Email *Advertising*

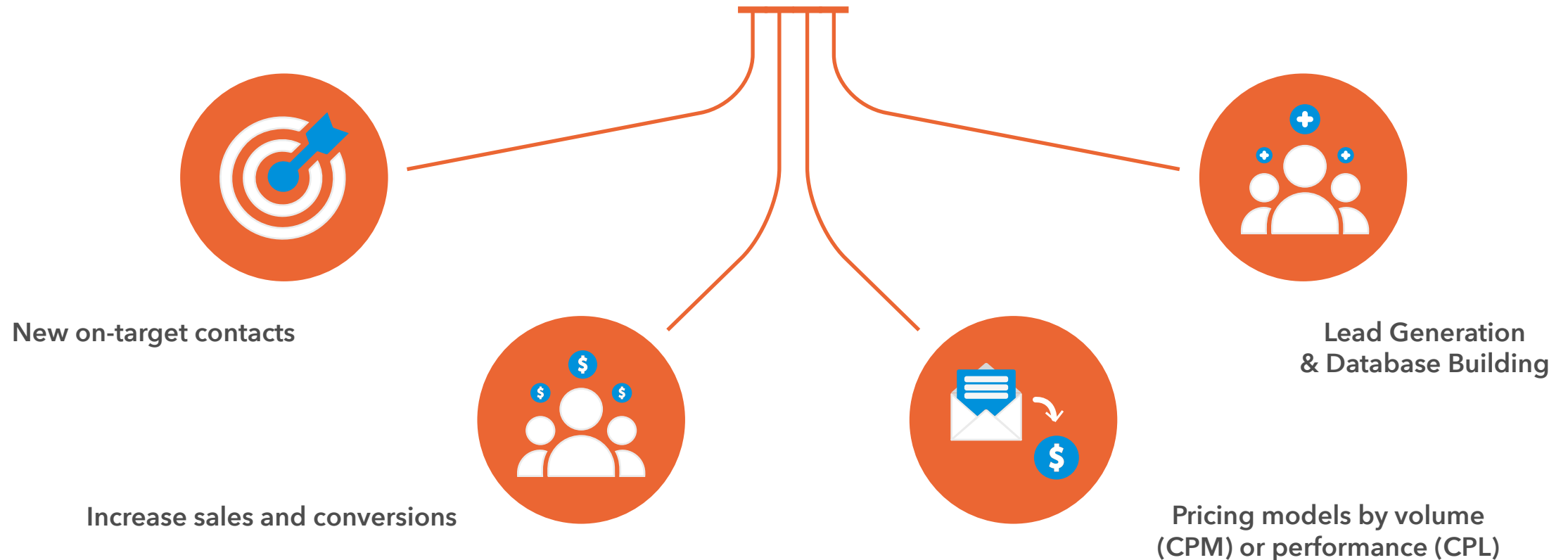*Direct Email Marketing to prospect customers*

What is Email Advertising?

Email Advertising is the **rd**com service for sending
commercial emails (DEM) to a database of potential customers

It offers many opportunities to grow your business

New on-target contacts

Increase sales and conversions

Pricing models by volume
(CPM) or performance (CPL)

Lead Generation
& Database Building

Why Email Advertising?

Instant time to market for a price within everyone's reach to find **new profitable customers**

