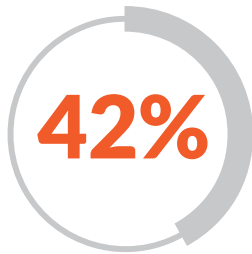


DIRECT EMAIL

Reach the Right People at the Right Time.

Direct Email lets us build your email marketing campaigns and expand your customer base! By using your most current data, we ensure your campaigns reach active and high-quality leads. Whether you are running a promotion or announcing new products, Direct Email will help to micro-target your audience and provide you with real-time email metrics.



42% of businesses say email is one of their most effective lead generation channels.

CIRCLE RESEARCH, 2014



72% of US online adults send or receive personal emails via smartphone weekly.

FORRESTER RESEARCH, 2014

59%



59% of companies are integrating email and social channels together

ECONSULTANCY, 2013

Take Advantage of Untapped Potential:

- *Guaranteed engagement of 8% opens and 1% click-throughs*
- *Up-to-date database of over 200 million opted in email contacts*
- *Choose from 3 email templates and work with Propel to provide images, copy, offers, and links*
- *Micro-target your audience based on geographics, demographics, vertical, behavior and more*

DIRECT EMAIL

	1X	3X	6X
25k or Less Emails Sent	\$1250	\$1100	\$900
25,001 - 49,999 Emails Sent	\$40	\$37.50	\$35 /cpm
50K - 99,999 Emails Sent	\$37.50	\$35	\$32 /cpm
100K - 250K Emails Sent	\$32	\$30	\$28 /cpm
250,001 - 500K Emails Sent	\$28	\$26	\$24 /cpm
500,001 - 1M Emails Sent	\$24	\$22	\$18 /cpm
Over 1M	\$12	\$11	\$10 /cpm
Optional Add-On Services			
Email Content Creation	\$99	\$99	\$99/email
Email Campaign Landing Page	\$249	\$249	\$249/page

Suggested product pairings:

ONTARGET - DISPLAY ADVERTISING SOCIAL MEDIA OPTIMIZATION