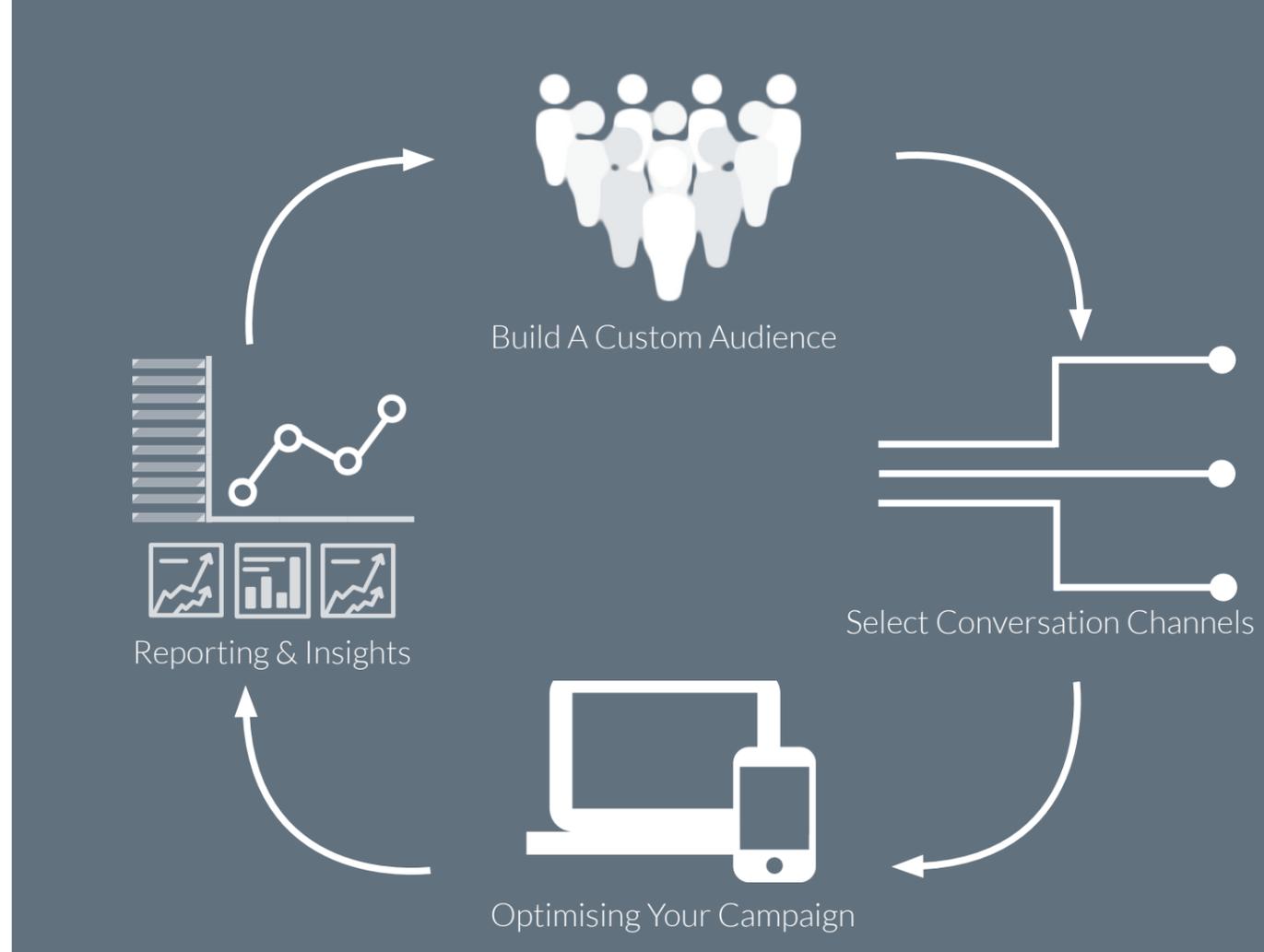


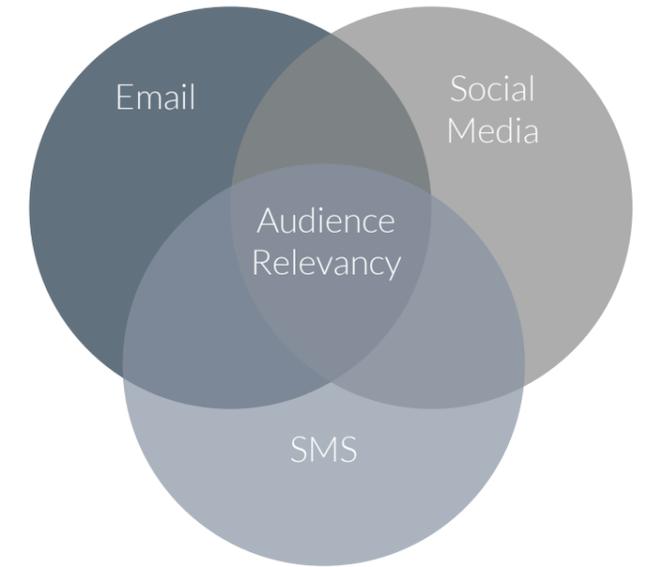
Why Use TPL Media?

TPL Media is the first and last stop for delivering digital campaigns. We not only understand the customer journey, we get excited about providing engaging & memorable journeys. We create the dots, then we join them up. Our bespoke audiences ensure you are right on the button from the word go. Knowing your target market is only part of the job in digital marketing. For a fully optimised campaign you need to know who, where & how your market consumes their information. TPL Media have the ability to serve your campaign via multi-channel & multi-platform streams ensuring a fully optimised campaign maximising conversions, increasing sales & building your market share.



Optimised For Affordability

Our pricing structure is developed to ensure your digital campaign will hit the sweet spot for engagement. With standalone email campaigns starting from £500.00 we know that the added reach, and communicating with your audience on the platform they favour, will always increase the profitability of your marketing campaign.



Build A Custom Audience

The TPL Media universe allows you to build a custom audience with the insight of knowing that you're reaching the right target market.

5.8+ million emails

With access to over 5.8 million email addresses, we can tailor a campaign using email as the foundation and initial touch point. Utilise our database & use the matched emails to handoff the conversation on their favourite social media platform.

Over 2.5 million SMS

Add another level of engagement, reaching your audience's mobile device directly. Drive specific products to increase conversion and boost your following.



Select Conversation Channels

Digital marketing provides a wealth of touch points with your customer base. If its through social media, email, SMS or an integrated multi-channel campaign TPL Media have the ability to reach your custom audience on the platform they engage with.

