

# THE SHOP

## eDIRECT EMAIL MARKETING

### Discover the benefits of email marketing!

Email marketing is **convenient, cost-effective** and provides **instant response** to your promotional message. Reach the inboxes of the right industry professionals — you can use our entire list or you can use specific segments based on business category/geographic location.

Price: 23¢ per prospect

### What you can expect:

- ✓ **Complete Service from Start to Finish:** You supply the creative, we provide the list and deploy on your behalf. No need to worry about CAN-SPAM compliance or email technology. We do the work for you! Need help with coding and design? Just let us know and we'll assist.
- ✓ **Exclusive Share of Voice:** Your dedicated message deployed on your preferred day. eDirects are limited to one per day so you'll have the full attention of your target audience. Early reservations are recommended to ensure we can accommodate your deployment date request.
- ✓ **Full Control of the Creative:** You determine the links, landing pages and subject line. You control your message from start to finish to support your campaign objectives.
- ✓ **List Quality Guarantee:** Clean, high-quality lists with 100% deliverability and no generic addresses such as sales@, info@, and admin@. We guarantee it!
- ✓ **Post-Campaign Reporting:** Complete reporting statistics on the performance of your email, including total delivered, open and click-through rates, and click-to-open percentage.

### Other Lead Gen Opportunities:

- ✓ **Custom Surveys:** \$5,000: Pose your questions to the industry to gain market intelligence and hard leads.
- ✓ **Webinars/Webcasts:** Starting at \$8,000: Benefit from extensive pre-event marketing for attendee registrations supplied to you post-event. Live and On Demand hosted on our website.
- ✓ **White Paper Distribution:** \$1,700: Educate the industry and collect leads at the same time. Sent to 20,000 engaged aftermarket professionals.

