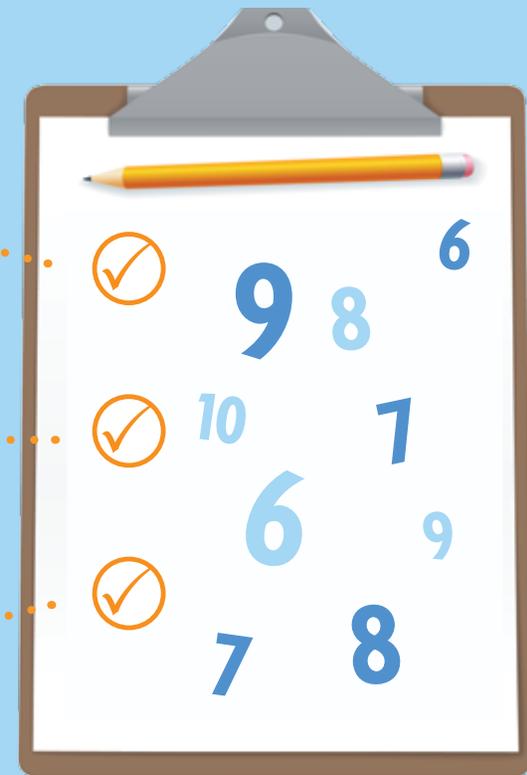


email by the numbers



intro

Welcome to **Email Institute's Spring 2012 Email Gallery Look Book**! We've come a long way with our sixth Look Book. In keeping with tradition, this edition is packed full of brilliant emails that exemplify best email marketing practices. Our team of Epsilon experts explains why these 26 emails are the cream of the crop. And due to high demand, we've brought back our popular **Look Book Email Scorecard**, a ranking system that shows how marketers scored for their work to get noticed and to generate clicks, and for their creative intelligence.

That's not all. To engage readers, we've updated the book to feature an infographic format to give you all the juicy nuggets in a fun, easy-to-read format. And this year, we wanted to let our loyal readers have a say on their top pick of our inaugural **People's Choice Email**.

Email Institute's Spring 2012 Email Gallery Look Book awaits...



scorecard: ⁶

how are scores calculated? ⁷

the inbox: ¹⁰

key elements: sender name, subject line, preheader, preview pane ⁹

content & creative: ⁶ ⁸

key elements: preheader, header, navigation, primary & secondary message, tertiary message, sidebar, recovery module

targeting: ⁹ ⁷

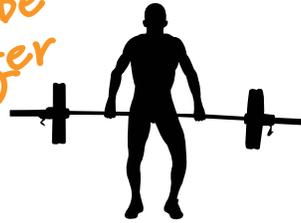
key elements: sender name, subject line, preheader, header, primary message, secondary message

⁹

⁸

7.2

could be stronger



average **INBOX** score for emails in this look book

8.3

strong!



average **CONTENT & CREATIVE** score for emails in this look book

8.0

strong!



average **TARGETING** score for emails in this look book

overall email scores

8 7 9 6

10 9

6 7

7 9

8

just the facts...

Email Institute established in

2009

3,000 brands
represented in Email Gallery

Email Institute has produced

6
Look Books

190,000 emails
featured in Email Gallery

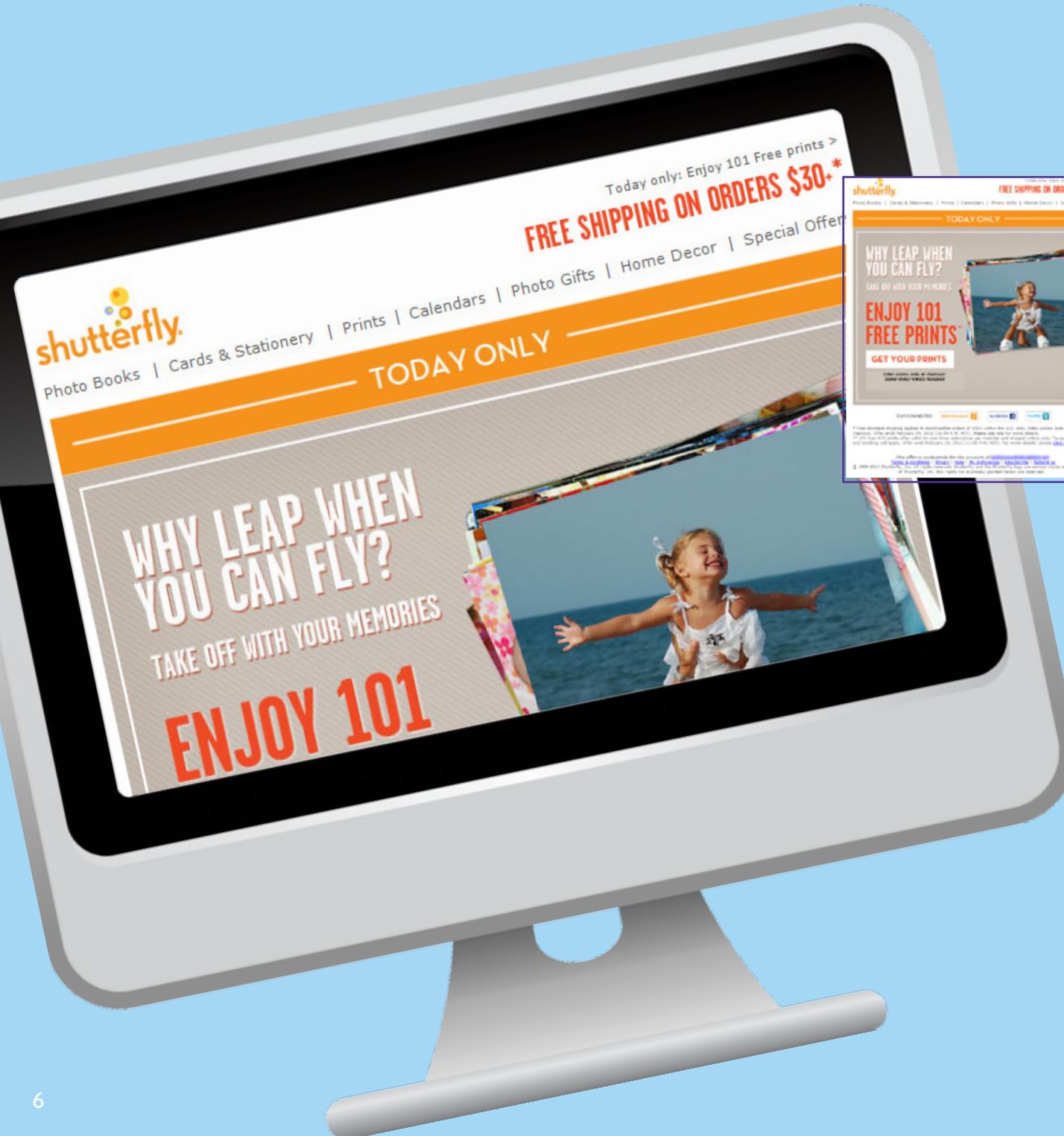
20,000
pieces of premium content
downloaded from Email Institute

92 industries
covered in Email Gallery

FROM: SHUTTERFLY
shutterfly@e.shutterfly.com

INDUSTRY | TECHNOLOGY: SERVICES

EMAIL TYPE | RETENTION: INCENTIVE
RETENTION: PROMOTIONAL
SEASONAL CONTENT



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

SEIZE THE DAY. ENJOY 101 FREE PRINTS.

