



# @ email marketing @ azam

**Exclusive reduced rates  
plus a free gift of your choice**

## premium leads from millions of email subscribers

Email marketing is one of the most powerful marketing tools around. According to a Direct Marketing Association survey, email marketing generated a return of £46.71 for every pound spent... that's a 4,600% return on investment!

Azam Marketing has developed a reputation based on results, and enable advertisers to promote their services to subscribers of some of the UK's top brands. In our nearly two decades of experience in the industry we have carried out email marketing services and delivered leads for the likes of Domino's Pizza, Bentley, O2, Dell, HP and HSBC.

## how does it work?

You will be allocated to one of our experienced Account Managers to guide you through the process. We will assess your target audience, creative offering and required exposure. We can then develop a campaign to suit your needs, testing and scheduling delivery, before post campaign analysis:

- Account Manager Assignment
- Campaign aims and target audience
- Current creative analysis / new creative brief
- Data selection & volume
- Creative testing - rendering, inbox delivery, subject line & spam scoring
- Dispatch schedule agreed
- Campaign broadcast
- Tracking & reporting - delivery rate, opens & click-throughs (total & unique)
- Post-campaign analysis

## why azam marketing?

- Access an exclusive network of over 10m UK addresses
- Over 120,000 new recipient updates each month
- Advanced targeting capabilities
- 100% opt-in and anti-spam compliant data
- Contacts with a high affinity to online purchasing
- Support available 20 hours a day, 365 days a year
- Reductions off standard rates for limited period

## selection of clients & partners:





## lists, segmentation & rates



- savvy uk online shoppers data – general population – 4.7m
- specialist interests data – gardening, travelling, home ownership, motoring, wine lovers, quiz lovers, celebrity gossip, competitions, and online shoppers – 5.6m

### Gardeners Club



470,000 members all who share a common interest in all aspects of gardening.

### Travellers Club



620,000 members all who share a passion in travel in particular, sun, ski and sea.

### Homeowners Club



470,000 members who share interests concerning the home and living needs.

### Motorists Club



510,000 members consisting of car enthusiasts.

### Vino Club



410,000 members sharing an interest in food and wine.

### Quiz Club



375,000 members interested in prize competitions and quizzes.

### Club Offers



705,000 members across a number of specialist clubs and interests.

### Net Offers



725,000 members who engage with online competitions, deals and offers.

## segmentation

In addition to the possibility of targeting via special interests, this data can also be profiled according to:

- performance vertical
- postal address
- age
- gender

## rate card

We generate hundreds of thousands of pounds a month in sales for businesses, including some of the UK's biggest brands.

**Base rental: £5/\$8 CPM\***

**Targeted rental: £10/\$16 CPM\***

**Minimum order value: £850/\$1350**

\*Discounts are available for orders from first time advertisers

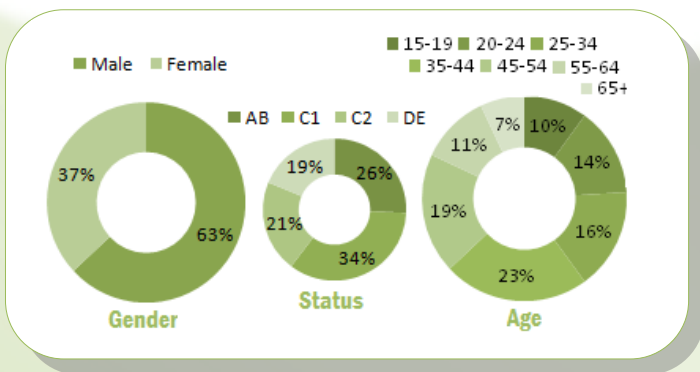


## mirror group

- mirror group cashback site data – mirrorcashback.com, peoplecashback.com, sundaymailcashback.co.uk, recordcashback.co.uk, and regional sites – 100k+
- mirror group principal site data – mirror.co.uk, people.co.uk, dailyrecord.co.uk & sundaymail.co.uk – 100k+
- mirror group sub-sites data – mirrorfootball.co.uk, 3am.co.uk & third party sites – 20k+

### segmentation

Where available, the demographic breakdown of Mirror Group's online audience is as below:



### rate card

We generate hundreds of thousands of pounds a month in sales for businesses, including some of the UK's biggest brands.

**Base rental: £14/\$20 CPM\***  
**Targeted rental: £20/\$31.50 CPM\***  
**Minimum order value: £850/\$1350**

\*Discounts are available for large orders and those from first time advertisers for a limited period. See offers below.



- auto trader site data – autotrader.co.uk – 1.2m

### segmentation

The demographic profiling of Auto Trader's online audience is as below:

- postal address
- age
- gender
- car make
- car model
- car colour

### rate card

We generate hundreds of thousands of pounds a month in sales for businesses, including some of the UK's biggest brands.

**Base rental: £10/\$16 CPM\***  
**Targeted rental: £14/\$20 CPM\***  
**Minimum order value: £850/\$1350**

\*Discounts are available for large orders and those from first time advertisers for a limited period. See offers below.



**free gift if you book a broadcast with us**

Simply take up one of our exclusive list rental offers below to receive your **FREE gift**.

 **Offer 1** - FREE latest gadget of your choice worth up to £450.00

**exclusive offer:**

get **10% off** your first  
order over **£4,000** for  
**email marketing @ azam**

quote: '10TABLETOFFX'

 **Offer 2** - FREE latest gadget of your choice worth up to £500.00

**exclusive offer:**

get **15% off** your first  
order over **£5,000** for  
**email marketing @ azam**

quote: '15TABLETOFFX'




 **Offer 3** - FREE latest gadget of your choice worth up to £650.00

exclusive offer:

get **20% off** your first  
order over £6,000 for  
email marketing @ **azam**

quote: '20TABLETOFFX'

 **Offer 4** - Offer 3 above plus an additional re-broadcast of your email campaign to the booking volume.  
or an alternative gift of your choice to the same value

exclusive offer:

get **25% off** your first  
order over £7,000 for  
email marketing @ **azam**

quote: '25TABLETOFFX'



## business data and partner network

Contact Azam for our business data brochure. Additional reach for b2c or b2b opt-in recipients is also available through our UK and international partner network.

## creative design

Email creative may be provided by the advertiser, or can be developed by our design team at the discounted rate of £295 for a standard creative and £395 for a bespoke solution\*.

Our in-house award winning design team can take you through a comprehensive design brief to optimise the creative in terms of content requirements, deliverability and results.

\*Discounts are also available for bulk creative orders.



## contact us

If you are interested in receiving leads and sales from our premium databases, please contact our Director of Email Marketing Operations, David Smith.

His email address is david [at] azam.net and you may speak to him by calling our offices at +44 (0) 20 33 55 4334.

