

Targeted Email Marketing

Get connected to customers who have shown interest in the products or services you offer. Targeted Email Marketing through ReachLocal enables your business to reach thousands of consumers who are likely to be interested in your products or services. These emails are custom-developed and designed to increase brand awareness, website traffic or promote a specific offer or sales event.



Increase Brand Awareness

Expand the reach of your product or service as we drop branded emails into thousands of inboxes.



Drive More Website Traffic

Drive consumers most likely to convert to your website.



Promote Sales Events & Special Offers

Send a timely digital postcard to consumers inclined to buy through our ability to target ideal customer profiles.

91% OF CONSUMERS CHECK THEIR EMAIL AT LEAST ONCE A DAY.¹

10+ EMAIL GENERATES HIGHEST ROI FOR 10 YEARS RUNNING.²

44% OF EMAIL RECIPIENTS MADE AT LEAST ONE PURCHASE LAST YEAR BASED ON A PROMOTIONAL EMAIL.³

Let us help you reach and influence more local consumers with targeted emails.

Leverage Our Expertise

Dedicated team of email experts provide effective audience targeting methods and strategic deployment tactics to ensure your message reaches the inbox, not the Spam folder.⁴

Reach Mobile Prospects

Make sure your message doesn't get lost due to poor formatting. The email campaign designs are responsive and optimized for mobile devices and email platforms, expanding your impact and reach.

Get More Opens and Clicks

Email copywriters and designers know how to make your message stand-out from your competition with custom and compelling subject lines, engaging copy, powerful images, and strong calls to action.

Target Relevant Consumers

We drive results by placing compelling, high-valued content directly in the path of the consumers most likely to engage based on their demographics, geography, and life events.

Avoid the Junk Folder

We have established best practices for quality, verification, and list hygiene to avoid being classified as spam and to ensure emails belong to real people with active accounts.. Each record must match three source inputs.

Measure Influence

We can compare the recipient list to your lists of customers and leads so that you can measure the influence that each campaign has on purchasing decisions.

REACHLOCAL.COM | 888.989.6070

1 ExactTarget 2 Venturebeat 3 Convinceandconvert.com 4 You can provide your own email creative if it meets the email criteria set by the email marketing specialists.
©2017 ReachLocal, Inc. All Rights Reserved. REACHLOCAL® is a registered trademark. Targeted Email Marketing™ is a trademark of ReachLocal, Inc. 00145

Targeted Email Marketing

Here's what you can expect when working with ReachLocal to build out your Targeted Email Marketing campaigns:



Strategic Development

Dedicated email marketing specialists build a strategy and manage campaigns specifically developed to meet your business goals.



Audience Selection

We use high-quality data to reach new customers for your business using location and demographic-based audience targeting.



Delivery Assurance

Our email campaigns make it to more customer's inboxes every time.¹



Frequency Packages and Reminder Resends

Email marketing experts drive home your message with follow-up campaigns.



Match-Back Reporting and ROI

We can compare our recipient list to your lists of customers and leads so you can measure the influence each has on purchasing decisions.²



¹ For every bounce and unsubscribe received, another email is sent on a 1:1 ratio.

² ReachLocal will not email/use internally, sell, rent, or lease your customer data to third parties, parties. Match-Back Reporting is not available to clients subject to the Health Insurance Portability and Accountability Act (HIPAA).

©2017 ReachLocal, Inc. All Rights Reserved. REACHLOCAL® is a registered trademark. Targeted Email Marketing™ is a trademark of ReachLocal, Inc. 00145