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Virtual Seminar

**Maximizing Multi-Touch Email Effectiveness Using
a Mixture of Media Channels**

December 11, 2007 | 1:00 P.M. – 2:00 P.M. ET | **Online**

Albert Gadbut of AcquireVision will showcase the measurable outcomes of a collaborative effort between both partner Eclipse Direct Marketing and top-ranked ad agency RadarWorks. Learn how the combination of mixed media channels and a set budget successfully maximized brand and event awareness in this campaign, consequently increasing participation in “The 3-Day.” Grasp key insights on how email profited from combining broadcast and print advertising, and how the effectiveness of broadcast and print was maximized through multi-touch email campaigns respectively.

Attendee Benefits:

1. Learn how email can be an effective channel for driving participants using a control.
2. Hear how this campaign’s email related responses increased by 30% from the previous year.
3. Explore match-back analysis and how it’s critical to understanding the true impact of email.

Measurable Results:

The measurable results that this presentation will deliver include how for the second consecutive year this campaign’s multi-touch email strategy succeeded in providing a significantly positive ROI. And, it will illustrate that not including marketing to past participants, email had the lowest cost to acquire of all marketing channels when viewed independently.

Speaker: Albert Gadbut:

Over the last 12 years, Mr. Gadbut has held management positions in both biotech and high-tech industries. He developed the product delivery and fulfillment process and best practices for Email Appending while employed at 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. He also served as a Senior Scientist 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 UC, San Francisco, and Harvard Medical School. He 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.

About AcquireVision:

AcquireVision, a division of AcquireWeb, Inc., is a leading innovator of e-mail marketing solutions. AcquireVision combines the power of branding and the discipline of direct marketing with proven e-mail technology to simultaneously build brands and drive measurable and positive ROI. The AcquireVision technology utilizes best practices from permission marketing, brand management and direct marketing disciplines to create an e-mail marketing system that outperforms traditional e-mail campaigns.

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

[Printable Form](#)

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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

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