

TargetBiz is an email prospecting resource representing a broad universe of business executives, owners and decision makers covering virtually every US industry, profession and trade. TargetBiz emails are selected from KMA's @Biz e-marketing cooperative that includes dozens of participating data sources. Data feeds include; newsletter/publication subscribers, survey responders, online transactions, product buyer files, specialty databases, associations & memberships, Secretary of State filings, corporate registrations and proprietary sources.

TARGETBIZ OFFERS

- Executives with buying power
- Customized targeting solutions
- Fresh online B2B audience
- Large 'segmentable' universe
- Remarketing to opens & clicks
- Acquisition, web driving, awareness and branding campaigns

CUSTOM TARGETING SOLUTIONS INCLUDE

- Pre-campaign consultation and planning
- Integrated programs tailored to your marketing needs and sales objectives
- Re-engage warm prospects
- Identify and acquire new customers outside your target audience
- Creative development & optimization

TARGETBIZ SEGMENTS:

- TargetBiz C-Level and Top Execs
- TargetBiz IT Decisionmakers
- TargetBiz HR & Personnel
- TargetBiz Financial Services
- TargetBiz Healthcare
- TargetBiz Sales & Marketing
- TargetBiz Manufacturing
- TargetBiz Wholesale & Retail
- TargetBiz SOHO
- TargetBiz New Businesses
- TargetBiz Construction Decisionmakers

OVER 23 MILLION EMAIL PROSPECTS AVAILABLE

