



MASSLIVE'S REAL DEALS EMAILS

REACH ENGAGED, ACTIVE BUYERS

REAL DEALS EMAILS FEATURE EXCLUSIVE DISCOUNTS AND OFFERS THAT REACH OVER 120K LOCAL CONSUMERS WHO HAVE ACTIVELY SIGNED-UP TO RECEIVE DEALS ON PRODUCTS, SERVICES, EVENTS AND MORE!

MassLive.com's Real Deals provides you with an effective direct response vehicle that motivates consumers to act on your offer quickly. With a Real Deals email campaign, your brand has the potential to reach over 120,000 opt-in engaged, affluent subscribers from Massachusetts's #1 local website.

Put your brand in front of local consumers who are actively looking for real deals!

Benefits:

- Is an effective and targeted direct response tool that reaches over 120,000 opt-in email subscribers.
- Extends the reach of your brand and marketing message, attracting new customers, increasing your online traffic, and improving customer loyalty.
- Provides you with measurable results - number of emails sent, opened, clicked and various additional metrics.
- Gives you exclusive exposure to subscribers - your Real Deal does not share a voice or rotate with any other brands.

Kick your email up a notch by pairing Real Deals emails with our contest and promotion tool!

From sweepstakes to hashtag photo sweeps, ballots, quizzes and surveys - take an interactive approach to engaging with the Real Deals audience.

By combining your email with a promotion hosted on MassLive.com you can increase your reach, drive maximum impact and enable social sharing, all while building upon your own database of opt-in emails.

**Drive Revenue + Engage your Audience
+ Build your Email Audience + Drive Leads**



For more information contact your local Account Executive or email masslivesales@masslive.com. Visit MarketingSolutions.MassLive.com to see all of our digital advertising solutions.

