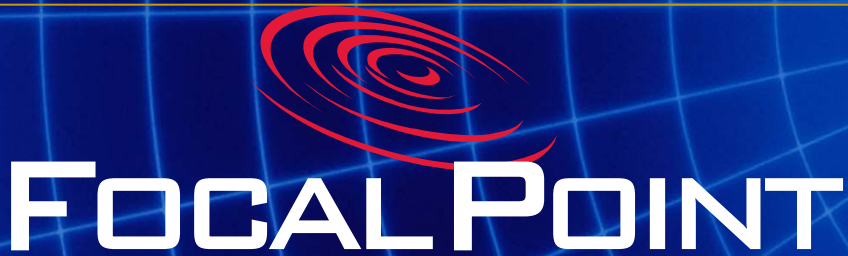


THE FUTURE OF INSURANCE ADVERTISING IS HERE

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**Targeted Interactive Advertising**

The Smart Way to Reach P&C Agents and Brokers

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In today's fast-paced, ever changing insurance marketplace, interactive advertising is an essential communication tool. It is an effective and efficient method to create visibility for your products and services by reaching thousands of Property and Casualty (P&C) producers instantly.

FocalPoint has taken the idea of email marketing to the next level with our exclusive Targeted Interactive Advertising (TIA) system.

TIA integrates all of the elements of standard email communication with the ability to precisely target your audience and accurately measure the results of each campaign.

Through FocalPoint's proprietary Campaign Management System, **TIA provides:**

- Email Advertising Content Development
- Low Cost Email Delivery
- Tracking and Custom Campaign Reporting
- Maintenance of Opt-Out Requests
- Custom List Storage and Enhancement

*"Email is the fastest, most flexible, cost efficient, personalized and targeted communication medium in the world today."*

**—Peppers & Rogers Group**

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### Options To Fit Your Budget

TIA offers flexible pricing options to fit your marketing budget. Whether you are a small wholesaler trying to reach a select group of prospects or a large insurance company targeting P&C agents across the country, we can design a program to help meet your goals. Our prices are based on the quantity/frequency of ad campaigns you choose.

### Our Satisfaction Guarantee

At FocalPoint, we are committed to providing the highest level of consultation and database services available. We take great care to ensure our data is as complete and up-to-date as possible. Our marketing consultants are experts in their respective fields and are dedicated to client satisfaction in everything they do. If you are not satisfied with the quality of our product, data or the service you receive, you can cancel your subscription after your first delivery.

**877.252.4305**

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# Product Features: At-A-Glance

Targeted Interactive Advertising (TIA)

## ROBUST CONTACT DATABASE

Ability To Produce Tailored List/Control Size



Create Multiple Lists For Single Campaign



Dynamic Customer Profile Updates



Subscribe, Unsubscribe Management



Build Opt-In List



## EMAIL MESSAGE DEVELOPMENT

High Impact Message Design



Custom Email Design Flexibility



Insurance Content Email Examples



Ad Portfolio Management



## EMAIL DELIVERY

Personalized Email Messaging



Professional Content Review



Viral Marketing Capability (Forward-To-Friend)



Preference Based Scheduling



Can-Spam Act Compliance



## TRACKING/REPORTING

Delivery Summary



Toll-Free Call Tracking System



Clicked Links Reporting



Benchmark Comparative Analysis





Reach more than  
200,000 Insurance  
Producers  
Nationwide

## IN-DEPTH DATA PROFILE

FocalPoint provides unparalleled access to the most comprehensive database of P&C agencies and their employees. We have established a proprietary process which enables us to provide detailed and accurate information on more than 200,000 insurance producers nationwide. We give you the ability to tap into our database and create your own customized list based on the specific message you are communicating. By partnering with FocalPoint, you can aim your message directly at certain insurance agents based on business demographics and response profiling information. Our data is continually monitored and updated to ensure accuracy and compliance with legal regulations.

## EXPERT CREATIVE DEVELOPMENT

Our industry experts develop professional, attention-getting email ads that are tailored based on the message you want to communicate and the audience you are trying to reach. Whether you are promoting your products and services or announcing important product news, working with FocalPoint, you can quickly and easily produce outstanding email communications that get results.

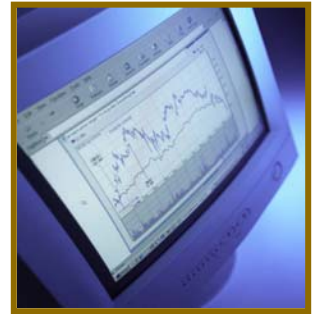


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## STATE-OF-THE-ART REPORTING & TRACKING

FocalPoint's CMS system gives you the ability to track campaign results as they happen. Our tracking reports include the following information:

- How many emails were sent and delivered
- Which links generated the most click-thrus
- Who clicked within each email and where



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## A DEDICATED RESOURCE

When you collaborate with FocalPoint, one of our highly experienced advertising and marketing consultants will work closely with you to determine how to select the best audience for your specific message. A customized solution will be implemented based on your communication objectives and budget for each campaign. Your consultant will also advise you on how to design high-impact content that will resonate with insurance agents and brokers.

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# ABOUT



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FocalPoint Marketing is an e-marketing company facilitating communication within the insurance community. FocalPoint was founded in 2003 to address the advertising, marketing and communication needs of General Agencies, Wholesalers, Industry Suppliers and Insurance Companies.

FocalPoint developed the most comprehensive insurance database in the country along with a state-of-the-art, web-based email advertising system to enable insurance marketers to keep their products and services in front of interested insurance professionals. Our automated business processes and strict data integrity guidelines ensure that our clients have accurate information and effective communication tools. The FocalPoint team consists of highly skilled and experienced marketing consultants who are dedicated to providing our clients with innovative, cost-efficient solutions.

**For more information on  
Targeted Interactive Advertising  
Contact FocalPoint Marketing**

Phone: (877) 252-4305 ext. 313

Fax: (732) 791-4095

Email: [afreda@foclpoin.com](mailto:afreda@foclpoin.com)

**Or Visit our website:**

[www.FocalPointEmarketing.com](http://www.FocalPointEmarketing.com)

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