



FutureFlowMedia

HYPER-TARGETED EMAIL ADVERTISING: Consumer Packaged Goods Industry Spotlight

BRANDS IN DECLINE: The CPG Marketing Challenge

Over the past three years, many CPG marketers like you have seen brand loyalty decline as consumers changed their shopping behavior in response to ongoing economic hardship: 31% are less brand loyal; 61% are more price sensitive; and 53% now believe lower-cost private labels are just as good as the leading national brands. Large (and ever expanding) retailers have exploited the situation and increased their bargaining power in the CPG industry because they have the direct relationship to the customer. Retailers promote their own private labels over branded counterparts and encourage customers to consider only price value.

As a marketer in the CPG industry, you need to work harder on building closer relationships directly with consumers. In this highly competitive environment, you need to redefine value and differentiate your products for specific customer niches based on quality and branding instead of on price. But building that close relationship is extremely difficult unless you can reach precisely the right people at the right time with the right message.

REGROWING BRAND LOYALTY, ONE SEGMENT AT A TIME:

Imagine being able to combine very specific demographic, psychographic, and behavioral characteristics to connect with and emotionally engage a precisely-targeted audience for a particular offer. You could effectively promote:

- food products to people who enjoy cooking
- pet products to pet owners in a specific income bracket
- a new health drink to higher-income people interested in a healthy lifestyle
- a low-calorie snack to women who are dieting
- eco-friendly cleaning products to “green” consumers
- with a little imagination, the possibilities for targeted campaigns are endless





Future Flow Media's unique **HYPER-TARGETED EMAIL ADVERTISING** solution 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 database includes hundreds of demographic, psychographic and personal interest data points for over 70-million permission-based subscribers. It has been painstakingly compiled, enriched, and verified for accuracy using data from more than 40 sources. It gives you rifle-precision to reach a targeted audience with a message that differentiates you from your competition and shows that your value lies in more than your pricing.

Measurable Campaigns that Outperform

The accuracy and freshness of our enriched email address list 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.**



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 email list rental that combines full-service consulting expertise, a proven campaign optimization framework, and the world's freshest, most targetable opt-in email address list.

Find out more at: futureflowmedia.com

