

Hyper-Targeted
Email
Advertising
Media Kit



FutureFlowMedia

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The Power of Email Advertising

Email advertising is more powerful than ever

Not only does email have the highest ROI, but it's the preferred channel of communication and most effective across all devices.

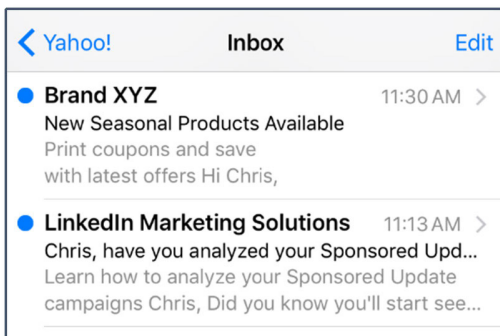
- Email has the highest ROI among digital channels, with a return of 38-to-1 on every dollar invested. (Litmus, 2016)
- 72% of consumers prefer brands to communicate via email over any other channel. (MarketingSherpa, 2015)
- Combining email tactics with current mobile usage trends creates an opportunity for unprecedented engagement. (Gmail, 2015)

Opportunity for Success

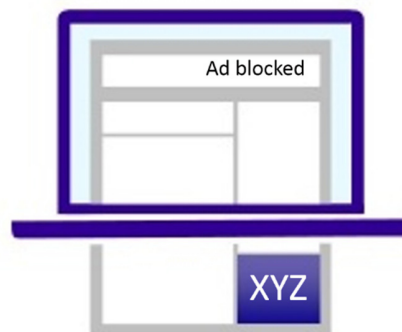
- Expand advertiser reach to hyper-targeted audiences beyond what other media properties or channels can offer.
- Deliver offers where and when your audience has the highest interest and attention.
- Reach customers using their preferred method of communication with brands.
- Maximize your media budget with less waste and a higher ROI.
- Guarantee all impressions are actively viewed, with interactive and personalized layers of engagement available.

The Value of the Inbox

Accessing the inboxes of hyper-targeted people represents a significant media opportunity other channels can't offer. Simply glancing at a typical display ad, tweet, or post is often a passive impression at best. When people check email they are actively reading and making decisions about what's in front of them. Your brand, offer, and call-to-action will be viewed at the point of highest concentration and interest with your target audiences. Even if someone only sees the preview of an email in their inbox, the impression is active and more effective than most passive display views.



High concentration while deciding next step.
100% delivery to recipients guarantees all impressions are active and viewed.



Low concentration on ad while reading page content, or below the fold placement.
Ad blocking and viewability are issues.

Hyper-Targeted Email gives advertisers more control compared to other channels that may only be popular for a time or lack predictability:

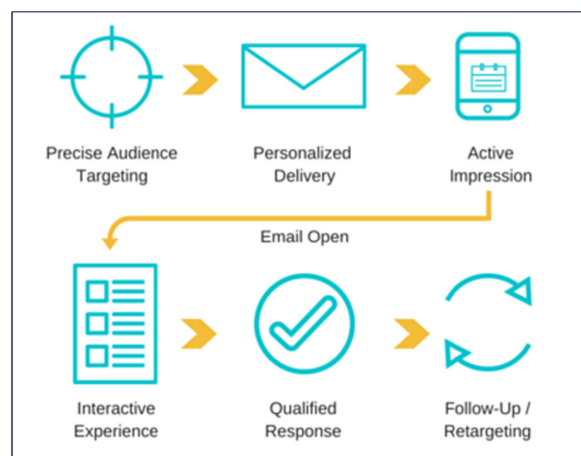
- SEO results are influenced by ongoing changes in search engine algorithms.
- Social media platforms constantly change in regards to inventory, monetization, and integration.
- There are 3x more email accounts than Facebook & Twitter combined (Campaign Monitor).
- Display advertising has serious issues with ad blocking and discrepancies between viewability rates and actual on-site impressions.

