



great american  
**MEDIA SERVICES**

## **POWER OF PRINT FAQs**

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### **WHERE DO THESE LEADS COME FROM?**

These leads represent the email addresses that have clicked through to view the digital edition of our magazine, which included your advertisement.

### **HAVE THESE PEOPLE OPTED IN TO BE CONTACTED?**

According to the terms of our privacy policy, which governs how we collect and maintain our email database, we state: “We may share your email with our client/advertisers that purchase email distribution information from us. Each relationship is subject to contract terms requiring our client/advertisers to protect your information in line with this Privacy Policy ...Unless we tell you differently or you consent otherwise, our partners / sponsors do not have any right to use your Information beyond what is necessary to market services, products or events to you. Any uses of your Information by our partners / sponsors will remain governed by security and confidentiality obligations consistent with this Policy and applicable law.”

### **WHAT CAN I DO WITH THESE LEADS?**

These people have opted in to receive messaging from our partners, as stated in our privacy policy: “To share with our marketing partners for marketing purposes or to use for our own marketing purposes. For example, to send you information about events or special promotions, to tell you about new features or products, etc.” Best practices state you should reach out to these individuals via email and obtain their opt-in consent to receive messaging before being added to your list. Please follow the appropriate legal requirements, as well as the terms of your company’s own privacy policy.

### **HOW CAN I MAKE THE MOST OUT OF THESE LEADS?**

Retargeting, also known as remarketing, is a form of online advertising that can help you keep your brand in front of bounced traffic after they see your ads. For most websites, only 2% of web traffic\* converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users\* who don’t convert right away. Our team can help you craft email messaging and programmatic or social media campaigns to deliver directly to these warm leads.