



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 telesales, fax, or follow-up email campaigns, as well as direct mail pushes. Nurture these leads with any or all of these methods and move them down the funnel to conversion!

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 email, phone, fax, or direct mail—use one or all four.

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 Increase Your Lead-to Sale-Conversion

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. Deployed an initial email campaign to identify interest. Those who took the time to open and/or click through to your site have taken the first step in raising their hands.
2. Followed up with these responders with either a telesales campaign or a direct mail, fax, or a personalized email campaign to continue the conversion.
3. Used the responder contact information in your CRM or Salesforce automation system to nurture this lead to a sale.

This three-step approach dramatically increased the overall lead conversion results and is a proven method of sales and marketing 2.0.

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 24 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
- Email
- 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	3,712,087
College	1,245,977
Public Library	12,158
Early Childhood	4,951
Educators at Home	240,970

As of 09/11

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

K-12, District, Day Care, Library	\$299/M
College	\$350/M
Educators at Home	\$250/M
InfoBuyers	\$250/M

E@quire Plus

K-12, District, Day Care, Library First Deployment	\$299/M
Second Deployment	\$210/M
College	\$350/M
Second Deployment	\$270/M
Educators at Home	\$250/M
Second Deployment	\$175/M
InfoBuyers	\$250/M
Second Deployment	\$175/M

DM-Optimizer

Requires a corresponding direct mail list purchase. Direct mail list fees and minimum order are separate.

DM-Optimizer Email List	\$225/M
Educators at Home E@quire DM-Optimizer Email List	\$150/M

Additional Services

Message set-up	\$125 flat fee
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Complex messages may incur an additional fee.

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