

# Lead Nurturing

**SMALL QUANTITY ORDER?**  
No Problem! Low MOQ's on the below items!

- GLS19\*** Premium Classic Retro Sunglasses 96 pcs @ \$2.60 (R)
- MUS\*** 3" Metal Coochie 72 pcs @ \$1.99 (R)
- MUS12\*** Stadium Horns 72 pcs @ \$5.30 (R)
- MAT\*** Novelty Plastic Construction Hats 96 pcs @ \$2.32 (R)
- LIT1\*** 16" LED Foam Lumbar Banners 72 pcs @ \$4.41 (R)
- GLS09\*** Neon Sunglasses 96 pcs @ \$1.90 (R)
- PAR363** 4.5" Plastic Football Trophy 72 pcs @ \$1.68 (R)

Having a smaller event and don't particularly need a large quantity of a particular item? Ask your sales rep about our **Small Quantities** items. From sunglasses to trophies or noisemakers, we can assist you in finding just the right promotional items for your event without breaking the bank!

**BrighterPromotions** 1.800.446.3200  
www.brighterpromotions.com

THE LEADERS IN LIGHT-UP PROMOTIONAL PRODUCTS AND MERCHANDISE

Sent at least  
**1 day**  
after your  
initial campaign

Sent less than  
**60 days**  
after your  
original campaign

Recommended  
to send  
**2-14 days**  
after your  
original campaign

**57.67%\***  
Average Open Rate  
**1.63%\***  
Average  
Click-Thru Rate

**2022 Rates:**  
  
**+ \$260**  
  
to a Basic or  
Platinum campaign

## TARGET DISTRIBUTORS BASED ON ACTION

Follow up with engaged leads by investing in EmailExpress™ Lead Nurturing! Our new highly targeted options allow you to reconnect with distributors who opened your previous email efforts.

### OPTION 1

Send an additional email to the recipients who opened your original Basic or Platinum EmailExpress email. *Follow up with more information about your company and/or brand message.*

### OPTION 2

Send an additional email to the recipients who clicked on your original Basic or Platinum EmailExpress email. *Follow up with a special offer on the product you promoted in your original blast.*

Visit [asiadvertising.com/email-express](http://asiadvertising.com/email-express) or contact your account executive to get started.