

The Secret's Out...

Email Marketing is In



**Achieve your Company's Best Success yet with
AmeriList's Opt-in Email Marketing Solutions**

Increase your ROI Today!

Email marketing is making all the difference for businesses, ranging from both large and small. Lower costs, higher response rates, and increased profits are the results that have millions of today's companies adding this effective distribution channel to their marketing mix.



Today's Power Tool for Direct Marketing

Email is the most powerful distribution channel of today and tomorrow. Thanks to the Can-Spam Act, it's also the most acceptable form of communication for businesses and consumers alike.

Use targeted opt-in email to deliver online communications and content to both customers and prospects that is highly relevant and as individualized as they are. Our permission-based email solutions offer an improved, faster, highly measurable and more effective way for you to market your products and services.



Why your Company should Opt for Opt-in Email Campaigns

Companies are investing their time and their budgets into email marketing because it takes little from both. The following are just a few of the benefits of our email marketing services.

- Targeted and Customized Campaigns
- Low Costs per Acquisition
- Higher Conversion Rates
- Increased Traffic for your Website
- Free Tracking Reports
- Fast, Accurate Analysis about your Messages
- Friendly and Experienced Marketing Professionals

Access Over 100 Million Consumers & 5 Million Businesses with AmeriList Opt-in Email Databases.

As a leader in the Direct Marketing industry, we help businesses dramatically enhance their reputation, boost profits, and improve customer retention rates. Our marketing professionals have extensive experience in providing responsive email marketing solutions that are proven, customized and highly effective in reaching your targeted market.

Visit us online at: www.amerilist.com

Today's Best Way to Get Results

Using opt-in email marketing to increase your company's profitability is simple and it shows.

- According to the Direct Marketing Association, email's ROI in 2008 was \$45.06 for every dollar spent on it.
- 54% of respondents in a consumer survey said they had a more favorable opinion of the companies that send them email. - Epsilon (Oct 2008)
- Email presently generates 21.6% of total revenue from campaigns. - Direct Marketing Association "The Integrated Marketing Media Mix" (2008)
- According to a recent Jupiter Research survey, 60% of business decision makers prefer e-mail and the Internet over other mediums for receiving marketing messages.

Only with AmeriList are you sure to get More Geographic, More Demographic & More Psychographic Selections than any other Provider

Launch you're most Successful Email Campaign Today

Our database is one of the largest on the market today, containing information on more than 100 million Consumers and 5 million businesses. With segments that offer an incredible demographic variety, you can choose from our abundant portfolio of selects to target your audience and increase your response rates.

Deliver the Right Solution with Email Databases

Choose from our business or consumer email databases to deliver the right solution to your target market. Whether it's businesses, consumers or both, now you can put together the perfect email solution with anyone of the following lists.

Select Opt-In Consumer Prospects by:

- Age
- Ethnicity
- Gender
- Income
- Presence of Credit
- And so much more...

Target Opt-In Business Prospects by:

- Industry/SIC,
- Job Function
- Sales Volume Employee Size
- And many others . . .



Visit us online at: www.amerilist.com

CAN THE SPAM

At AmeriList, we recognize the importance of the 2004 Can-Spam Act. As a responsible service provider, we fully comply with all aspects of the Can-Spam Act and only offer our clients opt-in email lists that are Can-Spam compliant. The Act's most significant points are listed below for your convenience.

- Prohibits the use of false or misleading headers.
- Forbids mailing through open relay servers and incorrectly configured mail servers.
- Outlaws the use of deceptive subject lines.
- Requires a clear and conspicuous opt-out mechanism within every commercial e-mail for both the advertiser and the list owner. Both the advertiser and list owner must honor removal requests within 10 days of receipt.
- Requires the inclusion of a valid physical postal address within every commercial e-mail for both the advertiser and the list owner.

We take Pride in Making a Difference for our Clients!

Email Marketing is one of the most powerful ways we're helping our clients improve their bottom line. Here is a list of companies who have benefited from our email solutions.



More than Just Email.

Amerilist offers a wide range of services that can help your company optimize its direct marketing success . . .

- Matching Postal Address
- Matching Telephone
- Aggregate & Capture Response Data
- SMS/Text Message
- Email Append
- Printing
- Letter Shop Services



Deliver online communication that is highly relevant – custom targeted to each of your individualized market segments – customers - prospects.

**Communicate with your prospects and customers today!
Call a representative for your free email marketing analysis**

**1.800.457.2899
sales@amerilist.com**

Visit us online at: www.amerilist.com