




wrm-media.com
email marketing services

UK	3,400,000
USA	15,000,000
Australia	854,000
New Zealand	65,000
Malaysia	247,000
Phillippines	49,000
Singapore	127,000
Canada	208,000
India	384,000
Ireland	57,000
South Africa	52,000

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Data Card

WRM-Media are international data owners and specialists in email marketing services. Founded in 2007, we now have offices in the UK and Australia. We have over 20 million active in-house email addresses worldwide and have access to millions more through our trusted partners.

PREMIUM DATA

All of our marketing lists hold premium quality data thanks to the nature of our data capture opportunities. The majority is collected from our hugely successful websites, Who-Remembers-Me.com, WRM-Dating.com and WRM-Surveys.com.

To get the most from these services members provide detailed personal information, making WRM-Media 's email database one of the most accurate available.

Who-Remembers-Me.com

Founded in May 2003, our consumer friend-finder website now has more than 35 million registered members worldwide with membership currently growing at approximately 300,000 per month. This fresh data is key to the continued success of our marketing as we only promote to our most active, targeted email addresses. Our current active database therefore, stands at an impressive 20 million records .

In 2007 membership fees to the site were abolished and opt-in email marketing became the principal source of revenue. WRM-Media acquired its own identity as the independent sales arm of Who-Remembers-Me.com.

WRM-Media data is collected through full opt-in registration on the website; registrants submit full name, date of birth, gender, address and site-specific interest sectors. The 'opt -in 'is gained via a positive action tick box giving us permission to send them relevant promotional emails from ourselves and carefully selected third party partners.

Members are welcome to opt out of receiving promotional material after just one email and retain their membership to Who-Remembers-Me.com. However, our targeted marketing lists mean that over half of all members choose to continue receiving our email marketing material, enabling us to build a database of over 20 million email records.

- ✓ International email database with over 20 million records proving extensive rollout capabilities
- ✓ International postal database with nearly 1.5million records across English speaking countries.
- ✓ Premium quality data collected from Who-Remembers-Me.com
- ✓ Based in the UK and Australia with true global reach
- ✓ Accredited members of the DMA, IAB & IDM delivering best practice campaigns
- ✓ Interest selections, behavioural and geo-demographic segmentation allows highly targeted campaigns
- ✓ Sophisticated proprietary email broadcasting platform
- ✓ 'Delivery, Open & Click ' reports provided to monitor campaign success
- ✓ Geodemographic campaign response analysis
- ✓ Sender Score Certified and White Listed with all major email providers



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Country	£	\$	€
UK	45	70	50
Ireland	50	80	55
Australia	185	270	210
New Zealand	185	270	210
USA	7	10	8
Canada	7	10	8
Malaysia	185	270	210
Philippines	185	270	210
Indonesia	185	270	210
South Africa	80	130	90

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Rate Card

EMAIL DATA RATES

WRM-Media use behavioural and demographic targeting to ensure email campaigns are tailored to best suit your audience. Every campaign is planned to maximise performance, delivered with market-leading campaign management software by our experienced, service-focused team.

The cost per thousand (CPM) rates shown include campaign monitoring throughout and a 'delivery, open and click' report on completion to enable you to evaluate your campaign's success. We can also carry out pre and post campaign analysis utilising ACORN and CAMEO codes, providing valuable strategic insight on your customers and prospects.

POSTAL DATA RATES

In addition to email data, our marketing database has nearly 15 million postal addresses worldwide. With 2.2 million verifiable records in the UK, 590,000 in Australia and 12 million in the US, we are able to implement highly targeted multi-channel campaigns and direct mail. Based on our members behavioural and demographic characteristics, we can select the most appropriate datasets for your postal campaigns, maximising response and conversion.

Our UK postal records are fully-validated by the Royal Mail Postcode Address File (PAF) to ensure accuracy and deliverability.

For our postal data rates please contact us,

LEAD GENERATION

At WRM-Media we build bespoke registration paths, unique microsites and partner with some of the industry's biggest players in lead generation.

Our strategies offer the highest quality data available, enabling you to build or expand your own base of consumers. WRM-Media build leads online by asking current opt-in data if they would like to receive further communication from you. We provide you with the information you need on each lead and validate it to ensure data accuracy. We also suppress any files you already have to ensure you only pay for new, relevant leads.

DATA APPENDING

Data appending involves working with other companies to match consumer data. It is possible to match email addresses to your existing postal database, both expanding it and reactivating lapsed customers.

Although WRM-Media's email database already has some 20 million records, by working alongside several other digital marketing companies it can help businesses to expand their reach even further.

SOME OF OUR CLIENTS

