

CASE STUDY:

Targeted Email Campaigns That Click!

- Achieve above average open rates
- Boost your opt-ins



ICOM communicates with millions of consumers about thousands of brands for unparalleled consumer insights. Leverage ICOM's extensive permission-based email database and enjoy above average open rates with highly targeted campaigns. Drive winning relationships, boost awareness and increase traffic with ICOM's proven interactive solutions.

Targeted Email Campaigns - Achieve above average open rates!

Category	Opened %	Click Thru % of Delivered	Click Thru % of Opened
Auto Dish Detergent	39%	13%	33%
Body Wash	36%	15%	42%
Dish Detergent	33%	10%	31%
Air Care	29%	9%	32%
Hair Care	26%	5%	18%
Food Product stats	36%	13%	35%
Household Cleaning stats	33%	12%	36%

Email Acquisition - Boost your opt-ins!



Corporate Newsletters

Objective: The brand sent an online survey to help build their online database
Results: Over 40,000 people opted-in to receive the corporate newsletter

40,000+ Opt-ins!

Call or email us today.

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About Us

Epsilon is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit epsilon.com.**

Epsilon Targeting aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit epsilontargeting.com.**