
LIST RENTALS: The power and immediacy of permission- based email list rental

Email List Rentals Provide a Quick and Effective Way to
Acquire New Customers and Leads

Why List Rentals?

Vigorate brings the immediacy and efficiency of email to your customer acquisition programs. Through our permission list rental services, you have access to Business and Consumer responders from across the US, Canada, South America, Europe, and Asia. All our lists are guaranteed 100% opt-in, permission-based names. Use our list rental services to:

- *Generate leads for follow-up by sales staff*
- *Build your own subscriber list*
- *Test market to different audiences*
- *Test product or service offers*
- *Get immediate results*

Permission-based list rental services from Vigorate enables you to target potential clients and develop engaging relationships. We can help you select the right list for your needs – hundreds of possible demographic and geographic criteria allow you to zero in on your perfect client profile and gain maximum benefit from your campaigns.

Do Lists Work?

The quality of the list goes a long way to determining the success of your campaign. Vigorate ensures the lists we provide are kept up to date, are 100% permission-based, and include targeting options to help you reach your specific audience. On average, our clients have found our lists deliver better response than industry averages and at highly competitive rates.

Integral Part of Acquisition

Your own organically built list should be your primary source of lead generation, but a complete marketing campaign involves a strategy to constantly acquire new leads. List rentals are an excellent way to generate leads and boost your subscriber base. Vigorate's experienced consultants can work with you to determine whether a highly targeted list rental program makes sense for your marketing needs.

Using a Rented List

Most lists are available on a 'one-time' use basis and your email is sent by the list owner. Think of it like a magazine advertisement – you know that a certain number of people are going to read the magazine and see your ad, but you don't know their names and you have no way to contact them directly. So it's vitally important that you ensure your campaign is designed to capture basic information such as name and email address from prospects for further follow-up and marketing. You may choose to offer a sweepstakes, registration for a free seminar or white paper, or simply request more information. Which method you choose and how you capture permission from prospects to continue communications with

them depends on the specific list, how targeted your mailing is, and the specifics of your offer and company. The key is to harmonize your message so that it's aligned with the focus of the list itself.

Key Success Factors

- *100% permission-based names*
- *A compelling call to action*
- *Capture of prospect data within the email or via a well-designed landing page*
- *Merge/purge suppression of your house list with the rental file*

100% Permission-Based Guarantee

You have our guarantee that all our lists have been built with 100% permission acquired. Many have been through a double opt-in process, where the user didn't just sign up on a whim for messages, but confirmed that they wanted to receive messages from companies such as yours. Do not settle for anything less than the Vigorate 100% Permission-Based Guarantee.

How to Select a List

The success of your campaign can be greatly impacted by how well you are able to target your list. Use list "selects" to target by geographic area, income, gender, title, industry, and other options. Here is a sample of some of the most popular targeting criteria:

- *Groups such as students, senior citizens, families, etc.*
- *Demographics by age, gender*
- *Geographic targeting by zip/postal code, town, region, country*
- *Special interest categories such as finance, travel, sports, communications*
- *Income groups by income bracket*
- *Residential status including home owners, renters, living with family*
- *Number of people in a household*

With hundreds of targeting categories available, we offer you the ability to provide a very specific message to your intended audience.

Deliverability Guarantee

All email list rentals from Vigorate are based on “delivered” totals, not just sent emails. You can rest assured that you will not be paying for bounced messages which can be as high as 10–15% with other lists.

Test, Test, Test!

At Vigorate, we constantly remind our clients to follow the direct marketer’s mantra: test, test, test. Only by testing can you determine which list, offer, and creative will deliver your best response and a better return on investment.

Next Step

If you know what your mailing criteria are, please contact Vigorate for a competitive quote. If you have a broad range of customers, or haven’t clearly identified your target audience, ask us to help you develop a list and offer a testing strategy that will make the best use of your budget.

About Vigorate

Vigorate Digital offers a fully integrated, digital marketing platform that allows marketers and their agencies to manage and grow their customer relationships. From initial contact through to customer loyalty, Vigorate offers a full range of solutions as part of its integrated Engagement Marketing Platform. This includes email marketing, online contests, web-based surveys, coupons, and much more. At Vigorate, we leverage our experience with many leading marketers and agencies from around the world to ensure each client has access to best practices, ensuring a successful execution. Using proven solutions from Vigorate cuts a marketer’s costs and produces more engaged customers as a result. Throughout your campaign, every touch point and interaction with a prospect or customer is tracked and recorded, providing valuable data for future efforts.

CONTACT US

To request a quote, please visit us online at:

<http://www.vigorate.digital.com>

To speak directly with a Vigorate representative, please call:

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