

# Email Marketing



## Does your marketing plan include email?

With our email marketing programs, you have the ability to reach highly responsive, internet-savvy prospects and micro-target them by accessing our double opt-in database of over 200 million consumers, 15 million businesses and choosing from over 500 selects. This allows you to customize your ad while identifying qualified and targeted prospects that are highly receptive to your offer and cost substantially less than traditional direct mail marketing.

**200 Million**  
Consumers

**15 Million**  
Businesses

**500+**  
Selects



Our permission-based email services offer an improved, faster, highly measurable, and more effective way for you to market your products and services to addresses that are **guaranteed 100% deliverable**.

The lists are sourced through survey response, online registration, and online lifestyle questionnaires.

**The email lists are 100% opt-in and CAN-SPAM compliant.**

We also perform a vigorous hygiene process with monthly list updates. Consumers must opt-in again every 90 days to remain on the list, meaning that your ad will get into the hands of someone who has recently asked for information and/or promotions related to their interests, giving you a better response to your offer. We have even instituted a frequency cap of emailing no more than 2x per week to the same individuals in order to avoid over-saturation.

As a DMA Trusted Marketer Program Member, we adhere to the best practices and industry guidelines that are set forth for responsible and ethical marketing.

Contact us now to learn more and get started by adding email to your marketing plan today!

[www.EngagementListMarketing.com](http://www.EngagementListMarketing.com)