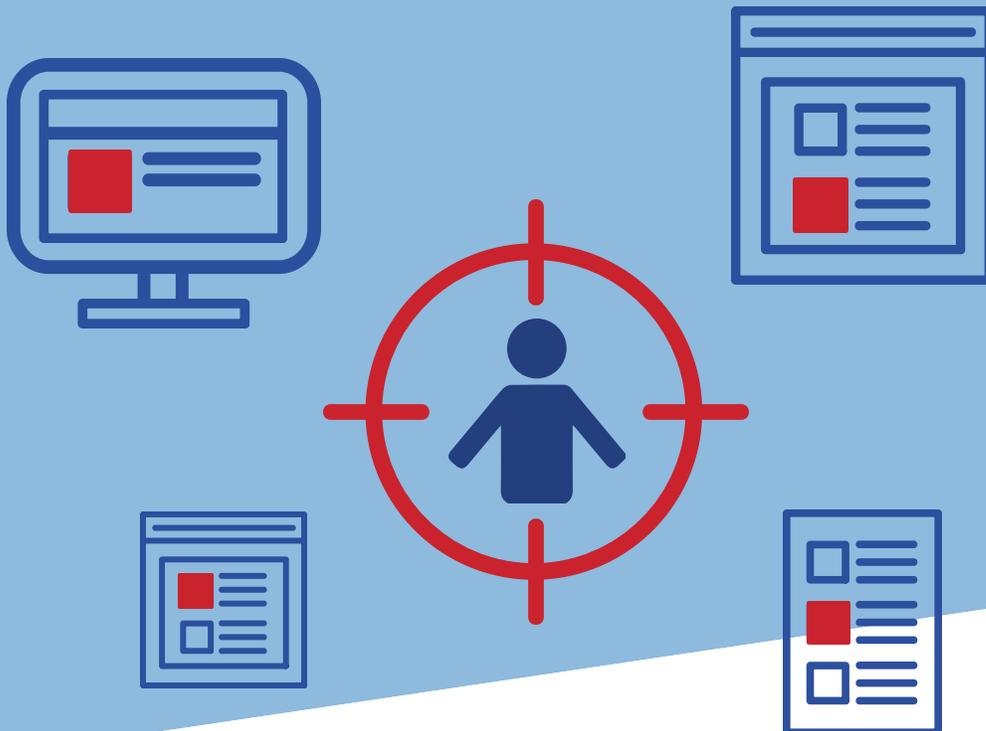


# EMAIL PRE-TARGETING



Display Advertising to  
**WARM UP YOUR PROSPECTS**  
Before Your Email Campaign



# HOW IT WORKS



## STEP 1: TARGETED EMAIL LIST

US Data builds you a targeted opt-in email list fully customized to your campaign's specifications. Using our advanced targeting capabilities, we will pinpoint your perfect target audience to ensure your email campaign reaches exactly the customers you want.



## STEP 2: PRE-TARGETING DISPLAY CAMPAIGN

Once your custom email list has been built, we use that list to begin showing display ads all over the internet to the people who will receive your email broadcast in a few days.

This is designed to familiarize them with your brand and your specific offer.



## STEP 3: EMAIL MARKETING BROADCAST

After 3 or 4 days of running your pre-targeting display ad campaign, we will deploy your email broadcast to the same people who have been seeing your ads as they browse the internet.



# WHY EMAIL PRE-TARGETING?

## DID YOU KNOW?

Prospects need to be exposed to your brand an average of 7 times before they will buy from you.

Email marketing is not a hit-and-run form of marketing. It requires persistence and repetition to build relationships with your target market and increase brand awareness.

Email Pre-Targeting is a powerful way to warm up your prospects and familiarize them with your brand before your email deploys. Once your email arrives in their inbox, they will be more likely to recognize your brand, engage with your email, and respond to your offer.



Warm Up  
Qualified  
Prospects



Maximize  
Email  
Results



**INCREASE  
SALES**

# FREQUENTLY ASKED QUESTIONS



## HOW SHOULD I DESIGN MY DISPLAY AD?

Please refer to our [Display Advertising Guidelines](#) for ad requirements, dimensions, and examples. We recommend running your pre-targeting campaign for 3-5 days before your email deployment, and we need an additional 3 days before that for ad approval and/or revisions, so please plan to get your ad creative to us a minimum of 6 days before your email broadcast date.

## HOW DOES YOUR PRICING WORK?

Email Pre-Targeting campaigns are charged on a CPM basis, meaning that prices are for every 1,000 impressions your display ad receives.

## READY TO GET STARTED?

Call Us at

**(888) 578-DATA**

to Learn More



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