The AcquireVision and AcquireLocal Multi-Touch Email Process

Your Customer Profile

Targeted Permission-Based List
1st level of permission

Permission Letter Email

Your Audience
2nd level of permission

Test-Branded Messages and Various Offers

Open, Click and Conversion Analysis Predictive Model

Response Profile and ROI Analysis
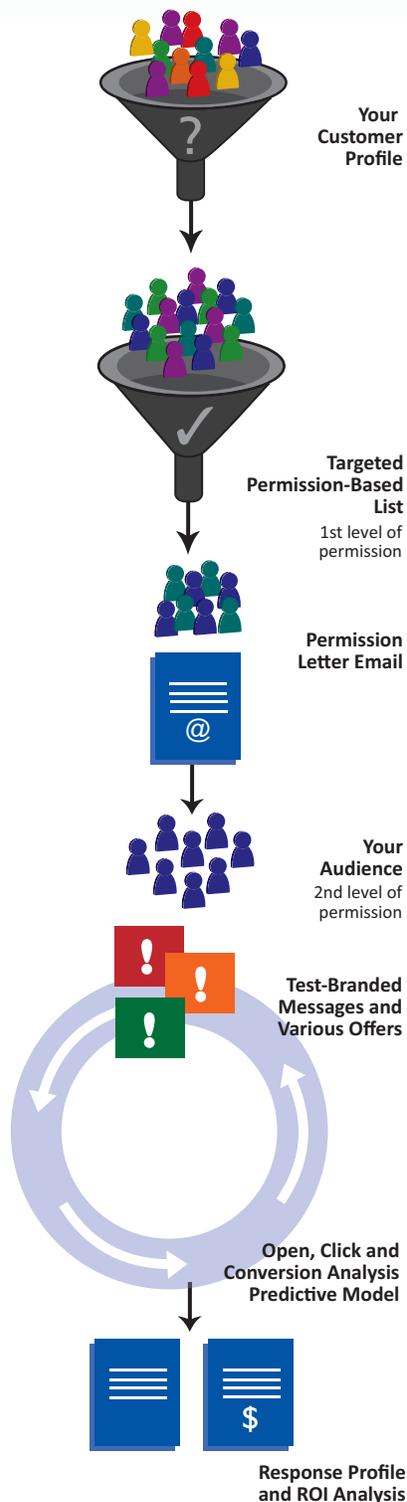
Phase 1: Identifying Your Target Audience
Select your best prospect profile from a pool of over 130 million double permission-based individual email contact records with postal addresses. Select by demographics, specific trade areas or both.

Phase 2: Creating Your Exclusive Email List
We suppress your current customer file if desired plus your opt-out list. Then we send a another permission email on your behalf to your predetermined target list inquiring if they would like to receive information and/or promotional offers from you. Less than 0.3% opt-out, but this reduces complaints and enhances deliverability.

Phase 3: Creating Your Emails
You create your own branded messages and offers including "from" address and subject lines. Creative and production assistance is available to help you convert your direct mail or other promotional material into emails using approved formats and best practices.

Phase 4: Launching Your Marketing Campaign
Our system sends out your branded messages to your exclusive targeted audience. We can also provide A/B split testing capability—a reliable approach for testing.

Phase 5: Frequency Emailings
After the launch subsequent emails are sent about every two weeks. It is recommended that multiple creative versions/messages be used and that offers be periodically changed to maximize response and keep the audience engaged. Multi-touch emails put you in front of the target audience when they are ready to buy.

Phase 6: Ongoing Analysis & Optimization
We analyze e-mail open rates, click-thrus and conversions during and after each launch to assure delivery and optimize actions; plus we provide online campaign reporting.

Phase 7: Review Program Success and ROI
Clients participate in a post-campaign "buyer behavior analysis" matching back your new customers and "real" sales (online and offline) to households emailed compared to a matched control group that was not emailed in a scientifically reliable analysis.

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