



Email Marketing

It's time to take advantage of the marketing channel that is cost effective, produces optimum results, and will increase your ROI. Whether you are seeking to strengthen relationships with current customers or convert fresh prospects into future customers, we have the expertise and the track record to ensure your e-marketing efforts are a success. We've been helping our clients harness the power of e-mail marketing from the very early days of the Internet. Far from the current crop of newcomers to the field, we've watched over time what works and what doesn't. And we've focused on getting results every step of the way.

Connect with your Target Audience

Our goal is not to just sell email lists - we provide solutions to bring in new business and keep you in front of your current customers. We put an end to lost time and wasted money on inferior lists. We want to be your partner for all direct sales and marketing campaigns - providing you with the highest quality off-the-shelf company lists, custom-built email lists and technology databases at a fraction of the cost of comparable solutions.

What Can We Do For You

We have a simple principle – provide a product to a business that can ultimately grow their business and increase ROI; at the same time, provide "second to none" service. Our product offerings are designed with that commitment to service in mind, providing us with the most competitive advantage packaged with the most value for each of our customers. This ensures our sustainability and helps us to continue delivering our service-oriented packages at a fraction of the cost – ultimately allowing us to raise the bar in providing information services.

E-Mail Marketing Has Become A "Business Staple"...For A Reason

E-Mail marketing has grown as a highly effective method of building customer relationships and fostering new sales. In fact, e-mail marketing efforts are growing faster than any other direct marketing channel. This is due to the fact that exceptional results can be had at a fraction of the cost of traditional direct marketing efforts. While stellar results can be achieved through a fusion of e-mail and traditional direct mail campaigns, it's no secret that e-mail campaigns have much to offer on their own terms. Our firm has experience with both fused (direct mail + e-mail) campaigns and e-mail-only campaigns.

It has been long-proven that most businesses need to have contact with the customer multiple times before they can achieve a sale from that customer. E-mail marketing allows multiple contacts to occur in a shorter amount of time and at a lower cost, increasing both the time-to-sale and the prospect of closing sales.

Build customer loyalty. Find new prospects. Close more sales. **Contact Us Today!**

Business E-mail Lists

Looking for e-mail marketing? Accurate Data means a Successful Campaign: Targeted e-mail marketing continues to grow as one of the most cost effective marketing avenues for businesses that want to reach a spectrum of target audiences. A targeted e-mail list combined with a highly-targeted marketing message will give you optimal results and an enhanced ROI.

Data driven

Email lists allow your company to focus on a statistically based marketing campaign.

Highly Targeted

Email lists can be highly targeted to the exact specifications of your target market.

Drive Direct Sales

Purchasing an email lists can be directed toward an exact component of your business

Build Consistency

Businesses make purchases only after consistent exposures to your marketing message.

Response Rates on E-mail Marketing

We often get asked about response rates. It will depend on the product or service your business sells, who you are targeting with your marketing, and how your email message is written and delivered. Email marketing is very cost-effective when compared to the response rates and cost of other lead generation techniques. Just remember, repetition is the key to optimal results,

What is your guarantee on the data?

Every record is guaranteed - yes, we mean 100% of the data is guaranteed! If you find any incorrect data, send us back the record within 60 days of the delivery date indicating what part of the data is incorrect (bad phone number, email bounced, bad physical address, etc.), and we will correct or replace the record. We stand behind the quality of our data so firmly because of a process that we have developed to clean and verify the data before we send it out to you.

Usually, you can only rent a list containing phone numbers and/or physical/ mailing addresses, or a list of email addresses (which you typically never see). Concept Marketing Group will provide you with (and will

have unlimited license for) all contact information. Below is a table that shows exactly which fields have been included in the database.

- Company Name
- Full contact name (separated into first and last name)
- Title
- Physical Address
- City, State, Zip, Country
- Main or Direct Phone Number
- Email Address, URL/web address
- Annual Revenue (where available)
- Number of Employees (where available)
- SIC Code(s) (where available)

Data Source

The data has been compiled through years of direct marketing campaigns (email campaigns, telephone campaigns, and direct mail campaigns). The data has then been supplemented further by data appendage and collection from web based resources.

Contact Titles

Our contacts are considered "Decision Makers", we only include contacts at the manager level and above. You can typically expect a mix of Managers, Directors, Vice Presidents, and C-Level contacts.

Minimum Order

We do not require a minimum quantity of contacts purchased per database. However, we do have a **\$1000** minimum purchase price on all databases and this will typically get you up to 2,000 records.

