

# WHO WE ARE...

# MediaProwler



## MediaProwler - Who We Are:

### MediaProwler is a division of the Washington Baltimore Suburban Press Network

Washington Baltimore Suburban Press is one of the largest community newspaper groups in the country covering the DC and Baltimore DMA footprint with a circulation of over 1 million.

MediaProwler was developed in 2007 as an agency arm for WBSPN.

### Our Specialties:

- 1) Mail
- 2) Printing
- 3) SEO/SEM
- 4) Internet Advertising

### In 2008 MediaProwler began working with mail database lists:

We recognized quickly an opportunity with email and third party partnerships. (Good, Bad and Worse)

### Good:

- 1) Learned a lot about data, email and the industry

### Bad and Worse:

- 2) Learned 98% of the providers were delivering false promises and bad data
- 3) Most Email data people will warn you never to use acquired data

### This all lead to us identifying an opportunity:

- 1) Gain Partnerships on acquiring good data
- 2) Scrub and manage data to ensure consistent quality
- 3) Understand an intelligent rate structure that delivers ROI
- 4) Offer something Local, Regional and National
- 5) Learn how it can stand alone or augment our print products
- 6) Consistently work on identifying success and failure in campaigns

**2011 MediaProwler was ranked by Inc. Magazine as one of the fastest growing private companies in America.**





## Research On Who Uses Email...

### Pew Research States:

- 1) 92% of all online adults use email.
- 2) 74% of Internet users, aged 64 and older still use email as their primary mode of communication.
- 3) Email still reigns as a daily activity for millions of people around the world.

### Further, the world is steadily going mobile

- 1) 89.6 million Americans access their email through their phones, be it for work or for personal purposes.
- 2) About 64% of these users check their email everyday through their smartphones and that number is growing almost at the rate of 30% every year.

### Email vs. the rest...

- 1) Social media messages get drowned in the deluge of content that's created everyday
- 2) PPC (Pay per click) can be hard to control and expensive
- 3) SEO is subject to the whimsical vagaries of Google updates

Email, no matter how old-fashioned it might seem now, is still indisputably the primary mode of communication for millions of Internet users around the world.

While Internet marketers today have to focus on social media, SEO, PPC, media buying, content marketing, and many other methods of marketing online, email marketing still takes the lion's share of an average marketer's attention.





## Research On Who Uses Email...

### Who uses email?

*% of online adults in each group who send or read email*

	% of each group who ever send or read email	% of each group who send or read email on a typical day
<b>All online adults</b>	<b>92%</b>	<b>61%</b>
<b>Gender</b>		
Male	90	59
Female	93	64
<b>Race/Ethnicity</b>		
White	93	63
African American	87	48
Hispanic	88	53
<b>Age</b>		
18-29	94	64
30-49	91	63
50-64	91	61
65+	87	46
<b>Education</b>		
Some high school	90	39
High school	84	46
Some college	94	64
College graduate	96	77
<b>Household income</b>		
< \$30,000	86	47
\$30,000 - \$49,999	89	59
\$50,000 - \$74,999	94	67
\$75,000+	97	78

Source: The Pew Research Center's Internet & American Life Project, November 3-24, 2010 tracking survey. N=2,257 adults ages 18 and older. Interviews conducted in English and Spanish.



## Accessing & Connecting With Emails...

### Where do you get these email addresses?

1. Partnerships with retailers and websites that allow customers to opt-in to receive 3rd party offers that match their consumer profiles.
2. Business data is often collected directly from companies through surveys and phone calls.
3. Alliances with marketing agencies and research companies.
4. Magazine subscriptions.
5. SEC filings.
6. Public information.





## Is This Spam...?

### Is this Spam? Opt-In Email Marketing Vs. Bulk Email Spam

#### Spam vs. Opt-In Email: Definitions

**Bulk Email Spam:** Spam is any email sent for commercial purposes without permission from the receiver. This means that if you're sending emails to your friends, family and colleagues, it does not qualify as spam. However, if you're sending a batch of emails to people who never asked to receive them from you, promoting your latest line of Viagra products, you're most definitely sending spam.

**Opt-In Email:** Opt-in email is any commercial email sent to people who have specifically signed up to receive it. Permission, in this respect, is clear-cut. If you have a list of people who have agreed, in some form of writing, link clicking or other evidence, that they want to receive emails for sales and or promotions, you fall well within the bounds of opt-in. Our email database includes the name, address, email and time stamp for when they opted in to our database. Every message we send must have a very clear opt out button that we manage constantly and accurately. We have 0 negative reports with our IP address.