Nothing says 'open me' more than the word 'free' in a subject line. Shutterfly gives subscribers 101 reasons to open this email. In a rare play off Leap Day, the brand surprises and delights subscribers with a one-day promotion for free prints. The descriptive call-to-action commands attention, as does the hero shot of the little girl. I'm a sucker for cute creative! While the email features a large image, the content compels recipients to have a closer look and to redeem the offer. It almost makes you wish Leap Day emails would appear more frequently!

kelsey horine
senior strategic consultant,
aspen marketing services,
a division of epsilon



FROM: THE DENVER POST
 customercare@denverpost.com
THE NEW YORK TIMES
 nytimes@email.newyorktimes.com

INDUSTRY | MEDIA & PUBLISHING: B2C

EMAIL TYPE | MOBILE
RETENTION: PROMOTIONAL



The Inbox:



Content & Creative:



Targeting:



The Inbox:



Content & Creative:



Targeting:



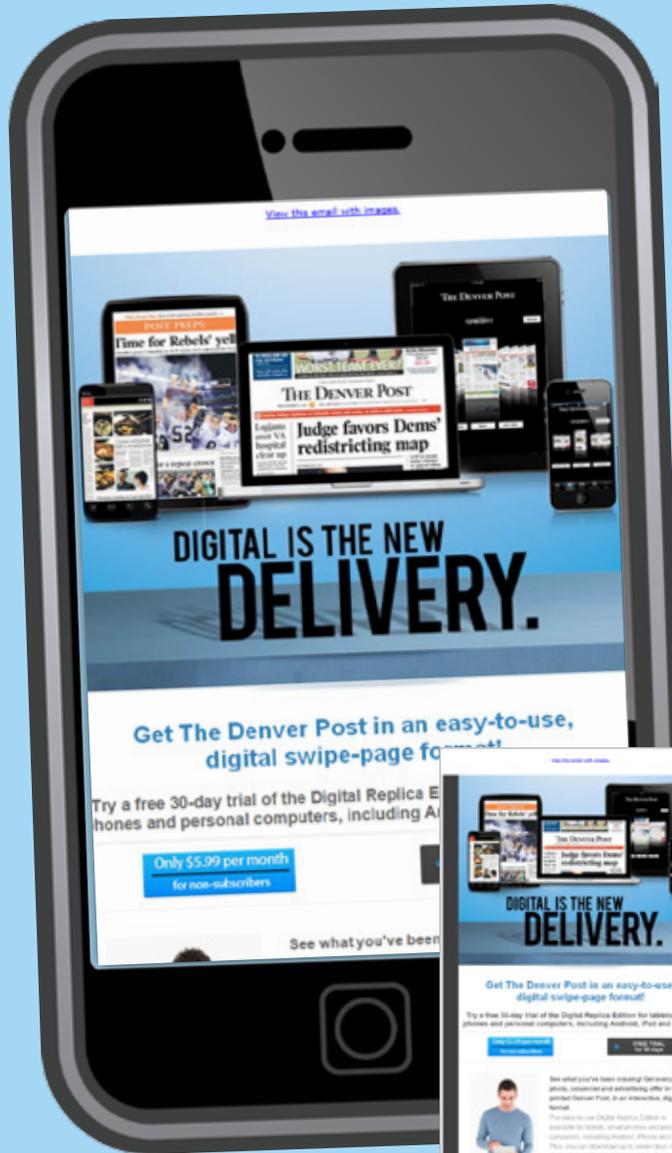
SUBJECT LINE

**THE DENVER POST:
 DIGITAL IS THE NEW DELIVERY
 THE NEW YORK TIMES:
 SPECIAL OFFER: SAVE ON A
 TIMES DIGITAL SUBSCRIPTION**

It's not easy being in the publishing industry these days. But The Denver Post and The New York Times beautifully demonstrate their digital relevance with these dynamic emails. The Post does a great job balancing its value proposition and delivering on its content. While the call-to-action falls below the fold and the email uses a large image, the content beautifully makes up for the shortfall. Meanwhile, the Times features a cleaner email that's spot on for the brand. It's fitting that the creative acknowledges the different ways readers consume media. While the email isn't as robust as its counterpart, the clear calls-to-action gives subscribers reasons to click.



danielle lawrentz
 marketing manager,
 epsilon



FROM: STARWOOD HOTELS & RESORTS
starwoodhotelsresorts@starwood.delivery.net

INDUSTRY | TRAVEL & HOSPITALITY: HOTELS

EMAIL TYPE | RETENTION: INCENTIVE
RETENTION: PROMOTIONAL



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

**SAVE UP TO 40% OFF STAYS
AT 275+ HOTELS AND RESORTS.
BOOK BY FRIDAY.**

Once you see a hotel's email, you've seen them all. Not necessarily. Starwood Hotels & Resorts brightens things up with a dedicated email campaign designed to drive awareness about its Starpicks destinations and emotionally connect guests to its brand. Leveraging a Facebook sweepstakes is a great way to ignite excitement and engage customers. What I enjoy most is that the email offers subscribers a true experience. Not many hotels can pull that off successfully. The embedded thumbnails are a nice touch and made up for the large image that overtakes the message.

david gray
director of field marketing,
epsilon



FROM: STARBUCKS
Starbucks@e.starbucks.com

INDUSTRY | RESTAURANT: QUICK SERVICE

EMAIL TYPE | RETENTION: PROMOTIONAL
TRANSACTIONAL: REAL-TIME MESSAGING



The Inbox:



Content & Creative:



Targeting:



