

DIGITAL MARKETING

EMAIL & DIGITAL SPECIALIZATION



Unik Advertising
84 Business Park Drive, #113 | Armonk, NY 10504
1-844-478-UNIK | info@unikadv.com

AGENDA

TOPICS FOR TODAY'S DISCUSSION

1) Your Challenges And Objectives

- Product Price Point: ROI
- Specific campaign
- Budget | Deployment Date | Count

2) What Makes Unik Unique

3) Next steps



THE UNIK DIFFERENCE

OUR APPROACH TO YOUR CAMPAIGN

- 1) Custom / “vanity” domain for your campaign
 - E.g.: Broadcast@YourCustomDomainEmail.com
- 2) Results and Analysis
 - Avg. Opens: 10-15%+ | Avg. CTR: 1-3%+
 - Email “hot map” to see what links are working – and just as importantly— what’s not
- 3) Immediate & responsive process: we can **test deploy** creative **within 24 hours**



THE UNIK DIFFERENCE

OUR APPROACH TO YOUR CAMPAIGN

Re-Targeting and Remarketing



Digital Retargeting From Email

- Combine the power of email messaging with the ubiquity of digital to increase your recipients' likelihood of responding to your offer.

How does email retargeting work?

- When a recipient opens your email, he or she alerts our servers to present them with a companion ad online.

Benefits for Marketers

- Gain better campaign control and customer insight
- Important new programmatic digital media monetization partner



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THE DATABASE

PRINT, MAIL ONLINE, MOBILE

Key notes about this unique and comprehensive database:

- 220 million U.S. individuals
- 200 million email records
- Updated every six weeks
- 150 unique list selections

Sample selects include—*but are not limited to!*—the following:

- Geo
- Age
- Gender
- Ethnicity
- Religion

We invest in our datafiles to keep them deliverable:

- Rotating servers on multiple forms
- data hygiene keeps them pristine
- programming and maintenance – to make them perform



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THE DATABASE

B2B & B2C MARKETPLACE

Where do the data come from?

- 1) The datafile is a proprietary aggregate of various sources, such as data-streams & exchanges from partners like the Cake Network's 2500 sites which enhance our base
- 2) For others, we post online surveys to acquire self-reported data
- 3) Between 3.5 – 5MM new names are added monthly
- 4) The list is NCOA'd quarterly - and is re-built 30 days with all opt-outs and hard bounces removed instantly
- 5) As the source, we provide **best-performing data at the best possible rate**



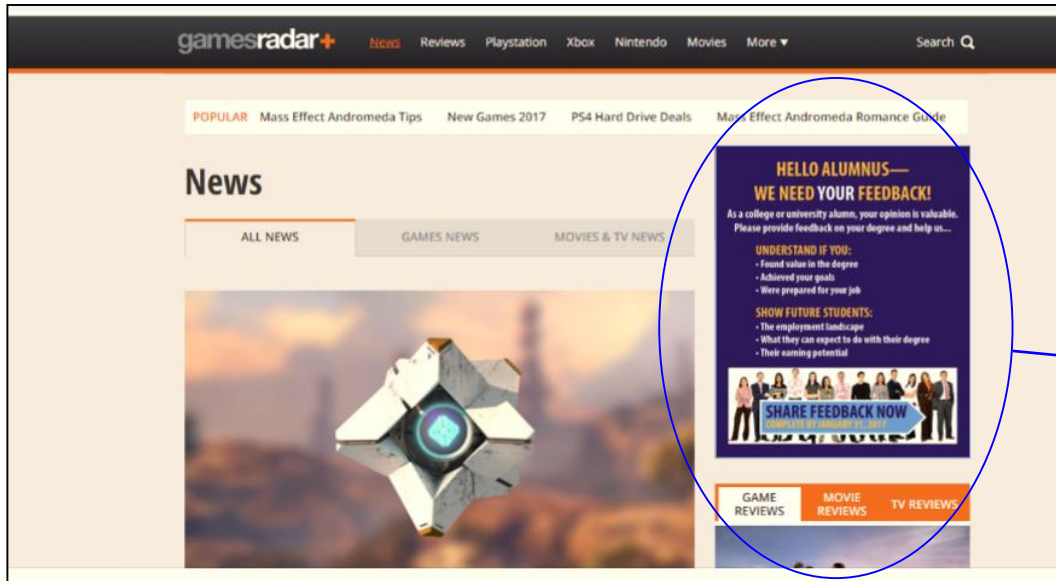
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THE DATABASE