#### The Case for Opt-In Permission:

What makes permission email marketing different is not just that we have the approval of the customer to send to them, it's that by getting permission, we are sending email campaigns to people who have approved receiving them. Even with permission email marketing, people who gave us permission will occasionally hit the spam button.

#### MediaProwler Opt-In Email: Advantages

- \* Preserves your email marketing reputation (we send the email and are responsible for quality)
- \* Helps you email people who are interested in what you're selling
- \* Saves you time and money by micro-focusing your list
- \* Lets you be more targeted in your campaigns
- \* Helps you build long-term, trust-based email relationships with customers
- \* Can boost your sales and product interest with new consumers
- \* Helps build up your own opt-in email list



## Why Email Marketing For Your Business...

### Consumer Email Marketing

Our segmentation capabilities allow us to send targeted and personalized opt-in emails to over 90 million individuals.

#### **We provide:**

- 1) Detailed tracking services
- 2) Target by zip code with over 200 selects
- 3) We can append emails to your existing files
- 4) Help target specific regions
- 5) Updated, cleansed and scrubbed files resulting in higher deliverability
- 6) Remove bad email addresses
- 7) Link email to an actual physical address
- 8) Highly detailed personal and social selects

We have access to close to one third of America's population, roughly the amount that votes in a Presidential election every four years.

#### **We can provide the emails in one of two ways:**

- 1) List rental (we mail the campaign for you)
- 2) List append (we match addresses from your data to our emails)

We can help you sort through our over 200 attributes. Whether you want to find all Spanish-American credit card users in Atlanta or all high-income females over the age of fifty in Hawaii, we can find the people on demand in real time. Whether you're looking for an obscure list of collectors or looking to target everyone in a certain zip code, we can help!



## Targeted Consumers & Categories Available...

### Complete List of Attributes:

#### GEOGRAPHICS

Carrier Route  
City  
County  
DMA  
SCF  
State  
Zip Code  
Zip Code +4

#### DEMOGRAPHICS

Age/DOB  
Current Home Value  
Dwelling Type  
Elderly Parent in HH  
Ethnicity/Race  
Family Position  
Financial  
Gender  
High Credit Ratings  
Home Ownership  
Home Price  
Household Income  
Language  
Length of Residence  
Marital Status  
Median HH Income  
Mortgage  
• Loan Type  
• Mortgage Amount  
• Mortgage Term  
• Mortgage Rate Type  
• Refinance Amount  
• Refinance Loan Type  
• Refinance Rate Type  
• Refinance Term  
# of Adults in HH  
# of Children in HH  
# of Persons in HH  
Presence of Children  
Age Range of Children  
Religious Affiliation  
Veteran in HH  
Wealth Rating  
Home Services  
Air Conditioning

Home Fire Places  
Home Heat Indicator  
Own Swimming Pool  
Education Level  
Home Business  
Motorcycle Owners  
Occupation  
Pet Owner  
RV Owners  
Truck Owners

#### POLITICS

• Active Voters  
• Contribute Conservative  
• Contribute Political Cause  
• Contribute Social Cause  
• Party Affiliation

#### INTERESTS

Arts/Crafts  
Boating  
Cars  
Charity  
Collectibles  
• Coins  
• Dolls  
• Figurines  
• Fine Arts  
• Plates  
• Sports Memorabilia  
• Stamps  
Do-It-Yourself  
Entertainment  
Fitness  
Food/Wine  
Gambling/Casino  
Gardening  
Golf  
Good Life  
Great Outdoors  
Hi Tech Leader  
Healthy Living  
Hobbies  
• Bird Watching  
• Cigars

• Cooking  
• Epicurean  
• Home Study  
• Knitting  
• Photography  
• Quilting  
• Sewing  
• Self Improvement  
• Wines  
• Woodworking  
Home Décor  
Home Improvement  
Luxury Lifestyle  
Music  
• Christian/Gospel  
• Classical  
• Country  
• Easy Listening  
• Jazz  
• Rhythm/Blues  
• Rock/Roll  
Opportunity Seeker  
Outdoors  
• Boating/Sailing  
• Camping/Hiking  
• Fishing  
• Hunting  
• Walking  
Pets  
Toys  
Reading  
• Astrology  
• Fiction  
• Bible/Devotional  
• Books on Tape  
• Children's  
• Computer/IT  
• Cooking/Culinary  
• Country Lifestyle  
• Fashion  
• History  
• Interior Decorating  
• Medical/Health  
• Military  
• Mystery

