

BrightWave Marketing at a Glance

Established in 2002, BrightWave Marketing has grown to be North America's leading email marketing focused digital agency. The agency specializes in partnering with clients to strategically develop, manage, deliver and optimize all digital targeted messaging programs that drive revenue, cut costs and build relationships.

As a premier digital targeted messaging agency, BrightWave:

- Won more than 10 awards, including top email campaign honors, email marketer of the year and agency marketer of the year.
- Developed deep specialization in email and digital targeted messaging, including integration of social media, search, mobile, SMS and more.
- Offers clients full service capabilities that include strategy, creative development, production, deployment, database management, reporting and analysis.
- Focuses on saving client costs and resources, delivering high ROI and developing a stronger connection with customers and prospects.
- Drives the industry with its thought leadership. BrightWave's CEO is a leading email expert and the author of *The Truth About Email Marketing*, published by Pearson's Financial Times Press.
- Provides clients with a world-class team that has extensive experience managing digital targeted messaging programs on the agency and client side, including Cox, Engage, Southern Progress, Turner and WebMD.

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