“It’s the one outbound digital communication method that is vendor-agnostic... Facebook, Twitter, etc. are all privately held entities, not open Internet protocols, and that ensures that email will remain relevant for some time to come.” Chris Penn, VP of Marketing Technology, Shift Communications

Layers of Engagement

Hyper-Targeted Email is the only channel with multiple layers of engagement. It starts with active impressions by all targeted recipients, continues with opening the email to interact with the content and offer, and drives qualified responses as people click-through. The entire experience happens at the point of highest interest and attention. Hyper-Targeted Email Advertising stands out by delivering active impressions and interactive experiences all the time, where other channels are often flat and passive.

Hyper-Targeted Email Experience



Audience and Reach

Future Flow Media will deliver your brand's message directly to the inbox of hyper-targeted and interested consumers or business contacts.

Hyper-Targeted Email Inventory

Consumer Subscribers

180 million permission email records
140 million matching postal records

Select hyper-targeted audiences by geography, demographics, purchase behavior, areas of interest, and more.

Business Subscribers

32 million permission email records

Select hyper-targeted audiences by geography, industry, company size, job title/role, and more.

Highest performing industries with proven success using Hyper-Targeted Email Advertising:

- Automotive
- Travel/Tourism
- Broadcast/Publishers
- CPG
- Food & Beverage
- Retail
- Health & Wellness

See Contact Data Selects section below for a list of the most common hyper-targeting selection options.

Pricing Model

Campaigns run on a CPM model and price is determined using a combination of volume and frequency. Please ask your Future Flow Media representative for a quote based on your campaign requirements.

Advantages of Hyper-Targeted Email Advertising

Future Flow Media has a proven track record and campaign methodology to deliver hyper-targeted email campaigns for advertisers that are:

- ✓ Expanding advertiser reach to better targeted and quality audiences
- ✓ Unaffected by the new wave of ad blocking
- ✓ Viewed for >8 seconds by 60-80% of readers
- ✓ Accountable for impressions and click-through reporting
- ✓ The same pricing model (CPM) as other email partners/publishers – no transition required
- ✓ Executed flawlessly, no headaches for campaign setup, and perfect experience for advertisers
- ✓ Scalable across media divisions and advertising sales/account teams
- ✓ Consistent in campaign performance

All subscribers are confirmed double opt-in, ensuring every contact is real and wants to receive emails from companies that provide relevant offers.

Data is sourced, validated, and appended from hundreds of partners including website registrations, Experian, Equifax, InfoUSA, Postal Service, online survey companies, and others.

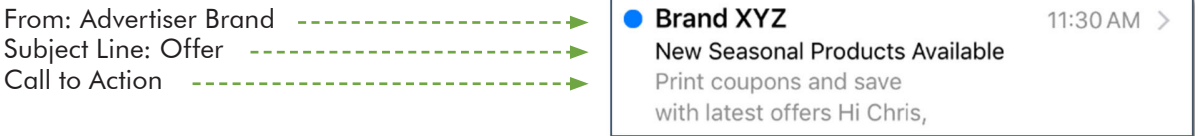
Future Flow Media guarantees 100% delivery of advertiser emails to recipient email accounts.

“Email marketing campaigns are key to our integrated approach. As a brand building agency for a digital world, it is key that we seamlessly integrate email prospecting into our communication mix to best meet our client needs. 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.”