SAMPLE SELF-REPORTED SURVEY



1. Current address:

Name:

Address:

Address 2:

City/Town:

State:

ZIP:

Email Address:

Phone Number:

2. What school do you attend?

380 Degrees Beauty Academy
4-States Academy of Cosmetology
4-States Okmulgee Academy of Cosmetology
A T Still University of Health Sciences
A.B.I. School of Barbering & Cosmetology of Chelsea Inc.
A.B.I. School of Barbering & Cosmetology of Tribeca Inc.
Aaron's Academy of Beauty
ABC Bartending School
ABC Beauty College Inc.
Abilene Christian University
Abington Memorial Hospital Dixon School of Nursing



THE DATABASE

DELIVERABILITY AND COMPLIANCE

ISP Relationship

- Unik Advertising's ISP relationships are managed by a number of individuals.
- ISP relationship manager interacts directly with the ISP, filling out the proper forms, providing IP addresses etc.
- This all happens "behind the scenes" and our clients have only benefitted by Unik Advertising's excellent ISP relationships because messages are more likely to arrive at their destination unhindered.

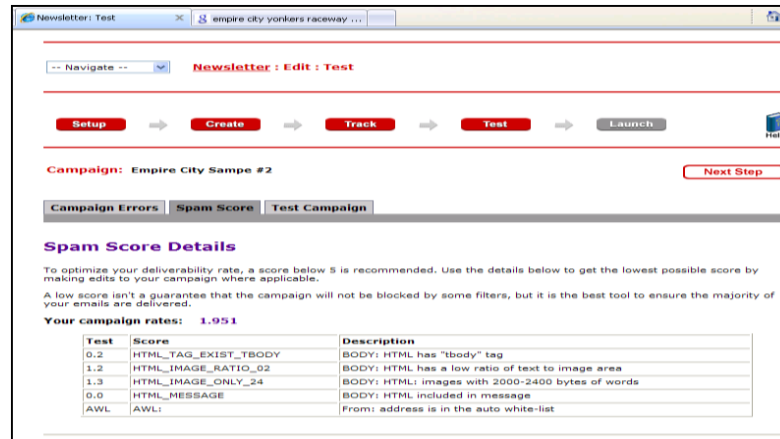
Send rate

- 15,000 - 20,000 messages per hour per server
- Send-rate maintains positive relationships with ISPs. (A higher number of messages delivered per hour may flag the sender as a spammer).



THE DATABASE

TESTING AND SPAM SCORE



Newsletter: Test

empire city yonkers raceway...

Newsletter : Edit : Test

Setup → Create → Track → Test → Launch

Campaign: Empire City Sampe #2

Next Step

Campaign Errors Spam Score Test Campaign

Spam Score Details

To optimize your deliverability rate, a score below 5 is recommended. Use the details below to get the lowest possible score by making edits to your campaign where applicable.

A low score isn't a guarantee that the campaign will not be blocked by some filters, but it is the best tool to ensure the majority of your emails are delivered.

Your campaign rates: **1.951**

Test	Score	Description
0.2	HTML_TAG_EXIST_TBODY	BODY: HTML has "tbody" tag
1.2	HTML_IMAGE_RATIO_02	BODY: HTML has a low ratio of text to image area
1.3	HTML_IMAGE_ONLY_24	BODY: HTML: images with 2000-2400 bytes of words
0.0	HTML_MESSAGE	BODY: HTML included in message
AWL	AWL:	From: address is in the auto white-list

- Generated by the system upon request
- Opportunity to revise creative
- Goal is a SPAM Score of 5 or less
- Internal testing (Explorer, Safari, Firefox, Chrome)
- Link-testing
- Test deployment to client / approval



