



SOLUTION OVERVIEW:

TargetMail® U.S.



TargetMail®: **Less Waste,** **Better ROI**

What is TargetMail®?

Target your most relevant consumer segments with samples, coupons and advertising through our multi-brand co-op.

- Your targeting criteria determines which households receive a sample or coupon
- You can vary the offer and message by target group to maximize response rates
- Each household receives a unique customized package
- 3 cycles per year - Spring, Fall and Winter - to meet your key promotional timing
- 3 Reaches over 10 million households annually

Key Benefits

- ✓ Precision targeting = **No wasted \$**
- ✓ Relevant offers & messages = **Higher response**
- ✓ Impact of a solo at co-op prices = **Better ROI**
- ✓ **Delivers cost-effective sampling**

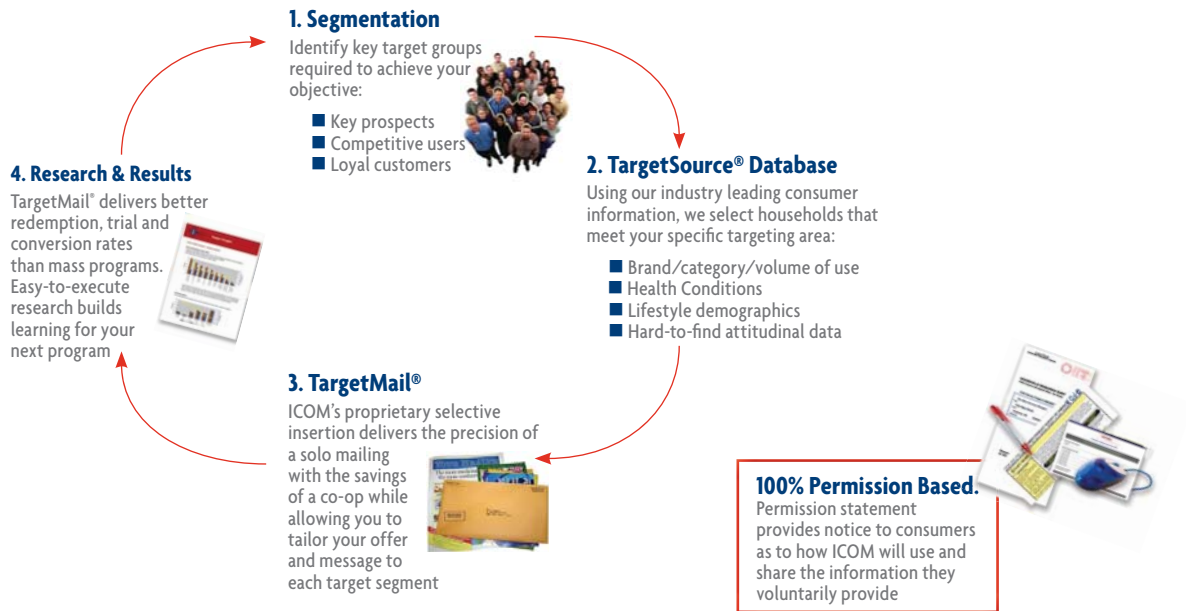


TargetSource® Database:

- 35 Million Households
- 9 Million Email Addresses
- 1,000 Data Points
- Segmented by brand, volume, retailers, health conditions, etc

The TargetMail® Process:

Your ICOM Representative will consult with your team at every stage to maximize your program impact.



Program Timing:

- There are three TargetMail programs per year:
 - Winter
 - Spring
 - Fall
- Up to 10 million surveys distributed nationally to US households over three programs

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.**