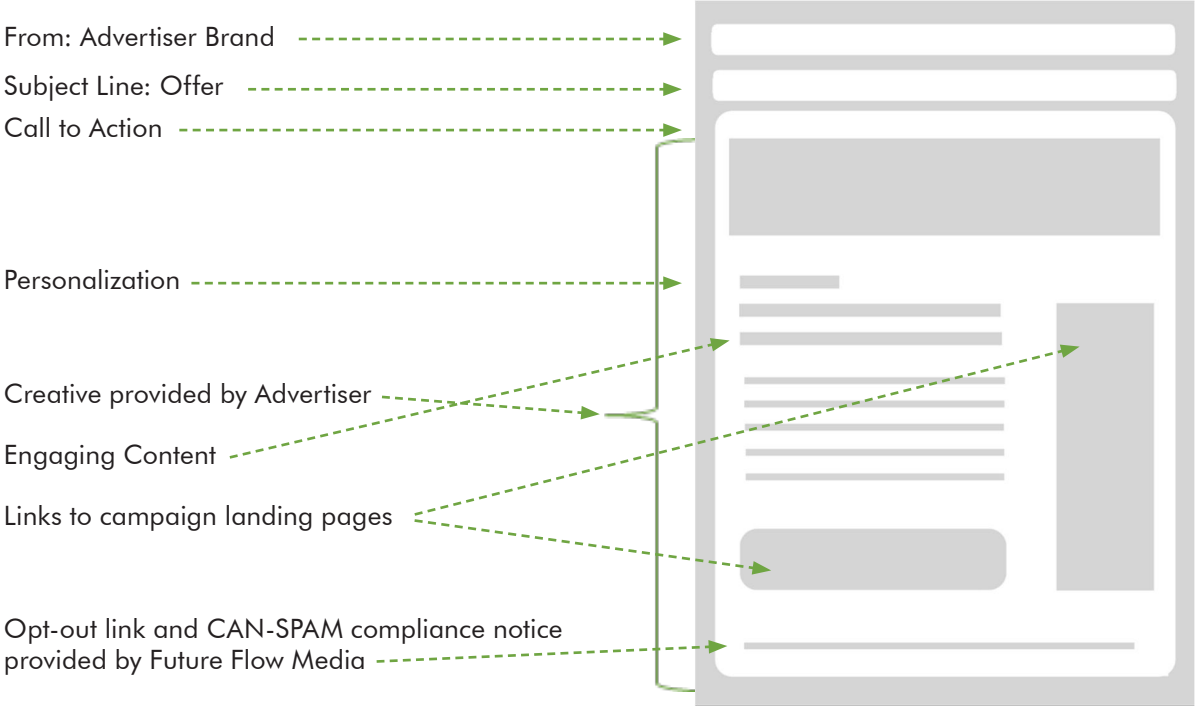
– Dare North America

Anatomy of the Email Ad Unit

Active Impression (Email Preview)



Interactive Experience (Email Open)



What Makes Hyper-Targeted Email Advertising a Successful Media Channel?

Email and Mobile Together

Combining email tactics with current mobile usage trends creates an opportunity for unprecedented engagement. (Gmail, 2015)

When people turn to their mobile device to research or make a purchase, it's a significant opportunity for brands to engage. A 2015 survey from BlueHornet revealed almost 34% of US consumers say they check their email "throughout the day". The same survey found that consumers look at their phone more than 150 times a day on average. Gmail claims to have 900 million users as of 2015 and Google reported 75% of Gmail users access their accounts on mobile devices. Delivering your content in the places of highest engagement for your audiences will ensure your digital campaign success.

1	iPhone	33%
2	Gmail	15%
3	iPad	12%
4	Google Android	10%

Figure 1 - Top Email Clients in 2015 (Litmus)

"It's the one outbound digital communication method that is vendor-agnostic... Facebook, Twitter, etc. are all privately held entities, not open Internet protocols, and that ensures that email will remain relevant for some time to come." Chris Penn, VP of Marketing Technology, Shift Communications

Return on Investment (ROI)

Email advertising was ranked as the best channel in terms of ROI based on a detailed survey of 1,100 marketers, with 68% of respondents rating the channel as 'good' or 'excellent' (Econsultancy).

