



email marketing @ azam

special reduced rates for internet world 2010

email marketing

E-mail marketing is one of the most potentially powerful marketing tools around. The vast range of strategies available allows you to complete multiple objectives in a controlled timeframe. Utilising over 13 years of experience in the industry, our team have worked with the likes of O2, Domino's Pizza, Bentley and HSBC. Azam Marketing has developed a reputation based on results and a portfolio including some of the UK's top brands and exclusive data sources.



how does it work?

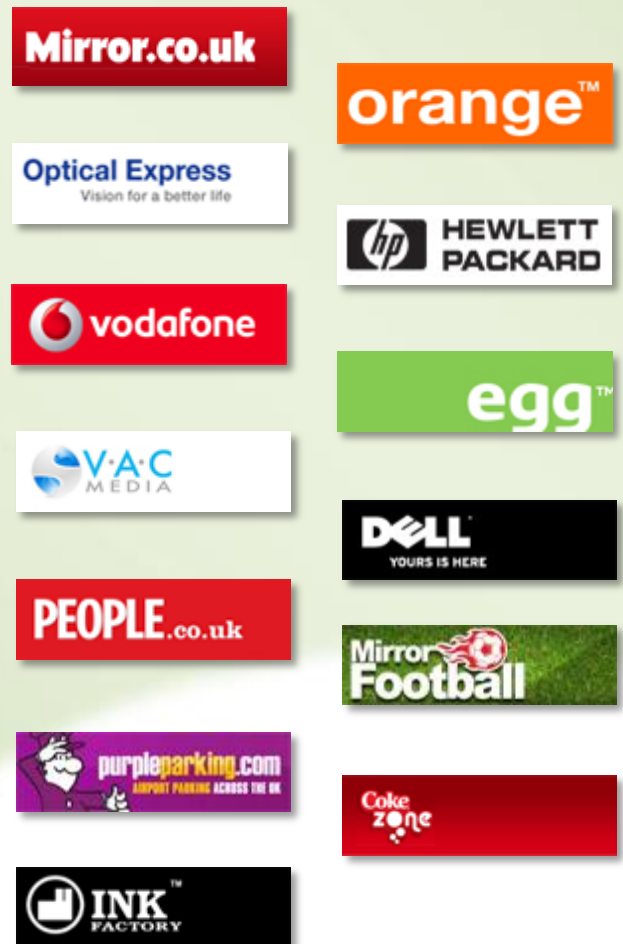
You will be allocated to one of our experienced Account Managers to guide you through the process. We will assess your target audience, creative offering and required exposure. We can then develop a campaign to suit your needs, testing and scheduling delivery, before post campaign analysis:

- Account Manager Assignment
- Campaign aims and target audience
- Current creative analysis / new creative brief
- Data selection & volume
- Creative testing - rendering, inbox delivery, subject line & spam scoring
- Dispatch schedule agreed
- Campaign broadcast
- Tracking & reporting - delivery rate, opens & click-throughs (total & unique)
- Post-campaign analysis

why azam marketing?

- Access an exclusive network of over 6m UK addresses
- Over 100,000 new recipient updates each month
- Targeting capabilities
- 100% opt-in and anti-spam compliant data
- Contacts with a high affinity to online purchasing
- Support available 8am-10.30pm - 365 days a year

selection of clients & partners:





lists, segmentation & rates



- savvy uk online shoppers data – general population – 5.1m
- specialist interests data – gardening, travelling, home ownership, motoring, wine lovers, quiz lovers, celebrity gossip, competitions & online shoppers – 1.4m

segmentation

In addition to the possibility of targeting via special interests, this data can also be profiled according to:

- performance vertical
- postal address
- age
- gender

rate card

We generate hundreds of thousands of pounds a month in sales for businesses, including some of the UK's biggest brands.

Base rental: £6 CPM*
Targeted rental: £10 CPM*
Minimum order value: £850

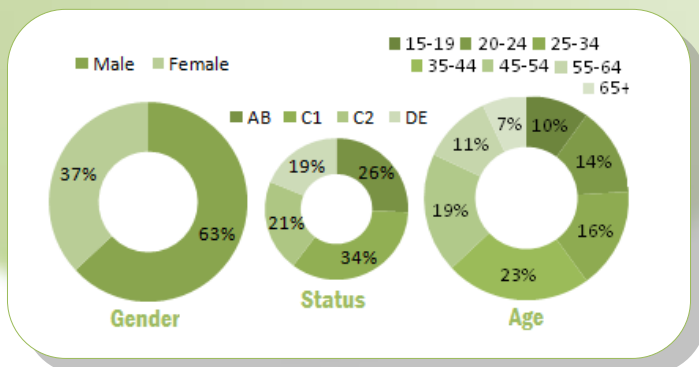
*Discounts are available for large volume orders.

mirror group

- mirror group cashback site data – mirrorcashback.com, peoplecashback.com, sundaymailcashback.co.uk, recordcashback.co.uk, plus regional sites – 50k+
- mirror group principal site data – mirror.co.uk, people.co.uk, dailyrecord.co.uk & sundaymail.co.uk – 50k+
- mirror group sub-sites data – mirrorfootball.co.uk, 3am.co.uk & 3rd party sites – 20k+

segmentation

Where available, the demographic breakdown of Mirror Group's online audience is as below:



rate card

We generate hundreds of thousands of pounds a month in sales for businesses, including some of the UK's biggest brands.

Base rental: £18 CPM*
Targeted rental: £23 CPM*
Minimum order value: £850

*Discounts are available for large volume orders.



partner network

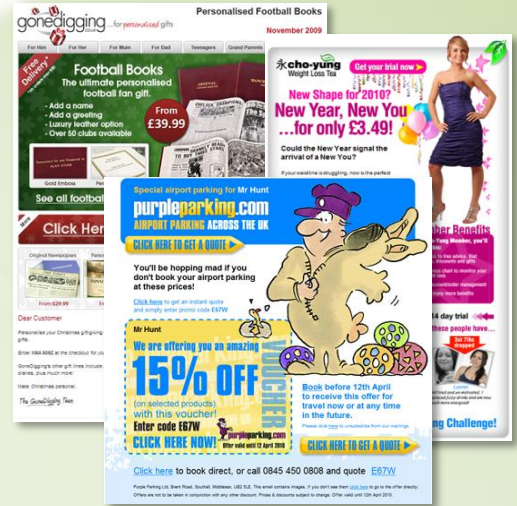
Additional reach for b2c or b2b opt-in recipients is also available through our partner network. Please contact a member of our team for further details.

creative design

Email creatives may be provided by the advertiser, or can be developed by our design team at the discounted rate of £195 for a standard creative and £295 for a bespoke solution*.

Our in-house award winning design team can take you through a comprehensive design brief to optimise the creative in terms of content requirements, deliverability and results.

*Discounts are also available for bulk creative orders.



exclusive offers

internetworld offer:

get **15% off** your first order for **email marketing @ azam**

quote: '15IW2010' - minimum order value: £850
offer expires: 07/05/2010

internetworld offer:

get **20% off** first orders over £3,000 for **email marketing @ azam**

quote: '20IW2010' - minimum order value: £3,000
offer expires: 07/05/2010

contact us

If you are interested in advertising to our subscribers please speak to one of Azam Marketing's representatives at Stand E3079 at Internet World. You may also contact either of our two Senior eCRM Managers, James Hunt and Ryan Ranaweera. Their email addresses are james [at] azam.net and ryan [at] azam.net . You may call them on 0113 255 4311 or 020 8669 9538 respectively.

Data Protection Registration Number: Z1855222