

# Email Deployment Services

## Send Prospecting Campaigns Using D&B Data

### DEPLOYMENT OVERVIEW

Email marketing continues to be the most popular digital channel, and MDR leads the market with leading deployment capabilities. We constantly innovate, monitor responses, learn from every customer campaign, and share our insight on best practices for maximum ROI.

Our email marketing techniques help you:

- Get your messages opened, avoid spam filters, and maximize click-throughs
- Optimize deployment for maximum deliverability
- Update or complete your own customer file and build stronger, more profitable relationships

Deployment capability and strategy are as important in email marketing as the subject line or the CTA. Aside from our excellent IP reputation, sending prospecting emails with MDR is turnkey and repeatable. We are able to handle hundreds of millions of email deployments to non-opt-in records. And we can launch a campaign within 48 hours so you can tap into a year-round source of new prospects to feed your sales funnel.

### SOLUTION DESCRIPTION

Our email deployment platform empowers you to extend the value of your D&B data using the latest advancements in delivery strategies and tactics. From a single dashboard, see your overall performance trends, build powerful custom reports on campaigns, gain easy access to all deployed campaigns and campaigns in progress, and export details for all deployed campaigns with expanded detail.

- Upload your target audiences created from D&B Data.
- Utilize simple tools to create and manage email messages for your marketing campaigns.
- All campaign content including audience lists, images, text, creative assets are maintained in one location ready to support your sales and marketing activities.
- The platform supports your compliance efforts related to GDPR, CCPA, and CAN-SPAM regulations.
- A simple scheduling interface supports maximize effectiveness of your marketing efforts.
- Our deployment platform is supported by an experienced team delivering over one billion emails.



#### **SOLUTION:**

Email Deployment

#### **USE CASE:**

Multi-channel digital campaigns for sales and marketing activities.

#### **DELIVERY**

#### **MECHANISM:**

Custom campaign platform.

#### **UNIQUE VALUE:**

Easy to use, compliant platform providing a one stop storage of data, content, and reporting for multi-channel digital campaigns.