

Opt-in Email Marketing

Options Media's 1tm Opt-In email database contains over 150-million consumer addresses and over 20-million business addresses.

When you work with Options Media for your Opt-in email marketing you are working with the source of the data which comes from our proprietary network of websites, surveys as well as self-reported data. Our files are scrubbed on a monthly basis to remove non-responsive and non-deliverable addresses.

This means that every broadcast you send goes directly to best of the best within our database.

All addresses are Opt-in confirmed and CAN-Spam compliant plus, you receive our written CAN-Spam guarantee on every campaign.



Micro-target!

- > Identify the exact Consumer database that best matches your ideal prospect. Campaigns can be micro-targeted with over 700 different lifestyle, demographic and other essential targeting factors for even more compelling and relevant messaging!
- > Identify key BtoB sectors with over 18,000 different SIC codes and over 675 different job titles.

:: Options Media's 1tm Opt-in Email Database:

- > 150 million opt-in email names
- > Personalization available
- > Matching postal and sms available on most records
- > CAN-Spam Guarantee
- > 700 key targeting segments available

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