PRODUCT COMPARISON

Standard Email **vs.** In-Market Email

Two automotive dealer campaigns, run side by side in the same market.

Standard Email delivers your ad directly to the inboxes of people who have opted in to receive email advertising.

In-Market Email goes a step further, reaching consumers who have searched for a specific product or topic in the **last 24 hours**. Because they've already shown interest and done their research, these campaigns typically see higher open rates and more purchases.

Here's how the two campaigns compared for an automotive dealer in the same market.



IN-MARKET EMAIL RESULTS

10x
higher open rate than Standard Email

14
matchback sales

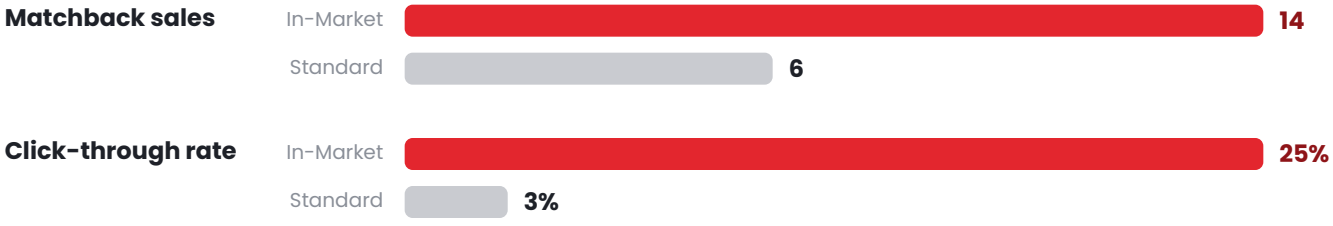
25%
click-through rate (CTR)

STANDARD EMAIL RESULTS

3%
click-through rate (CTR)

6
matchback sales

SIDE BY SIDE



In-Market Email produced more than twice the sales, in fewer sends.

Results from a single advertiser; individual results vary.