

# Targeted Email Marketing Fulfillment

## To get a quote

1. Obtain a quote from BMI by emailing the fulfillment team at: [elitegroup@siteimpact.com](mailto:elitegroup@siteimpact.com)
2. Information in quote should include:
  - Customer name & website
  - Target customer - see customer select lists
  - Goal of campaign
  - Quote sent back within 24-hours

## Example Targeted Email Request for Proposal/Quote

1. Request to [elitegroup@siteimpact.com](mailto:elitegroup@siteimpact.com) :

### Example Request:

- Customer: Spas of Montana
- They have a location in Missoula & Helena MT and looking to target customers in a 400-mile radius of their two locations
- Target market is male and female, age 23-75 and HHI \$45K and above
- Website: <http://spasofmontana.com/>

### Quote received for example request:

- B2C Email
  - Count 1: Age 23-75, HHI \$45k+
- 200-mile radius:
  - Zip Code 59801: 285,829 Email Intenders
  - Zip Code 59601: 151,916 Email Intenders
- DMAs:
  - Missoula: 66,465 Email Intenders
  - Helena: 19,595 Email Intenders

## Pricing for Targeted Email

1. Email Targeting wholesale is a flat \$10 CPM charge, no matter how many selects you use
2. Campaign minimum of \$500 wholesale (even if avails are less)
3. We recommend tiered pricing: (your **minimum charge** should be \$20 cpm) in order to drive more impressions
  - 150,000 emails - \$20 CPM (3 time blast- \$1,000 a time)
  - 100,000 emails - \$25 CPM (2 time blast- \$1,250 a time)
  - 50,000 emails- \$30 CPM (1 time blast - \$1,500)
  - HTML Creative Fee: \$100 for Email Template, client provides content and images with 4 templates to choose from

## To activate a quote

1. Once selects are confirmed, the order is ready to be placed and the Insertion Order will be generated either by client through the OMS (Order Management System) or by BMI directly at [elitegroup@siteimpact.com](mailto:elitegroup@siteimpact.com)
2. To obtain a login to the OMS request a log in from [elitegroup@siteimpact.com](mailto:elitegroup@siteimpact.com). An account manager will provide training to use the OMS which is a very simple user interface
3. Test email is sent, client either approves the test or makes changes and it's re-tested. Again, this can be done by either sending the changes to [elitegroup@siteimpact.com](mailto:elitegroup@siteimpact.com) or entered directly through the OMS.
4. Once the campaign is approved, it's scheduled for deployment by BMI or property in the OMS.
5. Each Property has an online tracking log in for viewing and exporting their analytics reports. A login can be obtained from contacting [elitegroup@siteimpact.com](mailto:elitegroup@siteimpact.com)