Emails are the foundation of most digital campaigns. With high ROI's and added benefit of brand awareness there is a reason Email is often the initial step in a digital strategy.

Facebook enhances your email campaign, encouraging engagement and driving traffic to your website. Our Facebook matching rate is over 65%* of any custom audience TPL Media builds for you. The ability to re-engage and extend your communication strengthens the buyer relationship; so it's a no brainer to include Facebook into your digital marketing strategy.

*65% is an average match rate of our custom audiences



Optimising Your Campaign

Responsive design is industry standard and we are no different. We optimise your campaign to ensure it is spot on no matter what device it's viewed on. But our optimising goes beyond the creative.

We optimise every aspect:

- A/B test the creative & subject line
- Co-ordinate send with other aspects of your marketing strategy
- Deliver dynamic content to differing segments of your custom audience
- Add personalisation to increase engagement
- Schedule a full email strategy in advance including triggered campaigns and resends
- Run email competitions.

Combine this optimisation of creative & delivery with the multi-channel conversations we can offer and your digital campaign will achieve a higher performance.



Reporting & Insights

With our in-depth reporting we can identify individuals for lead generation, understand how your custom audience interacts with your brand and offer insights to ensure your new customers stay customers.

Reporting

Our reporting features include bespoke reports. This allows you to identify who, when and how people engage with your campaign.

Insights

The reporting allows you to understand your custom audience. Our insights can then guide your next campaign as we understand what they liked most about your 1st communication. We can also retarget the non engagers in a new initiative, maximising your ROI and brand development.