Data Verification

All of our featured databases are verified and updated every 45 to 60 days.

Let us show you how to integrate an e-mail campaign with a direct mail campaign to get optimal results! We deploy the emails for you and we're fully CANSPAM Compliant.

Call 800-575-5369 to get started!

Consumer E-mail Lists

E-mail marketing is a highly effective tool in connecting advertisers with consumers. Concept Marketing Group Inc. knows how to utilize e-mail to connect your product or idea with the correct end user. Our extensive database of fully permission-based email addresses combined with our expertise in designing and executing high performance email campaigns delivers optimal results.

E-mails lists include:

First and Last Name,
Postal Address,
City, State, Zip code, Country.
Email, Telephone

Data Quality and list Usage:

Complete list ownership -
List is delivered in Excel (.csv file) format.
85% accuracy guarantee on data.
Tele-verified and email verified contacts.
Database Size - 42Mil+ B2B and 120Mil+ B2C contacts
across USA, UK, ASIA, AUSTRALIA, CANADA and
other major countries.

Our deliverability guarantee:

All the emails are permission based and opt-in.
No duplicate records.
List is for perpetual use.
All e-mail and contact fields are verified before delivery
with stamp.

We have hundreds of segments and have postal addresses attached to our files to provide geo-targeting capabilities. All subscribers have opted to receive offers related to their particular areas of interest including:

- Credit cards
- Electronics
- Education
- computer hardware and software
- Internet services
- Self-improvement tapes
- Finance offers
- Book clubs
- Children's books
- Magazines
- Cable TV and high speed Internet access
- Automotive offers
- Outdoor apparel
- Sports equipment
- Videotapes
- Casino destinations
- Sweepstakes
- Online game sites
- Online tests and surveys
- E-commerce offers and more!

List deployment available upon request.

Call 800-575-5369 to get started!

B2C Email Appending

Rapidly, and cost-effectively, improve your email marketing programs by expanding your reach, lowering your cost per contact, and increasing the net contribution and profitability of every campaign. We work with leading database organizations to provide list services like data enhancement and permission-based email appending.

How will data appending help your business?

- Increase your company's online revenue.
- Reduce the number of postal campaigns you deploy to reach your customers by using email.
- Use email to cost-effectively reach your customers on a continuous basis.

Our email appending service adds your clients email addresses to the postal records, which allows you to reach out to your clients electronically. Every record is 100% CANSPAM compliant and **has been permission passes**.

A copy of your existing database is sent for Email Appending. We'll match a valid email, postal or phone record/address to a record in your database, and create a new Online Database with complete information for each consumer. Ask us how to get started today.

Every record we provide is guaranteed to be deliverable.

- **Highest match rates** - 30% on average
- **100% Opt-in** – Every email is permission-based and compliant with the CANSPAM act.
- **Free match test** – Find out if the results will bring you new clients.
- **Fast Turnaround** – Our match process takes less than 48 hours.

Data Enhancement

At Concept Marketing Group Inc., our data specialists are experts in the data field whether we're selling, cleansing or enhancing data. Our goal is to provide you with the most accurate data available. We offer:

Consumer Data Enhancement

Learn more about your customers & watch response rates soar! In today's marketplace your ability to generate new clients, while retaining and growing existing business, is invariably connected to how well you target your communications.

Business Data Enhancement

The more you know about a business, the more likely you are to make them clients. In today's marketplace the most successful B2B marketers have a clear vision of their most likely prospects and target their campaigns accordingly. We can help you develop an ideal client profile by appending firmographics to your list of company names and addresses.

Merge/Purge

With the increased costs of production, postage and tighter deadlines, it's imperative that marketers accurately eliminate all duplicates in a marketing database. Since our very beginning Concept Marketing Group has been at the forefront of the merge/purge processing.

Dealer Radius Processing

Identify which customers or prospects are closest to your business location(s). One of the most common analytic applications utilized by marketers is geospatial analysis, using all the various geographic options available to locate and target customers and prospects.

Geo Coding

Assign any address in the country a lat/long and use that data in your marketing decisions. Anchor supplies Geocoding, sometime referred to as Geo-Census Coding, by appending latitude, longitude and census codes such as Census Tract/Block and Core Based Statistical Area (CBSA) to your records, based on ZIP+4@ codes.

Gender Code

A first name is not always an accurate indication of someone's gender. We assign a gender code to each record on your file to maximize the use of gender specific marketing services. We provide codes to identify that the name in your record is male, female or ambiguous.