

MOMENTAWARE™ TARGETED EMAILS

Target your specific consumers by leveraging our behavioral and psychographic shopper attributes within MomentAware™, including: age, income, shopper behavior, retail affinities, travel, and more.

WHERE MOMENTAWARE™ TARGETED EMAILS WINS



POWERED BY MOMENTAWARE™

Target your audience based on **location, intent, and shopping behaviors**.

- 105+M retail shopper data points
- 85+M CPG shopper data points
- 216M double opt-in email addresses



PROPRIETARY DATA SEGMENTS

Leverage our exclusive shopper and retail data to tailor to **specific data segments**, including:

- Emotional triggers
- Behavioral nuances
- Location
- Frequent & lapsed shoppers
- Brand & retail affinity



ENHANCED ROI

With more than **216M double opt-in email addresses**, ensure your potential consumers receive your message directly in their inbox.

All **emails are mobile-responsive** to guarantee your message effectively reaches your target audience.

MOMENTAWARE™ TARGETED EMAIL IN ACTION

Leverage MomentAware™ to locate and send a branded email to your target audience that directs shoppers to a custom landing page. Tracking pixels on the email ensure recipients can be retargeted.

