

# Multi-Channel Marketing Solutions That Generate Results

Reach Highly  
Responsive  
Prospects



Strategy + Experience + Execution = Results



## Make the Right Move and Experience Targeted, Effective Results!

eTargetMedia provides its clients with the combination of resources, experience, and results necessary to develop and implement highly effective advertising and marketing solutions. Our strategic marketing capabilities enable us to exceed our client's expectations, customer acquisition goals and return on investment.

eTargetMedia has the skills to implement a comprehensive marketing and promotion strategy that will produce measurable results in traffic, customer acquisition, and revenues. Our services include: Targeted Email Lists, Display Advertising, Postal Lists, Email Append and Creative Solutions.






Our service and commitment to excellence means that in addition to seeing vast improvements, you will also experience the benefits of utilizing our ongoing support to further enhance and develop your marketing presence.

**Contact us today to learn how we can assist you in achieving your digital marketing goals.**

- 25 Years of Experience
- CAN-SPAM Compliant
- Cost Effective Results
- Dedicated and Experienced Team
- DMA Trusted Marketer Member
- Unmatched Commitment to Client Success

**We offer full service integrated digital marketing solutions. Contact us today, call 1.888.805.3282 or email [info@eTargetMedia.com](mailto:info@eTargetMedia.com)**

## Multi-Channel Marketing Solutions

-  **Targeted Email Lists**
-  **Display Advertising**
-  **Postal Lists**
-  **Append Services**
-  **Creative Solutions**

### Contact Us

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## Targeted Marketing with the Power of Results!

eTargetMedia is a leader in integrated digital marketing services. Our ability to provide world-class marketing solutions with cost-effective pricing and precision targeting provides the greatest value for our clients.

### Email Marketing

Our permission-based email solutions offer an improved, faster, highly measurable and more effective way for you to market to consumers who have requested to receive information about your products and services.

### Display Advertising

Our display advertising campaigns can help you re-target customers who received your email marketing message.

### Postal Marketing

Our comprehensive files offer an unmatched range of demographic and lifestyle selectivity to help you zero in on the right prospects with precision.

### Append Services






Our suite of append solutions allows businesses to take advantage of both email and traditional advertising vehicles to execute marketing campaigns and build stronger relationships with their customers.

### Creative Solutions

We offer full service creative solutions that will complement your brand and drive results, including HTML email creative, landing pages, and banner design.

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## Benefits

-  Increase Sales Revenue
-  Boost Brand Awareness
-  Acquire New Customers
-  Increase Website Traffic
-  Build Your Database

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## Micro-Target Your Audience with Permission Based Email Marketing!

### Let Our Email Experts Transform Your Email Marketing

We know how difficult it is to find the perfect customers. Fortunately, we can find them for you. Our email marketing experts can help you select the best audience, then reach them with engaging and personalized email messages. Our proprietary database includes virtually every U.S. household and U.S. Business, including extensive data that spans demographics, psychographics, geographics, lifestyle choices, shopping habits, spend behavior, and beyond.

### We Can Help You Reach Highly Responsive Prospects

Our highly accurate and superior data includes transactional data, lifestyle data and purchasing behaviors of over 200 million consumers and 15 million+ business decision makers. Our targeted email process identifies qualified prospects that are highly receptive to your offers and costs substantially less than other digital marketing channels. With our unrivaled consumer data, we can help you find your perfect target audience at a level that other companies can't and our permission-based email marketing services offer an improved, faster, highly measurable and more effective way for you to market your products and services.

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## Over 200 Million Email Records

*Targeted email offers an improved, faster, highly measurable and more effective way for you to market your products and services.*

*Contact us to learn about our consumer and B-to-B selects.*

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## Enhance Precision-Targeted Email Marketing with Retargeting Display Ads

Our cross-channel marketing platform makes it easy to deliver personalized promotional messages to clients through both targeted email marketing campaigns and display ads on popular websites. Delivering marketing campaigns to the right customers at the right time is critical to the sales process and it is proven that it takes multiple exposures to an ad to motivate consumers to make a purchase. Our multi-channel campaigns allow marketers to distribute their marketing messages to email inboxes and across the web therefore directing consumers to your website at a point when they are ready to make a purchase.

