

## BrightWave Marketing at a Glance

- Top Email Marketing Agency in the country - Established 2002
- Award-winning body of work, including AMA Agency Marketer of the Year Award and 2009 Direct Marketing Association (DMA) South Star Best of Show Award
- Deep specialization in email marketing with full service capabilities including: strategy, creative, coding, segmentation, database management, analysis, campaign production and deployment
- Significant mix of marketing and technology experience with focus on strategy, best practices, legislation, deliverability, usability and testing
- Recognized by industry peers and media as subject matter experts and industry leaders
- Key focus on client cost and resource savings, return on investment and stronger connection with email subscribers
- Pioneering digital targeted messaging that creates conversations and conversions
- BrightWave CEO is premiere email industry expert and published author of definitive email marketing book (*"The Truth About Email Marketing"* by Pearson's FT Press)
- Client Services team has extensive experience managing email programs on agency and client side, including WebMD, Home Depot, BellSouth, Southern Progress and Cox
- Flexible and nimble partner that works as extension of your team

## Featured Client List



“BrightWave’s invaluable insight has helped Chick-fil-A plan and execute its email communications strategy with maximum effectiveness and efficiency. I consider BrightWave a critical part of our team.

**Michael McCathren** - Interactive Digital Marketing, Chick-fil-A

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