

- **Grow email lists organically** and from targeted email list resources
- **Integrate your communications** across email and print and leverage the latest advances in Email Marketing Automation
- **Lead you through** ever-changing CAN-SPAM guidelines and response principles
- **Avoid wasting time and money** with emails that don't get results – or worse, damage your credibility
- **Prove customer receipt and response** to your email with tracking and measuring tools



Email Marketing Platform with Expert Support

An affordable and easy way to send, track and customize your emails with a trusted partner to help you along the way.

With ICS's Email Marketing Platform, You Can:

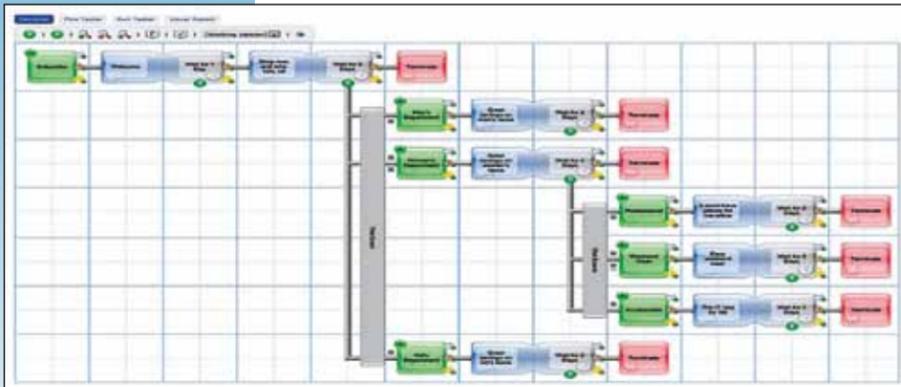
- Simply and safely send emails to your customers and fundraisers
- Customize your content with flexible and creative design templates
- Keep your email lists up-to-date, tracking opt-ins and outs
- Make sure your email reaches the inbox and is viewed correctly
- Be social – tie-in Twitter, Facebook and others
- Control the date and time when your emails are sent
- Track your success in open rates, click and link activities, etc.

Email Marketing Automation

Triggered Communications increases your email's relevancy, open rates and sales. You can set up automatic, personalized emails based on events, actions or inactions taken by your customer or prospect. Given the “extreme relevancy” of the message, open and click-through rates are dramatically increased...often **outperforming traditional “batch email transmissions” by 500 to 1,000%.**

Tool Features:

- Cost-effective setup, it automatically works each time a trigger is activated
- Event and behavior triggered messaging increases relevancy, open rates and conversions
- A new conversation can be triggered from almost any customer touch point:
 - ~ **External factors** - Website forms, shopping cart abandonment, customer service, etc.
 - ~ **Messages** - Email activity (opens, clicks, unsubscribe, etc.), address change, etc.
 - ~ **List** - Subscribe, profile update and address change
 - ~ **Link** - Specific link in email message



Start a relevant, personalized conversation based on ANY customer action from ANY touch point. Here are a few “trigger point” examples:

- Welcome Series
- Shopping Cart Abandonment
- Order Confirmation
- Birthday Messages
- Time to Reorder
- Shipment Notifications

Data Hygiene & Appending

We consult with you to analyze the current state of your email customer data – making sure it is as up-to-date and clean as possible.

- Newly advanced “e-verify” validates that emails are still active
- Our standard email data cleansing services provide industry-leading cleansing technology for “actively used” data
- Expand your Customer Email coverage through email appending. We're able to append an opt-in email address to about 15-25% of your current customers

Email Production Services

Tools and Features:

- Dedicated IP setup
- Experienced technology support team to setup personalized, data-driven variable messaging
- Industry best resources for managing transmission data
- Litmus® creative and testing tools
- Unlimited capacity transmission infrastructure



Advanced Email Services

Many times, clients need our advanced capabilities to achieve their campaign goals. Here are just a few examples of the most recurring requests:



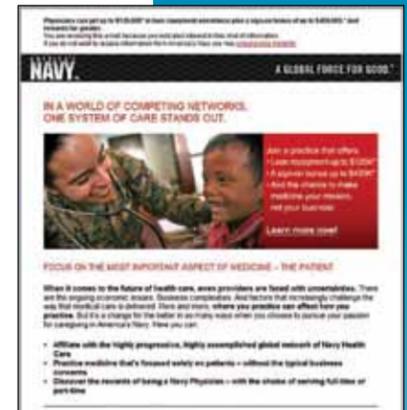
- Programming and set-up of highly data-driven emails
- Creating a landing page that drives email traffic
- Setting-up advanced testing plans for new creative designs
- Automating email campaigns for ongoing scheduled deployment using the same creative
- Creating a campaign with dynamic content and testing this against a static campaign
- Incorporating a preference center into the client's web site
- Performing a sales match to evaluate a campaign's effectiveness
- Setting-up mobile alerts in addition to email communications
- Immediate activity testing resources for advanced post campaign analysis



Learn how to start your own Email Marketing Automation program! Just view our webinar @ www.icshq.com/news/webinars.

ICS Exclusive Email Data Hygiene & Appending:

- ISP Validations
- Dedupe
- Identify Incomplete Addresses
- Opt-in, Opt-out Management
- Bounce Management
- Bad Address Suppression
- Spam Trap Suppression
- Customer File Suppression



Customer & Acquisition Email

Here's how we navigate complex CAN-SPAM regulations and optimize your campaign performance:

- Strategically, we develop an integrated Email Marketing plan that combines both customer and highly select acquisition email lists
- Many compiled email acquisition lists simply don't work. Leverage our experience to test:
 - ~ "Specialty Email Prospect Sources" that have proven success
 - ~ Email alone versus integrated direct / email campaign (proven most effective for conquest initiatives)
- Our acquisition testing strategies ensure that your marketing dollars are well spent
- Multiple acquisition email sources are tested and only best performers are used.



ICS Marketing Services

Email Marketing



It's indisputable.

Emails deliver the best ROI when they are...

- integrated across multiple channels
- triggered by customer actions and
- guided by laser-focused analytics

However...

Navigating the email space on your own can be extremely complex.



litmus



According to the DMA...

- Over 70% of consumers who have an existing relationship with a business prefer email communications over postal
- Email costs are 1/11 of the costs of the average direct mail effort



When You Need to...

- Find & Convert** Your Best Sales Leads
- Integrate** Your Online & Offline Marketing
- Enhance** Customer Communication Relevancy
- Reduce** Marketing Costs & Management Time
- Measure & Optimize** Your Marketing Efforts &
- Prove** Increased Sales

You Need...



Your Trusted Email Expert

With over 1,500 campaigns yearly, our experienced team will help you navigate email's data, technology and content demands.



Connect with us:

