



## **Evolved Email**

**2017**

**By layering every email campaign with a coinciding PPC component, we have created a powerful channel; combining two digital must-haves.**

- **95MM+ CAN-SPAM Compliant, Double Opt-In Emails**
- **Over-delivery and re-try mechanism built into our email platform: 100% inbox delivery rate or higher**
- **Meticulous Data hygiene performed monthly including email verifications, ECOA/NCOA and spam trap removal**
- **Image pixel placed in all creative(s) to tag consumers for retargeting efforts**
- **250+ Targeting Filters including demographic, psychographic, lifestyle and transactional data elements**
- **Highly engaged consumer audience; every record is touched once per month at minimum**
- **40 MM B2B records**
- **Work2Home Email Outreach; reach your B2B target on multiple email address including consumer**
- **Cross Platform/cross device optimization**