

# Email Activation

## That Doesn't Suck



Did you know that your email campaigns for generating new leads require a specialized ESP to ensure maximum delivery in the minimum amount of time? While there are many popular email tools that are great for CRM email marketing such as MailChimp or marketing automation platforms like Marketo and Pardot, they are not designed with prospecting campaigns in mind.

At LBDigital, we only use an ESP that is focused on acquiring new customers, giving you the ability to email contacts who are not currently opted into your CRM system. This ensures optimization of your lead generation efforts. What's more, where others can take several days for large deployments, we can deploy up to 1MM records in 24 hours.

### Why work with LBDigital for email activation?



#### Superior Infrastructure

Our specialized ESP ensures customer acquisition success, deploying 1MM records in 24 hours



#### Superior Targeting

We offer 30,000 opt-in segments as well as custom audiences, retargeting & website pixeling



#### Superior Management

From subject lines to HTML, we can manage every detail of your campaign for you



#### Superior Measurement

We provide attribution by segment, including who converted

### Get started today

We typically see up to a 97% deliverability rate! If you're ready to improve your customer acquisition efforts via email, contact us to get started today.



Start your campaign today, contact:  
[hello@lbdigitaldata.com](mailto:hello@lbdigitaldata.com)

