



Consumer in U.S. with Postal and Email Address - ePostal

U.S. Consumers who have provided Postal, Email, Phone and/or combination of the three for Multi-channel messaging which is proven to improve response. Selectable by over 260+ geographic, demographic, lifestyle, interest and behavioral selects.

The email portion of your order 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. The Postal list will be sent directly to you via the method you have chosen.

Description

The U.S. Consumers with Postal and Email allows direct marketers to reach highly responsive consumers in a Multi-channel environment.

V12 Group is one of the direct marketing industries proven full-service providers 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