

E-T@RGET INTELLIGENCE

Pan-European personalised email list for the technology marketer



Why chose e-t@rget intelligence

- 200,458 personalised email addresses
- 21 functions
- 72,678 locations
- 18 European countries
- 200 available selection criteria
- 10 Technology Modules
- 5 business day for delivery
- Text and HTML formatting
- Full web-based tracking capabilities
- Unlimited links within message
- Unlimited merge placement
- Ability to send message to audience of virtually any size

E-mails from a trusted, global marketing data provider

Harte-Hanks is a direct marketing services provider who owns and operates the largest Information Technology database worldwide. With e-t@rget intelligence, you can combine a wide range of criteria with the flexibility of e-mailing to fuel personalised, permission-based marketing programs.

Powerful segmentation

e-t@rget intelligence enables you to launch highly targeted e-mailings across Europe, using more than 200 selection criteria including size of site, turnover of site, hardware, software and network infrastructure used at site, enterprise and company level. Contacts available and selectable include e-mail addresses of professionals with positions in technology, CEO, finance, marketing and sales as well as human resources.

Managed e-mailing requirements and workflow

Prior to ordering, we provide final counts in order to book the e-mails for your use. Our rigorous quality control process ensures you test and approve your e-mail campaign as you client sees it. Broadcasts are only scheduled once you are happy everything is working to your satisfaction.

Campaign feedback

We provide full reporting on each campaign, normally five days after broadcast. This includes e-mail volumes delivered and received; total and unique open rates; total and unique click-throughs.

Data privacy protection

e-t@rget intelligence provides each contact with several ways to unsubscribe at any time. Our data collection process has been submitted and approved by the European Data Privacy Commission, ensuring your campaigns comply with European Data Privacy laws.

Campaign costs

Set up fee: £220 per campaign

Rush fee: £110 per campaign

E-mail rental rate:

£0.50 per e-mail (up to 3,000 e-mails)

£0.28 per e-mail (over 3,000 e-mails)

FOR MORE INFORMATION CONTACT:

Harte-Hanks

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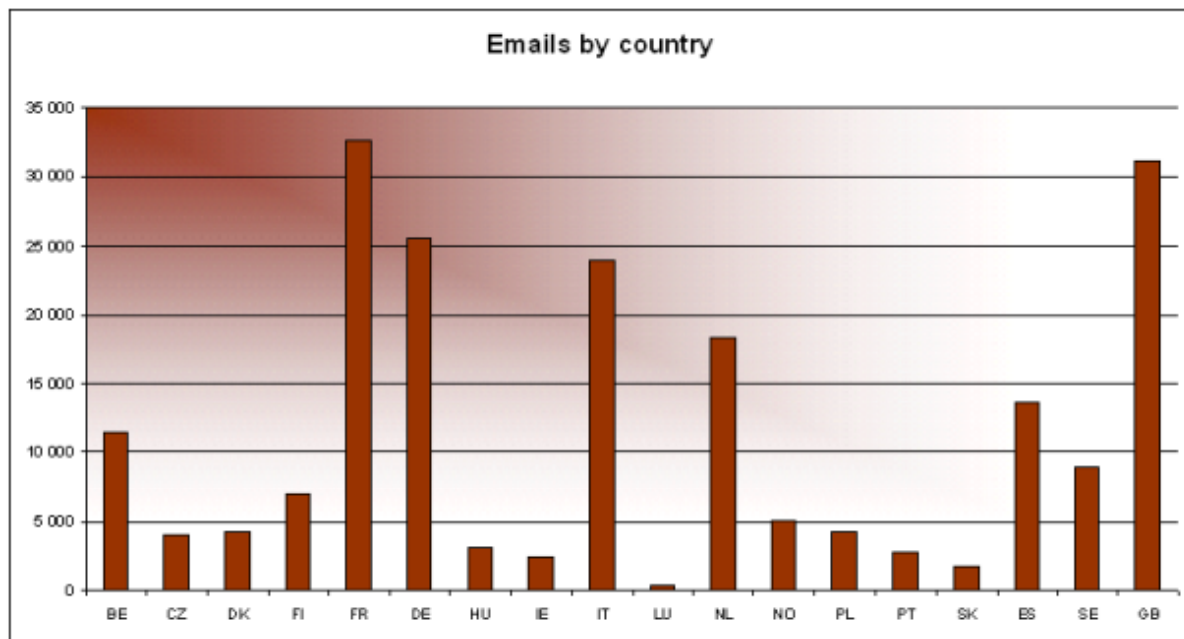


We make it happen.

