



## A STUDY IN VERTICAL INTEGRATION

### Every Market Media Case Study

High volume email broker vertically integrates, improving profit and performance

**Account:** Email marketing brokerage  
**Product:** B2C Email Mailable Masterfile  
**Feature:** D and SB email records, minimally required to have name and zip code level geography  
**Application:** Geo-targeted advertiser email campaigns

#### Account Background

High volume email brokerage outsourcing 99% of its sold email volume. Account frustrated with low profit margins and lack of control. Transparency into process sometimes prevented swift turnaround, origins of traffic for clients was not always clear. With hundreds of weekly campaigns and dozens of markets vertical integration without client disruption was very challenging and attempts to integrate previously were unsuccessful. Vertically integrating for more control and for cost improvements requires a solution set that only a proven leader like Every Market Media can provide.

#### Situation

For any emailer, the composite cost of sending out one email is a core profitability lever. In a brokerage environment margins can be as thin as 10 – 20%. For our customer, this meant brokering hundreds of jobs a week at an annual cost of more than \$3 million dollars.

#### Solution

The customer was looking for a way to reduce this significant cost of goods sold without driving additional cost or poor service into the product or fulfillment process. The answer to this problem came in the form of a combination approach of integrating the Every Market Media B2C Email Mailable Masterfile in tandem with best practice consulting to launch proprietary internal email service provider internally at our customer. This included training staff and creating written process and roll-up schedule. For the substantial volumes required for this project a custom database to campaign manager tool was deployed to access data and pipe to email service providers for distribution.

#### Customer Benefits

- **Assumed 33% of their own volume within 8 months**
- **Projected 12 month cost savings of approximately \$1,000,000**
- **Developed core competency**

#### Results

Saving brokerage costs adds significant dollars back to the bottom line. For B2C marketing service providers large and small, the Every Market Media B2C marketing Masterfile and the EMM team deliver measureable value, quickly.

