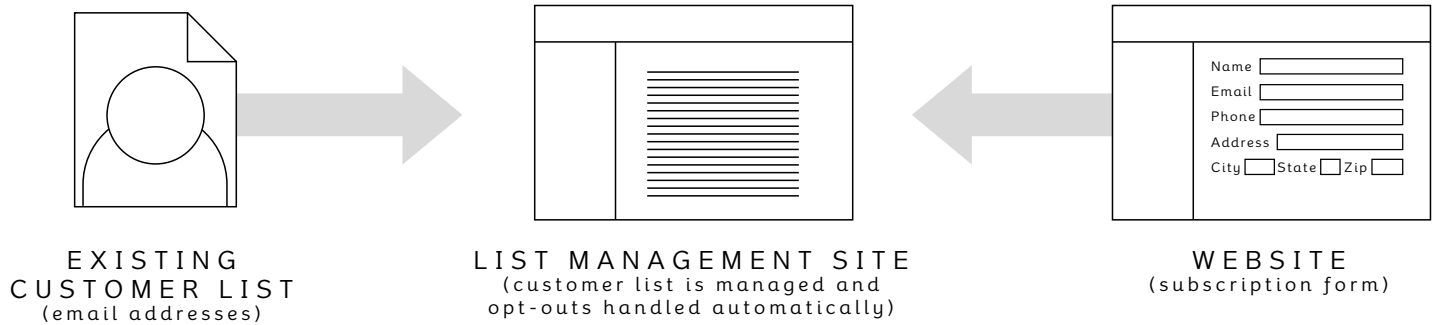


# Email Marketing

## GENERATE CONTACT LIST FROM DATABASE

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## CUSTOMER FACING MATERIALS

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 Note: Email opt-outs are handled automatically

## MEASURED RESULTS AND METRICS

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Number. of customers in database = TOTAL LEADS  
Emails "rejected" (bad email addresses) = MINUS THE BAD  
Clickthroughs to landing page = GENERATED LEADS  
Converted sales = SALES CONVERSION