



► Building High Response E-Mail: A Harte-Hanks Best Practice

An end-to-end solution for distinguishing yourself in an increasingly cluttered field.

Nearly every technology company is utilizing e-mail as a component of their direct marketing strategy. Based on our experience in delivering more than 3,000 client campaigns, we can say—with tremendous confidence—that many continue to realize the benefits of a low-cost and fast approach to wide-spread prospecting that offers unmatched ROI tracking capability. But as the number of companies attempting to capitalize on the benefits of e-mail marketing has increased, so too has the amount of low-value clutter found in the e-mail boxes of many technology decision makers.

We pay very close attention to and have documented the strategies successful e-marketers are employing to drive high e-mail response rates, but we've also evolved our offering from a pure e-mail list to a comprehensive service featuring best-of-breed content and targeting, creative consultation, and the ability to easily and affordably implement integrated marketing campaigns for maximum impact.

► FIRST THINGS FIRST:

E-Mail Remains the Fastest and Most Cost Effective Prospecting Strategy with Unmatched ROI Tracking Capability

E-Mail marketing is more commonplace now than in the past simply because the underlying benefits of e-mail marketing remain as real today as ever.

- E-mail marketing creative development, delivery, and tracking can be done faster than other direct marketing medium.



We make it happen.®

Key Functions YOU CAN TARGET

Functions	# e-mails
Senior Information Systems Manager	186,516
Call Center Manager	6,393
Data Communications Manager	144,986
E-business Manager	30,107
Engineering	4,346
IT Influencer	47,412
Network/Security Manager	121,281
Midrange Systems Manager	42,162
Ops/Tech Support	46,991
PC Manager	122,946
Software/Applications Manager	44,973
Telecommunications Manager	153,010
Webmaster/Internet App Mgr	104,366
Workstations Manager	40,816
General Manager/President	174,216
Human Resources Manager	62,685
Purchasing Manager	56,880
Senior Financial Executive	93,576
Senior Sales/Marketing Executive	48,667
Channel/Partner Program	844

- Advanced click through tracking provides one of the most effective ways to track the return on your marketing investment.
- Utilizing targeted links to the web allows for the delivery of very targeted and high value messages (calls to action) at a relatively low cost.
- You don't pay for bad addresses.
- And as this examples shows, the cost per contact is far less than direct mail (or telemarketing although not shown) and the number of responses are still much higher than direct mail:

Campaign Elements	e-Mail	Direct Mail
Budget	\$10,000	\$10,000
Cost Assumptions <i>(all assumptions based on industry averages)</i>	Contact List: \$450/M	Contact List: \$220/M Printing: \$0.15/piece Postage: \$0.37/piece
Creative	\$500	\$2,000
Contact List	\$9,000	\$2,703
Printing	n/a	\$1,622
Postage/Delivery	\$500	\$3,676
Total Touches	21,111	10,811
Response Rate	1%	.5%
Total Responses	211	54

► OUR ADVANTAGE:

The Technology E-Mail Database from Harte-Hanks

The Technology E-Mail Database from Harte-Hanks is much more than a list of e-mail addresses. We combine our high quality e-mail content with our full suite of direct marketing products and services and ever-expanding expertise in this area to deliver the most targeted and cost-effective e-marketing solution available.

► The Best Source for Pinpoint Marketing

More than 350 technology, demographic and geographic criteria can be utilized to target specific standalone or integrated campaigns. Installed and planned technology in 10 major product categories can be utilized to target up to 18 different technology and business decision makers.



We make it happen.®

No One Offers Higher Quality & Fresher Contacts

All of the addresses that we offer have been collected via phone interviews that are completed on a monthly basis to ensure the most up to date content available as well as a constant flow of new names and sales opportunities.

► No One Enables a More Integrated e-Marketing Solution

Given the increase in e-mail traffic during the past 12 months, we strongly urge clients to build integrated campaigns featuring not only e-mail but also direct mail and outbound telemarketing/sales to ensure the most comprehensive targeting and delivery of their message. Mixing the medium typically increases response rates by 10-15% at a minimum.

- Our e-mail addresses are actually part of our CI Technology Database™ (CITDB) which makes it easy for clients to coordinate their own direct mail and telemarketing efforts from their CITDB subscription with specific e-mail campaigns.
- Because of the tight integration of the e-mail file, Harte-Hanks typically bundles e-mail into the outbound lead generation campaigns we conduct for clients as well.
- For more tactical applications, Harte-Hanks also offers bundled telemarketing list/e-mail and bundled direct mail list/e-mail options.
- All of our integrated solutions can be built using the most comprehensive targeting and selection criteria available in the technology market.
- The development of integrated solutions typically allows for lower priced, more cost-effective options.

► Pricing that Enables Multi-Touch/Repeated Messaging

In addition to integrated solutions, it's critical to employ strategies to deliver your e-mail message more than once for multiple reasons: Contacts may overlook a single message, the e-mail may be delivered at a particularly busy time (that you can't anticipate), or contacts simply may be out of the office when your message arrives.

To ensure the greatest success, Harte-Hanks now offers attractive repeat use pricing so that more people will notice and respond to your message. Specifically, after your first e-mail broadcast, we offer the option to send the same message (within 30 days) for one-third of the cost (discount limited to one repeat message) of the first campaign.

► Full Can Spam Act of 2003 Compliance

The Harte-Hanks Technology E-Mail Database is in full compliance with the new Federal law that went into effect on January 1, 2004.



We make it happen.

FILE STRESS IS A BIG DEAL

We Address File Stress Head On.

We've always been concerned about how increased e-mail volume de-sensitizes people from considering valid sales and marketing offers from our clients. To mitigate overuse we have and will continue to limit the number of messages a specific contact in our database can receive to just 5 in any 30-day period.

► LEVERAGE OUR EXPERTISE:

Creative Consultation Included with All Campaigns

Our E-mail deployment staff has developed an extensive and actionable expertise in building high-response e-mail campaigns for our clients. Upon request, we offer two types of consultations:

1. High Response Consultation

Our experts provide a general consultation to address the following issues:

- How appropriate is the target group of prospects you've selected?
- Have you developed a compelling call to action?
- Is the call to action clearly explained and actionable within the body of the message?
- Is your message the right length?
- Will the subject line call attention to your message?
- Have you taken advantage of all opportunities to personalize your message?
- How will your graphics be accepted by different e-mail/groupware packages?
- Have you timed the delivery of your campaign effectively?
- Have you adequately tested the links within your message?
- How effective will your tracking be once recipients click through your e-mail message and arrive at your destination site?

2. Spam Score

We also provide you with a spam score for your campaign. The score tells you how effective you've been in developing a message that conforms to acceptable standards so that it is not improperly classified as spam and sorted out by filters that many companies now employ.

► LEVERAGE OUR EXPERTISE:

On Line Resources Document Best Practices

We monitor the specific strategies that our clients are utilizing to drive the highest e-mail response rates and have developed a best practice guide that not only documents these strategies, but also shows specific examples of high response campaigns, tracks current response rates for different types of campaigns, and highlights what companies should avoid in developing their e-mail campaigns. The guide is always available at:

<http://www.hartehanksmi.com/campaign.aspx?CID=3>



We make it happen.

www.hartehanksmi.com

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