



READYING ADAMFTD FOR LAUNCH

Strategic Direct, Personalised, Outreach to Our Target Audience

The International Centre for Trade Transparency (ICTTM) plans to utilize direct email marketing as a strategic tool to target potential users for the ADAMftd platform. This approach capitalizes on the rich, consolidated data we've compiled from various authoritative sources, allowing us to craft personalized, relevant messages to each recipient. The potential of this strategy lies in its precision and personalization, offering an array of benefits for efficient and effective user acquisition.

Key Benefits of Direct Email Marketing for ADAMftd

- **Low Cost of Acquisition:** Email marketing represents a cost-effective method to reach potential users, minimizing expenses while maximizing outreach.
- **Highly Personalized Outreach:** Utilizing detailed data, we can send emails that directly address the recipient's business activities, offering insights and opportunities specific to their operations.
- **Wide Reach:** With access to extensive databases, we can reach out to hundreds of millions of target companies, ensuring no potential user is left uncontacted.
- **Segmented Marketing Strategy:** Our data allows for detailed segmentation by trade volume, product type, origin, destination, and more, enabling us to tailor our messages to precisely match the recipient's profile.
- **Targeted Messages for Buyers and Sellers:** Depending on the recipient's role in the trade process, we can customize messages to address their specific needs, whether it's sourcing products for less, exploring new markets, or mitigating risks.
- **Insights on Competitive Advantage:** Personalized emails can highlight how potential users can gain a market edge over their competitors by using ADAMftd to access critical trade data and insights.
- **Risk and Opportunity Identification:** Our emails can alert companies to potential risks or counterfeit issues and highlight new opportunities for growth, directly impacting their decision-making process.
- **A/B Testing for Optimization:** The direct email marketing approach enables A/B testing of different messages, subject lines, and calls to action, allowing us to refine our strategy based on real-world response rates.
- **Engagement with Real-World Data:** Messages that reflect the recipient's actual trade activities and market positions are more likely to engage and convert, as they demonstrate the tangible benefits of joining the ADAMftd platform.

Example Email Strategy:

Through personalized emails, we can connect with potential users on a level that resonates with their daily business challenges and opportunities. For instance:

"Dear [Name],

According to official government records, your company [Company] exported [Volume] of [Product] to [Country] in the past 12 months at an average of [Price] per kilogram.

According to our statistics, there are [Number] of additional buyers for [Product] in [Different Country] which would help you expand your market share by [X]. These buyers, paid, on average, [Price] per kilogram, which would give you a market edge over your competitors, based on your current charging regime.

To learn more, visit the ADAMftd trade platform by clicking here."

This direct email marketing strategy for ADAMftd leverages detailed, actionable data to deliver personalized, compelling messages that directly address the needs and opportunities of each potential user. By demonstrating the specific value ADAMftd can bring to their business, we aim to convert recipients into platform users efficiently and effectively.