

# Email Services

## Message directly to the inboxes of targeted decision makers.



Email remains one of the most effective methods for targeting and reaching potential customers with specific messaging. Leverage the power and scale of Informa's audience database. Based on your objectives and goals, Informa Engage's SmartReach team will set up and deploy targeted email campaigns that engage prospects you want to reach.

### USEFUL FOR

- Driving traffic to your site
- Promoting a new product launch
- Generating interest in your services
- Account-based marketing campaigns