

A background image showing a person's hands using a laptop and a smartphone. The person is sitting at a desk, with their right hand on a white mouse and their left hand holding a smartphone. The laptop is open in front of them. The background is slightly blurred, showing a window with light coming through.

BETTER DATA.
BETTER RESULTS.

DATA-DRIVEN MARKETING

Customers are engaging with businesses across an increasing number of touchpoints—websites, social media, mobile, tablets and more. Reaching the best prospects where and when they are looking for a solution requires a mix of strategies to get the best results. Regardless of how you engage your audience, they do expect a personalized, integrated experience. Utilizing email can be the anchor to this experience.

EMAIL IS AN ANCHOR FOR EFFECTIVE INTEGRATED MARKETING

- Email is a key element in setting up profiles across social networks and websites giving marketers the ability to link customer behavior and contact data.
- Email is an effective channel for creating ongoing dialogue to nurture and grow relationships.
- Email is available to both customers and prospects.
- Email is accessible across many devices, such as mobile, tablet and desktop giving you the ability to serve up your message when and where your audience is most apt to respond.

DID YOU KNOW?

With an accurate email address, it's simple to integrate your marketing strategy across channels. You can easily share your message on Facebook, Instagram, Twitter, and other social channels. **MCH can help you expand your reach. Ask us about appending email to your customer list.**

EMAIL MATTERS!

Accurate email data is a key element for building successful marketing programs. You can trust MCH to deliver the freshest, most deliverable email contact data available. With millions of email addresses updated monthly with MCH Monitor™ technology, you can target the right audience for your email and integrated marketing campaigns.

Whether you are testing a market and need help with deployment or building full-scale marketing automation programs, MCH has the data you need to reach the best audience for your products and services.

MAKE EMAIL WORK FOR YOU.

Target.

- Write for your target audience.
- Avoid general offers blasted to thousands.
- Develop clear and relevant messages.

Test.

- Define and select segments for testing and refining.
- Subject lines, message content and offers should be tested frequently.
- Analyze, optimize and improve results.
- Segment offers and creative to match the needs of your customers and prospects.

Respond.

- Deliver “qualified” leads immediately.
- Nurture and continue the dialogue with leads that are interested, but not quite ready to respond.
- Keep qualified leads engaged throughout the sales cycle.

Email works best when it ties together your message across channels. Let email anchor your entire customer journey.

SERVICE YOU CAN TRUST.

MCH's suite of email solutions, **Channel_e™** gives you a broad range of services to support your strategy. Whether you need campaign execution, database cleansing and appending, or database leasing, clients count on MCH to deliver:

- Improve the quality of your database by appending fresh, accurate email contacts to your file.
- Use MCH to quality check, preflight, comply with CAN SPAM and deploy your creative.
- Derive insights from our reporting, which include analytics on opens, unique opens, bounces, click-thrus by job function, and institutional characteristics.

NEED HELP WITH YOUR CONTENT AND STRATEGY?

MCH has a network of noted industry experts available to help you create and design email messages, build digital and social advertising campaigns to expand your message, and help you with sales follow up. **ASK US!**

Data you can count on: Deliverable, trackable, targetable.

Millions of K12 Emails Available – Constantly Monitored & Refreshed!

Build your database of K12 Decision Makers, Influencers and Buyers.

GET STARTED WITH MCH CHANNEL-E MARKETING! CALL US: 800-776-6373

Get targeted counts, best practices, and additional database services from MCH at:



800-776-6373

WWW.MCHDATA.COM