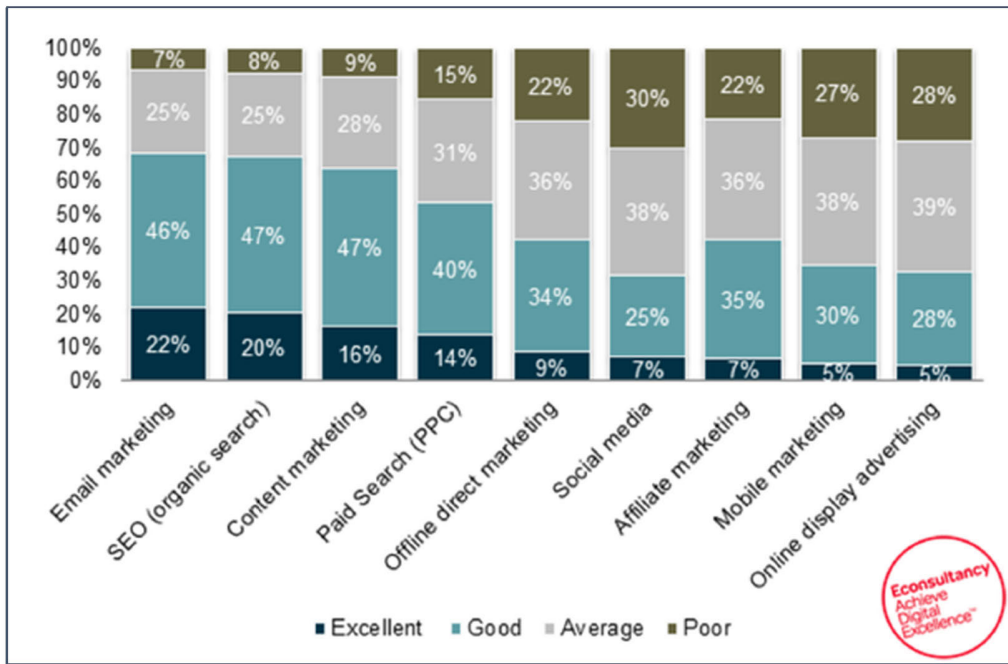


Figure 2- Email Marketing Industry Census 2014 (Econsultancy)

Email is incredibly cost effective compared to traditional advertising. With Hyper-Targeted Email Advertising you reach only your intended audience at the place and time they prefer to engage. There are no wasted media dollars running ads nobody sees or hears. The report also revealed a trend where ROI increases significantly with increased email campaign sophistication. A proven way to boost ROI is to use features such as personalization, dynamic content, and mobile optimization (Econsultancy).

Personalization and Relevance

The majority of people are receptive to receiving personalized and targeted emails that offer real value from brands, alongside personal email messages in our inbox. According to a Shopify study:

- 80% of people say they receive promotional messages alongside their personal emails on a daily basis.
- 70% of people make use of coupons or discounts they learn about from email.
- 60% of people say that receiving special offers is the top reason they subscribe to an email list from a business.

Sending more relevant and personalized content is what consumers expect, and email is the most preferred channel to receive these valuable messages from brands.

Reach Hyper-Targeted Audiences with Third-Party Data

Using third-party data from a reputable partner is one of the best ways advertisers can boost traffic to their site and increase conversions, while expanding their in-house subscriber list. Many people are surprised by how precise you can get with hyper-targeted audiences. These segments are significantly more responsive because your message is highly relevant to recipients and connecting with them in the right place at the right time.

Advantages of running email campaigns using third-party data with Future Flow Media include:

- Advertisers reach highly targeted audiences who may have been unreached or under-engaged by other media.
- All email delivery, compliance, and logistics concerns are managed: subscriber permission compliance (CAN-SPAM), opt-out and bounce processing, and deliverability with ISPs are handled by Future Flow Media. The advertiser is protected from these complexities and risks.
- Track how long people read emails and where they click, helping advertisers optimize campaigns based on audience behavior and interests.
- Integrate re-targeting efforts by re-sending based on open/click activities or adding high quality contacts to existing re-targeting pools.
- We provide everything necessary to deliver successful campaigns: proven campaign methodology, hyper-targeted subscriber data, email distribution, and campaign reporting.