• Health Remedies  
• Entertainment  
• Romance  
• Science Fiction  
• Science/Technology  
• Sports  
• World News/Politics  
Sports  
• Baseball  
• Basketball  
• Boating/Sailing  
• Football  
• Golf  
• Hockey  
• NASCAR Racing  
• Running  
• Scuba Diving  
• Snow Skiing  
• Tennis  
• Walking  
• Weight Lifting  
Travel  
• Business  
• Cruises  
• Personal  
• Vacation

#### BEHAVIORAL

Bank Card User  
Credit Card Holder  
• # of Credit Cards  
• # of Credit Card Transactions  
• # of Department Store Cards  
• Gold/Platinum Card Holder  
Book Buyer  
Contributor to Charity/Donors  
• Animal  
• Arts/Cultural  
• Children's  
• Environment  
• Health  
• Political (see voters)  
• Religious  
• Veterans  
Catalog Responder

\* Email Responder by Category  
\* Gas Card User  
\* Internet Buyer  
\* Magazine Subscriber  
\* Mail Order Buyer/Responder

#### PURCHASES

Purchases by Category  
• Mutual Funds  
• Real Estate  
• Stocks/Bonds  
• Books/Magazines  
• Children's Products  
• Clothing  
• Cosmetics  
• DVDs  
• Gifts  
• Home Décor  
• Home Furnishings  
• Home Improvement  
• Investments  
• Jewelry  
• Plus Sized Clothing  
Questionnaire Responder  
Retail Card User/Upscale  
Value Hunter  
Warehouse Club Member





## B to B Tracking & Targeting...

### B to B

MediaProwler's technology resources provide one of the most comprehensive real-time business directories in the world, tracking the movements of over 40 million business people in the country. MediaProwler has business b to b email profiles (including address, title, company, email, phone) for over 40 million individuals. Now, these are huge numbers for a b to b database.

Our mission is to improve our resources and gain access to map every business with an email address in the country.

### A Typical B to B Business List Includes

- 1) Name of the individual
- 2) Title, company name
- 3) Address
- 4) Phone number
- 5) Gender
- 6) Industry
- 7) Email address
- 8) SIC codes (most rows)
- 9) Revenue
- 10) Web address
- 11) Number of employees



Our b to b reach will add a new revenue category that is the largest and most efficient in almost any newspaper market. Don't avoid this fantastic revenue opportunity.



## Leaving The Competition Behind...

**Do you have any competitors? How do you compare?**

### **At first glance...thousands.**

There are really only a couple of companies that have been doing quality email delivery and our competitors are very expensive. Think...Info USA or MeritDirect.

### **Our niche:**

- 1) We will re-deploy follow up emails to opens (those who opened email)
- 2) We will supply a spreadsheet with names, addresses etc for all the opens
- 3) We emphasize landing pages to ensure tracking
- 4) We offer tracking phone numbers
- 5) We have a behavioral targeting program
- 6) We push Text/HTML mix for creative ensuring best results
- 7) We have a user friendly email counter on our website that includes selects
- 8) We care about results
- 9) We send Seeds to clients
- 10) Transparency with all of our products

### **Things to look out for:**

- 1) Low low prices...to good to be true! Data is expensive.
- 2) HTML only pushes...HTML will not open for many.
- 3) "Spiders" increasing clicks and opens falsely with no response on the back end.
- 4) Guaranteeing open rates??
- 5) 100% delivery guaranteed....Impossible
- 6) Multiple email providers all located suspiciously somewhere warm and close to Puerto Rico
- 7) No concern about the sender or subject line
- 8) No push for landing pages
- 9) No Transparency





## Expectations With Email Marketing...

### What kind of results can I expect?

The simple answer is: There is no simple answer.

