



Consumer in U.S. with Email Address

V12 Group is one of the direct marketing industry's proven full-service providers for acquisition email marketing. As a result of our infrastructure, consistent results and flexibility in private labeling our services, the majority of the industry's largest companies turn to V12 Group for acquisition email marketing.

The email orders will be deployed by V12 Group. Please contact your representative or call 1.866.842.1001 to coordinate marrying the creative with your email list for deployment.

Description

V12 Group is one of the direct marketing industry's proven full-service providers for acquisition email marketing. As a result of our infrastructure, consistent results and flexibility in private labeling our services, the majority of the industry's largest companies turn to V12 Group for acquisition email marketing.

Successful message relevance is proven to drive response whereas irrelevance can drive opt outs. V12 Group developed Email Marketing Standards to guide clients on best practices that produce favorable results.

- Full CAN-SPAM Compliance
- Immediate opt-out handling
- Strict creative guidelines to ensure proper rendering (ISP/Email reader)
- Testing includes top email providers (AOL, Gmail, etc.)
- Complaint mgmt/feedback loops with major ISP's
- Ability to set-up dedicated domains and IP's
- Provide standard and custom campaign reporting