

# Case Study



Direct List Technology, Inc.

Helping You Find New Customers  
**888.772.6947**



## **Email Campaign Helps Publication Boost Web Traffic, Gain Awareness**

Direct List Technology launched an email communication campaign to Phoenix area residents on behalf of a long-time client that distributes a publication. The goal was to build brand awareness and drive traffic to their website.

"We sent two email broadcasts in a month to let people know that a new issue had come out and to direct them to our website," said our client.

***The result? "We saw our web traffic jump substantially in this period," he reports. "Once there, visitors could redeem services online."***

DLT's role helped this client create multi-channel marketing opportunities. Here's how the client worked with Direct List to launch this campaign:

- DLT had mapped their target markets as part of their ongoing direct mail campaign and knew their geographic requirements.
- DLT identified appropriate prospects with known emails in that area.
- Working with the client, we determined where it would be best to use their direct mail piece, and where they would send their electronic message. The plan involved sending emails into different areas at different times.
- Once DLT received the counts, the client sent DLT the HTML of their email communication.
- DLT ran tests to see what the HTML would look like after it was launched.
- The client reviewed and signed off on the tests.
- DLT handled the email broadcast.
- After the email campaign was completed, DLT provided full reports with results.

**Did it work? "Yes," said the client.**

***"We used the email campaign to further distribute our information and open more distribution channels."***

**"Now, we're gearing up for our next strategic launches of email communications with DLT."**

We have been working with mailing lists for over 25 years.

You will be surprised at the things we can do for you!

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and we will help you create a success story for your business!

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