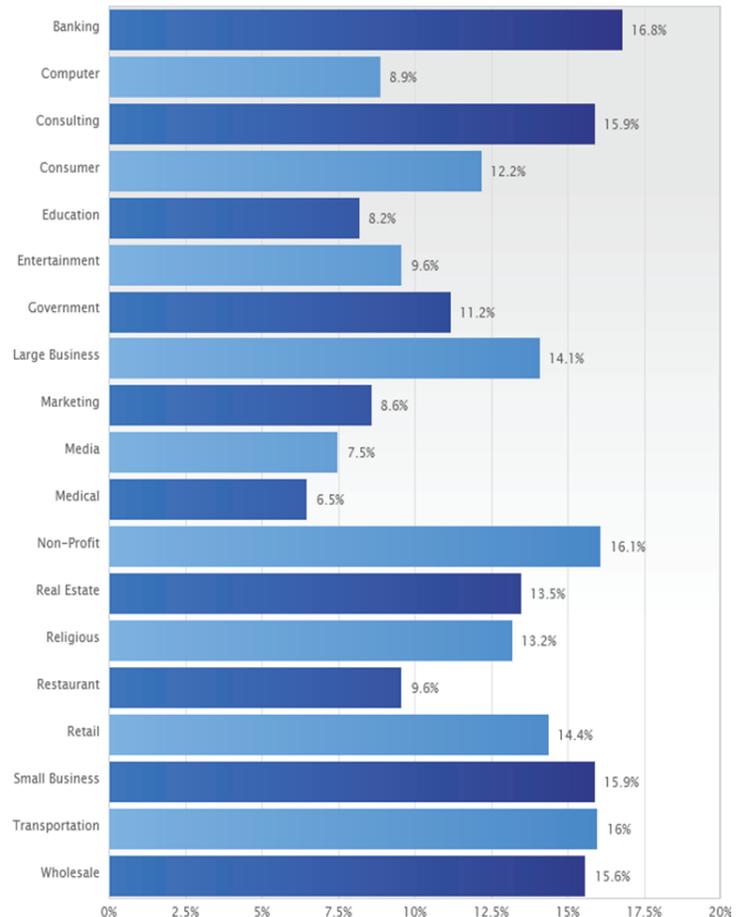
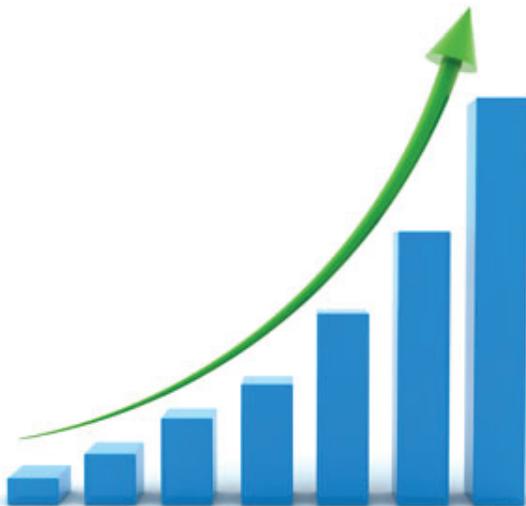
Organizations such as the Direct Marketing Association and MarketingSherpa publish annual reports on "industry standard" results.

The success of your email marketing hinges on many factors:

- 1) The correct audience
- 2) Your offer
- 3) Your messaging
- 4) Reputation
- 5) Subject and more

Response rates also vary widely by industry.

Our number one rule is to: **MANAGE THE CLIENTS EXPECTATIONS** (400 opens does not equal 400 sales)



Open Rate Percentage By Industry  
MarketingSherpa's Benchmark Survey 2012



## Success With Email Marketing...

### Success Stories:

**Olympia Sports** – Used other email provider with no success. 24 hours after the email went out we were notified by the client that their sales at that location tripled over their average numbers. Currently use our email marketing program to supplement grand openings and special sales with print.

Ordered: 100,000  
Opens: 4098  
Clicks: 741  
Click to Open Ratio: 18.1%  
Open to Ordered: 4.1%

**Skagit Ford Subaru** – “Best off site sale ever” August 2012 used email advertising only.

Ordered: 83,318  
Opens: 5,616  
Clicks: 294  
Click to Open Ratio: 5.2%  
Open to Ordered: 6.7%

**Mainvue Homes** – 1st test blast for new development. Notified that several inquiries were made to attend open house and the next day 1 contract signed with another pending. These were \$500,000 homes. Total investment for client \$500. August 2012.

Ordered: 10,750  
Opens: 843  
Clicks: 112  
Click to Open Ratio: 13.2%  
Open to Ordered: 7.8%

**YMCA** – After school program looking for enrollment. Received tremendous sign ups and have scheduled several more events. “We are thrilled with the results!”