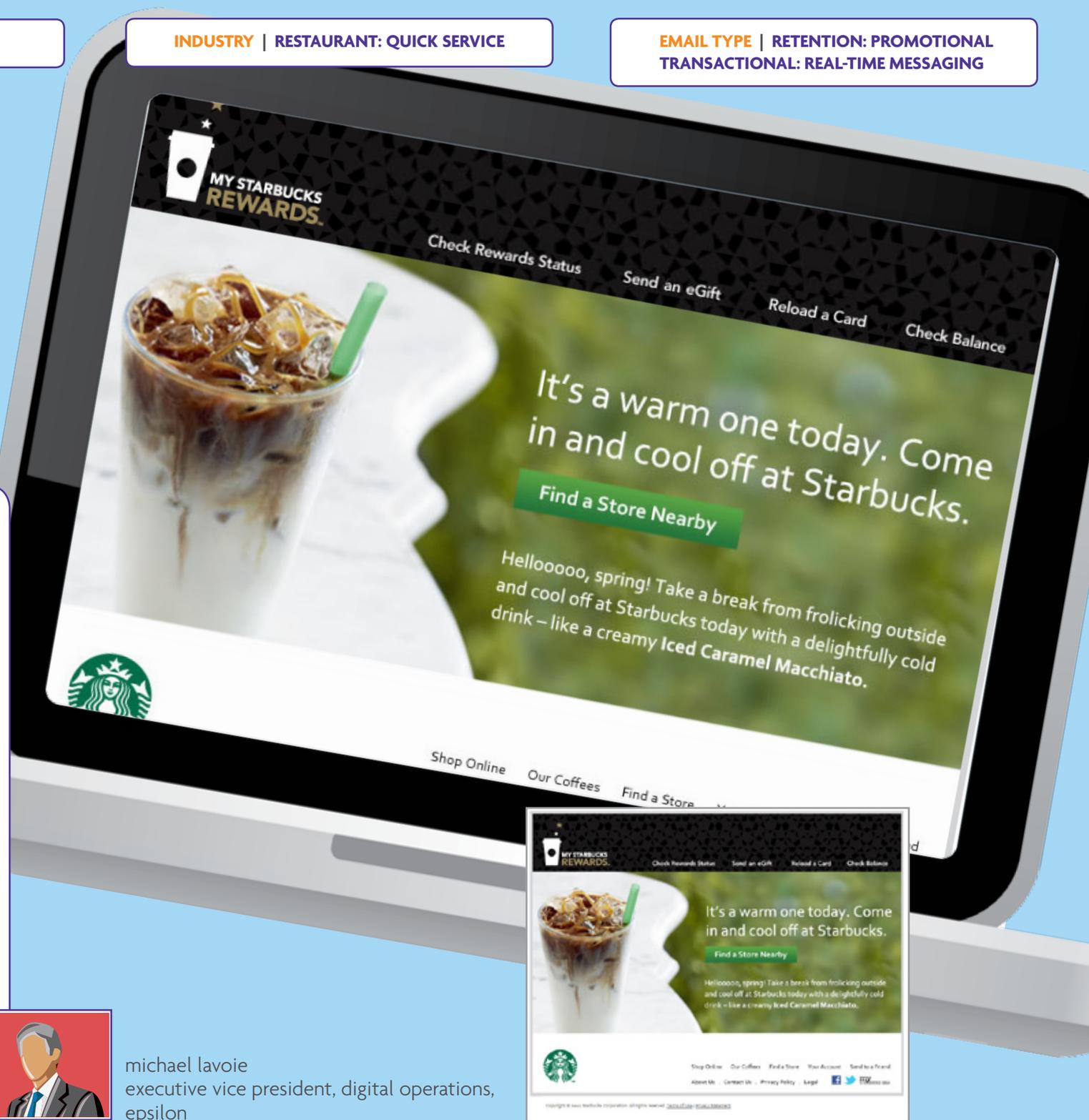
SUBJECT LINE

IT'S GETTING PRETTY WARM IN THE NEWBURYPORT AREA. KEEP COOL AT STARBUCKS.

In the world of email marketing, relevance and timing are critical. Starbucks shows just how relevant it can be, at the right time. I was walking along when Starbucks sent me a personalized email. Curious, I opened it and boom! An image of a delicious, frosty beverage beckoned me. The timing couldn't have been better on an 80-degree day! Starbucks knows how to drive its open rate, despite using a heavily image-based email. The only thing lacking was a coupon offer, but I still bought my drink. I love that the content feels like it came from my local Starbucks store, rather than the corporate office.



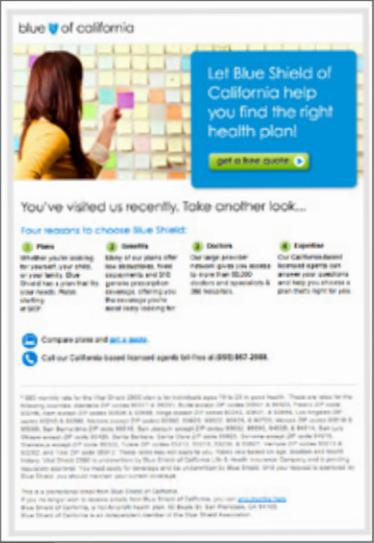
michael lavoie
executive vice president, digital operations,
epsilon



FROM: BLUE SHIELD OF CALIFORNIA
blueshield@blueshieldca.chtah.com

INDUSTRY | INSURANCE: HEALTH

EMAIL TYPE | REACTIVATION





The Inbox:

 6

Content & Creative:

 9

Targeting:

 7

SUBJECT LINE

TAKE ANOTHER LOOK AT BLUE SHIELD

If you're in the market for health insurance emails, this is one you'll definitely want to see. As part of a retargeting campaign, Blue Shield smartly highlights the benefits and features of selecting the brand, making me pause to think about its messaging again. It's a stark contrast from the typical marketing speak emails to which I'm accustomed. Blue Shield shows that it not only wants my business, but it lists several reasons why I should reconsider the brand. This is a great example of how to use retargeting emails and make your data work hard to spark results.

vin tabora
account director,
epsilon



FROM: AMAZON.COM
localdeals@amazon.com

INDUSTRY | RETAIL: MASS MERCHANT

EMAIL TYPE | RETENTION: NEWSLETTER
RETENTION: PROMOTIONAL



The Inbox:



Content & Creative:



Targeting:



The Inbox:



Content & Creative:



Targeting:



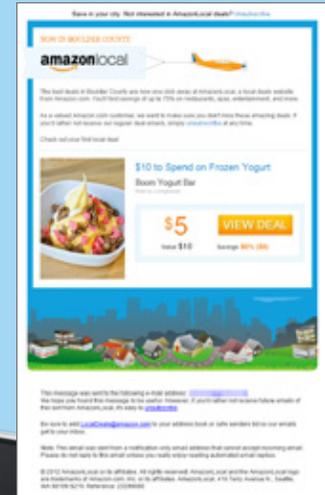
SUBJECT LINE

EMAIL #1:
\$5 FOR \$10 AMAZON.COM GIFT CARD
EMAIL #2:
**INTRODUCING AMAZONLOCAL -
BOULDER COUNTY**

I'm all about finding good deals, especially when they're accompanied by stellar emails. Amazon.com knows its customers don't want to be bothered with email clutter. This pair of clean, polished emails offers subscribers a pleasant experience with a graphical treatment that seems personalized, but doesn't use that full approach. The brand understands how subscribers engage with the medium, positioning the HTML text at the top of the message and making the creative secondary. It's a unique approach that continues to work for smart marketers like Amazon.com. Sometimes, simplicity is best.



gena carpenter
director of analytics,
epsilon targeting,
a division of epsilon



FROM: THE LIFE IS GOOD COMPANY
lig@emails.lifeisgood.com

INDUSTRY | RETAIL: APPAREL & ACCESSORIES

EMAIL TYPE | RETENTION: PROMOTIONAL
SEASONAL CONTENT: MOTHER'S DAY



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

NEW TEE JUST IN FOR THE MOM WHO DOES IT ALL

Psst. I'll let you in on a little secret. This T-shirt was made for me! Life is Good blends the right dose of humor while prompting recipients to think about Mother's Day. The subject line piques curiosity and the creative gets people grinning. While flowers and candy are lovely and typical sentiments to include in Mother's Day-themed emails, Life is Good stays true to its brand with its kitschy message. This out-of-the box call out about what 'Mom' does best fits in well with the brand's overall marketing. I can't wait to see what's on tap for Father's Day.

lisa kenney
director of marketing,
epsilon



FROM: HOW MAGAZINE
how-newsletter@fwpubs.com

INDUSTRY | MEDIA & PUBLISHING: B2C

EMAIL TYPE | RETENTION: COUPON
RETENTION: PROMOTIONAL





The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

UPDATE YOUR EMAIL PREFERENCES - GET A 15% OFF COUPON!

