

Email Marketing

Reach loyal, opted-in subscribers of our marketing database

- Effective tool for delivering results with strong ROI
- Great for building relationships
- Ideal for creating brand awareness
- Inform readers of your products, services or special offers
- Two email blasts are delivered each day: 7:00 a.m. and 6:00 p.m.

| | 1x Send | 4x Send | 6x Send | 12x Send |
|--------------------|--------------|---------------------------|---------------------------|---------------------------|
| Per Email Campaign | \$275 | \$250 Each Send | \$225 Each Send | \$200 Each Send |

*Emails must be scheduled with your sales representative within 12 months.

Amplify your campaign with these Add-Ons...

Boost Campaign

10,000 run of site digital banner impressions - Add \$120

Kickstart Campaign

30,000 premium run of site digital banner impressions
- Add \$450

Signature: _____

Business Name: _____

Date: _____

Package: _____



2018 LG Black Friday Bundle Offer

Save up to \$350 by mail-in rebate on www.russells.com when you purchase Kitchen Major Appliance models 11/24/18 through 11/29/18.

EARN MORE



704 E 25th Street | Kearney, NE
www.russellsapplianceandelectronics.com

Targeted Email: Like Direct Mail...but Trackable

- CAN-SPAM compliant and follows all DMA guidelines
- Over 300 Distinct targeting categories
- Files are updated monthly with fresh data. Over 134 million emails. The email data is scrubbed to ensure quality and inactive data is removed to increase delivery.
- Records are comprised of Self-Reported Consumers and Businesses that have opted in their information by online surveys, e-subscriptions, e-registrations and from an extensive network of permission based websites and partners.

The emails are 100% opt-in and permission-based. Every consumer and business email has consented to receive emails from advertisers.

LINK SUMMARY

| Index | Link URL | Clicks | % |
|-------|--|------------|--------|
| 1 | http://builderscorp.com/ | 80 | 36.53% |
| 2 | http://builderscorp.com/freedishwasher-with-qualifying-cabinetry-purchase/ | 121 | 55.25% |
| 3 | https://www.norcraftcabinetry.com/style/search.php?hpp=3-find-your-cabinetry | 4 | 1.83% |
| 4 | http://builderscorp.com/nebraska-design-center-request-a-quote/ | 5 | 2.28% |
| 5 | https://www.shopbuildersappliances.com/financing.html | 9 | 4.11% |
| | | 219 | |

Subject line: Columbus Day Sale at Builders
Targeting: Homeowners, Home Value over \$200K, Interested in Home Improvement
 75 Mile Radius of Kearney
Sends: 14,373
Opens: 2,019
Clicks: 219

Expand Reach

- Email marketing allows you to target your prospective customers based on lifestyles, interests and demographic information.

Increase Engagement

- Email marketing campaigns empower brands to reach consumers in the most frequently used channels. The result is increased visibility and brand trust.

CAMPAIGN REPORT

Campaign Summary
 Name: kbh Builders Warehouse 61859 09 26 18
 From Line: Builders
 Subject: Columbus Day Sale at Builders
 Line:
 Date/Time: 09/26/2018
 Quantity: 14,373 ID: 1116420
 Opens: 2,019 Clicks: 219
 Open %: 14.05% Click %: 1.52%

Campaign Creative
 Builders.com
 Columbus Day Sale at Builders
 FREE DISHWASHER

CAMPAIGN STATS
 Opens | 14.05% Total Opens 2,019
 Clicks | 1.52% Total Clicks 219
 CTOR | 10.85%

Device Stats by Click
 Desktop 44.75% | 98
 Mobile 55.25% | 121

WEB BROWSER STATS BY CLICK
 Chrome 143
 Explorer 6
 Firefox 5
 Safari 17
 Other 48

Custom Quotes Available. Talk with your Kearney Hub Representative today and start reaching beyond your existing customers.