

B2B email solutions

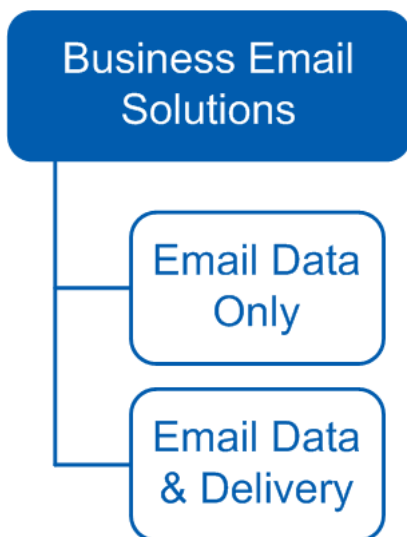
The fast, direct and cost effective route to business success



Email remains the marketing tool of choice, with 80% of UK B2B Marketers considering email essential within their marketing mix*.

Email marketing continues to be a cost effective way of generating new prospects and sales, enabling your business to get the right message across to the right audience quickly and easily - whether executed as a stand-alone email campaign or as part of a fully integrated campaign.

In both cases, campaigns will only be as effective as the data that drives them. As experts in data Experian Business Marketing can help you drive business and deliver results through our email solutions.



You can choose the level of service you want:

- B2B eData (Data Only)
- B2B eMailer (Data and Delivery)

This enables the highest quality targeting – whether your business focuses on email-only or fully integrated campaigns.

B2B eData

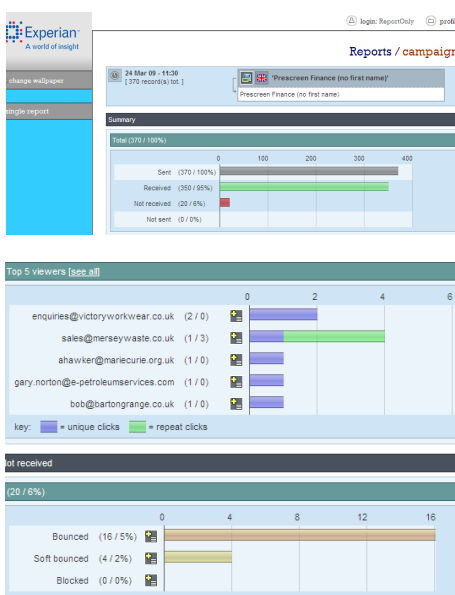
Experian's B2B eData draws 530,000 business email addresses from our National Business Database (NBD). The NBD uniquely combines Yell and Thomson data and is the most comprehensive business database in the UK.

The data is constantly enriched to provide improved email response rates, lower wastage and maximum ROI.

B2B eData delivers both named and generic email addresses, so campaigns can target the best approach for hitting the appropriate audience in the most precise way, with more than 150 selection criteria to search from.

B2B eMailer

Experian's B2B eMailer is a fully managed service that provides access to over 850,000 business email addresses from Experian's NBD, plus broadcast and tracking services in one integrated campaign solution.



*B2B Marketing Magazine/Newsweaver

How B2B eMailer works in 6 simple steps:

Step 1

Experian help you select your ideal business customers from 850,000 business email addresses

- Select your business target by size, business type, geography, performance

Step 2

Experian can manage your campaign from targeting to delivery and reporting

- All you need to do is provide the artwork for the email

Step 3

Experian can send your email simply and easily at a time that suits you

- Allowing you to optimise different days and times for delivery

Step 4

Experian can ensure your messages are delivered with the confidence that your email communications will sail through filters

- Choose from our 850,000 decision makers
- All opted in and happy to receive your

Step 5

We continuously validate and update our email addresses to maximise your response rates and ROI

- Opt out rate less than 1%
- Non delivered emails removed regularly from the data set

Step 6

We provide you with access to real time results from your campaign with detailed reports so you can discover the effectiveness of your messages

- Track and learn from the success of your campaign
- Immediate insight into response rates

Experian also provide expert advice and resource to deliver your email message - all without the burden of buying, maintaining and broadcasting your own email marketing list. By clearly agreeing your objectives at the outset, we ensure your campaigns achieve maximum ROI.

It's important to understand your email campaign performance in detail.

Experian's B2B eMailer features a detailed online tracking report showing the number of emails that were delivered, and those that were clicked through. You can also target your best prospects selecting your hot leads through our online reporting with a phone or direct mail follow-up campaign.

Experian also provide expert advice and resource to deliver your email message - all without the burden of buying, maintaining and broadcasting your own email marketing list.

Tailor your message through segmentation and precise targeting, adding real depth and great accuracy to your campaigns.

Features and benefits of Experian's email solutions

Expert advice and resource to deliver your email campaign

Remove the burden of buying, maintaining, and broadcasting your email prospects to achieve maximum returns.

150 selection criteria from the NBD holding 5.1m records

Tailor your message through segmentation and precise targeting, adding real depth and great accuracy to your campaigns.

Multiple data sources including access to Yell Data

You will have access to the unique combination of Yellow Pages data and Thomson classifications and UK SIC codes adding real depth to your targeting and enabling you to reach exactly the email recipients you want.

