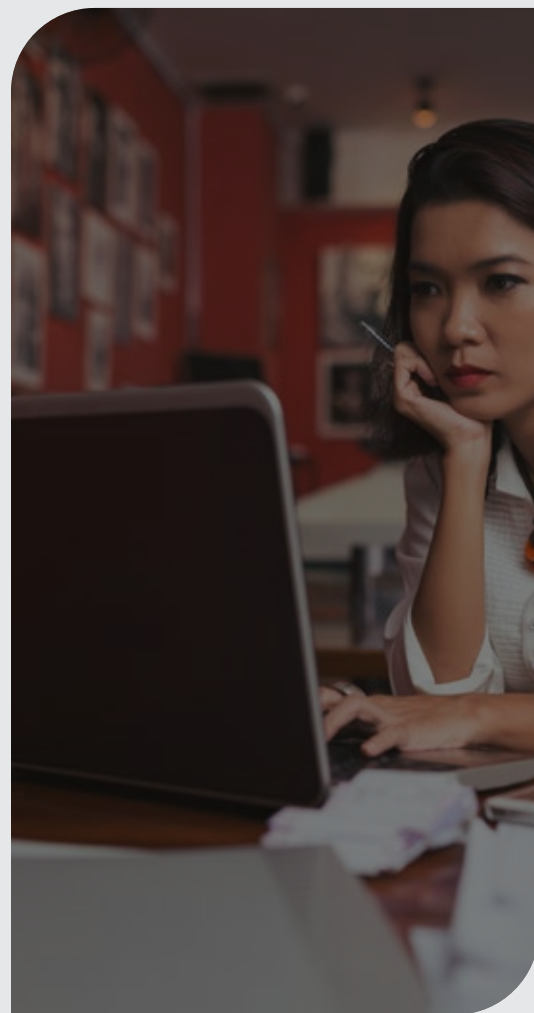
Drive in-store traffic and online sales with your multichannel messages



Improve consumer reach and boost brand awareness for long-term growth



Leverage our team for copywriting, design, deployment, optimization & reporting



The AccuData difference: data expertise meets digital know-how.

Audience Creation

For the services listed above, our expert team will work with your current direct mail list or craft a custom audience based on your campaign goals. With more than a thousand demographic and lifestyle attributes from which to select, we can ensure that you are targeting those that will be most likely to engage with your marketing message.

Multichannel Campaign Optimization

The most effective multichannel marketing approach puts the individual consumer, not the channel, at the center of its strategy. We focus on identifying the channels that best suit your ideal audiences to maximize conversions, not just impressions and clicks.

When you need superior precision and performance from your email and digital marketing efforts, trust the team at AccuData to deliver.

Additional Email & Digital Marketing Solutions

✔ NextGen Behavioral Targeting

Utilize advanced online behavioral targeting to display engaging visual ads within seconds of a consumer performing a relevant keyword search.

↔ Connected TV/OTT

Target unique behavioral audience segments with your video message over a collection of the nation's largest streaming platforms and services.

🔄 Web Visitor Intel

Turn your website into a lead generation tool, enabling you to identify real-time, in-market prospects for your organization or the organizations that you support.

</> Creative Design Services

Entice your ideal audience to respond with creative designs that blend words and imagery into compelling, engaging content.