



# Email Marketing

**Base Rate/List Rental \$125.00/M**

**Broadcast Pricing**

**350.00 Text Set-up**

**\$500.00 HTML Set-up**

**\$50.00/M Delivery**

Includes Email Address, Name, Street Address,  
City, State, Zip

**Minimum: 10,000 Names**

CAS, Inc. offers an effective way to reach your best prospects. We have access to one of the most robust databases in the industry with a proven ability to reach the specific audience for your message. CAS makes sure your personalized interaction with your customer/prospect goes according to plan.

What is Targeted Email Marketing? Email marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing.

**1. Build your Email List.** We can help you build the perfect email campaign targeted towards consumers or businesses. Most of our lists can be selected to provide email address.

**2. Design your message.** With the help of our marketing professionals, we can guide you through the process of creating a successful Email campaign

**3. We do the rest.** Let our experts send and track your Email Campaign. All Email campaigns are 100% CAN-SPAM compliant.

**CAS provides flexible, low cost, high quality email marketing campaigns. Talk to one of our experienced sales executives and let us help you build a successful Opt-In Email Marketing Campaign.**

## Features of CAS Email Marketing Services

- All of CAS email campaigns are **CAN-SPAN Compliant**
- Over 80 million opt-in email addresses
- Select from both Consumer and Business lists
- Choose from over 500 demographics such age, income, home value, lifestyle interests, location and more
- No duplication within lists
- All Email databases are updated monthly

DC72010



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Data Processing • Lists • Data Append • Mail Services • Phone Append



## What are the advantages to Email Marketing?

1 - Email Marketing provides the ability to distribute information to a wide range of specific, potential customers at a relatively low cost. Compared to other media investments, email is less expensive per contact.

2 - With the right email campaign, an exact return on investment can be tracked and has proven to be high when done properly. E-mail marketing is often reported as second only to search marketing as the most effective online marketing tactic.

3 - The delivery time for an e-mail message is short (i.e., seconds or minutes) as compared to a mailed advertisement (i.e., one or more days).

4 - An advertiser is able to "push" the message to its audience, as opposed to website-based advertising, which relies on a customer to visit that website.

5 - E-mail messages are easy to track. An advertiser can track users via autoresponders, web bugs, bounce messages, unsubscribe requests, read receipts, click-throughs, etc. These mechanisms can be used to measure open rates, positive or negative responses, and to correlate sales with marketing.

6 - Tracking and response metrics enables tuning and optimization of the E-mail marketing channel by a process of testing different variants and calculation of statistically significant results.

### Selection Level 1: \$5.00/M

Address Type  
Dwelling Type  
Estimated Age  
Estimated Income  
Estimated Wealth  
Ethnic Code  
Gender  
Homeowner Type  
Household Composition  
Latitude  
Length of Residence  
Longitude  
Marital Status  
Median Home Value  
Median Income  
Median Years in School  
Oldest Age at Address  
Percent Black  
Percent Hispanic  
Property Type  
Title

### Selection Level 2: \$10.00/M

Child Female 0-2  
Child Female 3- 5  
Child Female 6-10  
Child Female 11-15  
Child Female 16-17

### Selection Level 2: \$10.00/M

Child Male 0-2  
Child Male 3-5  
Child Male 6-10  
Child Male 11-15  
Child Male 16-17  
Child 0 - 2 \*  
Child 3 - 5 \*  
Child 6 - 10 \*  
Child 11 - 15 \*  
Child 16 - 17 \*  
*\*Unknown Gender*  
Exact Age  
Nielsen County Code  
Number of Children  
Presence of Children

### Selection Level 3: \$15.00/M

Adult Dating Services  
Apparel Interest  
Athletic Lifestyle  
Auto Interest  
Blue Chip Lifestyle  
Cable Internet Services  
College & Higher Education  
Combined Vehicle Market Value  
Computer Products  
Country of Origin  
Cultural Lifestyle

### Selection Level 3: \$15.00/M

Date of Birth  
Debt Consolidation  
Do-It-Yourself Lifestyle  
Domestic Lifestyle  
Estimated Home Value  
Fitness Lifestyle  
Good Life Lifestyle  
Health & Fitness  
Home Improvement  
Insurance  
Internet User  
Investor  
Language Preference  
Membership Clubs  
Military  
Month of Birth  
Motorcycle Owner  
New Vehicle Purchaser  
Number of Cars Registered  
Online Auction  
Opportunity Seeker  
Outdoors Lifestyle  
Premium Ethnic Code  
Recreational Vehicle Owner  
Religion Code  
Surveys & Sweepstakes  
Technology Lifestyle  
Telecommunications  
Travel  
Truck Owner  
Weight Loss  
Occupation  
Occupation Type

### Selection Level 4: \$20.00/M

Bank Credit Card  
Finance Company Credit Card  
Gas Credit Card  
Mail Donor  
Mail Order Buyer  
Mail Order Responder  
Miscellaneous Credit Card  
Retail Credit Card  
Standard Specialty Credit Card  
Super Niches  
Travel Credit Card  
Upscale Retail Credit Card  
Upscale Specialty Credit Card

### Selection Level 5: \$40.00/M

Revolving Debt  
Summarized Credit Score  
Value Score

### Output Media:

Email	\$25.00
FTP	\$25.00
Cartridge	\$25.00
CD-ROM	\$40.00
Diskette	\$25.00

