

Email Broadcasting

Email Broadcasting is one of the easiest and most cost-effective ways to deliver a customised message directly to a large group of decision maker's desktops.

By **eliminating the cost of postage, printing, packaging and preventing long hours of preparation** it can help reduce your marketing budget, whilst ensuring your sales message gets to the right person, at the right company.

Unlike traditional forms of communication, **email broadcasting** offers direct feedback on your campaigns success. Through **CredibleData's** tracking system you will learn how your campaign is progressing, every step of the way, from the number of emails that have been delivered to the number of click-throughs generated.

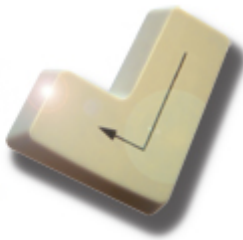
Our Service Includes:

- ✓ Full Legislation Compliance
- ✓ 1 hours Notice to Send your Email Broadcast
- ✓ Targeted Up-To-Date Data (which can be adjusted to suit your specific marketing requirements)
- ✓ Capacity to Send 400,000+ Emails an Hour
- ✓ Confirmation Tracking and Reporting at all stages
- ✓ Consultant Support at all times
- ✓ Maintenance and Management of Suppressions
- ✓ Professional Design Services
- ✓ Full merge facilities to personalise Emails
- ✓ **And Only Successfully Sent Emails are invoiced (when using CredibleData's lists)**

Email Cost Breakdown-Transmission costs using your own lists

Quantity	Peak Rate Price	Off Peak Price
Less than 1,000	10.5p	9.5p
1,001 - 3,000	9.5p	8.5p
3,001 - 5,000	8.5p	7.5p
5,001 - 10,000	7.5p	6.5p
10,001 - 20,000	6.5p	5.5p
20,001 - 50,000	5.5p	4.5p
50,001 - 250,000	4.5p	3.5p
250,001 +	3.5p	2.5p

- ✓ The above cost breakdown is based on a standard email broadcast using your own email list(s).
- ✓ When using your own list you will be charged for all emails set up. Following the broadcast **CredibleData** will provide you with a database of email addresses which have bounced, to allow you to benefit from database cleaning.



Using CredibleData's Email lists

- ✓ The cost for using **CredibleData's** email lists would be £200.00 per thousand emails on a Single Use License.
- ✓ **CredibleData's** email addresses are not Opt-in and in most cases generic.
- ✓ When using **CredibleData's** lists you will only be charged for successfully sent emails.
- ✓ Attachments can also be included and have an additional cost based upon their size.

Email Cost Breakdown-Transmission costs using our Email Addresses

Quantity	Peak Rate Price	Off Peak Price
Less than 1,000	20.5p	19.5p
1,001 - 3,000	19.5p	18.5p
3,001 - 5,000	18.5p	17.5p
5,001 - 10,000	17.5p	16.5p
10,001 - 20,000	16.5p	15.5p
20,001 - 50,000	15.5p	14.5p
50,001 - 250,000	14.5p	13.5p
250,001 +	13.5p	12.5p

- ✓ The above cost breakdown is based on a standard email broadcast using your our email list(s).
- ✓ When using our email addresses you will be only be charged for emails that are actually delivered.

Please contact us if you do have any further questions, or would like
A personalised quotation, as we'll be happy to help.

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