Even though a marketer has an email address, the brand may not have all the details it needs from customers. HOW Magazine uses this cleverly designed message to encourage subscribers to update their email preferences. And every email marketer knows that preferences are king! The message is a smart approach that shows recipients how to tailor future messages. The inclusion of the 15% discount is a great incentive to prompt action, but a more effective approach would be to add a coupon cutout. While the paragraph formatting seems questionable because it didn't render properly in all email clients, the structure doesn't detract from the effectiveness of the message.

grant mcgrath
mobile solutions/
emerging technology,
epsilon





The Inbox:

8

Content & Creative:

8

Targeting:

7

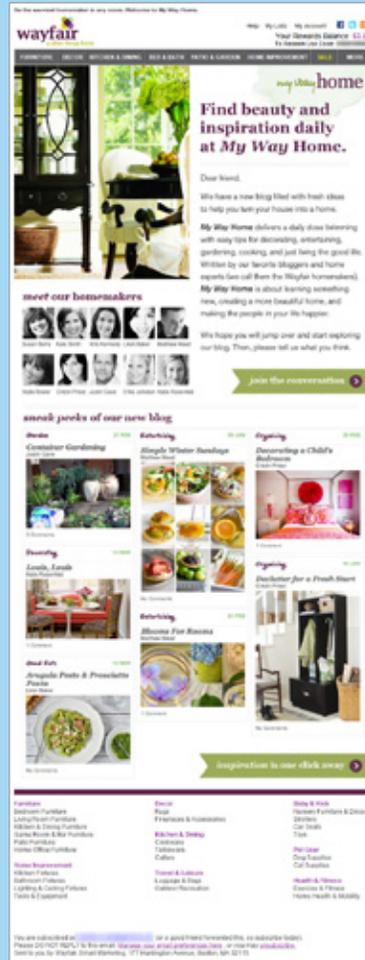
SUBJECT LINE

SAVVY HOME ADVICE AND
DAILY INSPIRATION AT MY
WAY HOME

I love when a brand engages me with something else other than a new sale. In this case, Wayfair pitches its new blog in a fun and exciting way. This email is a welcomed addition! The design mimics Pinterest and offers clear calls-to-action with rich and entertaining material. The subtle sales push is appealing and much appreciated versus a traditional promotional play. The email is unique in that the message acts as a landing page on its own—a refreshing twist in my world. Kudos to Wayfair for ensuring there's a little something for everyone!



nathalie jans
account director,
epsilon





SUBJECT LINE
MPU ALUMNI NEWSLETTER - MARCH 2012 EDITION

Whenever you open an newsletter, you never know what you are going to get. But subscribers to MarketingProfs' content are in for a treat! After opening the newsletter, the editorial message clearly focuses in on the What's In It for Me (WIIFM) factor—a must for any email marketer. What makes this so appealing? The message boldly highlights 'university' in the header, piquing curiosity. And the chalkboard graphic quickly reinforces the notion around learning. MarketingProfs nicely balances out the robust content with descriptive calls-to-action and a video component. There's no studying required to figure out why this newsletter makes the grade.

tim zee
relationship manager,
epsilon



FROM: HERSHEY'S
hersheyskitchens@email.hersheyskitchens.com

INDUSTRY | CPG: FOOD & BEVERAGE

EMAIL TYPE | RETENTION: NEWSLETTER
SEASONAL: ST. PATRICK'S DAY



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

ST. PATRICK'S DAY ENCHANT-MINT

What's not to love about this newsletter? Hershey's appeals to both chocolate lovers and St. Patrick's Day fans with this mouth-watering content that just compels recipients to read on. In this well executed consumer packaged goods message, the large hero shot does all the work and promptly pulls readers in to drive additional clicks. The dark background helps separate the content, making the modules pop. This selection of fun recipes guarantees that consumers will keep this newsletter around for some time. The only challenge I see is that Hershey's forces subscribers to make a tough decision about which recipe to try first.



rachel mccorkle
account manager,
epsilon



FROM: COLE HAAN
ColeHaan@e.colehaan.com

INDUSTRY | RETAIL: APPAREL & ACCESSORIES

EMAIL TYPE | RETENTION: INCENTIVE
RETENTION: PROMOTIONAL



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

LAST CHANCE: SAVE 25% TODAY ONLINE ONLY.

I have a confession to make. Animated GIFS fascinate me! So it's no surprise why this Cole Haan email hit a high note for me. I love the 'big reveal' of the email creative. The graphic ingeniously mimics a New York Metro card. Cole Haan employs the right amount of urgency in its subject line to persuade action. This email got me clicking. After all, embedding animation into a message drives open rates by 49%, according to industry research. Animated emails are a fun way to jazz up the inbox, however, Cole Haan ensures that it doesn't rely on animation alone to drive its content.

