



E.Marketing Services

Enhanced Lists

Derive greater value from your customer database by building and updating a quality customer e-mail database.

Our e-mail list enhancement services ensures your e-mail list is . . .

- CAN-SPAM compliant
- Up-to-date
- Deliverable!

E-Mail Append

Our opt-in database is one of the largest and accurate in the industry. We append e-mail addresses to both Consumer and Business databases. Our average match rates are:

- Consumer Residential: 20-25%**
- Individual: 10-15%**
- Business Email Append: 35-45%**

ECOA/List Hygiene

Stay in touch with your customers via e-mail. We can find the most current customer email addresses, and fix improperly formatted ones.

Pay only for those records we add, correct and/or update in your customer database.

Enhanced Delivery

Send the right offer, to the right customer at the right time.

Our E-Mail Campaign Management solution helps companies communicate better, faster, and more effectively with their customers -- all without a massive investment in time, money, or additional infrastructure.

- Increase sales by sending relevant offers based on . . .
 - ↳ Customer Purchase History
 - ↳ Preferences
 - ↳ Demographics
- Increase the value and relevance of each customer e-mail by personalizing your message
- Track your e-mail campaign results with real-time reports
- Ensure your message is not blocked or filtered by ISPs.

Enhanced Results

Increase your percentage of emails delivered and get more e-mail opened. Our set of best-practices strategies delivers results in under 90 days.

Hire Anchor E.Marketing to:

- Increase Web site traffic
- Grow your opt-in database
- Launch an eNewsletter
- Improve delivery rates
- Improve response rates
- Help you launch and self-manage your e-mail campaigns

Our e-mail experts welcome the opportunity to assist you in the planning and execution of your E.Marketing program.

***Call for a
FREE
Consultation!***

Anchor provides you with easy-to-use tools and services to make your program extraordinary and add tangible results to your bottom line.



ANCHOR
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