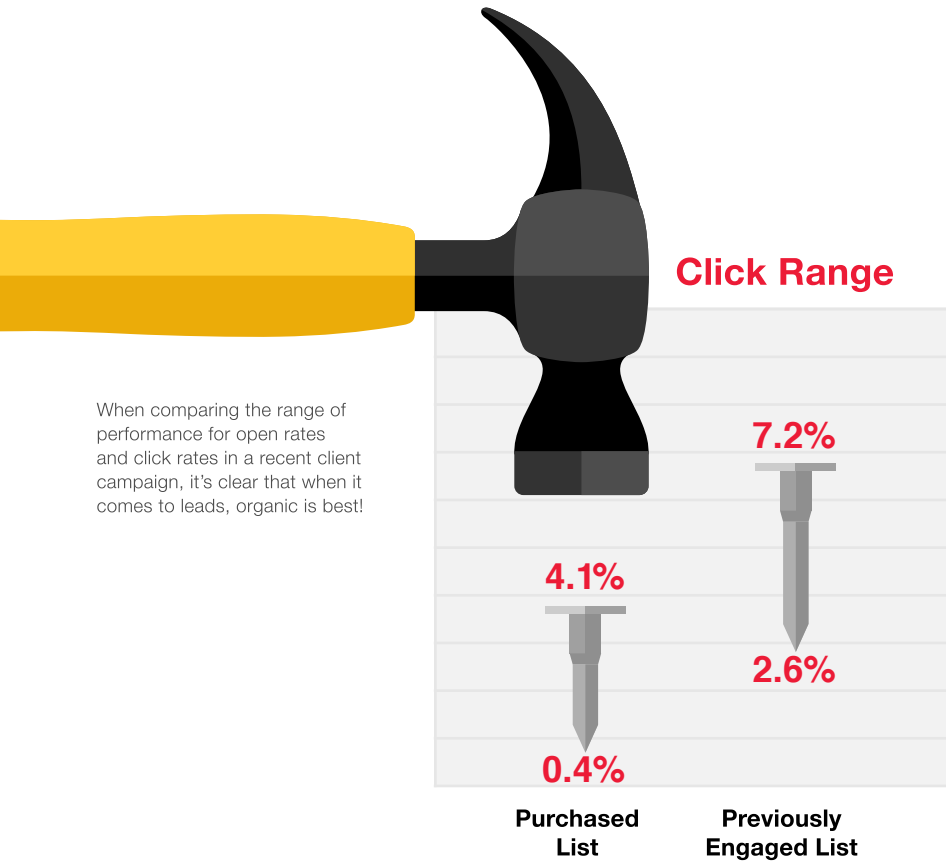


IF YOU BUILD IT, THEY WILL COME.

**What's the difference between building and buying a list?
An engagement increase as much as 150 percent.**

All too often, companies acquire lists for email marketing programs through purchase/append services, only to be met with less-than-stellar results. By building a list organically from leads familiar with your company, you can boost your click rate by as much as 150 percent.

But the real drawback of using purchased lists may go beyond low response rates. **Explore more on this subject in our latest blog.**



When comparing the range of performance for open rates and click rates in a recent client campaign, it's clear that when it comes to leads, organic is best!

