



Email Fact Sheet

Effective marketing to financial services firms today requires contacting potential customers quickly and economically. Cold calling or paper mailing in the financial services industry is slow, costly and generally unproductive. A proven emailing process, based upon a highly accurate email database is the most efficient way to obtain immediate results.

Our Mailing List:

- Contains Sort Criteria Such As Firm Type, Titles and Geography
- Is Built and Updated Continuously From Over 100 Different Data Sources
- Produces Highly Qualified New Prospects

We have spent several years researching and developing our email database system and work continuously to maintain the quality of the email addresses which cover all aspects of the financial services industry. Due to our extensive database maintenance effort, our data is 99.1% deliverable, and we have an average click through rate of 0.2% on our entire database of 136,000 email addresses.

Possible Uses:

An email campaign can be used to:

- Announce a new product and invite inquiries about the product
- Introduce an already established product to a larger audience
- Announce a new client or acquisition
- Promote an event
- Conduct a survey of current or potential clients

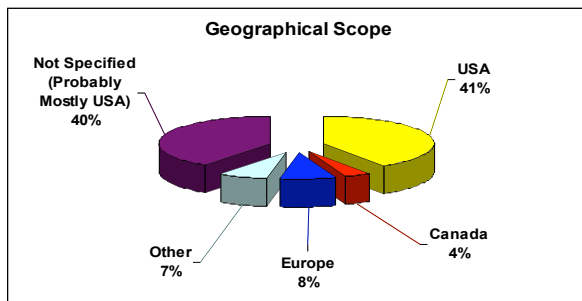
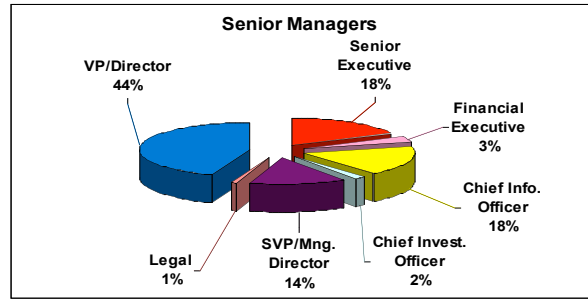
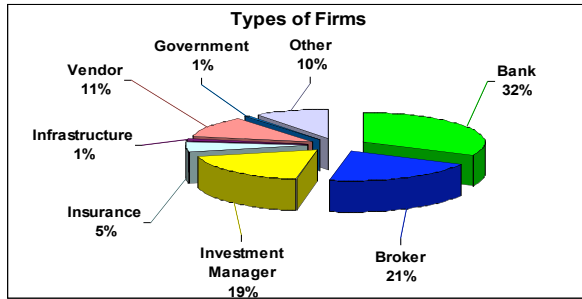
Email Process:

Our email service uses the following process:

- You select the scope of the emailing.
- You create an email advertisement (Text or html) of no more than 300 words and with no more than one image. This restriction is based upon our experience with what works best in email advertising. We can provide consulting to assist you in developing your advertisement, or you can write your own using our free development guidelines.
- We reserve the right to edit/reject any email. Emails must be in good taste and cannot contain any free offers.
- The email will appear to come from you, but will be sent out by us.
- Rejected emails, either for lack of interest or undeliverable will be returned to us.
- Click-throughs will be linked to our website for quality control purposes and automatically redirected to your website.
- Emails requesting additional information will be automatically re-directed to an email address provided by you.



Database Description:



Average Response per Emailing

99.1% Delivered to Server
 12.4% Opened
 0.2% Response
 0.1% Removal Request

Pricing:

Email	Complete List			Sorted List (\$2,500 minimum)
	US	Non-US	Total	
One Mailing	\$6,000	\$4,000	\$10,000	Not Available At This Time
Multiple Mailings				
x2	11,000	6,000	\$17,000	
x3	15,000	8,000	\$23,000	
x4	18,000	9,000	\$27,000	
x5	20,000	10,000	\$30,000	

List rentals are subject the terms and conditions that are presented on www.globalfinancialresearch.com. All list rentals must be paid in advance.

The price includes one test of the email to ensure that all of the links are correct and that the email meets our published standards. Repeated testing will be subject to an additional fee of \$50.00 per hour.

Drafting and design services are available for \$50/hour, with a \$250.00 minimum.