



## **NEWS RELEASE**

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### **For Immediate Release**

## **ACQUIREWEB INTRODUCES ACQUIREVISION: A PROPRIETARY METHODOLOGY FOR PRODUCING SUCCESSFUL ACQUISITION E-MAIL MARKETING CAMPAIGNS**

*Methodology combines attributes of branding and direct marketing with proven database technology to deliver outstanding ROI for e-mail marketers.*

**FOSTER CITY, Calif., April 20, 2006** —AcquireWeb , a leading innovator of e-mail marketing solutions, today introduced AcquireVision, a proprietary methodology for executing more successful online customer acquisition campaigns. This methodology, developed in concert with customers over the past five years, 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.

“E-mail has under-delivered from a customer acquisition perspective, and has been regarded as something of a nuisance by consumers,” said Al Gadbut, AcquireWeb founder, president and CEO. “We’ve taken a more scientific approach to e-mail marketing, with the result being a more positive consumer experience and much better results for our customers.”

The AcquireVision technology, described in detail in a new white paper, *Fulfilling the Promise of E-Mail Marketing*, 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.

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Available through the company's Acquire Marketing Services division, AcquireVision provides an integrated suite of e-mail services that combine the industry's highest quality prospect database with a process designed to drive sales and build brands. This process starts with prospect data compilation as well as detailed demographic profiling for more precise customer targeting. Once the list has been built, the process follows a phased approach which begins with a permission e-mail, and then a series of e-mailings to the target audience, building effective frequency levels into the program.

"We've designed our services to meet the needs of sales and marketing executives who face the challenge of simultaneously building brands and driving sales," noted Gadbut. "While there are a number of companies who simply rent e-mail lists or send emails out, AcquireVision is an integrated suite of proven services that go the extra mile to appropriately target customers so that our clients' messages get delivered to exactly the right audiences."

### **Precision Targeting and Reliable Data**

At the core of AcquireVision's e-mail marketing system is AcquireWeb's massive prospect database, which gives customers access to 75 million American households – a pool of over 114 million individuals. The database includes e-mail addresses for 65 percent of the U.S. household population, and nearly 100 percent of all U.S. postal addresses and telephone numbers. The database is updated regularly – and automatically – to ensure accuracy and quality of the information, which includes over 800 million permission-based e-mail records.

Customers have the ability to precisely target their best prospects or subgroups of prospects from the AcquireWeb database by selecting from more than 100 demographic selects such as income, age, gender, adults and children, home ownership and length of residence. AcquireVision enables customers to further refine their prospect selection with prism behavioral clustering, CPG/OTC selects, credit bureau selects, and geographic selects. As part of the AcquireVision program, a customized predictive model is built for each client's unique program.

## **Program Features**

The AcquireVision methodology leverages the AcquireWeb database with the precise targeting of direct marketing and the effective frequency of mass media brand-building programs. The resulting e-mail marketing system provides its clients with a solution that:

- Lowers acquisition costs
- Offers low cost per impression
- Offers multiple frequency options
- Produces large-scale awareness
- Enables creative flexibility
- Provides targeting precision
- Delivers significant returns on investments
- Allows for high consumer involvement
- Requires lower production costs
- Works within short lead times

## **About AcquireWeb**

Founded in 2001, AcquireWeb offers e-mail marketing systems that enable clients to leverage their existing customer relationships and engage new prospects to maximize sales growth. Its flagship product AcquireVision, available through the company's Acquire Marketing Services division, has been designed for sales and marketing executives who face the challenge of simultaneously building brands and driving sales, and combines the power of branding and the discipline of direct marketing with a proven e-mail technology to drive measurable, positive ROI. Headquartered in Foster City, California, AcquireWeb has regional sales offices in Chicago, New York and Boston. Services are available through a partner network of online direct marketing services companies. Additional information is available at the company's website, [www.acquirevision.com](http://www.acquirevision.com).

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