

Interactive Marketing Solutions



Industry Leader in Online Direct Marketing

In this ever-changing and expanding global marketplace, permission-based email provides the reach, speed, and efficiency that are integral components for effective consumer marketing. With one of the industry's largest evolving databases, Vayan Marketing Group is the source for reaching a unique list of consumers who have demonstrated an interest in receiving targeted information about a specific product or service. Our permission-based email databases are tailor-made to meet your direct marketing needs and offer proven results.

Features

Rich Database

Vayan Marketing Group has one of the largest multi-faceted databases of permission-based records in the industry. Our database depth is rich with a wide variety of demographic selects which allows advertisers to pinpoint consumers.

Experience

Matching the perfect list with the perfect offer is extremely important in the email marketing communication mix. Vayan Marketing Group has the ability to micro target those audiences, which in turn generates results.

Results Oriented

Direct Marketing initiatives must utilize campaign results in order to direct future marketing efforts. Vayan Marketing Group prides itself on the fast turnaround of your campaign results so that we can strategize future initiatives.

At Vayan Marketing Group, we understand how difficult it is to find customers to match your product or service line. That's why we identify individual preferences and self reported information from customers who have requested to receive information about products and services from companies like yours. These are the cornerstones of each of our composite consumer profiles. Profiles range from the most general to breakdowns based on such demographics as geography, gender, lifestyle, ethnicity, age, family size and financial status. These significant behaviors and statistics allow for tailored messages to target a select audience on any scale by marketing towards both broad and targeted selects. The intersection of specific interest with highly precise demographics enables our clients to achieve high impact campaigns with measurable results!

Benefits

Vayan Marketing Group has the database depth to allow you to micro-target your customerbase. We specialize in online communications by offering end-to-end solutions that are result oriented.

Our technology, expertise and industry leading database allow you to maximize success by:

- Providing an effective, low-cost method of interacting with consumers and prospects
- Targeting only the most responsive consumers for your product or service
- Offering highly measurable results for effective marketing efforts

Vayan Marketing Group is the leader in the direct marketing industry. Whether your objective is to acquire new customers, retain valued existing ones, build brand awareness or increase revenues, Vayan Marketing Group will facilitate direct communications with any target audience.



The Vayan Marketing Group specializes in multichannel communications by offering services designed to serve marketers and publishers with end-to-end, results oriented marketing solutions. Contact us today to see how we can help you exceed your marketing goals: [561.955.9660](tel:561.955.9660) | info@vayan.com | www.vayan.com

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