



FutureFlowMedia

# Hyper-Targeted Email Advertising Financial Services Spotlight

## The Financial Services Direct Marketing Challenge

Banks, credit unions, investment firms, mortgage providers, insurance companies, and other financial service providers are competing intensely to remain profitable during the current economic cycle. More than ever, you need to squeeze maximum return out of your marketing investments as you strive to engage customers across multiple channels, grow your brand, and achieve critical business goals.

In such a cluttered marketing environment, segmentation based on simple demographic data has proven largely ineffective. Recipients have extremely high expectations of relevancy and a shrinking tolerance for communications that miss the mark. Like most financial services marketers, you would like to continuously improve your ability to precisely target your audience.

## Precisely Deliver Relevant Messages to the Right Consumers at the Right Time

Future Flow Media's **Hyper-Targeted Email Advertising** Solution helps financial service providers and their marketing agencies precisely deliver targeted email advertising to people based on over 150 demographic, psychographic, and behavioural characteristics. With a more detailed view of your prospects, we can help you:

- Segment and model your market,
- Target buyers interested in specific financial services products,
- Reach consumers at the right time in their financial planning cycle,
- Test market different segments, financial products, and messages,
- Quickly grow your in-house email address list to feed your prospect nurturing programs,
- Reduce customer acquisition costs, and
- Quantify campaign Return-on-Investment





# A Comprehensive, Financial Services Profile of 70 Million Consumers

Our high-integrity email address list includes hundreds of demographic, psychographic, and behavioural data points for over 70 million permission-based subscribers. It has been painstakingly compiled, enriched, and verified for accuracy using data from dozens of sources, including credit rating agencies, social media profiles, and many other public data sources.

## **Our database enables you to select subscribers based on:**

- Location, age, gender, education, occupation, and retirement status,
- Marital status and presence of children in the family,
- Income, home ownership, and credit rating,
- Online behaviour: paying bills, trading, shopping for various financial services, and Dozens of other characteristics

## **Armed with our Hyper-Targeted Email Advertising capability, you can now deliver targeted email advertising based on a complete view of your target consumer:**

- In-market to purchase a new home,
- Planning for imminent retirement,
- Entering the workforce from college,
- Actively shopping for insurance and other financial services, and
- Much more

## **Measurable Campaigns that Outperform**

The accuracy and freshness of our database, combined with our ability to precisely deliver your relevant messages to eager recipients results in superior campaign performance.

- 100% email delivery, guaranteed
- 50-100% greater email open and click rates compared to traditional lists: open rates average 10-15% with 1-2% click rates.
- Our best-in-class clients enjoy 20-25% open rates and 3-5% click rates.



**FutureFlowMedia**

Future Flow Media helps leading agencies and companies get the most relevant messages in front of audiences that are ready to buy. Our Hyper-Targeted Email Advertising is a new class of high-integrity, high-performance direct marketing that combines full-service consulting expertise, a proven campaign optimization framework, and the world's freshest, most targetable database of opt-in email addresses.

Find out more at [www.futureflowmedia.com](http://www.futureflowmedia.com)

