

AcquireWeb

Multi-Touch Emails Increase Sales and Market Penetration

Frequency is proven success factor for local and national retailers and multichannel marketers. Put your name in front of your target audience both when they are researching their purchases and when they are actually “IN MARKET” and ready to buy.

Our email marketing programs give you one-on-one access to more than 75 million households and 130 million individuals nationwide — each with a qualified, permission-granted email address. You’ll gain the reach of any mass marketing program while gaining the advantage of the level of targeting that comes with any database marketing program. You can focus your offer and message to select audiences and/or within specific geographic locations.

AcquireVision and AcquireLocal Frequency Bring in More New Customers for Less.

AcquireVision and AcquireLocal Multi-Touch emails are frequency-based programs that allow you to reach all your best prospects, again and again at minimal cost. The more touches, the less each touch costs. You choose the number of impressions, plus how and where you want to make them. You’ll have the flexibility to combine email with direct mail and test multiple messages in multiple media. We’ll work closely with you to create a program that works best for your business needs.

ACQUIREVISION BENEFITS NATIONAL CLIENTS with Marketing Requirements as Big as Their Long-term Goals.

AcquireVision offers large-scale marketers flexibility and accuracy with multiple media options, unlimited usage and rapid turnaround. AcquireVision puts a vast array of marketing tools, testing options, email campaign structures and analytics at your disposal. That’s why AcquireVision has proven success with companies like Ford, Mandalay Bay, Lowes and Liberty Mutual. It’s also why AcquireVision will work for you.

ACQUIRELOCAL BENEFITS LOCAL BUSINESSES Looking to Harness the Power of Email

AcquireLocal offers a more streamlined, templated and cost-effective solution for local businesses, dealers and franchises. Geo-focused campaigns can fit small budgets and still build market penetration.

- Target the demographics you want
- Target only your trade areas
- Select the quantities and budget that’s right for you
- Produce large-scale awareness for your business
- Use pre-approved email templates
- Customize emails to your specific locations
- Pay direct, as a group, or with co-op funds

AcquireLocal can set up intranet accessible email and email plus direct mail “stores” for dealer and franchise organizations. List selection, counts, template choices, reports and payment can all happen online with the support of account managers assigned to each store/dealer.

The Benefits of Pinpoint Targeting and a Responsive Database

Multi-Touch gives you the ability to select and reach your prospects with pinpoint accuracy. So whether your goal is maximum penetration within a single geographic or demographic select, or mining for new prospects with a custom-built predictive model, we give you options you’ve never had before.



Our programs are built around our nationwide database of consumers with active email addresses — each of whom has asked to receive third-party offers. List updates are daily, weekly and monthly using unique proprietary methodologies to ensure accuracy and responsiveness plus assure CAN-Spam compliance. All this so you're reaching a market that's willing to hear your offer...and is ready to respond.

"How do I know if it worked?" — **Match-back analysis scientifically proves ROI**

Our match-back analysis compares the people emailed to your new customers from all channels. We also use a control group not emailed, for comparison to determine the true impact. While some may think that all response should be determined by opens, clicks and online sales, our results show 80% or more of sales happen in stores or via phone.

Match-back analysis is the only valid way to determine the true response plus advertising effect of our Multi-Touch campaigns.

See Actual Case Studies at AcquireVison.com and AcquireLocal.com

2 New Multi-Touch Programs Now Available!

- **Multi-Touch Email Plus Direct Mail:** Our database contains postal addresses and e-mail addresses. That means you can coordinate mail and e-mail communications. We can provide the postal list or match email addresses to yours. Send an announcement email to "look in your mailbox" or "click here". Then send follow-on emails to extend the life of your mail piece and lift response. We can even track when the mail is delivered by the post office and then "trigger" an email.
- **ClearTrigger:** Emails sent when people abandon your shopping cart, registration form or after extensive queries on your website. Our affiliate, ClearSight Interactive, can match your visitors' IP addresses to our list and then trigger sending our permissioned emails based on their behavior. Why lose sales because you cannot follow up? Use ClearTrigger Multi-Touch emails to close more sales.

Simply put, whether its AcquireVision, AcquireLocal or ClearTrigger, our Multi-Touch emails puts your message in front of exactly the right people at exactly the right time. This will increase your interaction with them and generate sales. We make sure that when a potential buyer is considering your product category, you are right there in front of them until they make a purchase.

We do the hard work for you while assuring your sales programs are more effective.

To hear more about how one or more of our services can specifically help your marketing and advertising efforts, please feel free to contact one of our team members.

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