

# ACQUISITION EMAIL



Increase campaign performance & ROI with large-scale email campaigns or create a new revenue stream with email acquisition alongside an ESP partner

If you're looking to improve your client's campaign performance, have you considered combining acquisition email? While some digital advertising formats may evoke an emotional response, email marketing stands out as a powerful tool for persuading recipients to take tangible actions, optimizing campaign performance overall and conversion rates.

With the possibility to run both a standalone campaign or in conjunction with other channels, email offers a high level of flexibility which ultimately adds profit to any channel or campaign.

## WHY CHOOSE LIGHTHOUSE FOR EMAIL CAMPAIGNS?

- Our data is **100% privacy-compliant**. Lighthouse List has a strict double opt-in policy to receive third-party offers and we respect any opt-out requests we receive. To participate in our database, our marketing partners must adhere to the same strict email rules we apply to our company.
- Our data is verified by multiple sources for accuracy and validation. Our email data typically sees a **97% deliverability rate** and we've helped clients to achieve a **130% increase in conversions** and an **11.55% average click-through rate**.
- We have a wealth of high-quality opt-in data, with **over 500 attributes** to choose from. Plus, with our **in-house ESP**, you can be sure your campaign is optimized for high-volume third-party acquisition email elopements.

## SAMPLE USE CASES FOR EMAIL CAMPAIGNS

1

### Standalone campaign

Conduct a standalone email campaign to your audience via our in-house ESP, optimized for high volume email campaigns.

2

### Pre-other channel campaign

Warm up the audience with a pre-campaign to the same audience you are targeting through direct mail, display or CTV.

3

### Digital Retargeting

As you are deploying your CTV or display campaign send an email at the same time of the campaign to maximize performance.

4

### Post-other channel campaign

Deliver a follow up message or reminder to same audience you reached through direct mail, display or CTV.

For recommendations or custom queries, contact:

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**LIGHTHOUSE LIST**  
COMPANY

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