

## Our **Vision** = Your **Success**

To be Asia's most trusted marketing company serving clients that demand high return-on-investment marketing results.

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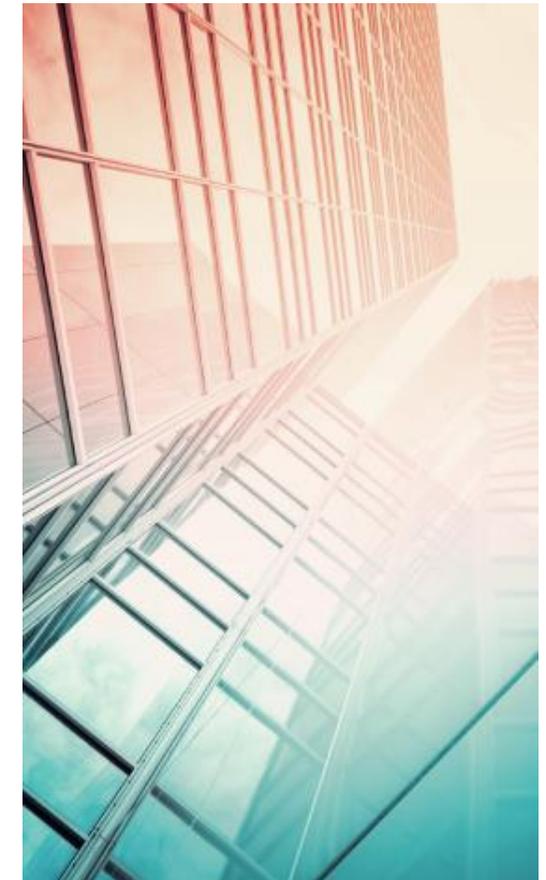
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# **Wave**Evolution

# Email List Rental Services (Hong Kong)

Building Profitable Customer-Centric Internet  
Advertising Strategies





"A recent study concluded that email is almost 40 times better at acquiring new customers than Facebook and Twitter."

**Source: McKinsey & Company**

## Reach New Customers with Email List Rental

Wave Evolution offers you access of over **50,000 Hong Kong PMEBs email list** (Professionals, Managers, Executives and Businessmen). We help you connect with your target audience through our email marketing solution. From campaign creative, email marketing to email list rental, we work hard to increase your online lead generation and customer acquisition.

We offer a full-service email broadcast facility. Our broadcasts are done in-house and as such we take care of every facet of your campaign and providing you with a detailed reporting suite after your broadcast, with full tracking and detailed campaign statistics.

## Pricing Structure

Each campaign will be sending to **10,000 emails**

Package	Price	Rate
<b>1 campaign</b>	<b>HKD 2000</b>	<i>no discount</i>
<b>3 campaigns</b>	<b>HKD 3750</b>	<i>only \$1250 / campaign</i>
<b>5 campaigns</b>	<b>HKD 5000</b>	<i>only \$1000 / campaign</i>
<b>10 campaigns</b>	<b>HKD 7500</b>	<i>only \$750 / campaign</i>

## Contact Us

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# Frequently Ask Questions

## 1. How's quality of emails in your list?

Answer: We have done testing on our email list before we release it. Our lists are only months old. We do the complete email verification run on all our email database:

- Syntax - a simple check to ensure the email address conforms to RFC standards.
- Domain - a lookup on the domain element of the email address to ensure it is configured to accept emails.
- Mailbox User - the in-depth part, where we check that the user really mailbox exists or not.

## 2. What about the demographic of the email list?

Answer: Approximately ~100% Hong Kong business emails.

## 3. How do you get all these emails?

Answer: Sources: name cards, newspaper, directories, magazine, websites, exhibition, etc...

## 4. Who are on the list?

Answer: Hong Kong company emails - director, general manager, business owners, human resource manager, white-collar executives, etc...

## 5. How does the Hong Kong's Unsolicited Electronic Messages Ordinance (UEMO) affect this service?

Answer: In brief, Hong Kong has followed the CAN-SPAM route of the United States by choosing an opt-out policy where the subscriber need not provide permission prior to initial receipt but must be free to inform the email marketer that they no longer wish to receive any mailings from them and have that request immediately honored. More info: [http://www.ofca.gov.hk/en/consumer\\_focus/uemo/index.html](http://www.ofca.gov.hk/en/consumer_focus/uemo/index.html).

## 6. Can I break the list into several groups & send it out on different days?

Answer: No, it's minimum of 10, 000 emails in 1 batch.

## 7. Do you segregate the list according to industry / location / sex / age group?

Answer: No. This is mass email marketing.

## 8. Does it include company name / person name in the list?

Answer: No. Only email addresses on the list.

## 9. What is the lead time?

Answer: Client must submit to us all the necessary information for blasting (e.g. HTML newsletter content, photos, logo, etc...) one week before the date of broadcasting; we need 1 – 3 days to complete one round of campaign.



**10. Do you help us to create newsletter?**

Answer: If you require a professional newsletter design services, we can design your HTML email newsletter from scratch for a completely unique look at HKD 1000 per copy. Portfolio shown in: <https://www.waveevo.com/email-newsletter-design.html>. However, if your content is ready, we can convert into HTML format at only HKD 250.

**11. Can I use my own sender name and email?**

Answer: Yes. Recipients receive your newsletter as if from you.

**12. How do I know that you've sent out my email?**

Answer: Campaign report will be provided as a proof. It shows the number of emails delivered, opens, views, click through rates, etc...

**13. When can I request for the report?**

Answer: Anytime. You may request for the report one week after the campaign, because the open rates remained relatively stable after a week from broadcasting date. FYI, you are allowed to request for one report only.

**14. If I sign up 3 campaigns, will you send 3 newsletters to the same 10, 000 emails?**

Answer: We own up to 50, 000 emails that you may choose to send 3 different batch of 10, 000 different emails each campaign. However, we believe that email marketing can help to create awareness and you should do it over and over again targeting the same recipient. However, we do add up some new emails once a month.

**Start Your Email Campaign Immediately Today...**  
**Call Us @ +852 3973 3839 or Email to [info@waveevo.com](mailto:info@waveevo.com)**

