



## Fact Sheet

# Dynamic Mailing

Dynamic Mailing is the UK's market leader in trade e-shot services. Dynamic mailing offers access to the UK's highest quality, & fully qualified, 'Trade Promotional Merchandise Buyer' database. The Dynamic Mailing E-Shot service enables suppliers to inform key industry trade buyers about their latest products & offers.

### Dynamic Mailing Service – E-Shots

- You can use our database to e-mail over 3500+ quality & qualified trade promotional merchandise buyer e-mail contacts, in around 2000 distributor companies.
- We are certain we can introduce you to trade distributors & contacts you do not know.
- Simply create an html e-mailer as you would like to send yourself, then send to us & we do the rest.
- Our service saves major costs associated with paper communication & postage.

### Dynamic Mailing Service – Land Post

- You can use our database to contact by post over 2000 UK Distributor companies with over 4000 individual buying contacts. (This includes contacts that do not wish to receive e-mailers)
- We can send from a one page flyer to a full catalogue.
- Full packing, collation, insertion & flow wrapping service available.
- Simply send your mailing piece to our mailing house & we do the rest.

### Sourcing City Database Questions

- Question: How do we know that it is quality information?
  - ♦ Answer: Because databases are our business. We have 3 members of team dedicated to our databases & this involves constant research of distributors & their individual team members.
- Question: Can we buy the database?
  - ♦ Answer: Afraid not. We are registered data controllers & the data protection act does not allow the sale of the data. Also, we want you to come back & use our services again & again!

**If you would like any more information please just give Alistair a call on: 0844 504 5000**



[www.sourcingcity.co.uk](http://www.sourcingcity.co.uk) | [www.sourcingplanet.co.uk](http://www.sourcingplanet.co.uk) | [www.promotionaldirectory.co.uk](http://www.promotionaldirectory.co.uk) | [www.sourcingdirectory.co.uk](http://www.sourcingdirectory.co.uk) |  
[www.creditcity.co.uk](http://www.creditcity.co.uk) | [www.scwebcreations.co.uk](http://www.scwebcreations.co.uk) | [www.dynamicimage.co.uk](http://www.dynamicimage.co.uk)

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### Advertising Opportunities in Sourcing City

#### Your Product Entries

When you add your products to Sourcing City they appear in all of our following services to distributors:  
Sourcing City | Sourcing Planet | Distributor Skin Sites | ECO-Skin Sites & Top Client Skin Sites.

#### Enhanced Item Types (These show automatically in Sourcing City, Sourcing Planet & on all Skin Sites.)

- Your selected Enhanced Item Types are forced to the top section in all related search results pages.
- Enhanced Entries statistically achieve: 'Five times more CT Enquires than Standard Entries'.
- Your Enhanced Item Types are online for a full calendar year.

#### How enhanced entries work:

- Your Supplier Area in Sourcing City can show you how each of your products are performing against your competitors. You can then decide which products you would like to 'enhance'.
- The price for each enhanced entry is based on the statistical popularity of each item type.
- All item types are limited to only 9 enhanced products per item type. *This is to ensure maximum exposure for your enhanced entries.*
- A supplier may have a maximum of 3 enhanced products within any individual item type.  
*NB: Enhanced Entries occasionally appear after 'special offers' if applicable.*

#### Special Offer Advertisement (Also shows in Sourcing Planet & on 'distributor' Skin Sites.)

- Advertise your latest Special Offers.
- They automatically go to the top of all related search result pages.
- They also appear in a 'Special Offer' section on the home page.
- Limited time offers.
- Simply tell us about your special offer & we upload it same day.

#### New Product Advertisement (Also shows in Sourcing Planet & on 'distributor' Skin Sites.)

- Advertise your latest New Products.
- They automatically go to the top of all related search result pages.



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- They also appear in a 'New Products' section on the home page.
- Limited time offers.
- Simply tell us about your new product & we upload it same day.

### Banner Ads on Sourcing City or Sourcing Planet (Sourcing Planet Ads only for 'exclusively trade' suppliers)

- Get our users & online visitors to visit your own website.
- Banner Ad Performance (*SC Analysis Sep 08*)
  - ◆ Average Click Through's Per Month: 115
  - ◆ Average Cost Per Click through: £3.43
  - ◆ Average Page Impressions Per Month: 117,144

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### Your Supplier Area in Sourcing City:

See what Sourcing City has generated for you - online!

- See how you are performing against your competitors
- See which of your products our customers have been selecting, who has looked & when!
- See the Enquiries Sourcing Planet is Generating for You
- See Your Own Most Popular Products • See List of Our 350+ Distributor Customers
- View Our Market Analysis, Most Popular Item Types, Product Groups, Themed Uses & more

Go to the 'Supplier Area' Tab on [www.sourcingcity.co.uk](http://www.sourcingcity.co.uk), simply login & see what is happening for you.



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### Some Interesting Facts

- Did you know:** Our subscribed Distributors send over 125,000 CT Enquiries to Suppliers Every Month
- Did you know:** You can use Dynamic Mailing to E-Shot our 4000+ Buyer Contact Database
- Did you know:** 55% of the Total Market Spend is through Sourcing City Distributors
- Did you know:** Over 85% of All Distributors with a 'Turnover of £1m+' use Sourcing City Daily
- Did you know:** Over 350 Quality Distributor Companies use Sourcing City to Source Products
- Did you know:** Sourcing Planet is the UK's only 'Product Database Driven' Sales Lead Generator
- Did you know:** Sourcing City manages over 70 Skin Sites for UK Distributor Companies



**Create Free Virtual Samples  
in Sourcing City**  
ask us how you can:  
Add to Your Own Website



**vCat Virtual Catalogue  
create you own!**  
*Technologo.com*  
YOUR BRANDING LABORATORY

Also ask us about Dynamic Office Software to manage your Quotations & Orders

Sourcing City | The Hub | Fowler Avenue | Farnborough | GU14 7JF  
Tel: 0844 504 5000

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