rebecca seifried
account manager,
epsilon



FROM: BUNGALOW
email@bungalowco.com

INDUSTRY | RETAIL: APPAREL & ACCESSORIES

EMAIL TYPE | RETENTION: INCENTIVE
RETENTION: PROMOTIONAL
SEASONAL CONTENT



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

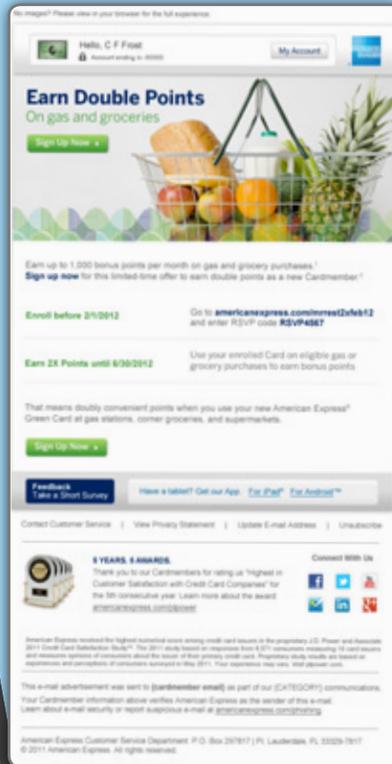
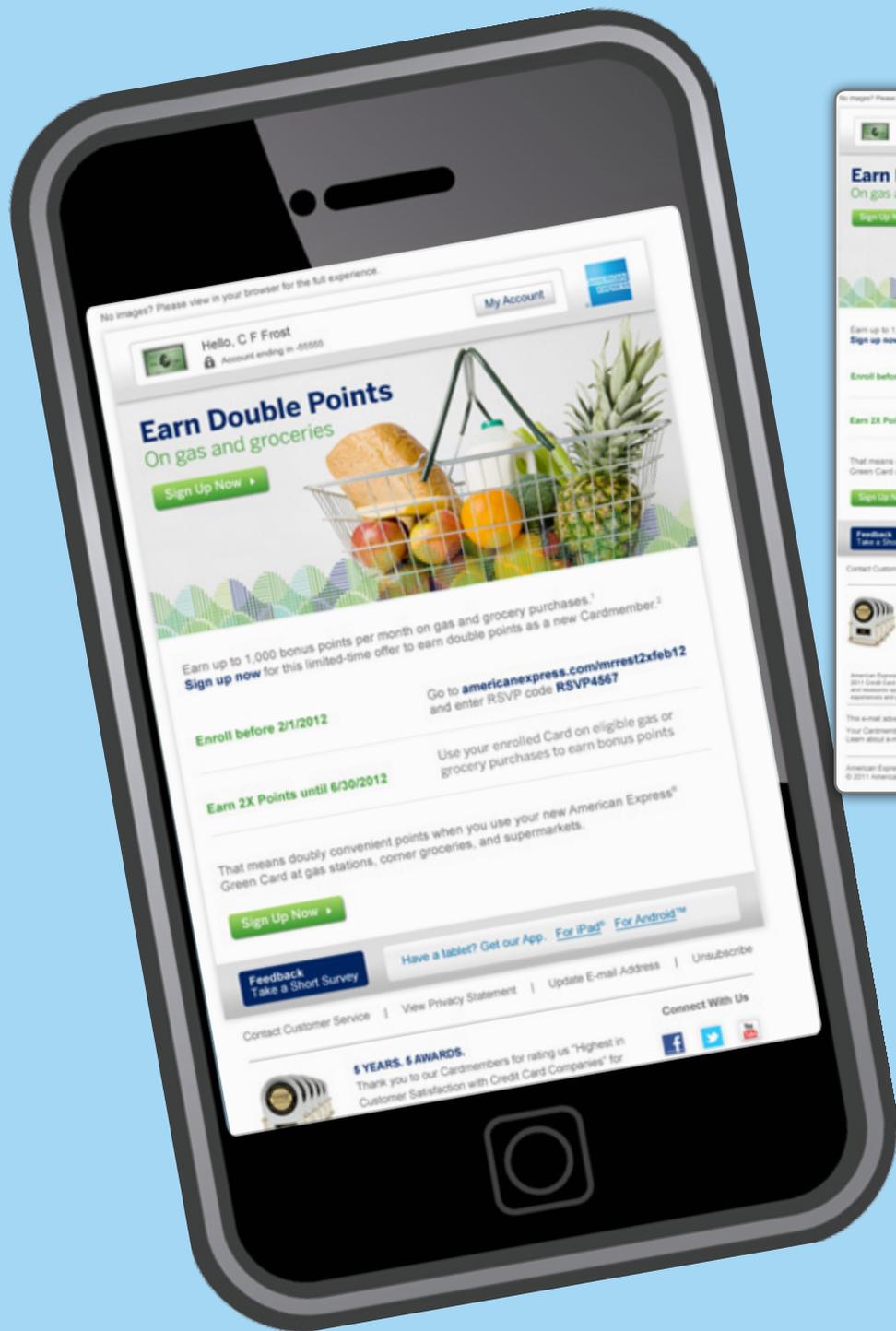
25% OFF FOR 4 HOURS: SHOP NOW UNTIL 8:00PM EST

What does it take to make an email shine? Sometimes, all that's required is a catchy subject line, striking creative, or an alluring offer. Bungalow leverages all three strategies to grab attention with this Leap Day promotion. Subscribers can't miss the descriptive subject line and urgency of the four-hour sale. The unique layout helps readers scan the email and navigate through the content. The creative beautifully adds some flair to the communication. While the creative is image-based, this is one message subscribers need to see to appreciate!



caroline iraci
graphic designer,
epsilon





The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

USE YOUR CARD TO BUY GAS AND GROCERIES

Finally, a financial services email that I can relate to! Straying from traditional industry messages that offer little relevance, American Express caters to my shopping habits and love of loyalty points with this message. The email is succinct and features important information card members need to boost their loyalty status. What makes this message particularly effective is that American Express used heat maps and rigorous testing to identify the top performing content pieces to propel this email to the top. To add more appeal, the company optimizes the content for mobile devices, so the email is legible on smaller screens.

dino michetti
general manager/vice president,
epsilon



FROM: IMAGINARIUM
la.estrella@imaginarium.es

INDUSTRY | RETAIL: TOYS & HOBBIES

EMAIL TYPE | BIRTHDAY
RETENTION: PROMOTIONAL



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

**<NAME> IS GOING TO BE
<AGE> YEARS OLD!**

Birthday emails are always something special. But it takes an insightful smart marketer to recognize the importance of the milestone when it concerns children. Imaginarium sends parents a special email acknowledging their child's upcoming birthday. The brand uses data it has about consumers (and their child) to complete the message, making it a true 1:1 communication that's not only timely, but relevant. Imaginarium adds the personal touch by including the birthday person's name, age, and gender across 21 countries and 11 languages. It's personalization at its very best! Few emails can carry the global appeal that this message effectively achieves.

jennifer alexander
general manager/vice president,
epsilon



FROM: J.CREW
jcrew@e.jcrew.com

INDUSTRY | RETAIL: APPAREL & ACCESSORIES

EMAIL TYPE | RETENTION: PROMOTIONAL
SEASONAL CONTENT: MOTHER'S DAY



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

MOM'S THE WORD

These are a few of *my* favorite things! J.Crew gets subscribers thinking about the one of the most important people in their lives—Mom—with this vibrant email. The play on words subject line clues readers in about the content. And the pre-headers are nicely optimized to offer subscribers different viewing options. And in J.Crew fashion, the email is intricately laid out to highlight an amazing assortment of the brand's products. While I'd prefer to see a larger calls-to-action above the fold, J.Crew shows how easy it is to remember Mom on her special day.

christina torok
marketing manager,
epsilon





The Inbox:

Content & Creative:

Targeting:

