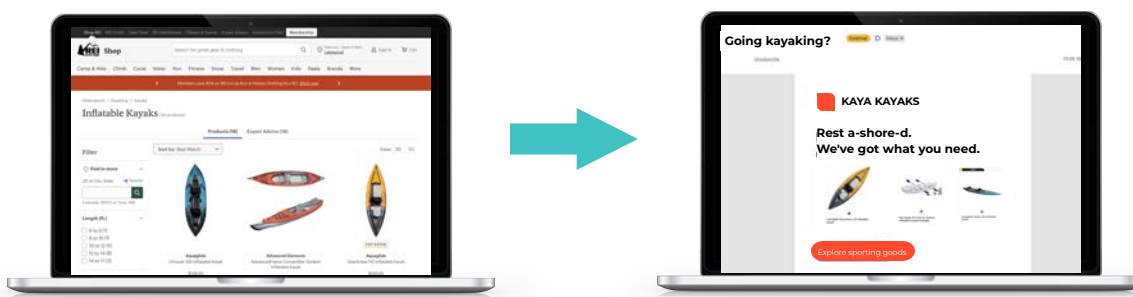# In-Market
Email Targeting

In addition to our standard email targeting, we now offer access to our In-Market Email Targeting. This new set of targeted email data allows you to reach consumers actively looking for your products and services.

Our email database is gathered via opt-in online surveys, e-subscriptions, e-registrations, and our extensive network of permission-based websites.

For our In-Market Email Targeting, we add an additional layer of intent to our email database. By partnering with a massive number of websites and publisher networks, we receive a daily file of website visitors and the web pages they visited in the past day. This file of "trigger data" is then matched to our opted-in email database, and we are able to verify that user's intent to purchase based on their browsing history in the past day.

These users are more likely to interact and convert from your promotion since we know that they were recently looking at similar websites and products to your offer in the past day. We typically see:

- Higher click-through rates
- Double the time users spend on your website and the number of pages they view

HOW TO SET UP YOUR IN-MARKET EMAIL DEPLOYMENT

- Get a count pulled in advance to ensure availability. We will factor in the in-market emails in this count.
- Use the same targeting options as standard email.
- Make sure you meet the **minimum of 32,500 sends per deployment**.

In-Market Email Targeting still has access to the same great reporting as our standard email. Reporting will be shared with you via a shareable and printable link three business days after your campaign send date.

Please reach out to your Account Manager for more details.