E-T@RGET INTELLIGENCE

Count by Country and function (Jan. 2008)

Function/ Country	BE	CZ	DK	FI	FR	DE	HU	IE	IT	LU	NL	NO	PL	PT	SK	ES	SE	GB	Tot.
Call Center Manager	15	1	4	15	157	101	12	2	66	1	65	7	7	5	2	40	36	84	620
Data Communications Manager	69	35	41	33	295	110	3	14	394	1	85	15	6	62	23	197	14	212	1 609
Database Manager	28	1	4	18	61	25	1		62		10	9		8		16	17	76	336
e-Business Manager	95	9	10	13	88	43	4	5	75	12	177	19	13	25	7	92	5	236	927
Human Resources Manager	1 347	484	272	586	4 317	3 065	178	283	268	31	1 699	675	442	435	179	1 693	1 379	4 404	21 737
Network/Security Manager	409	179	149	137	975	823	192	23	791	9	431	133	222	200	68	390	382	1 004	6 507
Non-PC Systems Manager	360	4	5	32	636	149	8	2	748		1 015	26	4	59		652	22	538	4 260
Ops/Tech Support	113	48	138	103	1 765	738	4	5	1 601	8	91	54	12	77	31	404	70	1 134	6 476
PC Manager	206	78	93	527	1 228	1 004	63	59	981	5	224	211	32	135	16	548	280	788	6 478
President/General Manager	3 058	811	1 300	1 746	6 202	7 012	852	682	4 754	118	5 389	1 345	1 025	391	347	2 412	2 386	6 702	46 532
Production Manager	623	400	176	741	298	1 930	278	26	1 766	4	1 166	171	306	115	175	924	536	1 512	11 147
Purchasing Manager	520	150	92	242	2 816	2 315	118	132	1 948	2	915	123	133	162	88	1 074	406	1 661	12 897
Senior Customer Services	270	39	46	200	704	759	53	85	722	6	217	137	59	61	32	437	108	795	4 730
Senior Financial Executive	2 140	663	968	1 552	4 966	3 931	622	564	3 720	83	3 899	1 152	859	467	277	2 271	2 117	5 176	35 247
Senior Information Systems	2 864	701	1 047	1 400	4 228	4 265	687	478	433	126	3 558	1 119	415	493	312	2 439	1 713	4 782	30 860
Senior Marketing Executive	479	272	227	733	1 825	1 929	154	181	1 141	9	755	240	461	148	116	466	418	2 188	11 742
Senior Sales Executive	555	380	230	634	2 310	1 810	253	174	1 636	5	888	159	288	150	172	966	267	1 784	12 661
Software/Applications Manager	319	3	19	50	423	185	4	25	356		150	62	9	71	5	244	52	367	2 344
Storage Manager		10	3	3	6	6	3	3	2			1	4	15	9	3	1	15	84
Telecommunications Manager	284	56	48	46	790	294	12	22	529		331	38	57	104	32	296	30	617	3 546
Webmaster/Internet App Mgr	31	21	31	12	119	115	6		123	2	291	27	16	5	15	42	66	121	1 043
Workstations Manager	2				2	2			2										8
Unique Contacts total	11 522	3 989	4 242	6 986	32 623	25 606	3 132	2 452	23 849	353	18 249	5 055	4 203	2 739	1 685	13 595	8 949	31 229	200 458



BE = Belgium
ES = Spain
HU = Hungary
NL = Netherlands
SE = Sweden

CZ = Czech Republic
FI = Finland
IE = Ireland
NO = Norway
SK = Slovakia

DE = Germany
FR = France
IT = Italy
PL = Poland

DK = Denmark
GB = United Kingdom
LU = Luxembourg
PT = Portugal

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