

Email Marketing Product Guide

Create Acquisition Email Success with AccuData Integrated Marketing

Email marketing provides a cost effective, quick-to-deploy marketing solution that can have an immediate impact on your business. Whether used as a stand-alone initiative or part of a multichannel campaign, AccuData's time-tested, end-to-end acquisition email programs produce successful outcomes.



72%

Constant Contact

of consumers prefer email as their main channel for hearing from businesses and nonprofit organizations.

Experience Acquisition Email with AccuData

With the ability to select from hundreds of consumer attributes and access the highest-quality, opt-in email lists, our targeted data is the foundation for high-performing email campaigns. Couple that with our sharp creative team, and you have the components for superior acquisition email marketing. AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all Association of National Advertisers (ANA) guidelines.

89% of marketers use email as their **primary channel for generating leads.**

Snovio Labs

Consider using **welcome messages** when contacting consumers for the first time — they have an average open rate **more than triple** the rate of other marketing emails.

GetResponse

59% of respondents say that **marketing emails have influenced their purchases.**

Salescycle

49% of consumers stated they'll **likely become repeat customers** if they receive a **personalized experience** from a brand.

Twilio Segment

Acquisition Email Benefits



Create highly-targeted email lists for personalized prospect campaigns that pair well with a multitude of marketing channels, including direct mail.



Experience the complete management of your email campaign, from inception through to completion, including email creative design when needed.

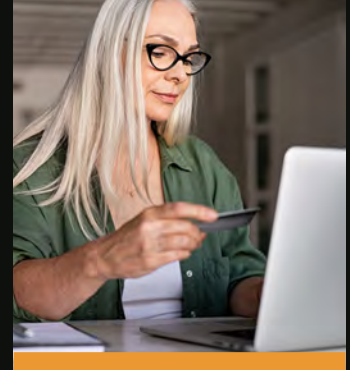


Gain important insights into who is engaging with your content and offers and continue utilizing email to nurture a relationship with them.

Acquisition Email Case Studies

Online Retailer Sees Increased Sales Revenue

A nationally-recognized household brand with roots firmly planted in direct mail marketing launched an online exclusive odor neutralizing candle. AccuData proposed and executed a promotional strategy that included a 12-week acquisition email marketing program with creative design services to complement the company's existing direct mail program. Over the duration of the campaign, the company experienced increased sales revenue (an average of 15% higher) on days an email was deployed. Additionally, their page views and time on site increased by more than 50% from when only direct mail programs were in place.

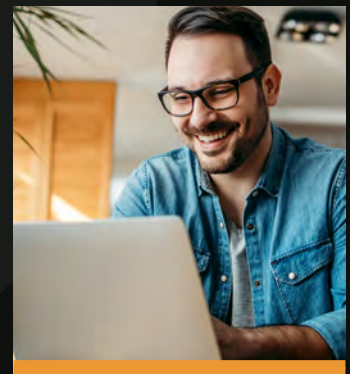


Online University Drives Degree Enrollments

An online, career-focused university sought to integrate email into their current mix of digital marketing initiatives. AccuData implemented a customized match-back process to determine which enrollments from the University's various channels (online forms, phone inquiries, and admissions applications) were directly from or influenced by the email deployment. As a result, AccuData was able to provide a detailed campaign attribution report; the report included 2,200 inquiries, applicants, and enrollees between January 15 and March 8. Of the 2,200 records provided, 129 individuals (which represents a 6% conversion rate) were identified as being directly associated with the email marketing campaign deployed via AccuData.

Community Bank Grows Number of Banking Relationships

A community bank with multiple branches wanted to increase their number of banking relationships and new checking account holders quickly and efficiently. AccuData provided audience targeting insights as well as a strategy and direction for campaign elements and cadence. A comprehensive five-week campaign was deployed to individuals living within a 2-mile radius of each branch location. The campaign included Acquisition Email, IP Targeting, Retargeting, along with direct mail. As a result, 231 banking relationships were formed in just five weeks.



Campaign Requirements Checklist

AccuData's acquisition email campaigns begin with the creation of a targeted prospect list, just like postal data. Your geographic, demographic, behavioral, and/or firmographic selects are applied to an email marketing database that matches opt-in email addresses to your criteria. Once the acquisition email audience is identified, AccuData deploys your email marketing message at the determined cadence. At the end of the campaign, you will receive a performance report that highlights key metrics.

Upon receipt of your campaign assets, a test email will be sent for approval. Once approved, the email campaign will be deployed within 24 hours, Monday through Friday, excluding holidays. AccuData's estimated turnaround time for acquisition email campaigns is 6 business days, which is dependent on the timeliness of approvals.

Please note that prepayment is required. AccuData accepts checks, credit cards (Visa, MasterCard, and American Express), and money orders.

Creative Development Services

Our expert team acquires the data-driven intelligence needed to craft highly customized, relevant communications designed to drive customers toward conversion. Industry-recognized best practices in design, copy, and deployment are used to ensure the best possible outcome for your campaign.

With AccuData, you will receive the individual attention you deserve, paired with the quick adaptation, customization, and scalability your email campaigns demand. Our email creative is designed with performance in mind and is optimized for mobile, tablet, and desktop devices.

Begin experiencing acquisition email success today! Call 800-732-3440 or email info@accudata.com to explore our end-to-end email campaign and creative design services.

The following assets are required for us to begin your acquisition email campaign. We recommend utilizing our Campaign Requirements Checklist as you prepare for your deployment.

- Desired email deployment date and time (EDT/EST)
- Subject line
- From line
- Logo files (.eps, .jpg, and .png files are accepted)
- Image files (.gif, .jpg, and .png files are accepted)
- HTML creative (or copy if we are providing design services)
- Mailer's physical address
- Test/seed email addresses including at least one personal email address (for example, AOL, Gmail, or Yahoo)
- Suppression file(s), if applicable
- Signed insertion order



 **AccuData**
INTEGRATED MARKETING