AccuData
INTEGRATED MARKETING

Email Enhanced

Guaranteed Placement at the Top of the Inbox

Combine the power of email marketing with proven digital marketing tactics. With each Email Enhanced campaign deployment, AccuData delivers contextual and sponsored ads to prospects who are in-market for your product or service, who reside in your desired geography, and who match the characteristics of those being targeted in your email campaign.

Benefits

Reach additional in-market prospects who fit your ideal target market.

Maximize user engagement by layering your email message with sponsored and promotional ads.

Increase click-through rates, conversion rates, and traffic to your website.

Email Enhanced

Take your email marketing to the next level with AccuData's Email Enhanced solution.

Email Enhanced enables a higher ROI than standalone email campaigns by layering email deployments with sponsored Gmail email ads and Yahoo! Mail promotional ads. Email Enhanced is one of the only available email marketing solutions that guarantees inbox placement and click-through rates. To do this, AccuData's in-house email marketing team leverages real-time bidding platforms to purchase contextual ads targeted to those who are in market and match the criteria of your target audience. No additional setup needed.

yahoo!mail Sponsored Email Ad

Gmail Sponsored Email Ad
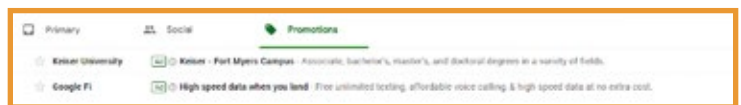
Contextual Links Ad

DESKTOP   MOBILE

Reach and Target

With access to the nation's best consumer data, AccuData offers more than 120 million email addresses with matching postal records, and nearly 750 available selects to define your ideal target audience. AccuData validates all data and utilizes rigorous hygiene processes to ensure the highest deployment reputation. We follow all ANA guidelines and are 100% CAN-SPAM compliant.

AccuData's "No Bots Guarantee"

AccuData will reach your click-through rate goal by delivering only valid prospects. We provide bot-free traffic by utilizing two third-party bot detection partners in addition to our own proprietary methods. Most bots are blocked before they reach your website; for bots that are not filtered in real time, AccuData will deliver a new valid click or visitor at no charge.

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.

AccuData
INTEGRATED MARKETING