Proven Email Campaign Methodology

1. Target Audience

Future Flow Media will help you reach out to targeted and captive audiences you're not speaking with yet. Our team will work with you to understand the perfect audience that's most likely to respond to your offers. Since we are data consolidators, the Future Flow Media network has access to the most permission databases with the best quality. This allows us to create distribution lists tailored for your individual campaign needs based on

- Geography (national, regional, state, city, county, zip)
- Demographics (age, gender, household income, family status, and more)
- Behavioral / Psychographic (purchase history/intent, topical interest, hobbies, areas of interest)

2. Optimization

We help clients put their best foot forward while reaching out to targeted audiences. Future Flow Media's professional services team will help optimize campaign performance through reviewing email subject lines, content, creative, call to action, day/time of deployment, and other campaign components. We will provide recommendations to optimize campaigns and follow best practices.

3. Testing & QA

Our production and technical teams will test your emails for graphical display rendering and conduct a spam analysis. We go through your emails with a fine tooth comb to make sure everything is perfect before deployment. This includes ensuring links are active, images display correctly, tracking and analytics are setup properly, and every element of the email is correct.

4. Deployment

Your email will be sent to the tailored email distribution list, with a 100% delivery guarantee. As our server collects bounces from inactive email addresses, we will send out a few more records to ensure we have delivered to the total guaranteed number of recipients.

5. Results

The results from your email campaigns will be provided and the metrics include:

- Confirmed impressions (email opens) and click-through responses
- Behavioral insights, such as how long people read the emails, which individual links were most effective

Our team will also review your campaign performance and provide recommendations to optimize future campaigns.

Contact Data Selects

Consumer Selects

Individual

- Year of Birth
- Month of Birth
- Education Level
- Occupation
- Number of Children
- Exact Child Age
- Investors
- Ethnicity
- Ethnic Country
- Religion
- Voter Party Preference
- Veteran

Purchase Behavior

- Mail Order Buyer
- Online Purchase Indicator
- Type of Retail Purchase
- Preferred Store Type
- Dollars Spent
- Number of Orders

Financial

- Income Level
- Net Worth
- Wealth Percentile
- Credit Level (Score)
- Types of Credit Cards
- Amount of Debt
- Investment Types
- Investable Assets
- Home-Based Business

Home

- Housing Type Detail
- Home Office Indicator
- Length of Residence
- Number in Household
- Swimming Pool

Household Health

- Ailments
- Medicare
- Disabled
- Alternative Medicine Conscious
- Organic Conscious
- Dieters
- Fitness / Exercise

Household Financial

- Household Income
- Primary Loan Date
- Loan to Value Range
- Available Home Equity
- Mortgage Term
- Refinance Term

Vehicle Info

- Truck/Motorcycle/RV Owner
- Main Vehicle Type Owned
- Vehicle Make
- Vehicle Year
- Interested in Purchasing

Lifestyle Changers

- Expecting Parents
- New Parents
- New Grandparents
- Newly Engaged
- Newlyweds
- Newly Divorced
- New College Students
- College Graduates
- Empty Nesters
- Baby Boomers
- New Movers
- New Home Owners

Occupation Types

- Blue Collar
- Government
- Home Maker
- Medical
- Military
- Professional
- Retired
- Self Employed
- Student
- Teacher
- White Collar
- Volunteer

Interests

- Do it Yourself
- Social Networks
- Gardening
- Nature
- Photography
- News
- Finance
- Employment
- Health
- Entertainment
- Dating
- ... more

