Email Marketing

Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.

Leverage the advanced targeting of email marketing to reach new customers and fill your marketing funnel with qualified buyers. Email marketing is one of the best ways to drive new website traffic, branding, awareness, and direct response.

Our email database is gathered via opt-in online surveys, e-subscriptions, e-registrations, and our extensive network of permission-based websites. We maintain and update our unsubscribe lists regularly providing quality assurance, and verifying that all broadcasts are CAN-SPAM compliant. Therefore, 100% of our emails are opted-in to ensure every consumer and business in our database has consented to receive emails from our advertisers.

TARGETING OPTIONS

- Demographics
- Homeowners
- Lifestyle Changes
- Travel Preferences
- Occupations
- Health ailments
- Shopping preferences
- And many more!

With our email marketing reporting, get even more insights into how your email performed outside of opens and clicks. We show you click performance broken out by geography, devices, browsers, and internet service providers.
Fully understand how users interacted with your email to help power future campaigns.

Pair your email campaign with the following products to enhance the user experience and entice them to interact with your business.
- **Email Redeployment** - After the initial targeted email send, we can redeploy to those who have shown a level of interest & engagement with our initial send. This strategy helps move buyers down the funnel towards closing.
- **Email Lookalike Display Campaign** - Show ads to the target audience before and after they receive an email to help drive email interactions and visits to the website.