

## Nancy Hammond

**From:** internetretailer=verticalwebmedia.com@reply.bronto.com on behalf of Internet Retailer <internetretailer@verticalwebmedia.com>  
**Sent:** Thursday, May 24, 2012 11:45 AM  
**To:** Nancy Hammond  
**Subject:** Enhance Your Listing on internetretailer.com



## Your Prospects are Looking for You—Make it Easy With an Enhanced Listing in Our Vendor Directory



When you have a product, service or solution to sell, it makes sense to hang out where your target audience does. That's why we're excited to show you how an enhanced listing in the [vendor directory](#) on InternetRetailer.com puts your business in front of your prospects.

An enhanced listing will grab the attention of executives and decision makers who use the directory to research potential vendors—it's strategically placed above our basic listings, is easy to find through our main category pages and includes:

- Hyperlinked graphics and a URL that links to your site

{ Actual example of a Large Enhanced Listing }

### Silverpop Systems Inc.

Atlanta, GA

Silverpop provides e-mail marketing software and services that help web retailers implement complex problems. Silverpop Engage, the company's e-mail marketing platform, offers features such as data segmentation, campaign management, on-demand reporting and analytics, and deliverability. Silverpop's e-mail marketing software provides in-depth reports and real-time alerts to monitor message delivery. Other services include data integration, marketing strategy and support.



#### RECENT HEADLINES

Incorporating social data can help improve the relevancy of e-mail messages

Silverpop extends its social reach with the acquisition of PlacePunch

E-mail marketing firm Silverpop hires a new head of marketing

#### COMPANY FACTS

Year Established	1999
Product / Services	Silverpop Engage
Entry Level / Typical Pricing	Pricing is dependent on size of contact, lead database or e-mail volume sent; costs start at \$10,000 and up
Representative Clients	Air New Zealand Ltd., Pitney Bowes MapInfo Business Applications Ltd., Mazda Motor Corp., Little Tikes Inc., JVC KENWOOD Holdings Inc., Fossil Inc., EDGAR Online Inc., Ciena Corp., Brainshark Inc., Santander BanCorp

[Read Less](#)

/ WHITE PAPER  
[Boost B2C Marketing Results with Customer-centric B2B Tactics](#)

/ WHITE PAPER  
[Silverpop Survey: Exploring the Differences and Similarities of B2C and B2B Marketing Tactics](#)

/ WHITE PAPER  
[Buzz Building: 7 Steps to Social Media Marketing Success](#)

For Sales: Jeff Newlin | 866-745-8767

Website: <http://www.Silverpop.com/>

Are You Interested in This Vendor? [Request a Quote](#)

- **THREE** research/content downloads (whitepapers, cases studies, video demos, webinar promotions, etc.), which can be used to explain your products, services and solutions to potential customers
- Sales contact name and phone number
- **Request a Quote** tab, which lets prospects contact you immediately—directly from your enhanced listing

## Get started with an enhanced listing today!

### Listing Options: Two to Choose From

#### Large

- Graphic size: 215 pixels wide by 150 pixels tall; hyperlinked
- Annual pricing: \$1,900 first category; additional category listings \$1,400

#### Small

- Graphic size: 215 pixels wide by 50 pixels tall; hyperlinked
- Annual pricing: \$1,300 first category; additional category listings \$875

## Main Category Sponsorships Kick Up Your Visibility

You can set yourself apart from other enhanced listings in the vendor directory by becoming a main category sponsor\*. In addition to your enhanced listing, sponsorship means your company becomes the focus of your main product category page with a 160 x 600 Skyscraper. It's a great way to get noticed and offers:

- Visibility next to the editorial lead-in article, as well as on every page within your main category
- Exclusive status: Only one sponsorship is available in each main category
- Annual Price: \$2,000

\* In order to be eligible for a main category sponsorship, a company must have an enhanced listing within that category.



**For more information or to place your order please contact:  
[Oliver Love](mailto:oliver@verticalwebmedia.com) at 312-572-6251 or [oliver@verticalwebmedia.com](mailto:oliver@verticalwebmedia.com)**

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