

# Dedicated Email Blast Campaigns



## Drive Engagement with Targeted Outreach

Deliver your message directly to the inbox of your most relevant prospects with a highly-targeted email campaign. Powered by AI and intent, this personalized approach helps you engage a wider audience, uncover what resonates, and drive results—all without exhausting your database.

## How It Works

### Identifying Your Target Audience

**TARGETING CAPABILITIES** We have a variety of targeting options for you to choose from:



#### Ideal Customer Profile (ICP) Criteria

We identify relevant prospects based on your specified audience criteria, focusing on key segments such as:

- Demographics
- Firmographics
- Geographics
- Technographics
- Behavioral traits



#### Target Account List (TAL)

We use your provided account list to target prospects within those accounts who also match your ICP criteria.

This focused approach is ideal for supporting account-based marketing (ABM) efforts.



#### Customer Data List

We refine your target audience by cross-referencing your provided contact list with our database in adherence to compliance regulations. You will receive an estimated audience match rate once email deliverability is confirmed.



### Building the Campaign

**EMAIL CREATION** We develop your emails using the following assets provided by you:

- Company logo
- Email copy
- Trackable landing page link

Once the emails are built, we will send them to you for approval ahead of the agreed-upon delivery date.

### Reporting the Results

**CAMPAIGN METRICS** We offer the following metrics to help you evaluate campaign results:

- **Emails Deployed:** Total emails sent.
- **Emails Delivered:** Emails successfully delivered.
- **Email Opens:** Total email opens.
- **Email Clicks:** Clicks on email links.
- **Emails Bounced:** Undelivered emails.
- **Unsubscribed:** Recipients who opted out.

## When to Use Dedicated Email Blasts?

A dedicated eblast is a powerful way to reach a targeted audience directly—without inundating your own email lists. Here are some scenarios where this approach can make an impact:

- Drive registrations for virtual or in-person events
- Boost content engagement and downloads
- Announce new products or services
- Re-engage leads or connect with new prospects

We combine industry-leading business intelligence and precision data with cutting-edge artificial intelligence (AI) to identify target prospects and drive pipeline acceleration. Our top priority? Your satisfaction. That's why we work with you to surface the right leads at the right time. Visit us at [demandskill.com](https://demandskill.com) for more.

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