Ordered: 30,157  
Opens: 1,501  
Clicks: 182  
Click to Open Ratio: 12.1%  
Open to Ordered: 5%

**Bloomingdales** – Utilized to target Rug Sale. Very happy with results! They are looking to use for upcoming markets.

Ordered: 411,745  
Opens: 29,987  
Clicks: 1563  
Click to Open Ratio: 5.2  
Open to Ordered: 7.2%

**Sims Honda** - Memorial Day Sale, Sims Honda utilized first email blast in desired zip codes targeting household income of \$60k +. Sims confirmed this was “the best Memorial Day sale in over 4 years” Email was the only new product they used. They now have added email to their buy.

Ordered: 58,374  
Opens: 1247  
Clicks: 209  
Click to Open Ratio: 16.7%  
Open to Ordered: 2.1%

### Some of our other clients include:





## Steps To Finding Your Target Audience...

### Step 1

B2C

1. Select Geography 2. Demographics 3. Behavioral 4. Interests 5. Lifestyle

State City Zip Zip Range County Ring Radius MSA DMA SCF

**State**  
Please select a geography prior to selecting any other criteria

<input type="checkbox"/> Delaware	<input type="checkbox"/> Maryland	<input type="checkbox"/> North Carolina	<input type="checkbox"/> Virgin Islands
<input type="checkbox"/> District Of Columbia	<input type="checkbox"/> Massachusetts	<input type="checkbox"/> North Dakota	<input type="checkbox"/> Virginia
<input type="checkbox"/> Florida	<input type="checkbox"/> Michigan	<input type="checkbox"/> Ohio	<input type="checkbox"/> Washington
<input checked="" type="checkbox"/> Georgia	<input type="checkbox"/> Minnesota	<input type="checkbox"/> Oklahoma	<input type="checkbox"/> West Virginia

Count: 1,971,111

Filters

Geography Filters

State: Georgia ✕

Additional Select Filters

No Selections

Clear

### Step 2

B2C

1. Select Geography 2. Demographics 3. Behavioral 4. Interests 5. Lifestyle

State City Zip Zip Range County Ring Radius MSA DMA SCF

**DMA**  
Please select a geography prior to selecting any other criteria

<input type="checkbox"/> Augusta
<input type="checkbox"/> Columbus
<input checked="" type="checkbox"/> Atlanta
<input type="checkbox"/> Albany
<input type="checkbox"/> Tallahassee - Thomasville

Count: 1,262,161

Filters

Geography Filters

DMA: Atlanta ✕

Additional Select Filters

No Selections

Clear



## Steps To Finding Your Target Audience...

### Step 3

B2C

1. Select Geography 2. Demographics 3. Behavioral 4. Interests 5. Lifestyle

State City Zip Zip Range County Ring Radius MSA DMA SCF

**Ring Radius**  
Please select a geography prior to selecting any other criteria

Zip: 30303 Radius (miles): 10 [Add To Filter](#)

Count: 189,017

Filters

Geography Filters

10 miles around 30303 [✕](#)

Additional Select Filters

No Selections

[Clear](#)

### Step 4

B2C

1. Select Geography 2. Demographics 3. Behavioral 4. Interests 5. Lifestyle

Individual Household

Household Income

Number of persons in Household

Number of Adults in Household

Number of Children in Household

Children Age 0 to 3

Children Age 4 to 6

Children Age 7 to 9

Children Age 10 to 12

Children Age 13 to 18

Median Income

Length of Residence

**Presence of Children**

Select All | Select None | Invert Selection

1 = Yes

Count: 25,676

Filters

Geography Filters

10 miles around 30303 [✕](#)

Additional Select Filters

Gender Code: F = Female [✕](#)

Presence of Children: 1 = [✕](#)

[Clear](#)



## The Next Step...

### What's the Next Step:

Learn more about our success:

Just ask...

We have partnered with several key relationships that have had great success on a rev-share program to date.

#### What has worked for us:

As the declines with advertising in newspapers and mail continue every year, MediaProwler Email has given us many ways to enhance our business. These include:

- 1) Boosting our ROI with great margins
- 2) Increase our market, regional and national reach instantly
- 3) Offer a tool that is understood by all
- 4) Delivered results with full accountability
- 5) Opened doors to those who refused newspaper advertising
- 6) Added a new digital program to our current line of products

If you have any questions on how this has been successful for us...feel free to follow up with us. Email works!

