



BASIC AND PLATINUM

Reach distributors directly with targeted, measurable email marketing.

How do I get my message in front of distributors in their inbox?

Distributors rely on email to discover new products, promotions and suppliers – but only when the message is relevant and easy to act on. **EmailExpress™** allows you to deliver your message directly to distributors through a trusted industry channel. Your email reaches engaged recipients and links them straight to ESP+, making it easy to explore your products and take the next step.

Why use EmailExpress?

- Connect with distributors through a familiar, high-engagement format.
- Drive traffic directly to your products in ESP+.
- Build awareness and interest with consistent outreach.
- Measure performance through detailed reporting.

How does it work?

- **REACH**
Your email is sent to a large distributor audience, giving your products immediate visibility.
- **STRATEGIZE**
Work with an industry consultant to align your message with your goals and audience.
- **TRACK**
Receive performance insights including opens, clicks, forwards and buyer actions.

Rates

	120x	52x	26x	12x	6x	3x	1x
Basic	\$705	\$760	\$795	\$815	\$840	\$880	\$930
Platinum	815	880	910	930	970	990	1,040

UNIQUE OPEN RATE:
22.94%



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

Platinum: Includes everything in Basic, plus a second send in the weekly EmailExpress Product Collection and the Counselor® PromoGram e-newsletter for added visibility.

Contact your account executive to learn more.