



Harvest Interactive

Drip emails:

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1. Centralink – Drip Email #1

[Subject #1:] The Fortune 1000 Marketing Automation Solution

[Subject #2:] Stop Making Bad Marketing Decisions

[Subject #3:] Take the Guesswork out of your Marketing

Eliminate Guesswork with Centralink Marketing Automation

Data-Driven Marketing for Better Results

Marketing decisions based on speculative information are usually bad decisions. The Centralink marketing automation platform empowers you to make data-driven marketing decisions that boost revenue and reduce expenses.

Centralink brings a full menu of cutting-edge marketing services together with click-of-a-button campaign execution convenience on one powerful online platform. Many of the biggest brands in the U.S. use Centralink to engage their existing and prospective customers every day.

Centralink Services

- Direct Response Marketing
- Acquisition Marketing
- International Campaign Execution
- Predictive Analytics
- Automatic Drip Marketing Services
- Mobile Marketing
- Appends Services
- Social Media

Execute Multichannel Campaigns in Minutes!

With Centralink, multichannel Direct Response Marketing campaigns can be simultaneously deployed at the national or local level, domestically or internationally, in just minutes. And by centralizing your multichannel campaign planning and execution, Centralink can substantially reduce your campaign execution costs, boost revenue, and ensure brand compliance.

Better still, Centralink is the only *modular* and *scalable* marketing automation platform on the market today. Pay only for the Centralink services you need – and not for services you don't use.

Learn how you can reach and engage your best prospects more effectively with Centralink. Please call me to schedule a brief online demo.

Thank you.

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PROJECT: Email > Drip campaign
COPYWRITER: Mark Marinovich



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Best regards,

[HARVEST CONTACT]

[TEL]

[EMAIL]

[WEBSITE ADDRESS, LOGO, ETC.]

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1. Centralink – Drip Email #2

[Subject #1:] The Fortune 1000 Localized Marketing Solution

[Subject #2:] More Effective Localized Marketing

[Subject #3:] Localized Marketing with Corporate Control

Easier and More Effective Localized Marketing with Centralink

Empower Your Branch Offices, Distributors and Franchises

Centralink is the ideal marketing automation platform for companies that have distributed marketing business models, such as franchises, branch offices and distributors. Many of the biggest brands in the U.S. use Centralink to execute localized marketing campaigns every day.

Simplified Multichannel Marketing at the Local Level

Your local branch offices, distributors or franchises don't have the time or expertise to execute complex multichannel marketing campaigns. But with Centralink, they can easily access corporate-approved campaigns, personalize them to their unique markets *in full compliance with your corporate brand*, and deploy in minutes. It's that simple!

Fully-integrated Media Channels

Centralink flexibly integrates the full spectrum of media channels on one convenient online platform to give you complete control of your brand and click-of-a-button campaign execution convenience.

Learn how your local offices can reach and engage your best prospects more effectively with Centralink. Please call me to schedule a brief online demo.

Thank you.

Best regards,

[HARVEST CONTACT]

[TEL]

[EMAIL]

[WEBSITE ADDRESS, LOGO, ETC.]

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1. CentralLink – Drip Email #3

[Subject #1:] Manage Your Marketing Assets on the Secure CentralLink Platform

[Subject #2:] Centralize Control of Your Marketing with CentralLink

[Subject #3:] Keep a Firm Grip on Your Brand with CentralLink

Store All of Your Marketing Assets on the Secure CentralLink Platform

Simplified Inventory Management, Access and Control of your Marketing Assets

CentralLink allows you to store and manage *all* of your marketing assets on one secure online platform so that you can easily track usage and access your assets whenever you need them.

Store and Manage All of Your Marketing Assets on CentralLink

- Digital assets – logos, graphics, content
- Printed materials
- Shirts
- Posters
- Mugs
- And much more!

Faster, Easier Multichannel Campaign Execution

With your marketing assets close at hand, you can easily create corporate-approved templates and deploy multichannel marketing campaigns in just minutes. And by centralizing your multichannel campaign planning and execution, CentralLink can boost revenues and substantially reduce campaign execution costs while ensuring brand compliance.

Track Campaign Results with Real-time Reports

What's more, CentralLink allows you to generate real-time reports to see where your marketing dollars are being spent, and whether they are spent effectively.

Learn how your company/organization can reach and engage your best prospects more effectively with CentralLink. Please call me to schedule a brief online demo.

Thank you.

Best regards,

[HARVEST CONTACT]

[TEL]

[EMAIL]

[WEBSITE ADDRESS, LOGO, ETC.]

