

# EMAIL DATABASE

## DESCRIPTION

The key to succeeding online is to integrate your online marketing efforts with the multi channeled direct mail advertising or telemarketing campaigns you are already running. Our Company delivers the most comprehensive email marketing opportunities and the freshest, hottest targeted direct mail and telemarketing leads imaginable!

## SOURCE

By joining one of the largest online advertising networks, we are able to access thousands of responsive and quality websites. These websites generate over 100 Million unique users and generate millions of leads. Through this online advertising network, we have developed an e-mail database that consists of permission based, opt-in consumers derived from these websites. While online, these consumers responded to an assortment of offers and filled out a registration form. After filling out the registration form, these individuals indicated that they are interested in receiving information on additional offers.

## DEMOGRAPHIC SELECTIONS

- Age • Income • Gender • Homeownership • Pool
- Length of Residence • Marital Status • Home Value
- Presence of Credit Card • Loan To Value • Loan Type
- Number of Mortgages • Mortgage Year • Geography
- Mortgage Finance Type • Dwelling Size • Donors

◆ PERMISSION PASS INCLUDED

◆ E-MAIL APPENDING SERVICES AVAILABLE

◆ BROADCASTING SERVICES AVAILABLE

Contact us to learn more about our pricing specials!!

## LIFESTYLE SELECTIONS

- ◆ Apparel
- ◆ Books & Music
- ◆ Car Buff
- ◆ Children's Items
- Buyers
- ◆ Computer
- ◆ Crafts/Sewing
- ◆ Do-It-Yourself
- ◆ Decor
- ◆ Electronics
- ◆ Entertainment
- ◆ Finance/Investment
- ◆ Golf
- ◆ Gourmet Food & Wine
- ◆ Health & Fitness
- ◆ High Ticket Merchandise
- ◆ Housekeeping/Kitchen
- ◆ Internet User
- ◆ Magazines
- ◆ Mail Order Buyer
- ◆ Outdoor/Gardening
- ◆ Outdoor/Recreation
- ◆ Pet Owner
  - ◆ Cat Owner
  - ◆ Dog Owner
- ◆ Photography
- ◆ Sports Cards/Collectibles
- ◆ Stamps/Coins
- ◆ Sweepstakes/Gambling
- ◆ Travel

For more information on this or any of our marketing products, contact us at:  
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*Bringing Live  
Customers To You!*

*Toll Free  
888-214-7234*



## Customized Online Marketing Programs

### Email Marketing

- We have 200 Million Consumer Emails & 9 Million Business Emails
- Our email records are opted-in, targeted and we can broadcast, all in-house.
- All email marketing campaigns come with tracking dashboards and we perform several rounds of testing to make sure the creative looks perfect.
- We use revolving IP addresses to ensure we get through spam filters and into your prospect's inbox.
- Email marketing can either be on a rental or acquisition/purchase basis.

### Display Advertising—Banners & Text Links

- This is a guaranteed web traffic program that will be customized according to your target geography and demographic requirements.
- With 6,000+ high-volume websites in our network, we place your banners on targeted & relevant websites that your ideal prospects would be searching on.
- We can change or stop the campaign at any time in *real time*. Like a faucet, we can turn it up, keep it running as is or slow it down. If you want to adjust the quality or quantity of the leads, we have the flexibility to make these changes to the campaign without spending any marketing dollars.
- You will have access to a dashboard of Real Time Tracking with full analytics.
- We will place an enticing offer & specific verbiage that would *qualify* the click. We match the landing page with the banner offer for a high conversion rate.

### Search Engine Optimization

- KB Synergy can do a local, regional or nationwide targeted SEO campaign.
- All packages include ideally selected keywords with thorough research, on-site optimization, inbound links, map listings & optimization and tracking.
- Nationwide packages also include social media, content creation and specialized online placements.

### Video Marketing

- We will create an internet/television broadcast quality commercial that describes your services, emphasizes the strengths of your company and explains why your potential client should choose you over your competition.
- We enhance videos with motion graphics, music, sound effects & more.
- Recommendation: put your customized company video on your website, landing pages, on all company emails and YouTube for worldwide exposure. Our team will assist you in achieving this.

*Call Stephanie  
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Marketing  
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Watch Our Company Videos at [www.kbsynergy.com/wecanhelp.php](http://www.kbsynergy.com/wecanhelp.php)