

Hello,

How well are your marketing campaigns doing this year? As you boldly explore emerging digital and social tactics, don't forget that email still shines at the center of the marketing galaxy - and can deliver the best return on your marketing investment. Our lead story in this month's [Outward Media, Inc. \(OMI\)](#) newsletter below has all the facts. And if your email campaigns aren't yielding the results they should, check out our other stories for best practices surrounding email data and deliverability.

Lastly, did you know that OMI offers the industry's best SMB email data? OMI's targeted, multi-channel marketing data can power your campaigns and help you find more customers-fast.

All the best,

Paula Chiocchi  
CEO, [Outward Media, Inc.](#)



## 6 Reasons Why Email Stands at the Center of the B2B Marketing Galaxy.

A little bit like the recent discovery of new Earth-sized planets, B2B marketers have come across a new discovery of their own: it seems that while they boldly explore emerging digital and social media tactics, the center of their marketing galaxy-upon which all other marketing initiatives revolve-still continues to be email. Find out why.

[Learn more](#)



## 4 (More) Ways to Ensure Email Deliverability Like a Pro

While the content and creativity surrounding email marketing seem to get better and more sophisticated all the time, many organizations still fail to ensure that their messages are effectively delivered in the first place. From sender scores to avoiding spam labels and more, here's what the pros do to make sure their emails reach their desired targets every time.

[Learn more](#)



## What's In Your Email Database? The Top Quality Issues B2B Marketers Face

By making data quality a cornerstone of your email campaigns, you'll not only be able to best serve your targeted prospects, but also gain a better chance of avoiding the many pitfalls that a neglected database can bring. Check out our list of the top email data quality issues and how to eliminate them.

[Learn more](#)



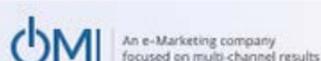
**Find more customers. Grow your business. Expand your reach. It's all possible with email data. Read our new book, "The Executive's 15-Minute Guide to Building a Successful Email Marketing Database."**



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