Creative, effective and interactive communication, from desktop and smartphone

✓ Amplify brand awareness

✓ Find new clients

✓ Grow your business

Reach **over 10 million Italian residents**

Our **database of prospects**

Categories

Jobseekers

Services Sector

Automotive

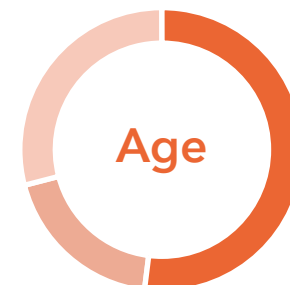Competitions
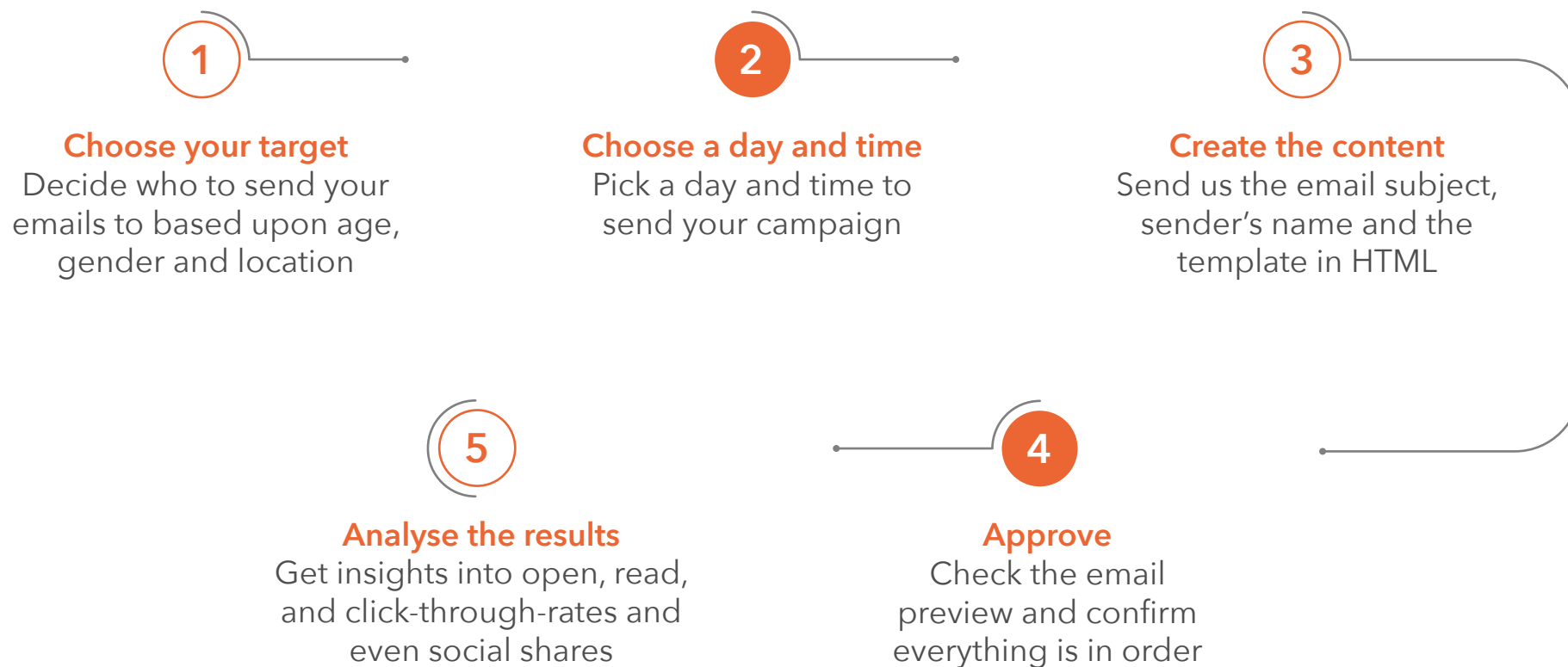
Tourism

Events

Sport

B2B

Refine your target

Gender

Location

Age

59% *women*
41% *men*

54% *Northern Italy*
16% *Central Italy*
30% *Southern Italy*

29% *18-30*
52% *31-55*
19% *56+*

Email advertising on the rdcom Platform

Planning and sending an email advertising campaign is
quick and simple

1

Choose your target
Decide who to send your
emails to based upon age,
gender and location

2

Choose a day and time
Pick a day and time to
send your campaign

3

Create the content
Send us the email subject,
sender's name and the
template in HTML

5

Analyse the results
Get insights into open, read,
and click-through-rates and
even social shares

