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Stat E-Creative

## Services to Increase Performance!

Ask about  
our **NEW**  
co-registration  
programs!

Yes, we manage some of the best lists available, but converting prospects into leads and customers takes more than a good list. Stat E-Creative makes it easy to ensure every campaign element is prepared to generate success for you.

Stat E-Creative has over 11 years experience creating and optimizing content and technology specifically designed to increase the performance of interactive marketing campaigns.

### HTML Enhancement

Effective email copy is simply not the sum of content and graphics...the design and layout must also grab the attention of your target audience AND provide an obvious and inviting path of action.

All copy benefits from an unbiased and knowledgeable third-party perspective. Our creative team can enhance your existing email copy or design a new layout that is appealing, actionable and based on proven formulas.

### Landing Page/Micro-Site

The most critical and often overlooked part of the formula for any online marketing initiative is the landing page. This is where your desired prospect will either turn into a lead, a customer, or simply click away.

Effective landing page or micro-site development requires experience to customize from layout, quantity and type of graphics, and length and style of content to generate action. Let our experience generate increased response for you.

### Spam Scoring

Spam blocks can, and will, lower your email response rates. Spam scoring HTML and text creative is an easy way to identify and fix the most common traps lurking undetected with your copy.

You receive a personalized report identifying each element of code, verbiage, color of font triggers requiring correction, as well as recommendations on how to correct each error.

**NO CAMPAIGN** should deploy without this crucial test. Protect your investment, and increase your campaign ROI.

### Opt-Out Hosting

Let us remove the worry and hassle of federal compliance regulations from your next email campaign with our customized Opt-Out Hosting services.

We supply you with an easy to use Opt-Out URL for placement within your email copy that includes a branded Opt-Out Landing Page. We further maintain the file in a real-time that is available anytime at your request.

## Focused on Lists...Focusing on Your Campaign Success

The Best in List Management just got better!  
Use Stat E-Creative Services to enhance your campaign copy and optimize results.



STATISTICS

Email or call Karl Renelt today - [k.renelt@statistics.com](mailto:k.renelt@statistics.com)/203.778.8700, ext. 112 for information on how Stat E-Creative Services can increase the effectiveness of your next email campaign!

# St@t E-Cre@tive

## About Stat E-Creative

Online marketing has become an important channel in today's marketplace and a very cost effective way to service your existing and new customers.

Stat E-Creative, the Internet Marketing arm of Statistics, is dedicated to effectively accomplishing your Internet direct marketing goals. We supply the expertise and a comprehensive suite of products and services to maximize your multichannel strategy.

We pride ourselves in being able to provide "big company services" with "boutique company" attention and commitment.



## STATISTICS

## Who We Are

Statistics is a full-service direct marketing company offering list management, list brokerage, e-mail marketing, merge/purge and data processing services to business-to-business and consumer publishers, catalogers and multi-channel marketers. While we have enjoyed enormous growth since our start in 1983, we have uncompromisingly preserved a service-oriented, hands-on approach. With offices in Connecticut, California, and Chicago, each division is staffed with a veteran team that enjoys a vast network of contacts. Our entire staff has a thorough understanding of the postal, e-mail and telemarketing marketplace.

Our mission is to develop partnerships with our clients in which we become an extension of their team. We pride ourselves in thinking and executing proactively, while planning for growth and focusing on continued improvement. We have built and will continue to maintain a reputation as one of the most innovative, responsive, respected and ethical firms in the industry.

## Available Services

### HTML Coding Cleanup

#### What it is...

Conversion of Microsoft Word documents, PDF files, and other files to create an attention-grabbing HTML utilizing an HTML editor. This can involve cleaning up unnecessary coding or formats such as form coding, java script, and much more.

#### How you benefit...

When you send an email, you not only want it to reach your target audience, but you also want it to look exactly the way you intended. HTML email messages can suffer decreased deliverability and improper rendering if the coding is not optimized. Sending emails with clean and favorable coding can significantly improve response rates.

### HTML Enhancement

#### What it is...

Enriching the design by adding visual interest and substance to achieve an improved look and more effective message.

#### How you benefit...

Studies show that you have less than three seconds to capture a reader's attention. Many individuals view emails through a preview screen, and others view the top portion before deciding whether to scroll down or delete a message. Enriching the design will help maximize the effectiveness of your message and invite a responsive action.

### Complete Creative Design

#### What it is...

Designing an email creative using a client's suggested copy, existing website, or other marketing collateral to match a company's existing look.

#### How you benefit...

Stat E-Creative will work with you to design an effective and profitable email campaign. This is an excellent solution for a company who is new to the email process, as well as those who are looking for a cost-effective, alternative solution from what an agency would provide.

Email or call Karl Renelt today - [k.renelt@statistics.com](mailto:k.renelt@statistics.com)/203.778.8700, ext. 112 for information on how Stat E-Creative Services can increase the effectiveness of your next email campaign!