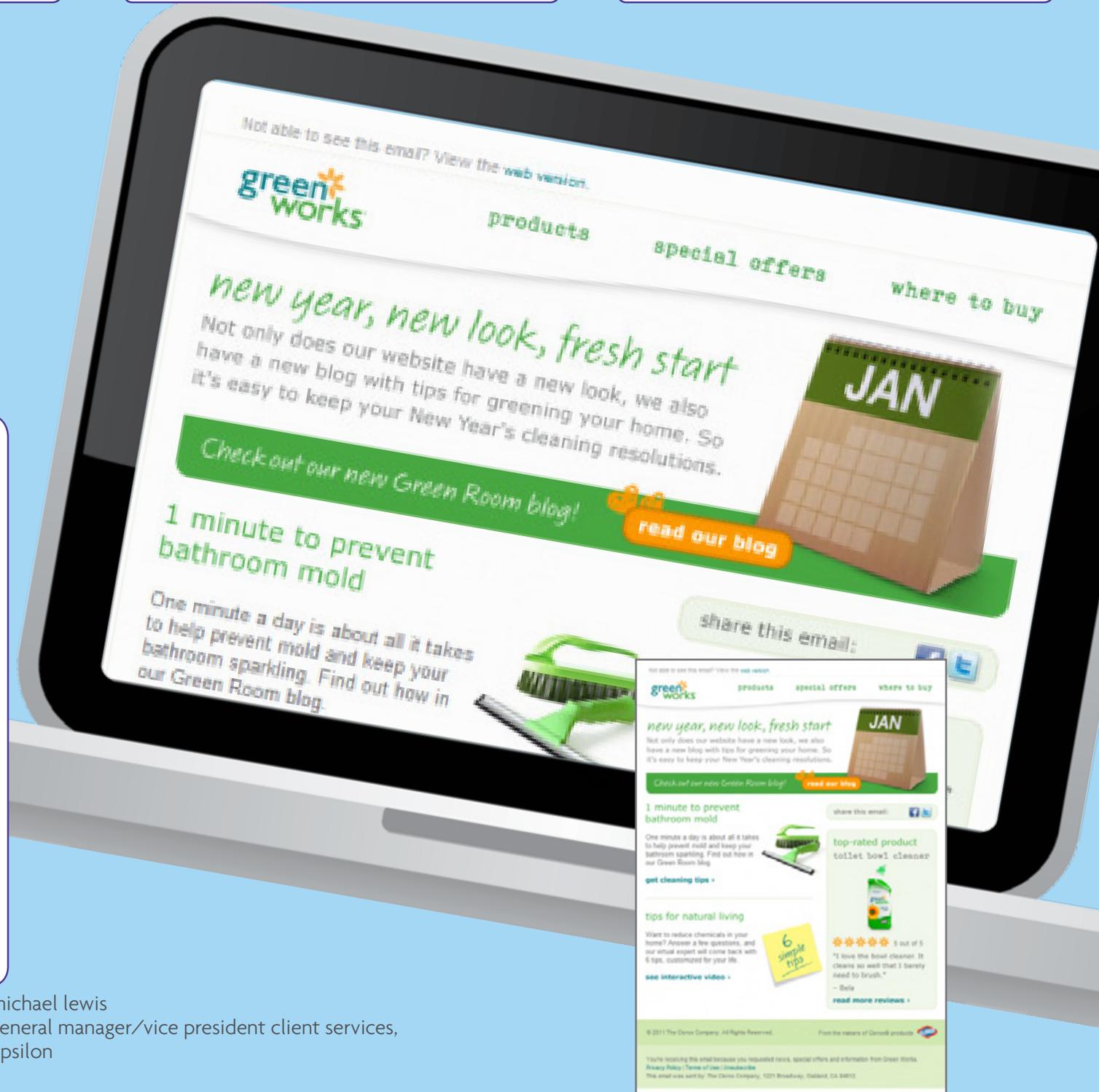
SUBJECT LINE

EASY TIPS FOR KEEPING YOUR GREEN CLEANING RESOLUTIONS

Let's face it. Cleaning products aren't the most exciting things to read about. However, GreenWorks puts a fresh spin on the topic with this nicely organized newsletter. Unlike other newsletters, the brand divides the message into an easy-to-read format, which offers a good value proposition to make recipients absorb the content. The calls-to-action give subscribers the direction they need to act. The customer review is a nice bonus and a powerful addition that further adds to the credibility of this message.



michael lewis
general manager/vice president client services,
epsilon



FROM: TORY BURCH
email@emailtoryburch.com

INDUSTRY | RETAIL: APPAREL & ACCESSORIES

EMAIL TYPE | RETENTION: NEWSLETTER



The Inbox:



Content & Creative:



Targeting:



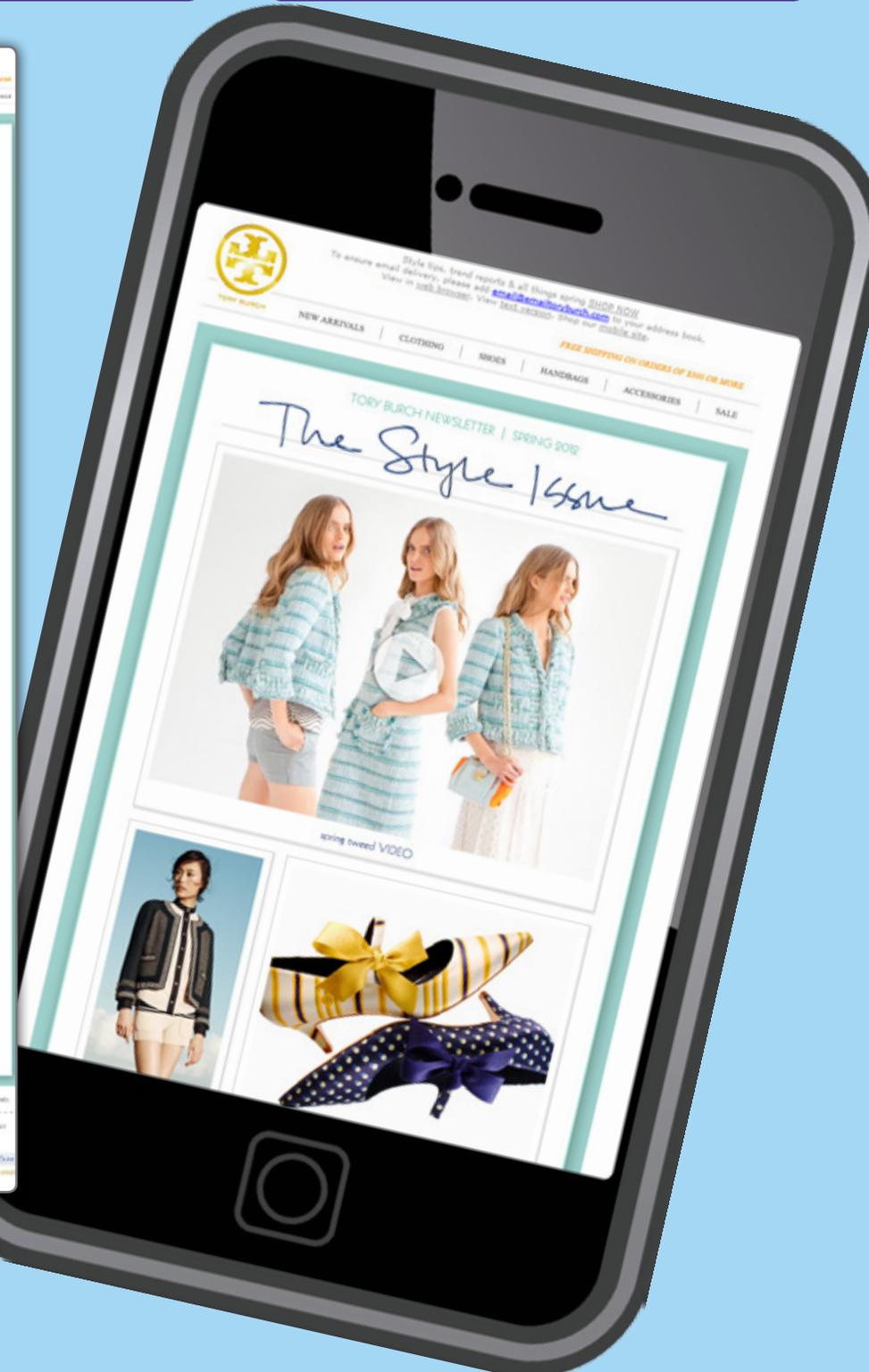
SUBJECT LINE

WHAT'S NEW: STYLE NEWSLETTER

If a picture is worth a thousand words, video may be worth a million. So hats off to Tory Burch! The upscale retailer brings its apparel to life via video in this message, adding much needed excitement to the inbox. The inclusion of sample swatches nicely rounds out the email, so subscribers only need to choose a favorite style. Tory Burch might receive a higher lift if it were to include video bars within the message, rather than a traditional play button. But nevertheless, the brand's out-of-the-box thinking gives subscribers several reasons to open and click.



