

# Hyper-Targeted Email Advertising

## Telecom Industry Spotlight



## Your Need to Lure Subscribers Away From Your Competitors

To sustain and grow your business, you must cost-effectively and consistently steal customers away from your competitors. This challenge is the same whether you provide Internet, TV, phone, mobile, or several services. It also applies across your consumer, small business, enterprise, and government market segments. You also need to respond quickly in a business environment that is constantly shifting due to the forces of convergence, regulatory flux, rapidly-evolving device and network technologies, the growing importance of content, and new competitive entrants from outside the traditional telecom industry.

Competition is cut-throat and winning new customers through traditional advertising tactics is difficult. Like most providers of communications services and the agencies they work with, you need new tactics to precisely deliver highly relevant messages to the right people at the right time. Given ongoing economic uncertainty, you're also under pressure to improve—and more accurately measure—the return on your marketing investments.

### **Cost-effectively Deliver Your Message with Rifle-Precision**

Imagine being able to precisely deliver tailored messages to consumers who live in a given region; subscribe to the services of a specific competitor; and fall within narrow age, gender, and income demographics. Or being able to target business customers by size, industry, job title, coverage locations, and much more. Armed with this ability to target, you could craft offers and messages that are more relevant and appealing than those from your competitors.

Future Flow Media's unique [Hyper-Targeted Email Advertising](#) enables that level of precision on a large scale. We combine the world's largest, freshest, and most detailed database of opt-in email subscribers with full-service consulting expertise and a proven email campaign methodology.

Our high-integrity, permission-based database includes up to 150 demographic, psychographic, and behavioural data points for over 70 million consumer and 51 million business subscribers. It enables you to instantly reach huge numbers of recipients with very specific profiles.

Helping Dare and a national communications service provider cost-effectively reach specific small business prospects

*"Email marketing campaigns are key to our integrated approach. Future Flow Media is helping us make the most of our email prospecting campaigns, and we are very satisfied with the company's expert consultants and excellent service."*

- Erin Barker, Integration Supervisor, Dare Vancouver

**Our database is continuously compiled, enriched, and verified for freshness and accuracy using data from dozens of sources, including business directories, credit rating agencies, social media profiles, and many other data sources. It gives you rifle-precision to target based on:**

- Current ISP, mobile, phone, and TV service provider,
- Locations that match your service coverage area,
- Age, gender, education, occupation, income, and retirement status,
- Marital status and presence of teenagers in the family,
- Home ownership, time at residence, and new movers,
- Consumer electronics ownership and interests, and
- Dozens of other characteristics

**With such a detailed view of your prospects, we can help you:**

- Segment and model your market,
- Target the subscribers of your competitors in specific coverage areas,
- Deliver your relevant offer to specific demographics,
- Test market different segments, products, and messages,
- Quickly grow your in-house email address list,
- Reduce customer acquisition costs, and
- Quantify campaign Return-on-Investment



## 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, measurable 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)

