

► Reach new prospects with a targeted email campaign



**92% OF ONLINE
ADULTS USE EMAIL,
WITH 61% USING IT
ON AN AVERAGE DAY.
- PEW RESEARCH**

Email is one of the strongest tools available to marketers. It is inexpensive, measurable and an extremely effective way to reach and engage prospective customers. According to the Direct Marketing Association and the Chief Marketing Officer Council, email has the highest ROI of any direct response method.

Premium Service

We'll work with you to create a strategy that delivers a highly targeted, interested opted-in audience. First, we'll gain an understanding of your marketing goals and target audience. Then, we'll generate a subscriber list based off your specific needs. The more detailed information you provide about your desired audience (e.g., geographic area, demographics, psychographics, etc.), the better quality list we'll be able to develop for your campaign.

Premium Data Intelligence

Our subscriber profiles set us apart from the competition. Using exclusive consumer surveys and information overlays from several data-partners intelligence is gathered on each subscriber. This intelligence allows us to deliver the right message to the right consumers at the right time. It's all about connecting you with the people you want to reach when they want to be reached.

Premium Sourcing & Delivery

The database is compiled from more than 5,000 content and destination websites. All subscribers have opted-in to receive marketing offers and are verified by a minimum of two sources. Additionally, all campaigns are sent from a proprietary delivery system that maximizes inbox delivery. We maintain a white-listed status with all major email and internet service providers.

TOP EMAIL BENEFITS

1. Access, target and segment your most desired audience from a subscriber list of 280M prospective opted-in customers.
2. Experience **10% open rates** and **1% click-thru-rates** (both double industry averages). Our results are highly measurable and easy to read.
3. Increase brand awareness, drive traffic to your website & generate new leads to grow your business and build clientele.

"Delta SKY made our Bucket List Sweepstakes a total success! We doubled our normal email open rate with the help of their expert insights & strategies. Thank you Delta SKY team."

Tiffany Minton

Marketing Director,
Florida's Space Coast Office of Tourism



Reach the Right People at the Right Time



Email Marketing Options

This is a completely scalable program and currently offered at the discounted rate of \$40cpm net. (Most email campaigns of this quality are sold for over \$60cpm.)

We send a minimum of four emails per campaign to ensure the appropriate exposure for your brand and message.

For instance, you could choose to send:

- 50,000 opted-in subscribers 4 emails over 1-2 months // \$8,000 net (a savings of \$4,000).
- 100,000 opted-in subscribers 4 emails over 1-2 months // \$16,000 net (a savings of \$8,000).
- 250,000 opted-in subscribers 4 emails over 1-2 months // \$40,000 net (a savings of \$20,000).
- 500,000 opted-in subscribers 4 emails over 1-2 months // \$80,000 net (a savings of \$40,000).

Note: Client provides HTML-coded email

72% OF PEOPLE PREFER TO RECEIVE PROMOTIONAL CONTENT THROUGH EMAIL, COMPARED TO 17% WHO PREFER SOCIAL MEDIA.

- MARKETINGSHERPA

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