



# TRIGGER MARKETING

## What Is Trigger Marketing?

After a distributor shows interest in your products and services (viewing a Product Detail page, Supplier Store, etc.), they are sent a predetermined email with a special or other incentive within an hour.

## Why Is It Beneficial?

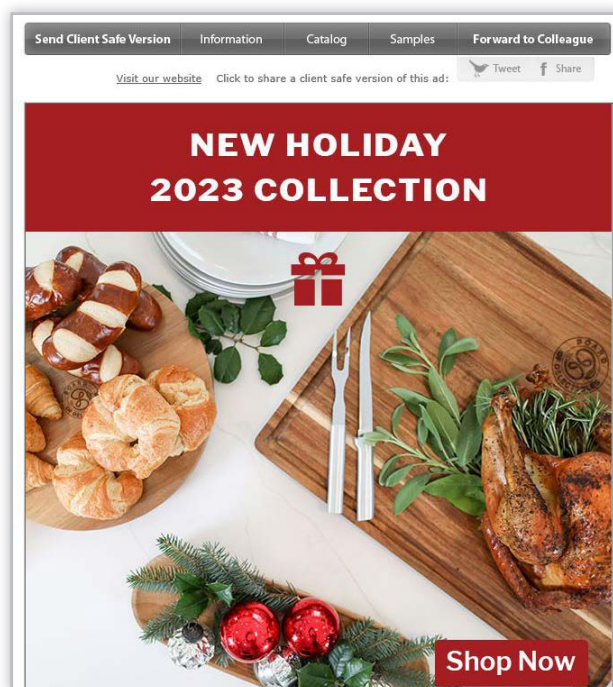
Trigger marketing is a second chance to convert clicks into sales. It reminds searching distributors of products that they were browsing and builds brand recall.

## Features Included

- **Targets already interested distributors**
- **Email that includes a special or other enticing offer**
- **Email to include a link to bring them back into ESP® to complete the sale**

## Rate

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**Contact your account executive to learn more.**