



Multi-Channel Marketing Solution

Revolution in SALES



APPENDING BUSINESS TO HEIGHTS

Introduction on Email Data Group



Email Data Group provide innovative and interactive online marketing solutions. We offer direct Business-to-Business (B2B) marketing solutions, which enable companies to maximize the value of their offline in-house database. Our full range of services from email appending to online campaigns, enables marketers to - reach, interact, and further enhance relationships online.

Our strategy enables our clients to achieve superior marketing results by successfully combining online and offline efforts.

Marketing

Marketing, as we know it, has undergone a dramatic revolution. The days of one-size-fits-all mass marketing are rapidly disappearing, and in its place, organizations are implementing multi channel marketing solutions that personalize interaction with customers through both traditional and Internet channels. Smart marketers are moving aggressively to replace product-centric marketing efforts with Multi-Channel Marketing, a customer-focused strategy that integrates and synchronizes customer interaction across vital customer touch points.

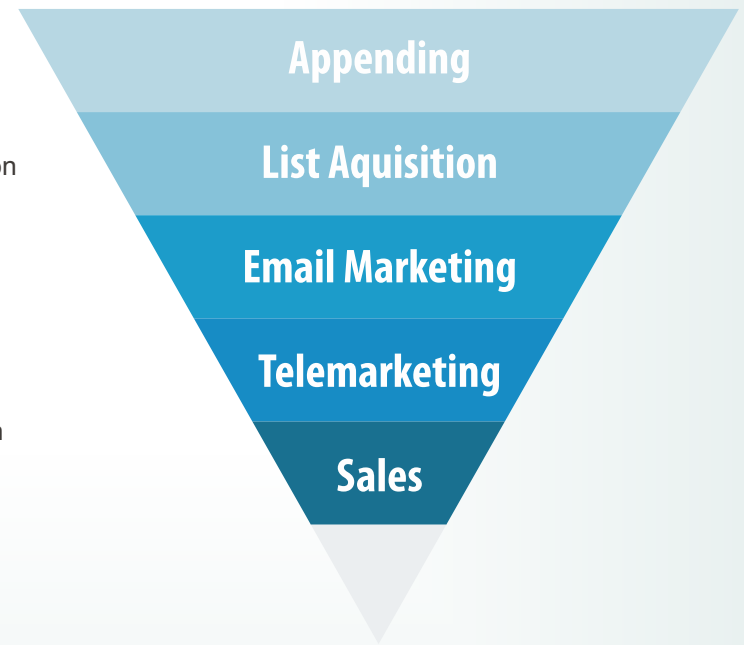
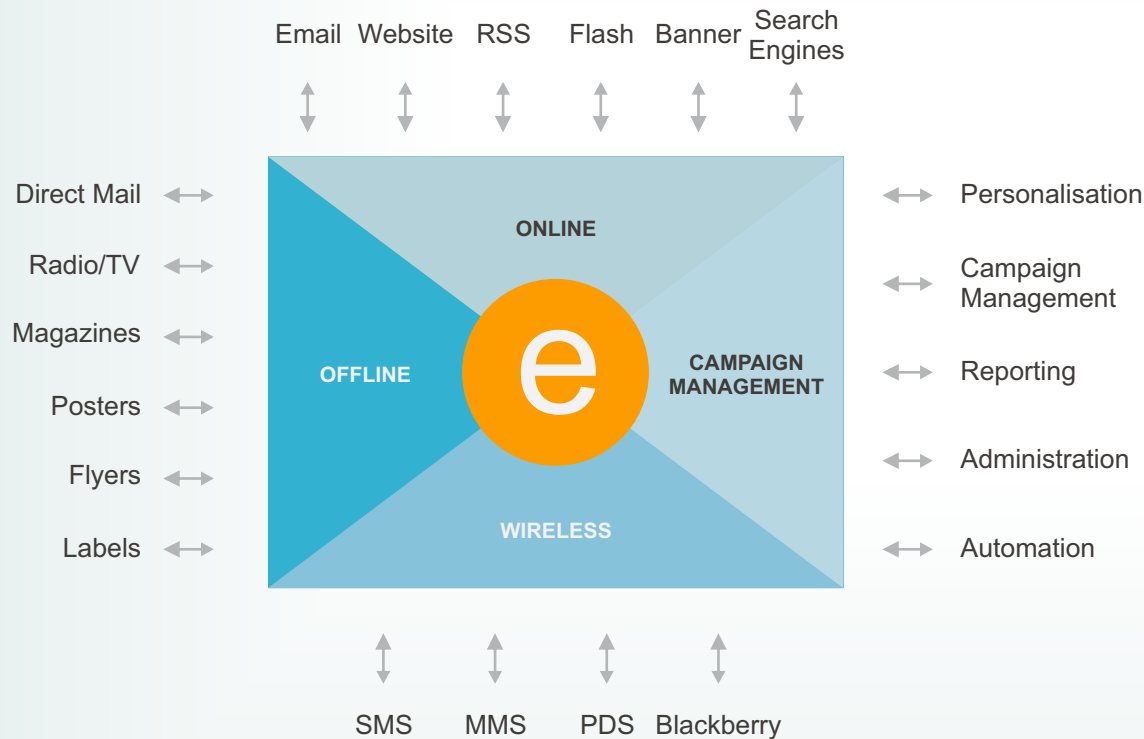
Appending is a solutions which in concentrated on working with your existing in-house database and appending or adding the missing information which means business or new sales.

