

# Single-Audience Targeted E-blasts



## Looking for qualified leads?

### Targeted E-blasts let you choose a highly defined audience.

When paired with precise targeting and relevant messaging, email is a powerful tool for engaging your customers and prospects. **Targeted E-blasts** let you reach highly defined audience segments from the PMMI Audience Network. Here are the distinct benefits:

- Targeting enables your message to reach a very specific audience that you define.
- You'll receive fewer, but higher-quality leads.

### Choose your audience from the PMMI Audience Network.

Choose from multiple data points; below are just some of the choices that can define your list:

25+ Industries	60+ Buying Interest categories	15+ Plant Packaging Processes
- meat, poultry, seafood	- case/tray packing equipment	- bottling/jar lines
- fruits, veggies, produce	- shrink wrapping equipment	- vertical form/fill/seal lines
- pharmaceuticals	- freezing/chilling equipment	- tablet/capsule lines
- pet foods ... and more	- blisters/clamshells ... and more	- aseptic/cleanroom ... and more

**Frequency is key to driving action!** Our Multi-touch packages make it even more affordable.

- **Multiple e-blasts** - Order via our Multi-touch packages ([pmmimediagroup.com/pw/multi-touch](http://pmmimediagroup.com/pw/multi-touch)).
- **Single e-blasts** - You'll receive one deployment to your audience for \$2,150 net.

Contact your sales representative or Wendy Sawtell at 847-784-0520 or [wsawtell@pmmimediagroup.com](mailto:wsawtell@pmmimediagroup.com) for details.

