

Solutions



Smarter, more relevant marketing helps my business grow faster and more profitably.

TargetMX Permission Email Solution

Permission email marketing can be a real challenge in today's environment. To be successful, you must employ a best-in-class approach across several disciplines including confirmed opt-in registration, database management, campaign management, network management and delivery optimization. TargetMX succeeds where others fail by combining all of the necessary expertise in a total solution.

Build your opt-in database, acquire new customers or reinvigorate existing relationships. It's all possible and profitable with TargetMX. Contact us to learn more.

Multi-channel Lead Generation

What business today doesn't need new leads? To compete in today's environment, you need all cylinders firing. e360 Multi-channel Lead Gen is a permission marketing approach to getting the most out of your web, email, direct mail and telemarketing channels. With over 350 demographics, lifestyle and behavioral variables available on every lead, e360 enables you to do more with those most interested in your products or services.

Contact us to learn more.



List Management & List Rental

Monetize your permission data assets in online and offline channels for maximum revenue impact. e360 list management combines confirmed opt-in permission processes with the best performing offers in the marketplace.

Our proprietary ad network of leading marketers helps your business realize incremental revenue across online and offline channels. With virutally zero management time and expense, list management revenue falls straight to the bottom line.

Looking for high-performance hotline lists? We manage over 165 targeted lists for direct mail and telemarketing campaigns. All lists are enhanced with leading demographic, lifestyle and behavioral selects for better targeting and increased response rates. Contact us to learn more.

Data Enhancement

More data is the source of deeper customer insight. With e360 Data Enhancement Services, you can learn more about who your customers are, what products they buy and how to better meet their needs. Our expertise in multichannel data files allows you to improve the depth and breadth of your data assets while gaining deeper insight into what makes your customers tick. Contact us to learn more.