Multi-Channel Marketing has emerged as a powerful strategy for customer development and relationship management. Multi Channel Marketing a new Revolution in Sales. Harness the Power of Multi-Channel Marketing for Customer Development, Customer retention, Relationship Management and Revenue enhancement



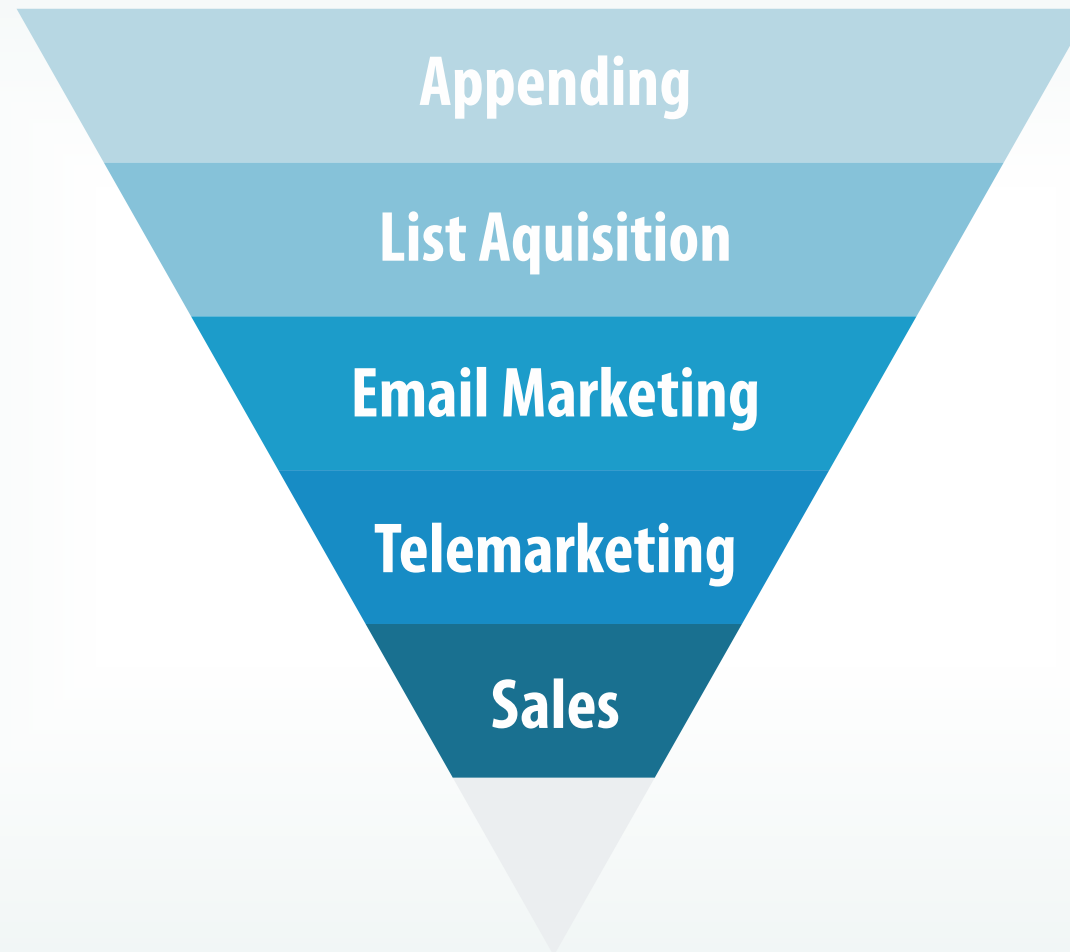
Multi Channel Marketing Solutions

Multi-channel marketing is offering businesses more than one way to market their products and services and reach the **NEW REVOLUTION IN SALES**



Multi Channel Marketing Solutions

Email Data Group Channel Marketing solution includes the following



Appending

Appending - One of the most overlooked source of profitable revenue growth is company's existing customer base. Many business are very focused on prospecting and have well-defined plans to acquire new customers. While this is very important, it is equally important to have a strong plan in place to retain and grow your existing customers, Unfortunately very few companies have a comprehensive current customer growth strategy that is communicated, monitored, and enthusiastically embraced by the entire organization.

Appending is a solutions which in concentrated on working with your existing in-house database and appending or adding the missing information which means business or new sales.

Do you have solid plans in place to retain and grow your existing customers? Success in leveraging relationships with your best customers can help significantly boost your revenue results.



Types of Appending

Appending is a process of working with your existing incomplete in-house database Check the following types of appending solutions which are customized to your needs. Appending is a NEW Revolution in maximizing your sales



Email appending - Appending missing emails for existing contacts



Multiple contact appending - appending multiple contacts for your existing list of companies



Decision makers appending - Appending C-level, V-level and Director level decision makers for existing list of companies



Target appending - Appending contacts based on your specific job title needs



Data appending - Appending any missing information other than emails like name, company name, job title, telephone numbers, addresses, web addresses etc.



Reverse appending - Appending other contact details like name, company name, job title, telephone numbers, addresses, web addresses etc. on the basis of the email addresses.



Cloning your best customers / Customer Profiling: You may have heard of the 80/20 rule - 80% of your profits come from 20% of your clients, the Pareto principle. So you need a way to get more of these ideal clients. And the best way to do that is by selecting the top 20% clients and finding out what they all share in common (Industry, Employee Size, Position, Sales etc.).

Email Appending Process

Email Data Group follows a four-step process in appending emails for Clients/Company's database. With this four step process we deliver 35% to 85%+ match or append rates within 2 to 4 weeks. The email addresses that are appended will be those matched and are successfully deliverable. And the same will be forwarded to the client.



STEP 01

Email Data Group matches the data against a permission-based database containing business name, contact name, postal and email addresses to add a corresponding email address match.



STEP 02

The file is matched against various Domain databases and Email Topology Pattern Repositories that we host. When a match is found, the email address is added to the client's file.



STEP 03

The Domain of the Company/Site are Verified manually along with the Email Topology to finalize the email address, which is further verified via our Proprietary Email Append Software Control Process. The email addresses that are appended will be those matched and are successfully deliverable – This will be forwarded to the client.