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2. Acquisition Services – Drip Email #1

[Subject #1:] Reach Millions of New Prospects Today
[Subject #2:] Grow Your List of Qualified Prospects Today
[Subject #3:] Engage Your Best Prospects Quickly and Cost-Effectively
[Subject #4:] Access 200 Million Email Subscribers Today
[Subject #5:] Access 200 Million Permission-based Email Subscribers

Access More Qualified Prospects than Ever with Harvest Interactive

Reach and Engage Millions of Potential Customers with Harvest Interactive Acquisition Services

Grow your prospect list overnight with Harvest Interactive's subscription-only national database over **200 million permission-based email addresses and 80 million corresponding postal addresses**.

Double-opted in and Segmented Subscribers

All of our subscribers have double-opted into our database and are segmented according to 300 data qualifiers that range from *psychographic* to *geographic* and *demographic* information.

Seamless Direct Mail Campaign Execution Across the U.S.

Harvest clients also enjoy exclusive access to our national network of print and mailing facilities, which provide seamless direct mail campaign execution, and state-of-the-art printing technologies.

Please call me to learn how your company/organization can reach and engage your best prospects immediately with Harvest Acquisition Services.

Thank you.

Best regards,

[HARVEST CONTACT]

[TEL]

[EMAIL]

[WEBSITE ADDRESS, LOGO, ETC.]

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2. Acquisition Services – Drip Email #2

[Subject #1:] Access Up To 200 Million Email Subscribers Today
[Subject #2:] Access the Largest Permission-based Email Database
[Subject #3:] Access one of the Largest Email Databases through Harvest Interactive
[Subject #4:] Access More Email Subscribers Than Ever Before

Take Advantage of One of the Largest and Most Reliable Subscriber Databases in the U.S.
Unlike List Brokers, Harvest Clients Can Only Access Subscribers through Harvest Interactive

Grow your prospect list quickly and cost-effectively with Harvest Interactive's subscription-only national database over **200 million permission-based email addresses and 80 million corresponding postal addresses.**

All of our subscribers have double-opted into our database and are segmented according to 300 data qualifiers that range from *psychographic* to *geographic* and *demographic* information.

We Didn't Build Our Huge Database the Easy Way – We Built it the Right Way!

As soon as consumers opt into our database through one of thousands of data acquisition sites and sources, we email a permission letter informing them that they will receive future offers from Harvest and our affiliates.

We then overlay lifestyle data and attributes on their files with information obtained from data compilers, surveys, and subscriptions. Based on our overlays, we build an extensive list of attributes for both consumer and business email and postal addresses.

Plus, We Use Our Database the Right Way!

Based on our relationships with all of the major ISP's, including Gmail, Yahoo!, and Hotmail, email sent from Harvest servers is marked safe for receipt by the ISPs, ensuring arrival in recipients' email boxes. In addition, email recipients are only contacted up to two times per month to ensure that they are not overly engaged, and your brand integrity is not jeopardized.

Please call me to learn how your company/organization can reach and engage your best prospects immediately with Harvest Acquisition Services.

Thank you.

Best regards,

[HARVEST CONTACT]
[TEL]
[EMAIL]
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2. Acquisition Services – Drip Email #3

[Subject #1:] Reach and Engage More Qualified Prospects

[Subject #2:] Acquisition Marketing Services that Produce

[Subject #3:] Acquire More Customers with Harvest Acquisition Services

Email and Direct Mail Acquisition Services by Harvest Interactive

We're Experts in New Customer Acquisition

Research shows that the more qualified prospects you engage, the greater your results. With Harvest Interactive's subscription-only national database over **200 million permission-based email addresses and 80 million corresponding postal addresses**, you can immediately engage more qualified prospects than ever before!

All of our subscribers have double-opted into our database and are segmented according to 300 data qualifiers that range from *psychographic* to *geographic* and *demographic* information. That means Harvest can pinpoint your best, most-qualified prospects, and assure optimal performance results.

Additional Benefits

In addition to our robust subscription-only database, Harvest clients enjoy exclusive access to other key Harvest acquisition services.

National Network of Print and Mailing Facilities

Harvest clients enjoy exclusive access to our national network of print and mailing facilities, which provide seamless direct mail campaign execution, and state-of-the-art printing technologies.

Acquisition Drip Marketing

Drip marketing campaigns target specific groups of recipients with a steady stream of multichannel automated messages that nurture prospects throughout the sales cycle. Harvest Interactive has deep expertise in drip campaign execution, and clients can easily execute multichannel drip campaigns themselves through our proprietary Centralink platform.

Appends Services

Harvest Interactive Appends Services is a proven effective way to increase and refine your email database, integrate your communications, and reach customers more cost effectively. We match our 100% opted-in email address to the postal addresses you have on file. Harvest's database Appends Services are a cost-effective way to increase your database.

