



# BASIC AND PLATINUM

## What is EmailExpress?

**EmailExpress™** allows you to develop a cost-effective email marketing campaign that reaches distributors (both ASI® members and nonmembers). With a variety of lists, targets and engagement enhancements, you can get your brand and message directly to distributors who want to hear from you.

## Why is it beneficial?

Our EmailExpress campaigns generate interest, connect you with prospects and track the success of your email marketing.

**Basic:** Reach 35,000+ ASI members and nonmembers

**Platinum:** Second send in the weekly EmailExpress Product Collection and the Counselor® PromoGram e-newsletter

## How does it work?

### • REACH

Link your products directly to ESP® and make it easier to get them in front of distributors.

### • STRATEGIZE

Work with a trusted industry consultant to develop a cohesive email marketing plan.

### • TRACK

Get critical ROI reports on opens, clicks, forwards and buyer-friendly requests.

## Rates

	120x	52x	26x	12x	6x	3x	1x
<b>Basic</b>	\$705	\$760	\$795	\$815	\$840	\$880	\$930
<b>Platinum</b>	815	880	910	930	970	990	1040

UNIQUE OPEN RATE:  
22.94%\*

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