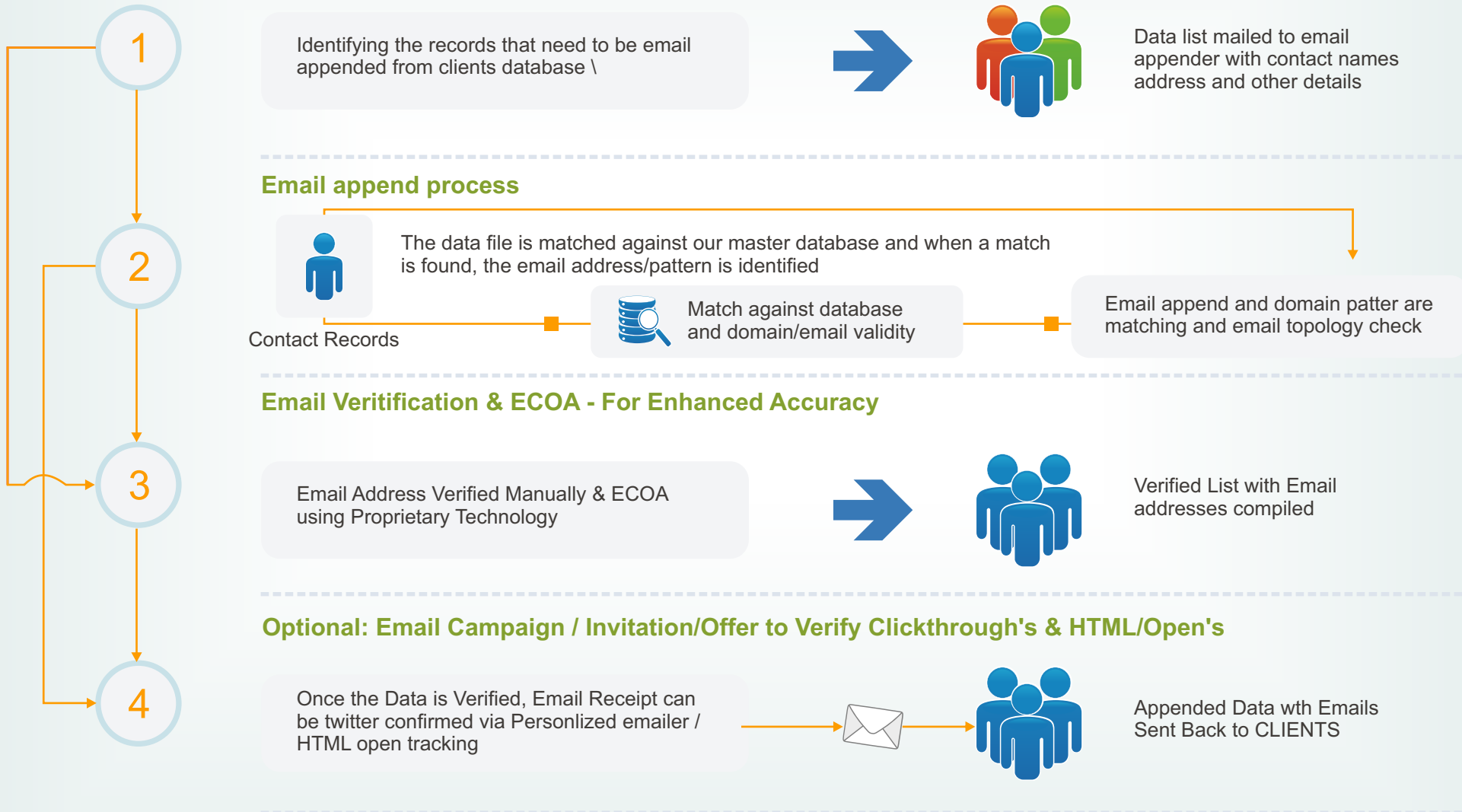
STEP 04

(optional) Once files are matched, email recipients are provided with opt-out/opt-in options. Individuals are notified that they have been added to the list and are given the option to opt-out of receiving future email communications. Four means of opting-out options are provided by EmailAppenders including an unsubscribe link, email reply option, 800-hot line number and mailing address. We typically wait for 5 working days to receive opt-outs and then the appended data file is sent to client that includes the newly added double opted in email addresses removing all opt-outs.

Email Append Process - Diagram

Process Diagram of 4 steps appending process

Identifying Records for Email Append from the clients' database



Ethical Practices on Appending Emails

Ethical practices and high standards for the email append process:

- ➔ The data maintained by List Orbit are all permission-based emails. All contacts are provided notice and choice regarding the acceptance of receiving third-party email offers.
- ➔ We maintain infrastructure and policies to prevent accidental and otherwise unauthorized use or release of the client data. Clients can send and receive data via secure web site. We hold customer's files in strict confidence and not disclose or use them for any purpose other than email appending.
- ➔ Once files are matched, email recipients are provided with opt-out/opt-in options. Individuals are notified that they have been added to the list and are given the option to opt-out of receiving future email communications. Four means of opting-out options are provided by Email Data Group including an unsubscribe link, email reply option, 800-hot line number and mailing address. This is an optional service offered on client's request or acceptance.

List Acquisition

Target audiences are distinct groups or segments of customers, and clearly defining your business' target audiences will help you promote the aspects of your business that are most relevant to each group.

EDG "List Acquisition" solution eliminates your time and energy in reaching your niche target audience. Acquire lists for your perpetual use with contact name, business name, mailing address, telephone number, fax number and Emails. Discover the multi-channel solution in reaching your specific audience. Our core strength is in helping you reach your target audience via email.

You can choose your campaign-specific target criteria based on:

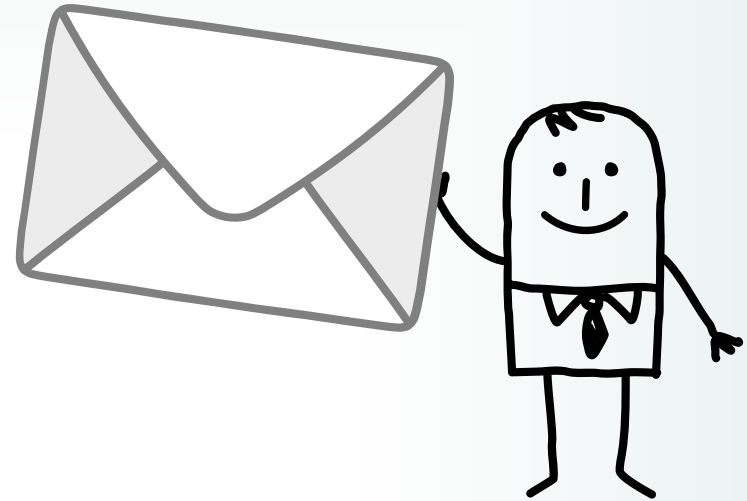
- SIC code/industry
- Geography (state, territory)
- Company size (revenue, number of employees)
- Job titles and more

**High-powered
email lists to
make your Online
marketing
campaign a
success**

List with Emails

Email Data Group's marketing lists come with complete contact details like:

- Contact name
- Company name
- Job title
- Email address
- Mailing address
- Telephone numbers
- Fax number
- Revenue size
- Employee size and the other details based on your specifications



EDG solution eliminates your time and energy in reaching your niche target audience

B2B & B2C lists

Prioritize your prospects to achieve better ROI quickly

Features of our B2B, B2C lists:

- ➔ **Fully-loaded for multi-channel marketing**
 - Direct mail
 - Telemarketing
 - Email campaigns
- ➔ **85% deliverability guarantee of direct mail and phone numbers**
- ➔ **80% deliverability of email addresses**
- ➔ **Fresh data – updated regularly by our 300+ member team**
- ➔ **Built for your business needs – to target your precise audience – and generate maximum impact**

**Prioritize your prospects to achieve
better ROI quickly**

Custom Made lists



Prepackage lists

- Developed over the past 6 to 12 months
- Highly successful for mass email marketing
- 60%+ deliverability guarantee
- Several lists categorized by geography, technology, specialty, industry, profession, etc.