Please call me to learn how your company/organization can reach and engage your best prospects immediately with Harvest Acquisition Services.

Thank you.

Best regards,

[HARVEST CONTACT]
[TEL]

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3. Predictive Analytics – Drip Email #1

[Subject #1:] Discover the Hidden Value in your Enterprise Data
[Subject #2:] Bring Your Enterprise Data to Life with Predictive Analytics
[Subject #3:] Improve Response Rates up to 30% with Predictive Analytics

Bring Your Enterprise Data to Life with Predictive Analytics by Harvest Interactive
Improve Response Rates Up To 30% -- Using Your Own Data!

According to a recent study, 66% of business respondents who implemented Predictive Analytics reported “very high” or “high” business value. [reference?]

Predictive Analytics can bring out the hidden value in your enterprise data and dramatically improve the return on your marketing spend.

Harvest Interactive’s proprietary Predictive Analytics technology identifies and models your best customers. We then apply your model to our subscription-only acquisition database of over **200 million email consumers and 80 million postal consumers** to target your most relevant prospects.

Predictive Analytics also tells you what kinds of offers your prospects are most likely to respond to, and recommends the best channels to use.

How Predictive Analytics Leverages Your Enterprise Data

- Finds your most loyal customers by leveraging the power of *Recency, Frequency* and *Monetary Value (RFM)*.
- Defines the best segments for acquisition of new customers.
- Within low response-rate campaigns, profiles individuals with high responder characteristics.
- Score the attributes of those most likely to purchase.
- Enables more effective cross-sell and upsell to current customers
- Identifies the best offers for each segment.
- Improves response rates as much as 30%! [<reference?]

Learn how you can make better use of your enterprise data with Predictive Analytics. Please call me for more information.

Thank you.

Best regards,

[HARVEST CONTACT]
[TEL]
[EMAIL]
[WEBSITE ADDRESS, LOGO, ETC.]

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3. Predictive Analytics – Drip Email #2

[Subject #1:] Unlock Your Enterprise Data's Full Earning Potential

[Subject #2:] Predictive Analytics Reveals Your Best Customers

[Subject #3:] Get More Value from Your Enterprise Data

Predictive Analytics by Harvest Interactive

Your Top Customers may be Hiding in Plain Sight

Your enterprise data is a vital strategic asset. It represents your organization's aggregate experience, documenting the history of your customer interactions.

But do you know who your best customers truly are?

Realize the Full Earning Potential of Your Enterprise Data

Discover and monetize new revenue opportunities by achieving a better understanding of your customers' decision-making processes. By leveraging real-time data, predictive analytics makes your enterprise data come to life and unleashes its full potential.

Monitor Your Best Customers and Prospects

Harvest's proprietary predictive analytics and reporting capabilities can enable you to continuously identify and monitor your top customers and prospects. And while our analytics tools are sophisticated, our process is clear and straightforward: *Here's your data, this is what it means, and this is how you can improve the results of your marketing investment.*

Predictive Analytics also tells you what kinds of offers your prospects are most likely to respond to, and recommends the best channels to use.

Learn how you can make best use of your enterprise data with Predictive Analytics. Please call me for more information.

Thank you.

Best regards,

[HARVEST CONTACT]

[TEL]

[EMAIL]

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3. Predictive Analytics – Drip Email #3

[Subject #1:] What Your Enterprise Data Isn't Telling You

[Subject #2:] Slash Costs and Boost Revenues with Predictive Analytics

[Subject #3:] Higher Response Rates, Lower Costs with Predictive Analytics

There's Something Your Enterprise Data Isn't Telling You – It's a Goldmine!

Boost Your Direct Marketing Results with Predictive Analytics

Astonishing returns may be realized by applying predictive analytics to your direct marketing efforts. Just by suppressing those customers who are less likely to respond, for example, direct marketing costs can be substantially reduced, providing **immediate bottom line benefits**.

Modeling Your Best Customers

Harvest Interactive's proprietary predictive analytics technology analyzes your existing enterprise data to identify and model your best customers. Our predictive analytics technology then creates *predictive scores* for each customer. The predictive scores determine:

- Current customers that you should engage most often
- The best offers to present to each consumer
- Which media channels to use
- When to engage your customers

Predictive analytics even offers a way to make lapsed customers your new best prospects!

Your Model Applied to our Database of Over 200 Million Subscribers

Harvest Interactive can also apply your model to our subscription-only acquisition database of over **200 million email consumers and 80 million postal consumers** to target your most relevant prospects.

Learn how you can derive the most value from your enterprise data with predictive analytics. Please call me for more information.

Thank you.

Best regards,

[HARVEST CONTACT]

[TEL]

[EMAIL]

[WEBSITE ADDRESS, LOGO, ETC.]