

# Targeted Email *Product Overview*

## Permission-based acquisition email marketing

Campaigns are based on CPM (Cost per Thousand Impressions) model. Minimum of 50,000 emails per order.

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### Products & Capabilities *for Email campaigns*

- **Targeted Email:** Use email to deliver a targeted message to your audience.
  - Targeting capabilities: Geography, Audience Interests, and Demographics.
- **Re-Blast Targeted Email:** Retarget the initial email list with a second email deployed to one of the following audiences:
  - Everyone who received the initial email.
  - Everyone that opened the initial email.
- **Lead Generation Files:**
  - Postal File
  - Responder/Action File
  - Matchback File

### Product Details *for Email campaigns*

**Minimum order:** 50,000 subscribers is the minimum per send.

**Re-sends count as a separate send and also require 50,000 subscribers.**

If the advertiser is sending multiple emails per month, each email must include a minimum of 50,000 subscribers.

#### **Standard Turnaround Times for Email Requests and Execution:**

- Email Count Requests: 1-Business Day
- Creative Proof: 3 Business Days
- Proof Seed: 1-Business Days after order was submitted (with approved creative) or 1-Business Day after Creative Proof approval
- Analytics Login: Once the first campaign is launched for a Station, they will receive their login credentials within 24 hours.

### Creative *for Email campaigns*

#### **Creative Options**

- **Template:** Select a template style/color from the drop-down menu on the order form.
- **Custom Design:** Order form includes a link to <https://reallygoodemails.com/> for design inspiration. If the rep wants to use a template from the site, they can copy the URL and add it to the order form.

- **Upload Own:** Upload a zip file (10MB max) with directions and the following assets. Word Document that includes:
  - Specific direction on the Call to Action.
  - All text that should be included in the creative.
  - All links to be included in the creative with instructions on placement.
  - Any footer content, social icons, opt-out language, or other specifics.
  - The sender of the email (for example, Acme Auto Parts).
 Images to be used, with placement notes.  
*Optional:* Include remarks and mark-up on the chosen template design layout.

## Campaign Performance *for Email Campaigns*

View Campaign Performance: <http://target-reporting.net/login.php>

Reporting for campaigns prior to 6/20/2022, can be found at: <http://www.secure-response.net/login.php>

- Reporting login information is provided for each market.
- Matchback files and postal files are sent to the rep who submitted the order.

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### Link Clicks

Click performance for each link included in the creative  
 Total Clicks  
 Percent Click

### Open Details

Total Opens  
 Percent Opens  
 Clicks to Opens

### Targeted Audience

Demographic and Interests

### Geography

Zip codes of Targeted Audience

## Lead Generation Postal Files

### Capabilities

- For privacy and legal reasons, some targets will not have postal data available. Targets that have postal data available can change at any time.
- All selections are self-reported, responded, and/or have visited a site or page related to what we feel is a qualified target.
- Postal is not available for any B2B, Job-Seekers, Occupation Data, or any target pertaining to a field of work/occupation.
- Postal is not available for any target within California or Canada.
- Even if the target only makes up a small portion of the overall list, we are unable to release any raw data for that campaign.

View complete list of [category restrictions](#):

### Postal File

*Available upon request for an additional fee.*

- Postal files include **the physical addresses of the deployed email recipients**. Email address, first and last names are not provided.
- Turnaround time: 7-10 days after the initial email

### **Responder/Action File**

*Available upon request for an additional fee.*

- Responder file includes **the physical addresses of the deployed email recipients** who opened or clicked on a deployed email. Email address, first and last names are not provided.
- Standard Turnaround time: 15 days after the initial email. Sooner can be requested in Order Request notes if needed.

### **Matchback File**

*Available upon request for an additional fee.*

- After the email is sent, we can match your client's data to the deployed email recipients to verify results.
- Requirements for Matchback files:
  - Client provides a sales file (*We recommend waiting a minimum of 10 days before pulling the sales file*) and we run it against the email campaign records and flag any matches. We recommend that the provided file includes as many details as possible for the highest match-rate.
  - **For best results**, client data should be submitted in an Excel sheet with columns for the following: First Name | Last Name | Email 1 | Email 2 (if available) | Email 3 (If available etc.) | Street Address | Street Address Line 2 | City | Zip | State
- Turnaround time: 3-Business Days after Sales Data was provided

## **FAQ** *Frequently Asked Questions*

### **Who can the reps contact when they want/need campaign support?**

[helpdesk@brandcdn.com](mailto:helpdesk@brandcdn.com)

### **How can I request Add-Ons (Postal/Responder/Matchback Files)?**

Requests can be submitted when the order is submitted or by sending in a request to [helpdesk@brandcdn.com](mailto:helpdesk@brandcdn.com). If submitted alongside an order, delivery will follow post-deployment on an existing email thread.

### **What is the minimum order?** 50,000 subscribers minimum per send.

Re-sends count as a separate spend and require 50,000 subscribers.

### **What are the turnaround times?**

- Email Count Requests: 1-Business Day
- Creative Proof: 3 Business Days
- Proof Seed: 1-Business Days after order was submitted (with approved creative) or 1-Business Day after Creative Proof approval
- Analytics Login: Once the first campaign is launched for a Station, they will receive their login credentials within 24 hours.

**Are there restrictions for Postal Files?** Yes; reference the [Nexstar Postal Capabilities Target List](#) that outlines certain targets that we cannot release postal for.

**Are we able to get emails and addresses of people that were delivered the email and who opened it?** We only release postal addresses. We do not release the emails.

**Are we able to request additional information besides addresses?**

No, we only provide the postal files.

### **Email Campaign Benchmarks**

Open Rates: 15-20%

Average CTR: 1.5-2%

## **Product Differentiators**

We partner with a data aggregator and the direct source of our own data, acquired through self-reported sources, via micro surveys and mutual partnerships. Therefore, we're able to offer very granular targeting with intent of purchase and engagement. We work in all verticals, such as travel/tourism, automotive, education, pharma, and fast casual food.

There is a daily batch of "trigger data" for in-market intenders that have visited specific websites in search of a new purchase or services information across all verticals. This trigger data is used to verify intent to purchase and allows us to narrow in on the most recently active members that would be interested in promotions your clients are preparing to launch. This ensures delivery of your ad to a higher interactive and engaging audience. We offer more than 750 demographic and psychographic overlays to reach your client's ideal target audience.

- Pod System email delivery to ensure 100% inbox delivery
- Complete design team for creative revisions, [Email on Acid](#) testing and conversion of PDFs to HTML
- Real-time analytics; deep dive analytics
- Pure email, no supplemental or layered enhancements to non-viable traffic
- Responder/Action household postal address files
- Can-Spam Compliant
- CASL Compliant