Custom lists

- Highly specific lists built on the parameters provided by you
- Give us your target criteria - any SIC code/ industry, any state/territory, any revenue size or target titles, and we will deliver the precise list you are looking for
- All custom lists are verified before delivery
- 85%+ deliverability guarantee
- Best-suited for multi-channel marketing purposes
- Cost for custom lists are slightly higher than pre-packaged lists

EDG can slice and dice the list based on your specific target need

Email Marketing

Email Marketing: Email marketing is one of the most powerful marketing tools available for communicating and developing relationships.

Email Marketing benefits includes:-

- Keeps your business in front of your prospects and customer
- Builds loyalty and repeat business
- Quickest and most direct method of communication
- Delivers immediate results
- Measurable and repeatable
- Being very targeted in reaching customers and prospects



Third Party Ref

1

“54% of small businesses surveyed rated e-mail as The top online promotion to drive site visitors and customers to their web sites and storefronts.”

Source: DMA Interactive

2

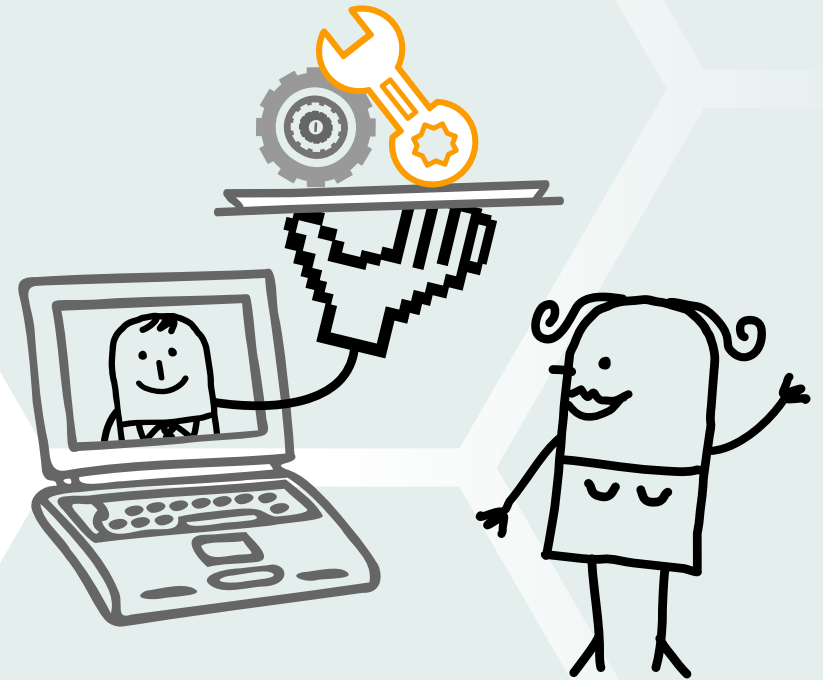
“69% of US e-mail users have made online purchases as a result of receiving permission e-mail marketing.”

Source: DoubleClick

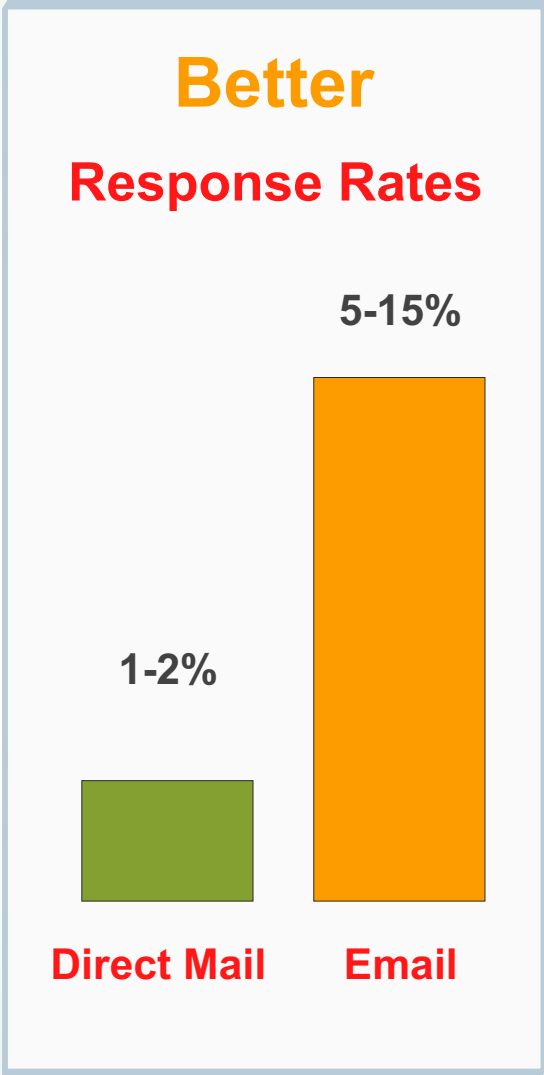
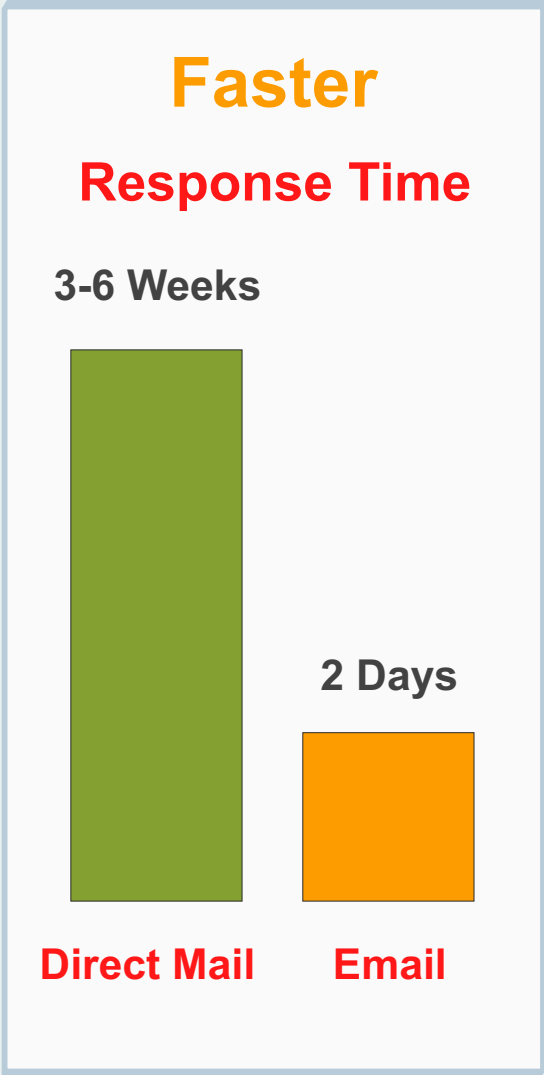
3