Shopping Preferences

- Accessories
- Apparel
- Books
- Children's Products
- Collectibles
- Gifts
- Groceries
- Gourmet Foods
- Electronics
- Health & Beauty
- High-End Fashion
- Household Goods
- Home Furnishings
- Jewelry
- Magazines
- Mail Order Buyers
- Online Buyers
- Pet Products
- Specialty Retail

Household Datasets

- Coupon Clippers
- Do-It Yourselfers
- Dual Income No Kids
- Entertaining at Home
- Food & Wine
- Green Households
- Health & Fitness Buffs
- High Tech Households
- Investors
- Luxury Living
- Movie Fanatics
- Outdoor Enthusiasts
- Pet Owners
- Travel Enthusiasts

Owners & Intenders of

- Automobiles
- ATVs
- Boats
- Cable TV
- Motorcycles
- RVs
- Satellite TV
- Swimming Pool
- Tech Gadgets
- Video Games

Charitable Donors

- Ailment Causes
- Animal Welfare
- Child Welfare
- Colleges & Universities
- Environmental
- Humanitarian
- International Aid
- Military Charities
- Political Causes/Parties
- Religious Charities

Books & Magazines

- Children's
- Classics
- Devotional
- Fashion
- Fiction
- History
- Home & Garden
- Investing/Finance
- Military
- Mystery & Suspense
- Non-Fiction
- ... more

Arts & Crafts

- Ceramics
- Crocheting
- Crossword Puzzles
- Knitting
- Needlepoint
- Painting
- Quilting
- Scrapbooking
- Sewing
- Woodworking

Collectors

- Antiques
- Cards
- Cars
- Coins
- Comic Books
- Dolls
- Figurines
- Film Memorabilia
- Jewelry
- Music Memorabilia
- Plates
- ... more

Hobbies

- Astrology
- Auto Repair
- Baking
- Cigar Smoking
- Gambling
- Gardening
- Gourmet Cooking
- Home Improvement
- Musical Instruments
- Photography
- Theater
- ... more

Health & Fitness

- Acupuncture
- Cross Training
- Cycling
- Dieting
- Healthy Cooking
- Herbal Supplements
- Organic Foods
- Pilates
- Racquetball
- Running
- Swimming
- ... more

Sports Selections

- Enthusiasts
- Fantasy Sports
- Memorabilia
- Collectors
- Participants
- Sports Betting
- Team Interest

Sports Segments

- Baseball
- Basketball
- College Sports
- Extreme Sports
- Football
- Golf
- Hockey
- Horse Racing
- NASCAR
- Soccer
- Stock Car Racing
- Tennis

Travel

- Business Travel
- Cruise
- Destination Travel
- Family Vacations
- Frequent Flyer
- International Travel
- Timeshare Owners
- Travel by Air/RV/Car

Outdoor Activities

- Backpacking
- Biking
- Boating
- Camping
- Canoeing
- Fishing
- Hiking
- Hunting
- Kayaking
- Rock Climbing
- Skiing
- ... more

Music

- Christian
- Classical
- Country
- Easy Listening
- Gospel
- Heavy Metal
- Hip-Hop
- Jazz
- New Age
- Oldies
- Opera
- ... more

Ethnicities and Language Preferences

- African American
- Algerian
- Arabian
- Armenian
- Austrian
- Bulgarian
- Cambodian
- Chinese
- Czech
- Danish
- Dutch
- English
- Ethiopian
- Filipino
- Finnish
- French
- German
- Greek
- Hindu
- Hispanic
- Indian
- Irish
- Italian
- Japanese
- Jewish
- Korean
- Lithuanian
- Middle Eastern
- Norwegian
- Pakistani
- Polish
- Portuguese
- Russian
- Scandinavian
- Scottish
- South African
- Swedish
- Thai
- Turkish
- Vietnamese

Religion

- Baptist
- Buddhist
- Catholic
- Christian
- Episcopalian
- Eastern Orthodox
- Jewish
- Lutheran
- Mormon
- Muslim
- Protestant

