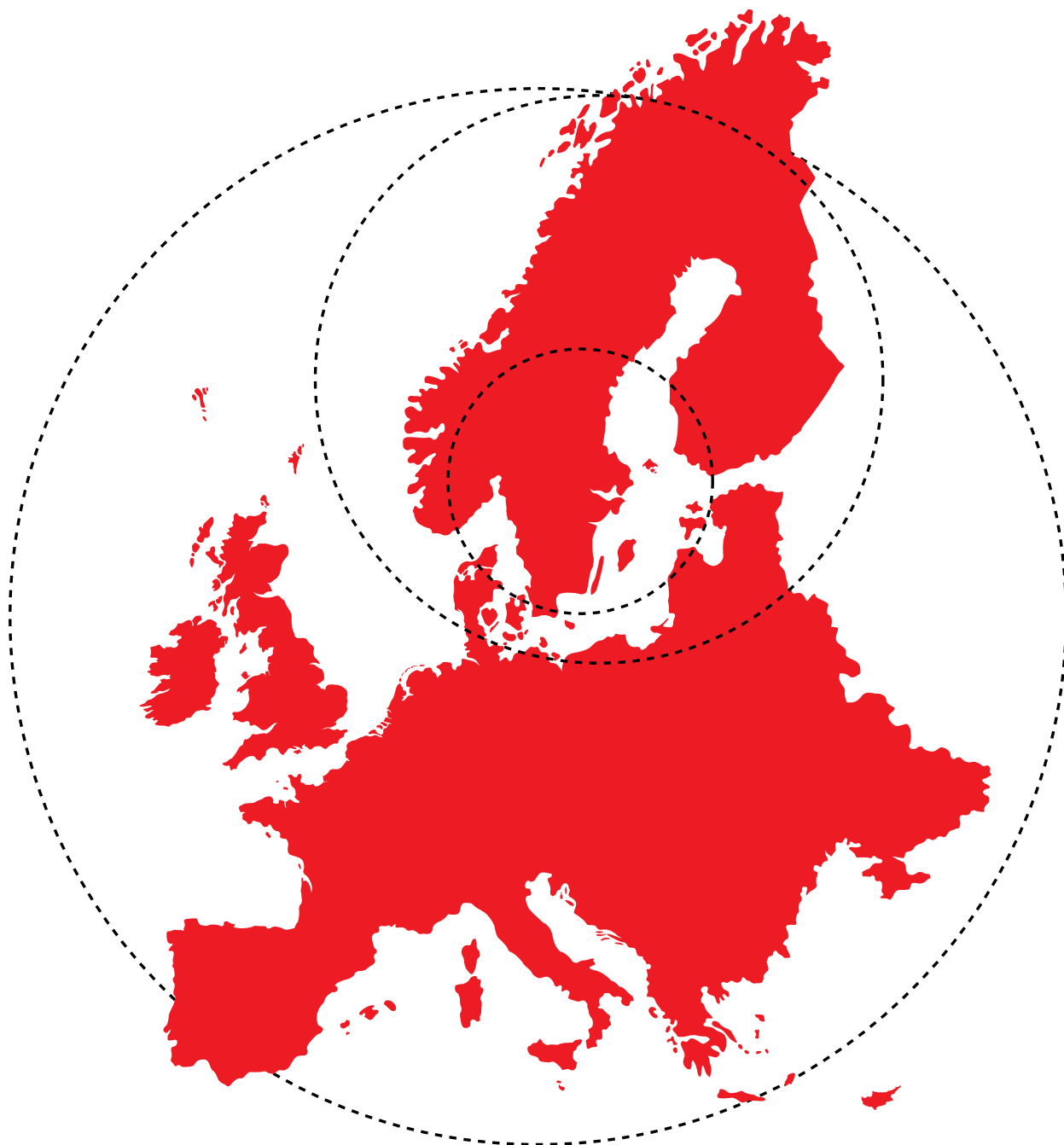


PAR.B2B.EMAIL

263.000 DECISION MAKERS AND 1,3 MILLION GENERIC EMAILS IN EUROPE



WE HELP YOU TO KEEP, DEVELOPE AND AQUIRE NEW CUSTOMERS

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CHOOSE FROM 263.000 DECISIONMAKERS IN EUROPE

All surveys show that your results will be considerably better when you work with segmented target groups and bespoke messages. To meet the need for working in a more segmented way with B2B e-mail, PAR offers personal e-mails with a number of selection options among 263 000 decisionmakers in Europe (plus 1,3 million generic emails). In those countries where opt-in is required, every person has approved sending them commercial emails, and the database is constantly updated. You can for example select details on the basis of the following categories :

- Job function (such as CEO, Marketing Manager, IT Manager)
- Country
- Industry
- Number of employees
- Turnover
- Geography

If you'd like to supplement your e-mail campaign with telemarketing or direct mailing, the database also includes addresses and telephone numbers. EuroContactPool lists 16 million executives; and of course, the ones who do not have email addresses listed can be canvassed by post or on the phone instead.

PAR OPTIMISES YOUR E-MAIL FOR HIGH READABILITY AND DELIVERABILITY

If you want to reach decision-makers in Europe by e-mail, we at PAR can help you to select your target groups. We'll also make sure your mails are optimised according to all the rules of the game so as to ensure high levels of readability and deliverability. At present, a lot of companies are not so good at optimising their mails, and this results in less than half of all mails being displayed correctly when they reach recipients. We can help you to code your mails in a way that will ensure they can be read by as many people as possible, and at the same time be delivered to as many people as possible too. We can check and adapt your mails to reduce the risk of them being classified as spam.

Following your mailing, we'll give you statistics on the number of mails delivered, the number of mails opened and the number of people who've clicked a link in your mail.

USE PAR AS A SOUNDING BOARD

Contact PAR for a chat about your segmentation and mailing campaign. We'd be happy to tell you free of charge just how many people are in your specific target group selection, and to give you advice on how you can improve your e-mail marketing. Feel free to give us a call or mail us today!



EuroContactPool is a trademark within PAR AB.

DEVELOPERS OF DIRECT MARKETING INFORMATION - SINCE 1956

Tell us who you want to reach and we'll make sure that you really hit your target - in Sweden, Scandinavia and Europe.

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