



How do you reach a **national audience** and set **your brand apart?**

Send an Annex custom eBlast with your exclusive marketing message to our targeted list of opt-in subscribers. This is a one-of-kind opportunity to reach purchase influencers in your industry.

BENEFITS OF THE ANNEX EBLAST

Quick to Market

Reach potential customers quickly and easily. We can help with design and layout.

Above Average Click-Thru-Rates

Designed and optimized for high click-thru-rate and conversions.

Social Sharing & Mobile Friendly

Increases pass-along readership.



Strong Call to Action

Our strategically placed call-to-action buttons are tested and true. We will help drive traffic back to your website.

Low spam score

Optimized to get through spam filters. We check each deployment before sending!

3 REASONS WHY EMAIL MARKETING IS SO EFFECTIVE*

1

Email is the **third most influential source** of information for B2B audiences, behind only colleague recommendations and industry specific thought leaders.



2

Click-Thru-Rates are **47%** higher for B2B email campaigns than B2C email campaigns.

47%



3

59% of B2B marketers say email is their **most effective channel** in terms of revenue generation.

59%

of B2B marketers say email is their

most effective channel in terms of revenue generation.

*SOURCE: wordstream.com



We're more than compliant ... We're CASL Certified! Annex Business Media and its properties are the first (and so far the only) media company to undergo a third party Canadian Anti-Spam Law (CASL) audit for certification. Find out more at annexweb.com/CASL