



Direct e-Mail Marketing



ebizQ Direct e-Mail Marketing

ebizQ can help you generate qualified leads by reaching the right prospects with the right message. Our Direct e-Mail Marketing services allow you to utilize our opt-in e-mail lists to maximize the performance of your marketing dollars. This is your chance to send a dedicated message to thousands of highly qualified e-business integration professionals.

Highly Targeted, Prequalified Audience

The highly targeted content on our site attracts a relevant, cohesive and loyal audience. Our members are all business and IT professionals responsible for e-business integration initiatives and related investments for their departments and companies. *More than 60 percent* of our members have buying power in their organizations, and *nearly all* play a significant role in researching, recommending and buying e-business-related products and services.

High Quality Lists

Since our e-mail lists are opt-in, the people receiving your message are only those who want to learn about e-business-related products and services like yours. ebizQ actively manages its e-mail lists to ensure as many current names as possible. To maximize your response rate, we regulate the number of times each name is used per month. ebizQ can also remove any of your existing prospects to ensure that you are only reaching new prospects. Our clients average a 4 percent response rate on our e-mail lists, and some have enjoyed response rates greater than 10 percent.





Create Your Own List

Using our detailed selection criteria, you can extract only those prospects that best fit your needs. ebizQ offers segmentation by the following criteria:

Areas of Interest/Specialty

| | |
|-----------------------------|-----------------------------|
| Communications middleware | Application and Web servers |
| ASPs | Standards |
| Business process management | Development tools |
| EAI strategies | e-Business integration |
| e-Commerce | Enterprise portals |
| ERP | Exchanges |
| JMS | Legacy integration |
| Mobile integration | Objects/components |
| P2P | Real-time infrastructures |
| Security | Supply chain management |
| Systems management | Web services |
| CRM integration | |

Recently Viewed Content

Select prospects by the specific Gold Club feature articles they have read.

Job Function

| | |
|---|--|
| IT management | EAI/middleware management |
| Networking IT/communications management | Database management |
| EAI/applications development management | EAI/middleware architecture management |
| MQSeries specialist | Senior management |
| Executive IT management | Marketing/sales/product management |
| Financial operations management | Corporate consultant |
| Systems administration | Executive business management |
| e-Business management | Systems integrator |

Industry

| | |
|---------------------|-------------------------------------|
| Web management | Publishing and software development |
| Telecommunications | IT consultants |
| Media/entertainment | Advertising, marketing, PR |
| Manufacturing | Financial services |
| Insurance | Government |
| Aerospace/military | Education |
| Healthcare | Retail |
| Transportation | |





ebizQ Client Services

Our goal is to ensure that you are satisfied with the success of your campaign. Our team will manage your campaign from start to finish to make sure each component is as effective as possible.

Premium Services

Running a successful campaign is a complicated process with many components. Put our knowledge of our audience and the world of e-business to work for you, and be sure your campaign makes the right offer to the right people in a compelling way. Our services include copy and creative development, landing page and offer hosting, and in-depth response analysis. Please contact your salesperson for details.

Pricing

| | |
|---|------------|
| e-Mail (text or HTML) (includes 1 selection) | \$ 600 CPM |
| Each additional selection | \$ 75 CPM |
| Suppression | \$ 5 CPM |
| Transmission fee (charge is applied to each message after the first within the same list) | \$ 100 |
| Minimum order | \$ 1,000 |

For More Information

Contact Lisa DiBiasi at 914-253-0850 x252 or email her at lisa@ebizq.net to plan your next campaign.

