

Email Marketing Overview

Focus USA is an industry leader providing seamless data solutions. Making data the foundation of our marketing strategy, we combine our extensive offline and online knowledge to create Cross Channel Success. We provide marketers with smart solutions, innovative and targeted strategies, all-media integration as well as the tools that fuse data analysis and customer intelligence to capitalize on the power of data-driven marketing.

FOCUS USA INTERNAL HIGHLIGHTS

- Over 132MM Opt-in email records that are dynamic & growing
- 100% CAN SPAM compliant
- Strategic Intelligence to help guide the targeting & selection process
- Proven guidelines to provide consistent results
- Dedicated domain and IP Addresses
- High reputation indicator
- Immediate Opt-out action when necessary
- Comprehensive campaign reporting plus collection of Opt-outs



OUR APPROACH

Our multi-channel, multi-verified consumer database combines postal, email, phone and mobile data, as well as 2000+ characteristics to help target prospects with precision. This includes demographic, geographic, lifestyle, interests, and behavioral data.

A successful email marketing campaign relies on relevant creative, strong call to action, clean deployment but most of all targeting the primed audience. We believe in testing all of these elements to determine the right mix. We measure effectiveness before launching a full scale campaign. Our roll-out strategies use the knowledge gathered in the testing phase and from there we leverage the power of our data to converting high value prospects to buyers and to building more lasting and profitable customer relationships.

Contact your Focus USA Response Strategist for more information on how **Email solutions** can work for you.