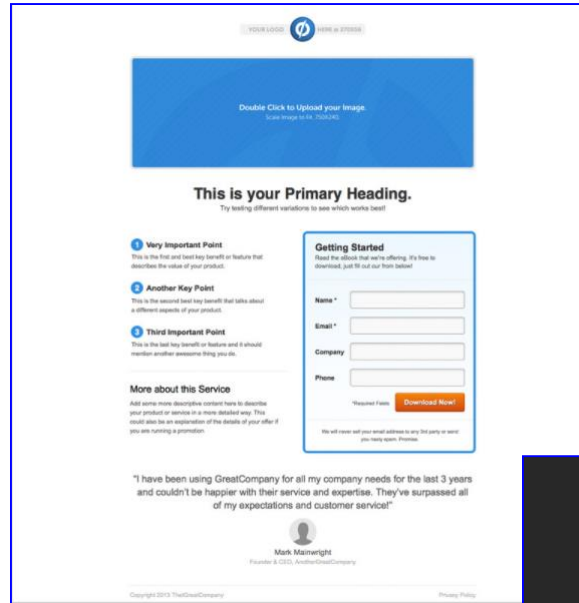
SAMPLES DEPLOYMENTS

ACROSS MULTIPLE CATEGORIES



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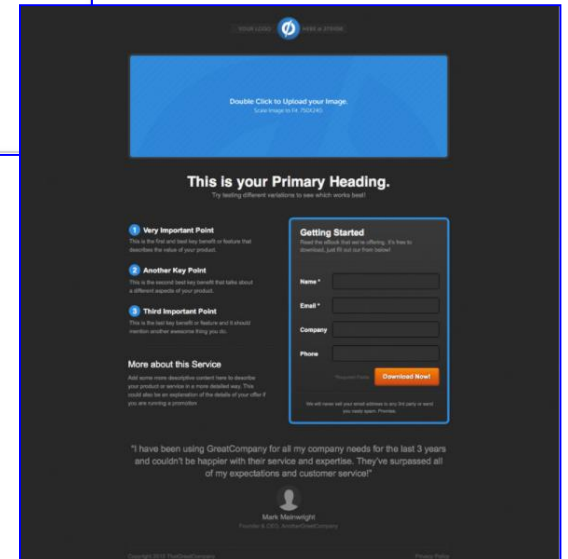
EMAIL AND LANDING PAGE



<<< Initial email

>>>

Landing page test A/B
Split: Submitted name and email address, and opted-in to get more offers from the company.



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MULTI-TOUCH STUDENT EMAIL – ENROLLMENT DRIVE



THE UNIVERSITY OF NAMEHERE

OPEN HOUSE MAY 20, 20XX

Three easy ways to register today!
Scan the QR Code
or
Text "happening" to 32323
or
Visit www.namehere.edu/openhouse

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It's happening with you!

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THE UNIVERSITY OF NAMEHERE

It's happening with you!
OPEN HOUSE MAY 20, 20XX

Open house May 20, 20XX
Click to register now

It's happening with you!

Digital Display



THE UNIVERSITY OF NAMEHERE

It's happening with you!
OPEN HOUSE MAY 20, 2010

Sample A, Sample B, Sample C
123 Banner/Direct Road
Anyplace, US 00000

OPEN HOUSE MAY 20, 20XX

Three easy ways to register today!
Scan the QR Code
or
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or
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SMS Pull



Email Deployment



THE UNIVERSITY OF NAMEHERE

Open house May 20, 20XX
Click to register now

Register now
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It's happening with you!

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- Find out about our scholarships, grants and tuition assistance—based on availability
- Professors and students on hand to answer your questions
- Complimentary passed appetizers

www.namehere.edu

School Name | Street Address | City, ST Zip | email@university.edu | (555) 555-5555

This is where the fine print goes. Anti-Spam Compliance Act info. It allows you to unsubscribe if you want, with a clickable link to the unsubscribe page.