4

Approve
Check the email
preview and confirm
everything is in order

Content is king

Save time and create quality content with our **drag&drop editor** or rely on the experience of **rd**com **to take care of everything for you!**

rd com
business messaging

start creating
your CUSTOMISED DEM

5 tips for an effective DEM

Save   Save and exit
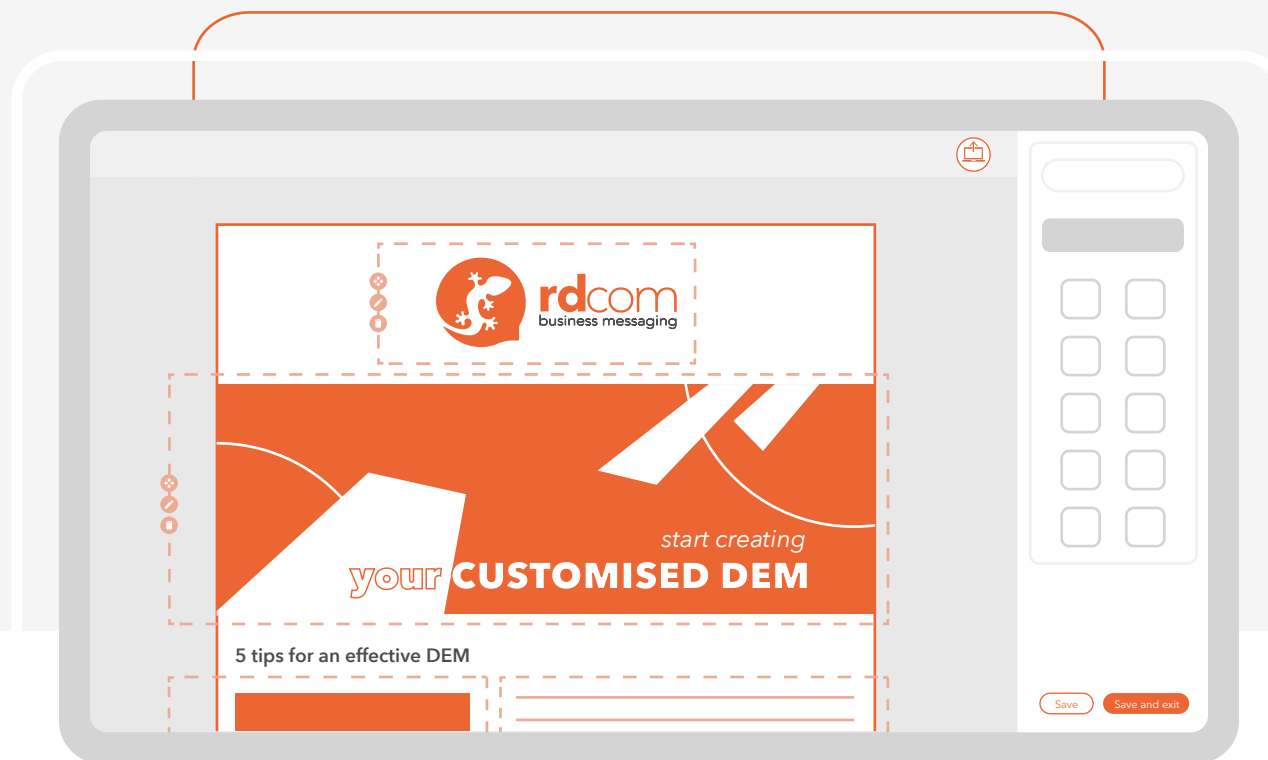
Use our fully self-provisioning platform for real-time planning or entrust us with the sending of your DEM campaign – **we only need 48 hours' notice**

Thank you!

Sign-up to the **rd**com platform and
**SEND UP TO 250 EMAILS PER DAY
and GET 20 SMS CREDITS FOR FREE!**

Find out more at

www.rdcom.com

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