



Email Hot Leads

FOLLOW UP WITH YOUR HOTTEST PROSPECTS

Follow Up With Your Email Campaign Responders Right Away!

Act on your hottest leads—people who are responding to your email campaign while it is going on.

EMAIL HOT LEADS HELP YOU...

Deliver qualified leads to your sales force. MDR's Hot Leads gives you the opportunity to act quickly on the behavior of potential buyers. You get the key contact and demographic information for those who are opening your messages and clicking on links—while your email campaign is under way.

Save money and improve ROI. Hot Leads is a cost-effective way to follow up with the prime prospects who are most likely to respond—those who have already taken some action in response to a marketing message. By gaining attention through an initial email contact, you can now quickly and effectively take that qualified lead and close a sale through follow-up contact.

Hot Leads delivers this highly attractive group of actionable prospects—at the cost of \$1 or less per lead, depending on volume—who can feed a telesales campaign or a direct mail piece and maximize the return on the effort. You can choose one or all three contact channels—phone, fax, or direct mail—to drive even stronger sales from email campaigns.

TEST HOT LEADS FOR FREE!

Five free Hot Leads are available on every eligible email campaign. With every email campaign you have the opportunity to download five free Hot Leads. Give it a try and see how easy it is to turn clicks into results.

BENEFITS

- Follow up with your prospects while their interest is fresh.
- Get immediate feedback on your acquisition or lead-generation strategies.
- Generate actionable results at a very low cost.
- Use multiple methods to follow up with prospects via phone, fax, or direct mail—use one or all three.

Success With Hot Leads...

Increase Contact and Conversion

A leading education software publisher deployed an email campaign with targeted phone follow-up to its **Hot Leads** with dramatic results—**80% contact rate and 14% conversion rate**, far beyond anything they had gotten in the past from a calling campaign.

Three Steps to Successful Lead Generation

A leading provider of modular building solutions needed to increase its brand awareness in the education market. Using **Hot Leads**, a multiple-touch approach was implemented:

1. Deploy initial email campaign to identify interest
2. Follow up with telesales campaign to email responders—**Hot Leads**
3. A personalized follow-up email/letter to those contacted on the phone

This three-step approach dramatically increased their overall lead generation results and has been implemented across all industries served.

Call your MDR Representative at 800-333-8802 to start generating results today!

www.schooldata.com

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How Does Hot Leads Work?

Hot Leads provides key contact information of those who have responded—opened or clicked—to your email campaign.

Deploy an MDR E-Marketing Campaign—E@quire or DM-Optimizer—as you normally would, and approximately 48 hours after deployment, your campaign reports are ready. At that time, you will have the option to purchase and download the Hot Leads for the campaign.

Now you can begin to follow up on your best prospects while they are still HOT! You will download a comma delimited file with the following data elements for all those recipients who have opened or clicked a link within your current email campaign message:

Valuable Follow-Up Contact Information

- Full Name
- Job Title
- Complete School or District Address
- Phone and Fax Numbers

Opportunity and Campaign Metrics Help Target Follow-Up Efforts

- MDR's PID and NID Numbers
- Enrollment
- Grade Range Code
- Deployment Date
- Campaign Name
- Clicked Flag (indicates a link was clicked in the email)
- A link to your HTML creative to quickly access the promotion

Hot Leads is always available on all of your E@quire and DM-Optimizer email campaigns.

E@quire – Get access to the entire MDR email database with hundreds of database selects—job function, enrollment, school type, geography, and more. Choose your audience and we'll deploy your message.

DM-Optimizer – Increase your direct mail results by sending a synchronized pre- or post-email to the same audience. Purchase a direct mail list and get the corresponding email list at a discount.

Note: Hot Leads currently is not available for Educators at Home email contacts.

How Much Does Hot Leads Cost?

Hot Leads starts at \$1 a lead and can get as low as \$.20 a lead based on volume.

Hot Leads pricing is automatically calculated based on the deployment size of the email campaign and the number of Hot Leads available. Since these individuals have already seen your marketing message and taken some action, they are a highly profitable group of leads to follow up on. Hot Leads will pay for itself in no time.

Educator Email Counts

K-12	2,738,310
College	1,075,856
Educators at Home	1,097,800
Public Library	11,875
Early Childhood	3,320

As of 07/08

Hot Leads

Campaign Deployment Size	Cost Per Hot Lead
0-999	\$1.00
1,000-4,999	\$0.75
5,000-9,999	\$0.35
10,000+	\$0.20

No order minimum.

E@quire

One-time deployment	\$325/M
Plus:	
First deployment	\$325/M
Second deployment	\$225/M
Message set-up	\$125 flat fee

Complex messages may incur an additional fee.

DM-Optimizer

Purchase a direct mail list and get the corresponding email list to use for a pre-/post-campaign

Email List – each deployment	\$200/M
Message set-up	\$125 flat fee

Email guidelines apply.
Call for details.

Additional services:

- Dynamic content insertion, HTML creative consultation, advanced campaign tracking options, and detailed post-campaign match-back analytics.
 - Customized service to meet your most complex project requirements.
- Call for details.

All our solutions are backed by the quality and service you expect from MDR.