Target pre-screed businesses

Email only credit worthy prospects with your campaigns by removing high risk businesses.

Categorised by job function

By targeting Experian's Named Decision Makers file your email messages can reach the right person in the right business with a relevant message adding more precision to your campaign.

Additional Insight from the NBD

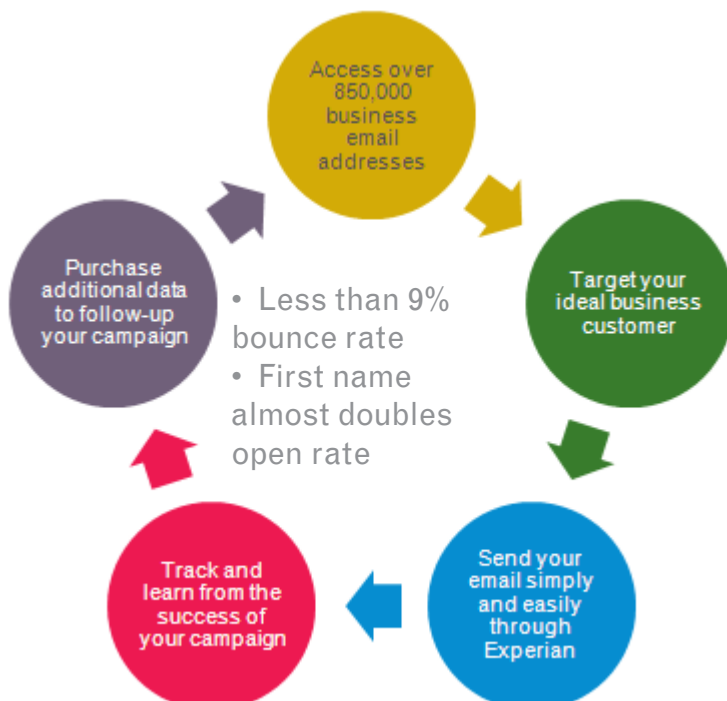
All 850,000 emails have been cross-referenced with the NBD, giving you more information on the email recipient.

All emails screened against email preference service and DMA suppression files

Ensure greater compliance and reduce wastage rates by only targeting those that are happy to receive marketing messages, leading to better response rates.

Email masking

You can choose the email address and domain for the email to appear to be sent from, which helps to get your emails read more widely, and less messages being 'junked' or blocked.



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Instant online reporting

You can measure your email campaign performance with detailed tracking showing the number of emails delivered, those that were opened and those that clicked through enabling you to plan the right follow-up activity.

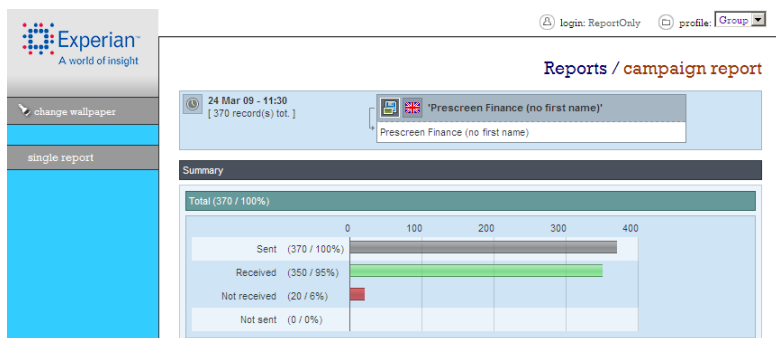
Subject Line Testing

B2B eMailer tests multiple subject lines on a sample of the data and automatically delivers your email with the most successful subject line.

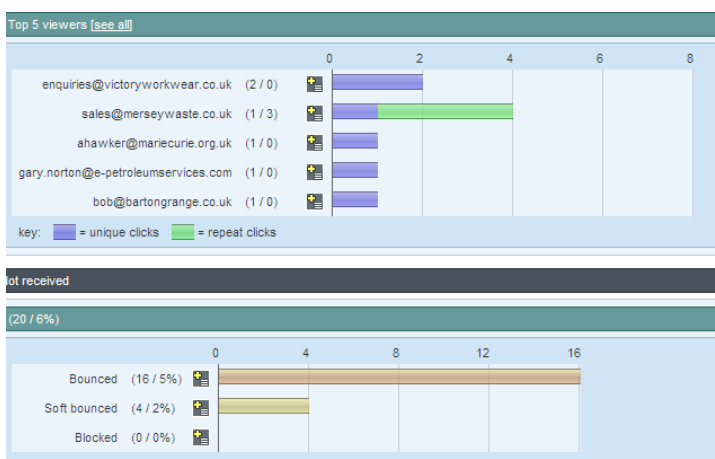
Service desk assistance

Expert assistance to help you get your targeting right.

Instant results on deliverability



Tailor your follow-up activity to those who opened or clicked



To find out more, contact your Experian Account Manager or call +44 (0) 8700 12 11 11
Alternatively you can e-mail: business2business@uk.experian.com