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Marcum Media partners with Avimail to provide creative e-mail marketing for DRTV companies

(PHOENIX) Marcum Media has announced that it is working with AviMail Internet Solutions, Phoenix, to provide a new e-mail marketing service geared specifically to the needs of DRTV marketers.

"Most marketers have valuable customer data that's sitting around growing stale, whether it's inquiries that didn't pan out ...customers who didn't take the upsell...satisfied previous buyers...you name it. Now we have the tools to reach these customers in a compelling way," said Nancy Marcum, President of Marcum Media.

AviMail uses a new e-mail marketing technology that allows marketers to add sound, video and animation directly into the body of an e-mail with extremely low file sizes and no additional software or downloads required. The technology allows a marketer to track how many e-mails were delivered, how many were opened, how many evoked a response and how many were passed along to friends.

"This is a great way to test a call-to-action," said John Tomlinson, President of AviMail. "We've sent e-mails with as many as five different CTAs inside one message, and we can track which one generated the biggest response,"

The company also provides sophisticated data management services for clients, updating do-not-contact lists, customer acquisition information and more.

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