



NEW VIRTUAL SEMINAR!

Making E-Mail Acquisition Marketing Cost Effective

September 7, 2006 | 1:00 P.M. – 2:15 P.M. EDT | Online

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For most marketers, prospecting for customers via e-mail is a little like prospecting for gold—endlessly alluring, but mostly disappointing.

The good news is that with smart strategies and proper planning, e-mail can help you acquire new customers—and deliver a positive ROI. Join Albert Gadbut, President and CEO of AcquireWeb, Inc. for a high-impact virtual seminar on how to make e-mail acquisition work for you.

- Learn why traditional e-mail methods fail
- Explore e-mail's unique possibilities and limitations (It's not just direct mail online!)
- Review current acquisition models and how to move beyond them
- Compare targeted lists and blast e-mail from compiled files
- Discuss pros and cons of different frequency formulas
- Learn the multi-channel mixes that work
- Examine the truth about conversion
- Understand the value of match-back analysis
- Study real-world campaigns and results

Get the facts, stats, best practices, and new ideas about e-mail acquisition marketing. In just one session, you'll discover a proven e-mail acquisition model that will work for your organization.

Speaker

Albert Gadbut, President and CEO, AcquireWeb

Over the last 12 years, Albert Gadbut has held management positions in both biotech and high-tech industries. Prior to founding AcquireWeb, Mr. Gadbut developed the product delivery and fulfillment process and best practices for e-mail appending for Responsys, an online direct marketing service provider. Prior to joining Responsys, Mr. Gadbut was the Director of Business Development for Bio-Protocol, an online Bioscience information portal. Before his involvement

with information technology companies, Mr. Gadbut held a Senior Scientist position in the Department of Molecular Pharmacology at MetaXen, a company focused on streamlining the drug discovery process. Mr. Gadbut has held faculty positions in the Departments of Medicine, Cardiology at University of California at San Francisco and Harvard Medical School in Boston. Mr. Gadbut holds a B.S. in Biology from Northern Illinois University, a Ph.D. in Neuroscience from the University of Illinois and completed a Post Doctoral Fellowship at Harvard Medical School.

Registration Rates

DMA Member:	\$149
Non-Member:	\$199

See information on how to [join DMA](#).

Ways to Register

Online:	Register Now
Fax:	212.302.7643
Phone:	212.790.1500
Mail:	Printable Form DMA Customer Service 1120 Avenue of the Americas New York, NY 10036-6700 (Check payable to DMA)

For questions/inquiries, call DMA Customer Service at 212.790.1500 or e-mail customerservice@the-dma.org.

See information on how to [join DMA](#).

Payment Policy and Confirmation

In order to confirm your place in the seminar, we require payment in full. From time to time, we change a date or location of a seminar. If we need to change a date or location for any reason, you will be contacted. If you have not received confirmation of your attendance from DMA, please call 212.790.1500 to ensure your seat.

Virtual Seminar Cancellation Policy

If you cannot participate in the virtual seminar, please contact DMA Customer Service prior to the event to have your registration fee held on account for a future event. If you must cancel your registration altogether, DMA will refund the registration fee in full if canceled at least one (1) business day in advance of the

event. Registrants who do not cancel or arrange to have their registration fee held on account prior to the event, and fail to attend the event, forfeit their full registration fee.

If DMA cancels the event for which you have registered, the registration fee paid will be held on account for a future event or fully refunded if you prefer. DMA is not responsible for any expenses incurred by you as a result of your registration, whether the event was attended, postponed, or canceled.

DMA Money Back Guarantee

If you are not 100% satisfied with this seminar, we will refund your registration fee in full. We can afford to make this offer because we know that this seminar is going to meet - or exceed - your expectations. It's part of our commitment to providing you with the highest possible quality in education and training.

A red rectangular button with white text that reads "Register Online NOW". The text is arranged in three lines: "Register" on the top line, "Online" on the middle line, and "NOW" on the bottom line in a larger, bold font.