

# Acquisition & Loyalty Email

Targeted, Data-Driven Email Marketing that Achieves Maximum Results

From mailboxes to inboxes, we know how to get your message delivered. AccuData's in-house Email Marketing team manages all facets of prospect and loyalty email marketing, including copywriting, mobile-responsive design, targeted opt-in email audiences, email address verification, deployment, optimization, and detailed reporting.

Engage your customers and convert your prospects with a robust email marketing program designed by AccuData.

## Benefits



Leverage this highly cost-effective and efficient way to reach current and prospective customers.



Gain important insights into who is engaging with your content and offers.



Build brand loyalty by connecting with your audience through multiple touchpoints.

## Email Marketing

Our data expertise and high-end creative team produce high-performing, high-converting email marketing campaigns for customer acquisition and loyalty programs.

## Acquisition Email

With the ability to select from hundreds of consumer attributes and access the highest-quality, opt-in email lists, our targeted data is the foundation for high-performing email campaigns. Couple that with our sharp creative team, and you've got a recipe for superior acquisition email marketing.

AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all ANA guidelines.

## Loyalty Email

Your database of loyal customers is one of the most valuable tools you have at your disposal. Effectively managing that data, however, can be a constant challenge. Managing your customer data for segmentation, personalization, and automation is both a necessity and hindrance for many marketers.

That's why marketers choose the experts at AccuData. We manage loyalty email programs for some of the nation's top brands and nonprofit organizations.

With AccuData as an extension of your team, you'll know your next campaign will be executed with precision.

## Team Approach

Need more than just strategy and implementation? We offer a team approach that provides individual attention and exceptional customer service.

What does this mean for our clients? It means we provide end-to-end managed services from concept to creation. It means we provide insightful and useful reporting every step of the way. And it means data-driven marketing results that go above and beyond.



# Acquisition & Loyalty Email with AccuData

### **Precise Targeting**

Reach highly connected audiences based on location, interests, behavior, and more than a thousand demographic attributes.

### **Data-Informed Creative**

Our expert team acquires the data-driven intelligence needed to craft highly customized, relevant communications designed to drive customers toward conversion.

### **End-To-End Campaign Management**

From concept to reporting, our team manages email campaigns and comprehensive multichannel marketing programs for loyalty and acquisition efforts.

### **A Data-Savvy Extension of Your Team**

Our data-driven methodologies mean that each recommendation we offer and every tactic we implement is informed by data.