

# ENHANCE YOUR EMAIL MARKETING STRATEGY



**ESP TRIGGER MARKETING  
EMAILS SAW AN AVERAGE OF  
57% OPEN RATES IN 2018.\***

Businesses often send marketing emails to their entire customer mailing list, causing flooded inboxes and frustrated email recipients. To avoid this email marketing fatigue, more and more marketers are turning to trigger marketing, a tactic which allows you to send marketing emails only to prospects who have shown interest in your product or service.

We offer trigger marketing services to suppliers who have products listed in ESP®. Instead of sending an email to every single lead on your mailing list, you can set up Trigger Marketing emails that are only sent to the distributors who click on your ESP product listings. This is a great opportunity to nudge distributors with a reminder about your products, or send them a special offer on the particular product they viewed.

ESP Trigger Marketing is also a great way to increase online traffic and engagement. You can include a call to action to visit your site or link to social media accounts to gain brand visibility. Delivering real-time messaging with a pre-set ad will help build trust with your prospects!

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ASIADVERTISING.COM/ESP-TRIGGER-MARKETING  
FOR MORE INFORMATION ON OUR OFFERINGS.**

*\*Source: ASI internal reports, 2018*