“Permission-based email is far and away the preferred method of communication for consumers. 78% of consumers rated email as their preferred way to hear from their favorite merchants and businesses.”

Source: DoubleClick



Email Vs Direct mail



Emails impact on business

Response Time	Customer Acquisition			Customer Rerention	
	Direct mail to rented list	Banner Adds	Email to rented list	Direct mail to house list	Email to HouseList
CPM	\$875	\$10	\$150	\$761	\$5
Click-through rate	N/A	0.5%	0.4%	N/A	15.0%
Conversion rate	1.2%	3.0%	3.0%	3.9%	3.7%
Cost per Sale	\$73	\$67	\$1.250	\$20	\$1

Targeted Email Campaign

Precision Email Marketing



Tailor made lists with emails in reaching your specific target audience

Template Design



Designing HTML template with Pre-populated embedded form

Live Tracking



Campaign tracking which includes leads, clicks, email response and total opens Dual

Campaign



Follow up Clicks using Telemarketing team and converting these warm leads into active leads

EDG's live lead tracking facility helps you in GETTING connected with right prospects

Online Campaign Execution Process:

PHASE 01

We select the list from our database that is of your target audience and reach them via our opt-in lists.

PHASE 02

We design and strategize your campaign. We'll develop content, captivating headline and compelling copy in either an HTML or an all text format that will prompt your reader to take action.

PHASE 03

We'll Get You Ready for TakeOff - upload the list and implement the email Program within 48 hrs of your approval.

PHASE 04

We'll Provide You with Our Web-based Tracking & Reporting Online - so you'll be able to measure the effectiveness of your campaign and ROI.