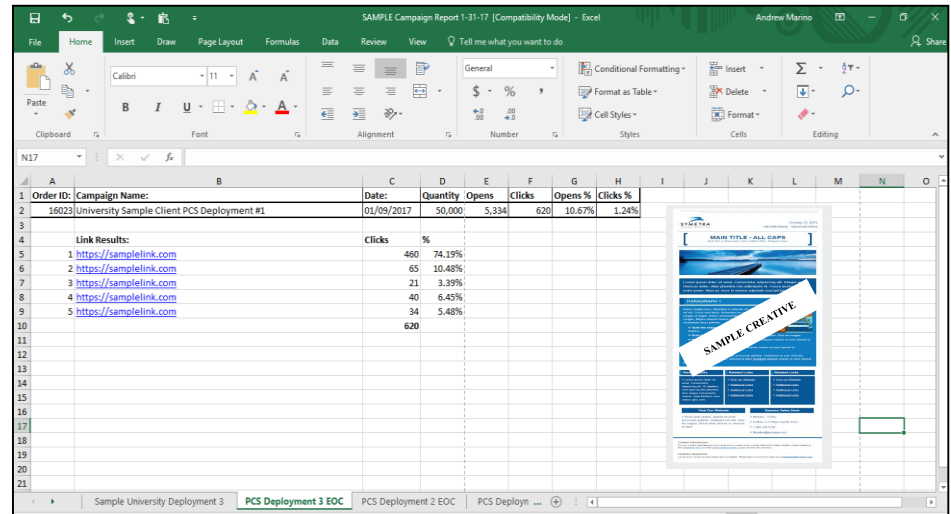
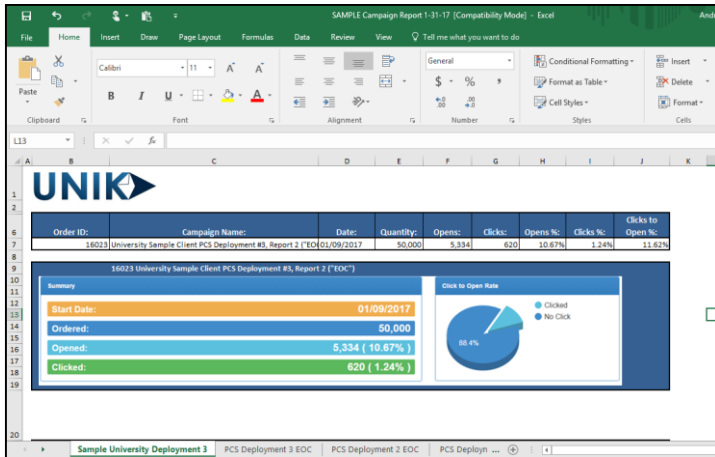
SAMPLE TRACKING AND DATABASE INFORMATION



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METRICS & ANALYSIS

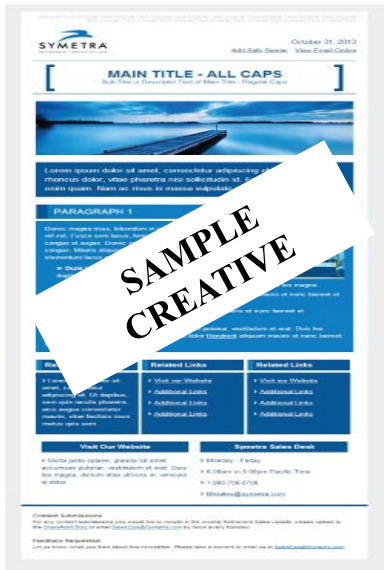
Tracking reports



METRICS & ANALYSIS

Tracking reports

Sample analysis, optimization and revision



Top 5 Takeaways from the Top 5 Sends

1. Subject Line A outperforms Subject Lines B & C; “A” is now our control
2. Greatest number of opens on Wed. deployments; consider focusing further on Wed. drops as opposed to other days of the week
3. Creative optimizations - Consider incorporating Personalization.
4. Creative optimizations - Highest number of clicks at top-most links: consider trimming copy.
5. Creative optimizations – Reinforce message with clear and actionable CTAs (E.g., Coupon CTA highlighted twice in creative)



NEXT STEPS

- 1) Specific campaign:
 - Budget
 - Deployment date
- 2) Count | Proposal
- 3) Schedule follow-up to review proposal



Q & A

Further information

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Thank you for your time today.



Unique solutions to your unique challenges.



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