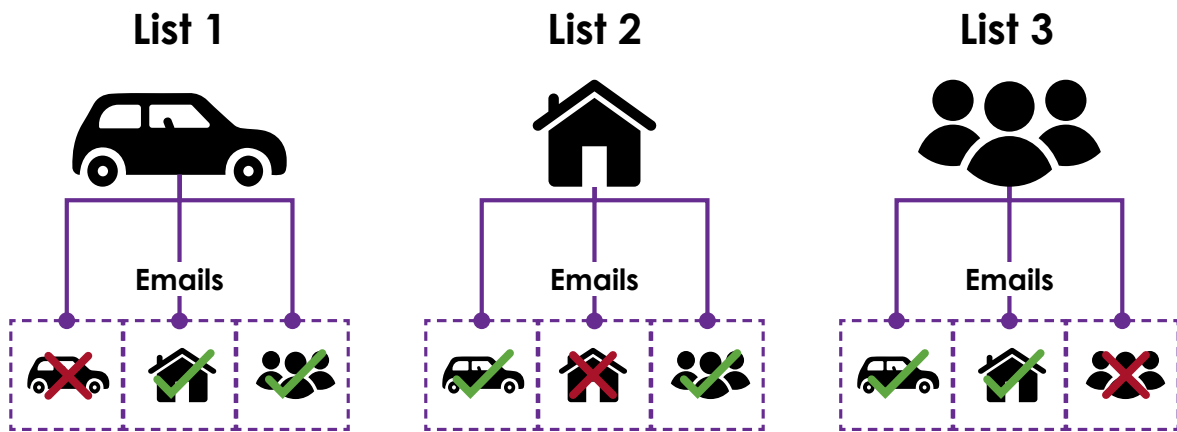




WHY SEGMENTED EMAIL LISTS?



Send FEWER emails to get MORE leads when product-specific lists are updated monthly! For example, no need to send Auto Loan rate promotions to a member who already has an Auto Loan!

- Avoid flooding email inboxes with redundant information
 - Stay timely instead of spammy
 - Allows for tracking reader engagement
- Sends product information they are interested in
 - Results in higher open and click-through-rates
- Lower spam complaints and bounce rates mean a stronger sender reputation score