



Email CAMPAIGNS

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Key advantages of partnering with ProgressBay for email marketing campaigns:

- By clearly defining the target groups, we help you to tailor your messages specifically to the target audience.
- Get insights on what prospective customers expect from you, based on analytics.
- Frame email content with the highest likelihood of getting a positive response.
- Create messages that are relevant to your product, and also to the needs the prospects face at the moment.
- Get progress reports on the campaign.

ProgressBay could help you in this respect

Though email has been around for quite some time, it still remains one of the most powerful tools to reach your prospects. For one thing, it is an intimate form of communication, bringing the message right into the prospect's inbox. At the same time, consumers find it convenient as well.

Studies after studies show that email marketing still ranks among the most trusted marketing methods by customers. Also, it is among the strongest performing media buys. In other words, if you are not performing email marketing, you are missing out on a lot.

But then again, it's not enough to perform email marketing for the sake of it. Objectives have to be designed, the strategy should be decided upon, and the results should be forecasted and measured. All these are essential steps to ensure that the email marketing campaign is successful.

With ProgressBay, you get the advantages of highly personalized email marketing which would cater specifically for your target audience.

What sets us apart from your run-of-the-mill email marketing companies is that we don't just provide you with email mailing lists. We also ensure that the email data is relevant to your purposes. Whether it be B2B email lists you wish to procure or opt-in email that you want to send your prospective customers, we have the resources to help you.

We also bring you the best reporting modules in the industry which are rich on customer insights and low on complexity. This gives you a clearer idea of the kind of messages that need to be shared with the client at different times depending on market conditions.

In other words, you get to respond to your customer's need via email on an almost real-time basis, tapping into them before anyone else could. All this is to say that ProgressBay ensures that with a custom email strategy, you get the best email marketing strategy for your money.



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