



## OVER 65,000 US DENTISTS EMAIL ADDRESSES PLUS POSTAL ADDRESSES AND DETAILS FROM THE ADA AVAILABLE\*

### DESCRIPTION

With over 65,000 permissioned email addresses, Redi-Data delivers the most complete dentist email database in the industry. Proven to be highly responsive, the Dentist database reaches decision makers for virtually everything, including major dental equipment, practice management services, insurance, supplies and more. For even further reach, our email database is 100% multi-channel with matching ADA\* postal addresses and phone numbers (where available), maximizing your ability to communicate and sell.

### FEATURES

- Over 65,000 US Dentists
- Permissioned dentist emails
- Dozens of selects
- Emails deployment through Redi-Data or can be licensed
- Sophisticated analytics that track results
- Validated dentist details available from the ADA\* postal database

### COLLECTION, MAINTENANCE, QUALITY

- Updated weekly after permission passing
- Every record multi-sourced and verified
- Postal portions of each record updated with DPV/NCOA
- All non-authorized emails and bounces removed within 1 hour of deployment of all campaigns

### DEPLOYMENT SERVICE PACKAGE

**EMAIL DEPLOYMENT:** Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final deployment form. Additional charges apply for specialized graphics including oversized email messages.

**EMAIL REPORT:** Includes summary information regarding the mailing, seed names, messages delivered, messages opened, removes, clickthroughs, bad addresses and net names sent. (Please note the "Reply to Clicks" are not captured in the report, but can be redirected to an email address of your choice.)

**URL TRACKING (Clickthroughs):** Tracks individual URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

**TURNAROUND TIME:** 3-5 days after receipt of your email message and list owner approvals.

### SELECTIONS

#### BASIC SELECTIONS:

- Geography
- Specialty
- Address Type (Home or Office)
- Dental School
- Graduation Year
- Gender
- Membership
- Practice Information

#### GEOGRAPHIC SELECTIONS:

- State
- County
- SCF (1st 3 ZIP Digits)
- ZIP Code

#### SPECIALTY SELECTIONS:

- Oral Surgery
- Endodontics
- Orthodontics
- Pediatric Dentistry
- Periodontics

### ADDITIONAL EMAIL SERVICES

**PERSONALIZATION:** Personalize each email message with the individual's name.

**PIN NUMBERS (Personal Identification Numbers):** Validated unique identification numbers to each individual email message.

**DATABASE MATCHING:** We can match a client supplied file to our email database and select the matched records for email deployment.

**DATABASE MATCH EMAIL FLAG:** Supply a client's file back to them with a flag indicating which records have an email address.

**NON-AUTHORIZED/NON DELIVERABLES:** Provide the non-authorized/non-deliverables from an email deployment for client supplied files.

**SUPPRESS FILE:** We can suppress a client supplied file of emails.

**ANALYSIS FILE:** After deployment, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded, and the number of "clickthroughs" and removes. (Additional fees apply.)

# DENTIST EMAIL LISTS

## EMAIL LIST RENTAL / SELECTION CHARGES


PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
DEPLOYMENT	Basic	Deployment (Turnaround time: 3-5 days after receipt of email message in final deployment and all necessary approvals.)	One time use	\$325	M	\$650
			Two time use	\$575	M	\$1,150
			Three time use	\$795	M	\$1,390
			Four time use	\$995	M	\$1,990
			Annual (1 year) up to 12x use max	\$1,350	M	\$2,700
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
FRONT END (Pre-Deployment)	Creative	Personalization	Personalization per occasion	\$75	FLAT	\$75
		Image Hosting	Email contains single image	\$75	FLAT	\$75
OPTIONS	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your email message. Multiple URLs can be tracked in one email message	Included	EACH	Included
		PIN NUMBERS	Validated unique PIN, assigned by client or Redi-Data, to individual email messages	\$150	FLAT	\$150
		Database Match	Match client-supplied file to Redi-Data email database	\$200	FLAT	\$200
		CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT
BACK-END (Post-Deployment)	CAN-SPAM Compliance	Provide Non-authorized	Supply file of non-authorized email addresses from deployment	Included	FLAT	Included
OPTIONS	Back-end Analysis	Email Deployment Analysis File	Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized	\$500	FLAT	\$500

View and run counts on our free online count system at [ama.redicounts.com](http://ama.redicounts.com)

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