Business Selects

Business Selects

- Industry Type
- Job Title
- # of Employees
- Sales Volume
- SIC Code
- Years in Business

Company Types

- Franchise
- Government
- Hispanic Owned
- Minority Owned
- Small Business
- Women Owned

Specialty Business Data Sets

- Accounting Professionals
- Business Owners
- C-Level Executives
- Doctors & Nurses
- Human Resource Executives
- IT Professionals
- Lawyers
- New Businesses
- Real Estate Agents
- Sales & Marketing

Email Ad Unit Specifications

Digital File

Provide a Photoshop (PSD) file that will be cut up by Future Flow Media's development team or an HTML file that has been coded for email compatibility.

Optimal Dimensions

The email design should not exceed a width of 600 pixels. Most email clients have a small preview window and you should generate interest in the top 300 pixels of the message.

Avoid

Email creative cannot include Flash, video, or JavaScript. These will not work in most email clients and may trigger security warnings.

Image Files

All images used in the email must be either hosted on the web or provided with the creative assets.

CSS

External style sheets (CSS) should use an absolute link.

Footer

Future Flow Media will add footers to the email with information about our permission-based email program and unsubscribe information. Unsubscribe or identity-management information in your email that references another email system or list will need to be removed.

Use Standardized Fonts

Characters in the HTML file must be within the US-ASCII character set (which excludes most accented characters and symbols). Replace characters outside this range with suitable proxies (e.g., two dashes for one em-dash) or HTML character entities (e.g., © for © or ´ for é).

ALT text

Specify ALT text for embedded images, especially images conveying information important to the meaning of the mailing (e.g., offer details). If email software is configured not to load images, your ALT text is the only thing readers will see. Unimportant images should receive empty ALT attributes (alt="").

Do not use frames or image maps.

Instead of image maps, cut up the image into individual pieces so that each area that should be linked will be a separate image.

Animation

Animated images will not work in recent versions of Microsoft email software and are not recommended.

Elements inside elements

Do not rely on elements inside the element of your HTML file, or attributes of the element. Email clients may not use them.

Nested tables

They should be kept to a minimum. Background colors on the element may not be rendered properly and you should use tables for such attributes.

Subject Line

A Subject Line must be provided. It should be short, to the point, and no longer than 60 characters.

From Line

A From Line must be provided. This includes the From Name (eg. "ABC Company") and the From Email to the left of the @ symbol (eg. "ABCCompany@[publisherdomain].com").

Responsive Design

If the creative is being optimized using Responsive Design, please use the following checklist to ensure compatibility:

- Mobile version creative width is 360px
- Header image is optimized for mobile viewing
- Call-to-action buttons are full width and clear
- Enlarged fonts are used where appropriate for better reading
- Unnecessary content/copy is hidden to place the focus on most valuable content
- Buttons are large and “thumb friendly”
- Maintain consistency with desktop creative template and branding guidelines

Example of desktop vs. mobile layout:



Future Flow Media – Your Partner for Campaign Success

Future Flow Media helps leading agencies and top brands make their media more effective and more valuable. Our unique suite of hyper-targeted digital advertising capabilities, optimization services, and fully integrated campaign framework create the winning formula for successful and painless digital media campaigns. We have the data, distribution, and proven campaign methodology to take your email advertising to the next level.

- We spend the time to understand your requirements to plan and execute the most successful campaigns.
- Target and reach your best customer audiences using the most comprehensive and fresh permission-based, demographic, and behavioral data.
- Continue to influence and engage by re-targeting 1-to-1 throughout the customer journey.
- Focus your advertising dollars by reaching only the right people, in the right place, at the right time.

“Future Flow Media has been a trusted partner over the years to deliver effective and successful hyper-targeted digital campaigns. Our client needed to reach very specific and hard-to-reach audiences online, and Future Flow Media came through every time. Their customer service, flawless campaign execution, and expert advice make them a great partner to work with.” – Point to Point Inc.

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