



Datasy's



Jenny Wilson

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Marketing Director @ McDonald's



Recently searched keywords

Car rental agency

Best wine

Gordon Ramsay



Toyota Camry



Vehicle Price



Vehicle Owner
Jenny Wilson



McDonald's Corporation



205,000

Number of employees



\$21.08B

Revenue



Recent Purchasing Intent

Accounting SAAS

Chicken Supplier

McDonald's® is a world leader in the field of fast service and has more than 33,000 establishments in more than 119 countries around the world, serving about 52 million visitors daily.

Built on Data. Focused on Results.

DIGITAL MARKETING PROPOSAL

TRUSTED BY: LEADING COMPANIES

Microsoft



HONDA



BARCLAYS



Datasy's



Digital Marketing Proposal

Real-time keyword intelligence to target ideal clients. Search Originated Marketing (SOM) identifies the exact users that are searching for your most valuable keywords and deploys immediate digital offers to them.

Email Campaign

Email tracking reports are available 72 hours after each deployment, through our internal CRM solution. All reporting is customizable to the client's needs.

Deploy 4 Permissioned Based Email Campaigns

To the above audience of Double Opt-in Subscribers in the Dig Dev database of 875,000 records each.
Total 3,500,000

- **Average Delivery/Open/Clicks:**
100% Delivery Rate, 10% to 12% Open Rate, 1.5% to 3% Click Through Rate (CTR), CTR range is calculated by deliverable emails, ad display and social media impressions.
- **Email Campaign Includes:**
Set up and Testing, Subject line and Creative Guidance, Broadcast, and Full Tracking.

Retargeting Campaign

Email tracking reports are available 72 hours after each deployment, through our internal CRM solution. All reporting is customizable to the client's needs.

Retargeted Digital Display Campaign:

Campaign Detail	Volume/Budget
Total Email Records	3,500,000 @ \$7.00 (CPM) = \$24,500.00
Total Social/Ad Display Impressions:	4,450,000 @ \$8.00 (CPM) = \$35,500.00
Responder File of Opens and Clicks	NO CHARGE
Campaign Budget	\$60,000.00
Duration	30 Days