

Site Impact ADVERTISING

Email Marketing			
Product		Minimum (when applicable)	Amplified Suggested Retail
Targeted Email Blast	<p>Targeting Capabilities: Gender, Age, Lifestyle, Occupation, Ethnicity and Language Preference, Education, Religion, Income Level, Credit Ranking, B2B & more...</p> <p>Geo-Targeting Options: DMA, State, County, City, Zip, Nationwide, SCF, CBSA</p>	1-5,000 5,001-10,000 10,001-15,000 15,001-20,000 20,001-50,000 50,001-250,000 250,001-400,000 400,001-500,000 500,001-750,000 750,001 +	\$200 \$300 \$450 \$600 \$1,000 \$20 cpm \$16 cpm \$12 cpm \$10 cpm \$8 cpm
Email Redrop To Openers/Clickers	Resend an email to those that opened, or those who opened and clicked on the contents within email, from the initial blast.	1-5,000 5,001-10,000 10,001-15,000 15,001-31,250 31,251 +	\$200 \$300 \$450 \$500 \$16 cpm
Email Redrop To Non-Openers	Resend an email to those that did not open the initial blast.	1-5,000 5,001-10,000 10,001-15,000 15,001-20,000 20,001-50,000 50,001-250,000 250,001-400,000 400,001-500,000 500,001-750,000 750,001 +	\$200 \$300 \$450 \$600 \$1,000 \$20 cpm \$16 cpm \$12 cpm \$10 cpm \$8 cpm
Hashed Email File	<p>An encrypted file of email addresses. This can be purchased as a stand-alone, or as an add-on to a deployed campaign. If as a stand-alone, a count will need to be pulled to determine how many are available for the selected audience.</p> <p>This encrypted data enables Amplified to continually target the subscribers where they have logged in using the email address, such as Facebook.</p>	30,000 emails	\$10 cpm
Physical Address File	<p>Receive a file of physical mailing addresses. This is available as an add-on only to an email campaign. This file cannot exceed the number of emails from the campaign.</p> <p>This information will allow Amplified to integrate your email marketing with IP targeting.</p>	N/A	\$200
First/Last Name W/Physical Address File	<p>Receive email recipient's first and last name, along with their physical address. This allows you to integrate customized direct mail pieces with digital marketing efforts.</p> <p>This can be purchased as a stand-alone, or as an add-on to a deployed campaign.</p>	15,000 addresses	\$20 cpm
Match for Lookback Reporting	Within 90 days of the email campaign deploying, the advertiser can provide Amplified a list of any leads or sales made within that time frame. From there, we can compare the provided file to the list of people who received the email campaign, and flag any matches. This is helpful to determine the ROI on an email campaign.	N/A	\$200

<p>Match & Deploy</p>	<p>Client will need to provide at minimum, at least ONE of the following: (Email addresses,) or (physical addresses (street, city & 5-digit zip).</p> <p>This list will be scrubbed against our vendor's database, and will flag any matches that are in their system.</p> <p>From there, the advertiser has two options:</p> <p>Send only to the matches OR Send to the matches, and layer in a targeted audience to reach desired quantity of sends.</p>	<p>N/A</p> <p>The files MUST be in text (comma delimited,) or CSV format. They CANNOT be zipped, or in excel format.</p>	<p>\$200 - file match</p> <p>Deployed Rate - Same as already outlined pricing above</p>
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