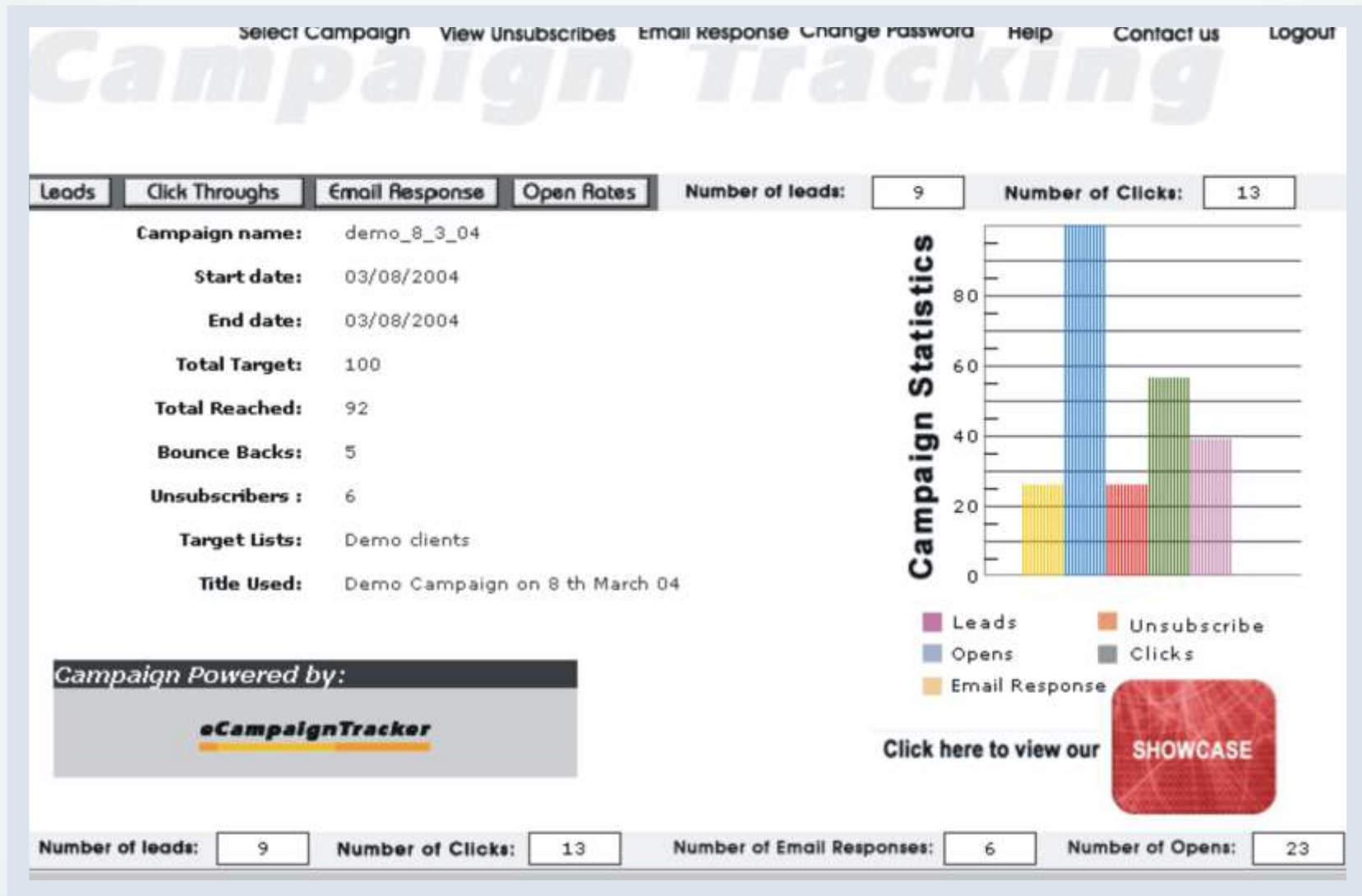
PHASE 05

We also will make the first initiative move by contacting the prospect through telephone or email to verify his details and his interest.

Email Data Group will undertake the entire campaign management right from designing, planning and positioning the campaign

Lead Tracking facility

Email Data Group live lead tracking tool helps Ant Marketing CLIENTS in checking the total leads, clicks (who exactly clicked on which link, email responses and total opens



Lead Tracking facility

- Live Report of Prospects clicking through the Campaign
- Capture entire details of the Prospect like Name, Email, Company, Phone etc.
- Know the Page/Link visited by the Prospect
- Analyze the Campaign Summary

The screenshot shows a web application interface for lead tracking. The main content area displays the details of a prospect:

Description	Details
Address :	1566b union rd. suites4
Zip Code:	
City:	CHARLOTTE
State:	NC
Country:	USA
Fax:	704-861-1361
Visited Link:	http://www.emailappenders.net/html/b_email_app.htm

Below the details section, there is a table listing prospect information:

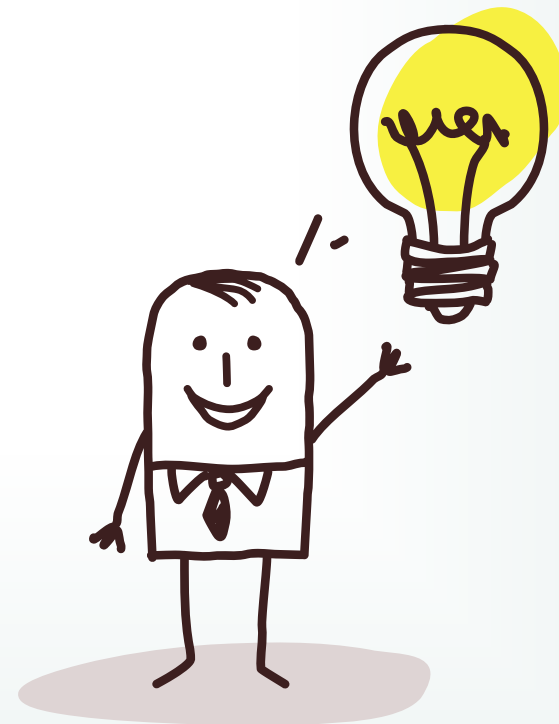
Name	Phone	Email	Company	Date	Time	Leads
Dean Bruick	(937) 596-6849	dbruick@thorindustries.com	Thor Industries, Inc.	12/16/2004	16:06	<input type="checkbox"/>
Daniel McKimm	330-499-3555	dan@protech-security.com	Protech Security, Inc.	12/17/2004	12:08	<input type="checkbox"/>
Randy Olson	435-792-4667	reo@ducworks.net	Ducworks, Inc.	12/17/2004	17:39	<input type="checkbox"/>
al alexander	704-861-1099	alpha1services@aol.com	alpha services	12/19/2004	07:29	<input type="checkbox"/>

