

**Unique Digital.  
Unique Results.  
Unik Advertising.**



**Services:**

**Email. Digital. Web. Design.**

**Marketing services. Unique results.**



## What Makes Unik Unique?

Unik Advertising focuses on assisting businesses reach new target audiences through a variety of digital and email marketing solutions. We have earned the business and trust of marketing professionals across the nation, with clients as varied as Fortune 500 corporations to agencies who utilize our services on their clients' behalf. We create individual strategies for each campaign designed to deliver unique results!

Our team of seasoned professionals has spent careers dedicated to understanding and leveraging online marketing. Our cost-effective approach helps you maximize your marketing dollars by optimizing your digital efforts.

**Digital services. Unique results.**

Unik Advertising  
84 Business Park Drive, #113 | Armonk, NY 10504  
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## Find Your Best E-Targets Here

With over 200 million consumer email addresses and more than 65 million business email addresses, your future responders are only a click away. Use Unik Advertising for your opt-in email marketing, and take advantage of an active and powerful file based on surveys, self-reported data and partnering website feeds that targets your future clients and customers.

UNIK Advertising's data installs incorporate more than 5,000,000 opt-in records every 30 days. We scrub our data monthly to remove non-responsive and non-deliverable addresses, ensuring every deployment uses the cleanest, most up-to-date records available. All addresses are opt-in confirmed, CAN-SPAM compliant and adhere to DMA best practices.

Delivery rates: By utilizing a host of IP servers and software, we enhance campaigns with outstanding delivery rates. Our turn-times are some of the fastest in the industry, with email campaigns that can be uploaded, tested and deployed within 24 hours!

### Increase Response Through Targeting

- Identify the exact group that best represents your ideal customer
- Match postal address, email address and digital retargeting for high impact multi-touch marketing
- Personalize your message, offer and landing page for each recipient
- Micro-target campaigns with over 700 different lifestyle, demographic and other essential segments for even more compelling and relevant messaging
- Identify key BtoB sectors with over 18,000 SIC codes and over 675 job titles
- Get custom reporting for open rates and link click-throughs for each campaign

**Digital data. Unique results.**



## **Boost Customer Communication Through Direct Mail**

Reaching your targets through a postal campaign can encourage direct response, increase engagement, build awareness and visibility and enhance credibility. And when used in conjunction with other media, such as a digital campaign, you can see a lift in performance.

Let us show you how direct mail can help you reach your goals.

**Postal data. Unique results.**

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## Create Unique Impact with Unik's Creative Services

Use Unik Advertising for your unique creative needs.

- Email design - our professional team of design and programmers build responsive messaging across all devices and platforms by utilizing today's best practices to build compelling emails which increase engagement.
- Web design – our skilled team of design experts don't just know web languages, they understand the nuances of marketing, able to incorporate winning strategies for your landing pages, micro-sites and websites designed solely for your success.
- Digital design – great web-based marketing can start with a simple banner ad. Our creative gurus and tech wiz-kids develop beautiful ads that drive results and engage through rotating .gifs, animation, in-banner forms and other digital ad media.

Reaching your KPIs begin with great design.

**Great design. Unique results.**



## Reach Your Customers Wherever They Are Online

Include Digital (Display) Advertising in Your Marketing Matrix.

Online Digital advertising can be a vital element of your overall marketing matrix:

1. Digital allows you to reach your customers wherever they are, online.
  - They spend time here. According to the Online Publishers Association, US internet users spend 42% of their web time engaging with content found on sites. By placing ads on content-heavy sites that match our target demographic, we can increase the likelihood consumers will respond to message or absorb the brand awareness.
  - Page Views. In the last year alone, total website page views have gone up 12%, and total page visits per user are up 6%. Translation: the more people viewing pages, the more opportunity to serve them with relevant ads.
  - On the rise. Interactive budgets will increase over the next year. Meaning: your competitors are probably already spending on digital advertising, capturing the attention of your prospects and customers.
2. It's critical for influencing consumers.
  - Awareness. Display ads show the benefits of your business to the right audience at the right time, piquing interest and putting your brand top-of-mind.
  - Consideration. Display ads can be shown on sites where and when users are thinking about what to buy.
  - Conversion. Display ads allow you to offer coupons and other incentives crucial for driving sales.



## Reach Your Customers Wherever They Are Online

3. It's accountable.
  - Tracking. Display ads can be tracked and evaluated in many ways, adding quantifiable information to advertising thereby illustrating performance.
  - Lead Generation. From signup forms to user tracking and beyond, display offers many ways to build your database of potential customers – and drive them to take action. It's even possible to include a sign-up form within the context of the banner ad—so the responder doesn't even need to leave the site s/he is on!
  - Insights. Data reporting makes it easy for marketers to fine-tune their display message with every click, conversion or interaction.

**Digital performance. Unique results.**



## Unique List Sourcing: Where Do the Data Come From?

Our database is a proprietary, white-labeled aggregate of various sources. We start with an aggregate set of data, derived from our data partner relationships with over 2500 partnering sites and networks that help us produce the premier list of best performing responders. This results in a file containing hundreds of millions of records (both postal and email), each overlaid with additional data feeds, to enrich our offering—whose goal is to provide it at the best possible rate.

### List Origin

Data sources include email, websites and surveys. Secondary sources enhance the richness of the database and are derived from compilers, consumer aggregators and other data feeds.

- Each record is authenticated and verified.
- This Opt In Masterfile represents subscribers that have requested to receive information on issues that affect them
- Unik Advertising conforms to the CAN-SPAM Act.



## Other Frequently Asked (but Unique!) Questions

### FAQ's

#### **How often is the database cleaned/updated?**

The database is updated every 30-days, at which point the DMA Suppression file is applied. All opt-outs are processed/removed from the file in <72 hours.

#### **Is the file representative of the US population?**

Since we have so many unique sources, our file is extremely representative of the US population. The database has penetration in all age, income & interest segments.

#### **How can consumers remove their information from the Database?**

Every email we deploy includes opt-out information and an unsubscribe link. This link gives the recipient the opportunity to decline receiving future email marketing. Anyone who opts out of the database is removed from all emarketing products within 72 hours.

#### **We want the opt-out solely your info but want a Friendly From that has our name in it.**

#### **Can we do this?**

Yes, our standard operating procedure is to utilize our own opt-out information. Friendly From lines are also standard operating procedure for us.

#### **Do you have a list rental agreement that would need to be signed?**

We do not have a list rental agreement. Instead, we use Insertion Orders, Estimates and then, once signed and returned to us, we issue an invoice.



**Do you have a deliverability guarantee for campaigns?**

We guarantee 100% deliverability on email and 96% deliverability on postal campaigns.

**How often do you run the following processes on your database?**

- a. NCOA – every 30 days
- b. CASS– every 30 days
- c. DMA Pander file– daily
- d. Prison file– daily
- e. Deceased file–daily
- f. DPV Vacant flag– every 30 days





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