heather wilkerson
senior vice president of marketing,
epsilon



FROM: KEYBANK
KeyBank@info.key.com

INDUSTRY | FINANCIAL SERVICES: BANKING

EMAIL TYPE | RETENTION: THANK YOU



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

**WE WANT TO SAY
THANKS WITH 2,500
REWARD POINTS**

Manners rule. There's nothing nicer than showing a little gratitude. KeyBank displays top notch etiquette with this thank you email. To support its recently launched email program, KeyBank issues a follow-up communication to new customers thanking them for their business. The descriptive call-to-action is sure to entice customers to click. After all, free rewards points are hard to pass up! The creative, while simple and understated, works. It's a wonderful change of pace to see content like this. The email is definitely one that customers will long remember.

michael turner
director,
aspen marketing services,
a division of epsilon





The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

50 HAIR STYLE IDEAS

How do I love thee? Let me count the ways! WeddingWire blends best practices and innovative content in this newsletter targeting all brides-to-be. As part of a redesign campaign, the brand incorporated heat maps to retain its most popular and most relevant content. The grid-like format helps readers easily navigate through the intriguing copy and polished creative. And for brides on the go, the brand offers a mobile-optimized version of the newsletter designed in a single column layout. The results? While image-based, WeddingWire secured a 26.9% open rate and a 54.6% click-through rate, surpassing previous stats by more than 100%. The redesign is a sure match!



jill lemaire
senior director,
aspen marketing services,
a division of epsilon



FROM: THE NATURE CONSERVANCY
member@nature.org

INDUSTRY | NONPROFIT: NATIONAL

EMAIL TYPE | RETENTION: THANK YOU
TRANSACTIONAL: CONFIRMATION



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

THANK YOU FOR YOUR MONTHLY GIFT

These days, handwritten thank you notes seem like a thing of the past. But The Nature Conservancy pays homage to the old school tradition with this confirmation email. The design mimics a letter and offers a 1:1 feeling with its personalization and targeting. The Nature Conservancy even features a personalized home page to further extend that notion. While the primary message is a thank you, the brand swiftly incorporates transactional information with a promotional tie-in. It's a three-in-one kind of email that gets the job done and leaves recipients feeling good at the end. Mom would be proud!



richard rushing
senior director,
aspen marketing services,
a division of epsilon



thank you FOR YOUR MONTHLY GIFT

Dear [Name],
Thank you for your generosity. This is to inform you that your monthly pledge of \$20.00 was successfully charged to your credit card.

To access your account and view your giving history for this calendar year, log in to your [online Service Center](#).

This March, help inspire others to care for our planet's limited supply of fresh water. [Check out the Conservancy's innovative work](#) to protect this critical resource for people and nature.

And don't forget to stay updated on our most recent conservation work through our Science Features. See how The Nature Conservancy and partners are helping indigenous groups in Australia revitalize their traditional practices. [Watch the video](#)>>

Your dependable support makes a tangible and lasting difference in our efforts to protect the last great places on Earth.

Thank you for being a Friend of The Nature Conservancy!

Sincerely,

Begoña Vázquez-Santos
Director of Membership

The Nature Conservancy
Member Care: (800) 628-6860
9:00 am - 5:00 pm EST
[nature.org](#)



Your personalized nature homepage is waiting for you. Log in to explore daily nature photos, conservation news and more!

[Visit my.nature.org](#) »

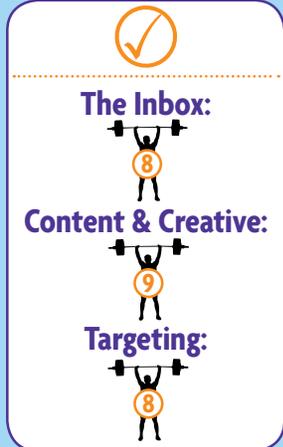
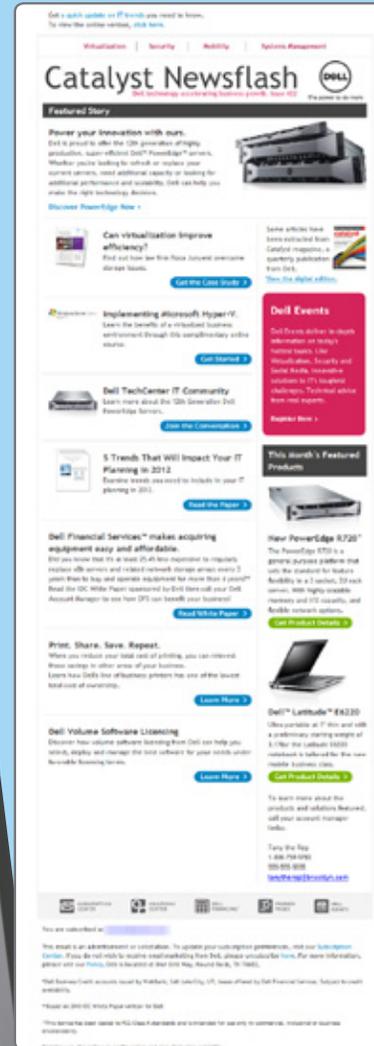
Photos: The Ramshorn Ranch, Dubois, Wyoming. Photo © Laurie Andrews, Jackson Hole Land Trust, Atlantic forest, Brazil, South America. Photo © Michael Giannechini.

You are receiving this message at [Name] because you have opted in to receive this message. To confirm your donation to The Nature Conservancy, to ensure that this message doesn't get trapped in your bulk mail folder, don't forget to add The Nature Conservancy ([member@tnc.org](#)) to your address book / safe senders list.

FROM: DELL
do_not_reply@business.dell.com

INDUSTRY | TECHNOLOGY: COMPUTERS
& PERIPHERALS

EMAIL TYPE | RETENTION: NEWSLETTER



SUBJECT LINE

NEW 12G SERVERS + CATALYST GETS A NEW LOOK.

When it comes to newsletters, it's all about the content. Dell understands that need and delivers a powerful example of what a technology marketer should do with its content. Readers can easily scan the message with its clear design and layout. Dell smartly optimizes its preview pane to ensure its content is readable. The best thing about the newsletter is that it is chock full of good content and it avoids a lot of marketing hype that other messages fall prey to. One area where Dell could improve is by adding more descriptive calls-to-action and including HTML links, so the CTAs appear without images being downloaded.

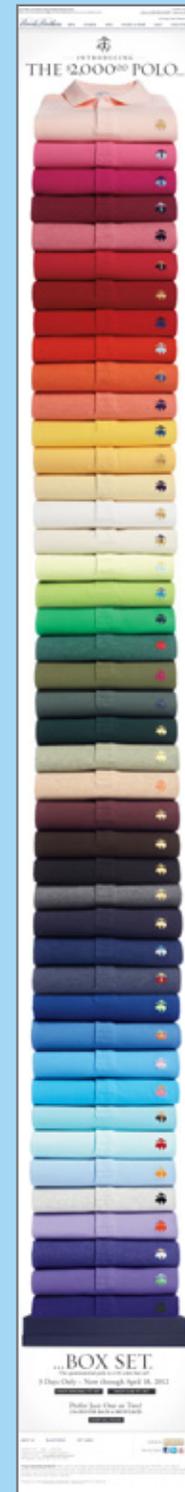
gabriel feliu
account director/
relationship manager,
epsilon



FROM: BROOKS BROTHERS
BrooksBrothers@email.BrooksBrothers.com

INDUSTRY | RETAIL: APPAREL & ACCESSORIES

EMAIL TYPE | RETENTION: PROMOTIONAL



The Inbox:



Content & Creative:



Targeting:



SUBJECT LINE

\$2,000.00?

