

Find NEW Customers with NSIGHTFUL EMAIL



BUILD YOUR BRAND & MARKETING UNIVERSE

Are your customers requesting customized email marketing programs? Our nSightful Email product is a complete portfolio of email solutions designed to streamline your marketing strategy and zero in on prospects that want their products or services.

Define. We can help you define, maintain and grow your Marketing Universe with access to hundreds of data points and demographics. We can also enhance your existing consumer list by appending specific data points to assist with targeting of email messages. Building a strong email program foundation is essential to this strategy's success!

Acquire. Now that you know your Marketing Universe, our in-house email marketing professionals can guide you through the process of creating a successful email program that utilizes the email industry's best practices. Our focus is on building your brand by understanding your goals via acquisition or retention based email programs.

Results. Our nSightful Email programs are a cost-effective, targeted and personal way to engage both existing customers and prospects with relevant content. We can deploy, track, report and feed activity seamlessly into many CRM solutions as well as Google Analytics. Multiple testing options and list segmentation helps you get relevant messages to your consumers and increases your ROI!

nSightful Email Programs Will Increase Your ROI

Our nSightful Email Programs feature a variety of tools to help build brands and engage consumers. Check out a few highlights below!



- Agency/Broker level program capabilities that include branded private label, direct access to email data lists, marketing universe management, and reports by client campaign
- Responsive email template builder that allows you to design your creative to look great on a variety of device types
- Email programs are 100% CAN-SPAM compliant and follow all DMA (Direct Marketing Association) Guidelines
- Seamless integration via API into a variety of CRM's and Google Analytics
- Managed services or self-help options available – either way, our in-house email marketing team are available to consult and brainstorm on program goals
- Incorporate triggering of targeted banner ads based on email actions (e.g., clicks, opens)
- Accommodates clients of all sizes and marketing budgets with a way to engage with customers and prospects
- Platform is designed to facilitate retention as well as acquisition email marketing programs

EMAIL MARKETING – DONE RIGHT

Email Marketing techniques continue to evolve into a more effective B2B or B2C communications channel. If you manage your marketing universe and email programs efficiently, email marketing is a cost-effective, targeted, and personal way to engage both existing customers and prospects in an ever expanding audience.



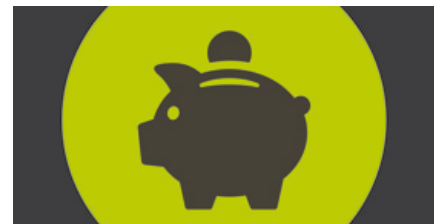
► Attract

Email is a cost-effective way to acquire new customers. It's a strategy that, with the right foundation, can add value and profit for your brand.



► Engage

We analyze consumer actions to market to them more effectively. Programs are built, tested & modified to provide relevant content.



► Convert

Increase your ROI with nSightful Email programs! Achieve optimum results with targeted campaigns to your marketing universe.