Telemarketing

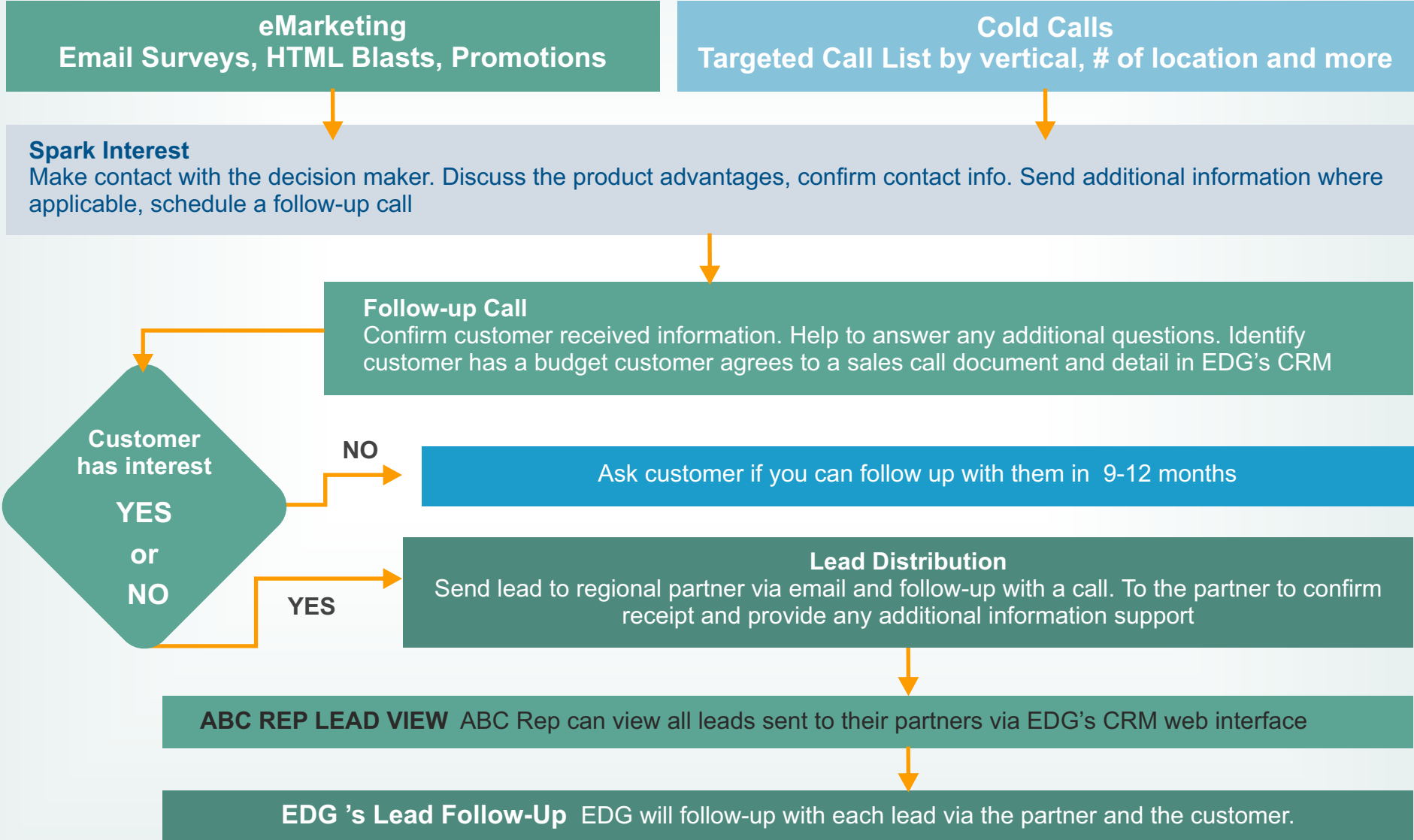
Our telemarketing experts help you take the next step of converting leads into customers

Our specialized telemarketing services:

- Database cleansing/enhancement
- Telesales
- Appointment setting
- Marketing research/surveys
- Lead generation and qualification
- Information gathering/verification
- Customer service
- Customer satisfaction surveys
- Cross-selling



Dual Marketing Solution - Combining Email and Telemarketing



Why Email Data Group



- ➔ Multiple Solutions under one roof
- ➔ A multi-channel eMail Marketing Company
- ➔ Pioneer in the Industry
- ➔ 9+ years of Email Appending experience
- ➔ 7+ years of Email Marketing experience
- ➔ Business Domain: Over 18 million Domain and email Topologies/pattern matches
- ➔ We uphold the highest ethical standards to both our clients and our email subscribers.

Uniqueness of Email Data Group

- ➔ Complete online marketing solutions under one roof
- ➔ Quality of emails / data appended.
- ➔ Data accuracy guaranteed
- ➔ Value of the cost / money

Thank you

Thank you for choosing Email Data Group
and All the best for your Marketing
initiative