Email marketing is the most effective channel for reaching customers online and by incorporating retargeted display ads, marketers can extend their reach even further and continue to communicate their marketing messages to clients across multiple marketing channels. Our display advertising campaigns can help you re-target customers who received your email marketing message and promote your business, products and services when people are browsing online, watching videos, checking email, and more.

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## Benefits of Display Ads

- Re-connect with customers who received your email message
- Develop a cross-channel marketing strategy
- Build your brand and increase brand awareness
- Keep your marketing offer top of mind
- Generate leads and sales
- Retarget customers and encourage them to return to your website
- Decrease shopping cart abandonment

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## Zero In On the Right Prospects with Targeted Precision!

Our comprehensive postal marketing files offer an unmatched range of demographic and lifestyle selectivity to help you zero in on the right prospects with precision. Updated frequently, our postal marketing lists ensure that you have access to a steady stream of fresh data.

If cross-selling or customer retention is your goal, the information contained in our databases can also be appended to records in your house file to help you learn more about your customers in order to retain and grow existing relationships.

Leverage the power of our data to improve the impact, reach and efficiency of any component of your direct marketing efforts. Selections cover all aspects of how individuals live, work, spend their money, and the interests they possess.

This truly comprehensive database, developed from a variety of different data sources, contains demographic, lifestyle and purchase history information on over 200 million consumers and 15 million+ business professionals. Our postal list data is updated frequently and offers more than 220 selections. This leading database has been designed to help you pinpoint prospects in a timely, effective and cost-saving manner. Our high performance postal database has played an integral role in the success of many direct marketing campaigns.

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## Leverage the Power of Targeted Mailings

*Reach over 200 million consumers and 15 million+ business professionals that are interested in your products and services.*

*Contact us to learn about our consumer and B-to-B selects.*

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## Append Powerful Data to Your Customer Files!

eTargetMedia's email append services are available for both consumer and business-to-business files. Our services help your business overcome your online marketing challenges, and succeed in today's competitive market place.

By utilizing a multi-pass process with multiple vendors, we deliver the greatest email append results in the shortest amount of time. This means that you will have access to our email append database and the email append databases of other top quality data providers.

**Enhance your existing database and communicate with your customers more effectively**

- Accurately match email addresses, postal addresses, and various demographic and lifestyle data elements to your existing database.
- Establish an online and offline relationship with your customers and generate a higher return on your marketing investment.
- Dramatically increase traffic to your web site.
- Reinforce your customer relationship.

**Match Rates for our services are typically in the following ranges:**

**Email Append: 15% – 35%**

**Reverse Email Append: 20% – 45%**

**Email Update Service (ECO): 12% – 35%**

## Enhance Your Database

- **Demographics**
- **Lifestyle/Interests**
- **Purchase Behavior Information**
- **Household Automotive Selects**
- **More Than 700 Data Elements**

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## Full Service Creative Solutions That Drive Results!

eTargetMedia offers full service creative solutions that will drive results, build your brand, increase sales and maximize your ROI. Our professional design team will review your marketing materials and your website to develop a branded creative campaign that integrates seamlessly with your marketing initiatives. Our creative team knows how to create response-driven HTML messages, landing pages, and websites that will motivate your customers and prospects to take action, therefore increasing sales, form submissions, phone calls and more.

### Our full-service creative solutions include:

- Design of Branded HTML Email Messages
- HTML Email Programming
- Responsive Email Design and Programming
- Landing Page Design and Development
- Website Design

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## Creative Solutions

*Our creative solutions include HTML email creative, landing pages and web design.*

*All of our creative will complement your brand messaging and drive results.*

*Contact us to learn more about our creative services.*

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## Our Clients Are Industry Leaders - Join Our Client List!

The key to any successful business is satisfied clients. Our service and commitment to excellence has helped us grow an impressive list of national and local clients.

## Client Testimonials

“eTargetMedia’s experience, quality service, attention to detail and exceptional products have made a significant contribution to collective success.”

Scott S. - President

“I consider eTargetMedia to be one of my premier suppliers of accurate and responsive data.”

Stefanie P. - Partner

“Phenomenal customer service, consistently high open rates, team players in making sales.”

Daniel W. - Data Manager

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