There are few emails that really get people excited. But Brooks Brothers accomplished that with this innovative email. Our team is still talking about it! In a departure from traditional emails, the high-end retailer uses an unconventional layout to appeal to recipients' sense of style with visually striking creative. Subscribers are forced to scroll to see the entire message, but it's well worth the effort. While the brand piques curiosity with its cryptic, one-word subject line, it could be misconstrued. The \$2,000 price tag seems hard to swallow, but Brooks Brothers offers a smaller bundle pricing for those luxury shoppers on a budget. This is simply fabulous!

geoff smith
vice president of marketing,
epsilon



1



winner!

After **3 rounds** of voting, **1,000+** participants chose **Helzberg Diamonds** as the **People's Choice Email**, with a total of **860 votes**.

The next page shows how Helzberg Diamonds uses email to entice readers to connect with them through social media channels.

Continue to the next page to see the winning email...

"Helzberg Diamonds uses action words to elicit the user to do something."

"This email is a perfect example of a social media campaign!"

"Helzberg found a clever way to tie the social theme from subject line to content. I like the simplicity of the message and design of Helzberg's email."

"I feel the Social Butterflies is very clever and well worded and the butterfly pin is a smart way to set it apart."

"I love the large social icon links... so creative and well done!"

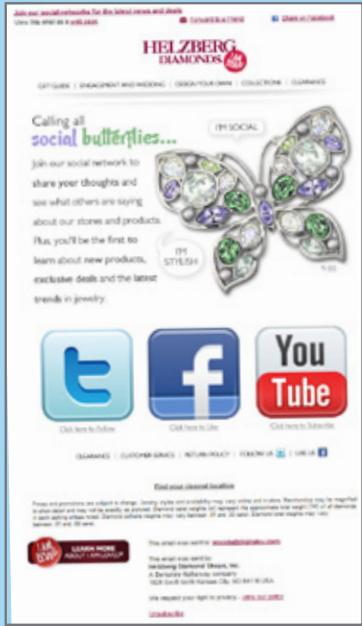
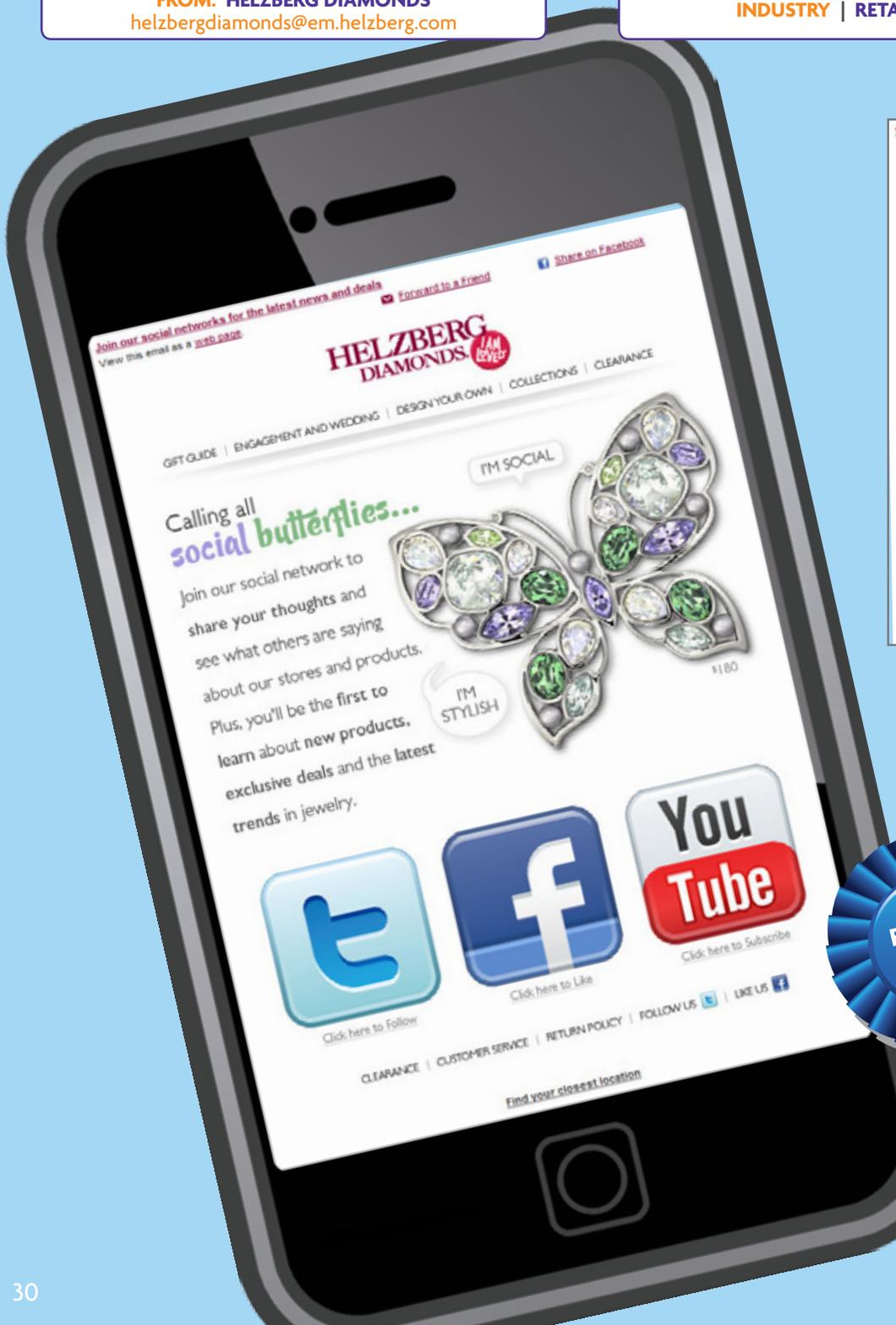
"The large social icons act as very prominent call-to-action buttons that should be very enticing to readers. I would love to see the CTR for this campaign!"



FROM: HELZBERG DIAMONDS
helzbergdiamonds@em.helzberg.com

INDUSTRY | RETAIL: JEWELRY

EMAIL TYPE | RETENTION: PROMOTIONAL SOCIAL





The Inbox:



Content & Creative:



Targeting:





SUBJECT LINE

SOCIAL BUTTERFLY - GET THE SCOOP ON HELZBERG

Helzberg Diamonds has given new meaning to the words “social butterfly” with this fun-loving email. The play on words and the large social media call outs engage recipients and entice them to become social with the brand. The dynamic email gives consumers a reason to connect with Helzberg Diamonds beyond its online and brick-and-mortar stores. While image based, the message is a great illustration of how email and social media can play together. But don’t just take my word for it. The campaign generated a 609% increase in Facebook likes and a 43% increase in post views over the previous week!

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