

Targeted Email Marketing



Geo Targeting: Email marketing can be targeted at the Metro, City or Zip Code level.

Demo Targeting: Target wide variety of Demographics, Interests, Shopping habits including...



DEMOGRAPHIC & INTEREST BASED TARGETING INCLUDES

Demographics

- Gender
- Age
- Income
- Education
- Occupation
- Marital Status
- Political Party
- Language/Ethnicity
- Children in home
- Grand parents in home

Shopping/Interests

- Entertainment - Music, TV, Movies, Gaming
- Travel - Domestic, Int'l Cruises, Family, Biz
- Home Improve/DIY
- Sports - Active Lifestyle, Boats, Golf, Nascar, Pro, College
- Outdoors - Hunting, Fishing, Camping
- Green Living, Gardener

Shopping/Interests

- Auto/Truck/RV - by make & model, lease or own
- Food & Wine
- Investors & Country Club
- Pet Owners/Dogs/Cats
- Health & Beauty - Weight Loss, Vitamins, Fitness
- Bargain Seeker, Coupon Clipper, Wholesale Club
- Fast Food Eater
- High End, Luxury Shopper

Email Marketing min send 25,000

Volume PER SEND	CPM
25k-49,999	\$52.00
50k-74,999k	\$46.00
75k-99,999	\$42.00
100k +	\$38.00

Includes postal matchback list

