

# E-Mail Direct

More than just a list, more than just another e-mail service, Vente's **E-Mail Direct** gives you the tools and the tactics to succeed in today's complex and ever-changing marketplace.

Providing in-depth, self-reported data on more than **35 million consumers**, **E-Mail Direct** helps you zero in on your best prospects with more than **6,000 data selects**. Everything from demographics and product preferences to health and hobbies is available to help you pinpoint prospects with money-saving accuracy and money-making precision.

## **A custom, turnkey solution.**

The perfect choice for sophisticated and novice e-mail

marketers alike, **E-Mail Direct** is available with a host of valuable services that include creative development, campaign delivery and back-end reporting.

In concert with your company, your agency or agent, Vente will develop a compelling and time-proven look and message that delivers your offer to your best prospects or current customers, quickly and effectively.

On the back end, Vente will provide valuable and precise reporting, issuing timely findings that let you know exactly how many messages were delivered, how many were opened and how many prospects clicked.

- Married
- Pregnant
- Enjoys gourmet cooking
- Takes heartburn medication



### **Better results. Less waste.**

Want to target women ages 34 to 45? Women ages 34 to 45 who love cosmetics? Women ages 34 to 45 who love cosmetics and live in the Northeast? **E-Mail Direct's** vast array of data selects can help you find prospects no matter how narrow or wide your individual focus.

Unlike direct mail products that demand you to reach a large volume of people to find a few qualified prospects, **E-Mail Direct** enables you to customize your search to a smaller number of more targeted prospects, delivering lower cost per acquisition and maximum return on investment.

### **The benefits continue.**

Vente's **E-Mail Direct** offers you a wide assortment of valuable benefits in today's competitive business environment. With Vente on your side, you can:

- Reduce product launch cycles from months to days.
- Generate immediate results with response times measured in hours instead of weeks.
- Increase the return on your acquisition and retention campaigns by reducing out-of-pocket expenses.
- Drive traffic to offline channel partners with special offers.
- Build awareness of offline advertising efforts by informing consumers of announcements and incentives.
- Stay connected with current customers.

### **Learn more today.**

The possibilities, like the prospects, are nearly endless with **E-Mail Direct**. To learn more about its many features and benefits, call **877.899.9691** or visit us online at **venteinc.com**.

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