

EmailExpress™

BASIC AND PLATINUM

What is EmailExpress?

EmailExpress™ allows you to develop a cost-effective email marketing campaign that reaches distributors (both ASI® members and nonmembers). With a variety of lists, targets and engagement enhancements, you can get your brand and message directly to distributors who want to hear from you.

Why is it beneficial?

Our EmailExpress campaigns generate interest, connect you with prospects and track the success of your email marketing.

Basic: Reach 35,000+ ASI members and nonmembers

Platinum: Second send in the weekly EmailExpress Product Collection and the Counselor® PromoGram e-newsletter

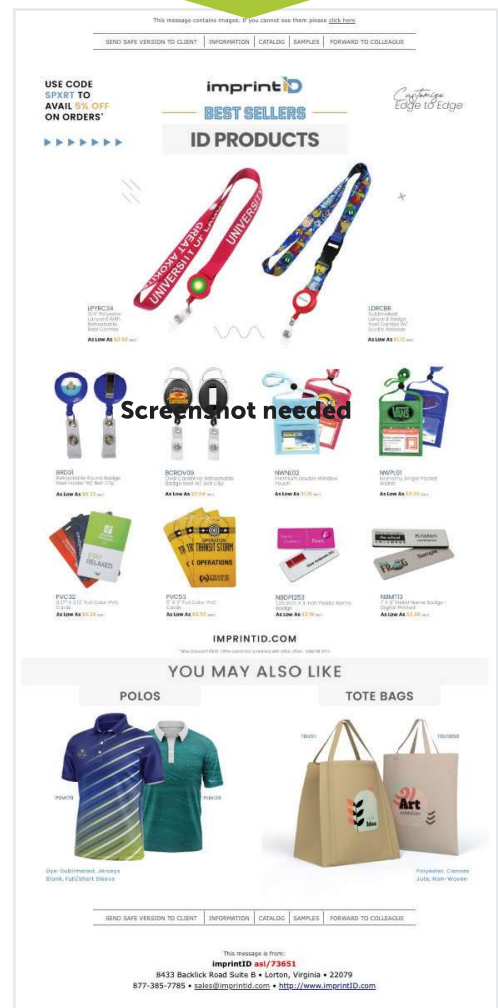
How does it work?

- ▶ **REACH**
Link your products directly to ESP® and make it easier to get them in front of distributors.
- ▶ **STRATEGIZE**
Work with a trusted industry consultant to develop a cohesive email marketing plan.
- ▶ **TRACK**
Get critical ROI reports on opens, clicks, forwards and buyer-friendly requests.

Rates

	120x	52x	26x	12x	6x	3x	1x
Basic	\$635	\$685	\$715	\$735	\$760	\$795	\$840
Platinum	735	795	820	840	875	895	940

UNIQUE OPEN RATE:
24.9%



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