
BUSINESS-TO-MAIL (B2M)

Not just more contacts. The right contacts.

Expanding your e-mail address base wins new business. But acquiring new contact data is a challenging task – especially in the B2B space. You have to meet stringent legal requirements. And conventional methods are often ineffective. Online contests and free gifts, for instance, often don't provide the information you want – addresses of genuinely interested prospects. Moreover, renting lists or advertising in external newsletters and on Websites is costly, and rarely effective.

Business-to-Mail is a new service package that enables companies to capture valuable e-mail addresses. Unlike traditional methods, B2M does not use external resources such as rented lists, banner advertising and online contests. These approaches are not only cost intensive, they are also unproductive, often generating addresses that are not from genuinely interested prospects. Instead, Business-to-Mail gathers relevant data directly from day-to-day business processes. Key aspects of the solution are:

- ▶ **Use of all touch points to capture e-mail addresses**
- ▶ **Capture of e-mail addresses with automatic permission when a contact makes an inquiry or a purchase**
- ▶ **Continuous optimization and expansion of e-mail address data. This is based on response rates, bounce status and contact-loss analysis at target organizations**
- ▶ **No rigid yes/no opt-in mechanisms. Instead, customers are encouraged to sign up for value-added information services**

Want to know more? We'll be happy to talk to you about the benefits of Business-to-Mail. Find out how to get the e-mail addresses you want - and increase sales opportunities.

For more information, contact

Publicare Marketing Communications GmbH
Städelstrasse 10
60596 Frankfurt am Main
Germany
Tel. +49 69 605009-0
Fax. +49 69 605009-99
info@publicare.de
www.publicare.de