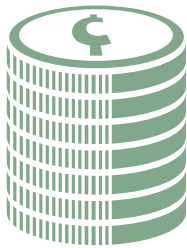


eBlasts vs. Banners

WHICH COSTS LESS & WHY YOU NEED TO TAKE A DEEPER LOOK.

COST/IMPRESSION



EBLASTS

BANNERS



COST/CONVERSION

The answer has nothing to do with the price tag. On the surface, banner ads are cheaper than eBlasts.

But, while eBlast impressions can cost anywhere from 2x- 3x more than banner ads, the outcome is worth it. If you look at the costs per conversion, eBlast-driven leads cost up to 5x less.

Comparison based on multiple banners with about 1 million total impressions.
Cost per impression used: 8¢ (eBlast) and 3¢ (banners)
Analysis based on business to business buyers only