



On Target Marketing...




Advertising you control through a few simple clicks!

Build Your Targeted Email Campaign in 10 Minutes or Less!

On Target Marketing by Payment Alliance International (PAI) provides a complete end-to-end application for the setup and delivery of email advertisements to subscribers in our vast database of over 125 million consumers. In five easy steps, you can master the art of email advertising...and become an instant expert!

Developing your email campaign is fun and easy, but if you do have questions when setting up your campaign, call one of our PAI On Target Representatives toll-free at 855.214.2134. They will be happy to walk you through a quick 5-minute demo so you can begin to harness the power of local email marketing quickly and easily.

No List, No Website, No Problem!

10 Minute Email Campaign Setup	
STEP 1	 Choose Your Audience Choose to send to men, women or both
STEP 2	 Choose Your Location Target by ZIP Code, or City
STEP 3	 Create Your Mailpiece Dozens of easy to use templates available
STEP 4	 Click Send Just pay and click send
STEP 5	 Track Your Campaign See results in real-time

Program Features

You don't have to be a marketing expert or even computer savvy to use our application. On Target Marketing is so intuitive that you can get started right away:

- » Easy campaign management guides the customer to select preferred gender(s)
- » Consumers can be targeted by certain geography (city or zip code), increasing the likelihood of a successful campaign
- » There are many professional looking editable templates available for you to create that perfect mail piece, or you can upload a pre-existing advertisement
- » Customers receive real time open and click reporting, so they know at all times how their campaign is doing

Contact your PAI On Target Marketing Representative, visit www.EmailOnTarget.com, or call 855.214.2134 to learn more about our “on-demand email marketing” program that can only help your business reach new heights. You’ll be glad you did!