



List Rental

Broadcast Email

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If broadcast email isn't part of your marketing strategy, you're missing a tremendous opportunity to boost your sales, generate leads, conduct surveys, make product announcements, augment direct mail, give your telemarketing efforts a boost, reinforce your display ad campaign, and much more. There is immediacy about an email that demands attention, especially when sent to our list of opt-in subscribers who requested to receive **exactly** this type of information from vendors when they registered on the MC Press Website.

Your message can be delivered directly to these subscribers' in-boxes, eliminating the printing and postage costs of a direct mail effort.

Then, MC Press goes one step further and provides you with a report detailing the results of your email campaign.

With this report, you will be able to see the number of emails sent, bounced, and opened, but that's not all. You will also see the number of clicks on each individual link you included in your email.

Qualified Subscribers

The MC Press list is 100% opt-in. Therefore, our subscribers have requested to receive exactly this type of information from vendors when they registered on the MC Press Website.

Genuine Recipients

Our list is "self-cleaning." That means that if an email bounces, the address is culled from the active list and put on hold for seven days. If an address is put on hold three times, it is deemed inactive and is permanently removed from our list.

Provable Results

After your message is delivered to subscribers' in-boxes, MC Press goes one step further and provides you with a report detailing the results of your email campaign. With this wholly independent report provided by MailChimp, you will be able to see the number of emails sent, bounced, and opened, but that's not all: You will also see the number of clicks on each individual link you included in your email.

Customize Your Message

Our email broadcast channel allows maximum customization and flexibility to deliver an in-depth information package to prospective buyers.

Pricing

Our full list of approximately 5,963 averaged successful deliveries for 2020 - 2021, 100% opt-in names is available to rent for \$2,600, a cost of \$440 per thousand.

Broadcast Email - Stats. from Jan 2020-Nov 2021

Average Number of Emails Delivered	5,963
Average Number of Unique Opened	551
Average Number of Unique Clicks	30
Highest Opened Result	1,143
Highest Unique Clicks on a Single Email	96



BROADCAST EMAIL IS THE FASTEST WAY TO REACH YOUR AUDIENCE

MC Press goes one step further and provides you with a report detailing the results of your email campaign. With this report, you will be able to see the number of emails sent, bounced, and opened, but that's not all: You will also see the number of clicks on each individual link you included in your email. MC Press takes every step needed to comply with U.S. Spam laws.