

More than a company name...

SRU-Electronics™ is the marketing and advertising paradigm for the new century. Utilizing the latest proven technology, **SRU-Electronics™** energizes its client's message by innovatively combining consumer-driven interactive advertising with multiple media channels. **Products & services come to life**, piquing the consumer's interest to achieve maximum impact.

Many companies still believe passive broadcast advertising (television, radio & print) is a very expensive necessity. But today, you can develop a dynamic one-on-one relationship with your consumer any place, any time through interactive multimedia.

SRU-Electronics™ specializes in creating custom "Consumer-Driven Advertising Applications" that enable businesses to obtain full benefit from their advertising dollar and increase profitability. Each solution we create is embedded with statistical measures that accurately qualify exposures of your products and services to the consumer. You can now know exactly what messages work best.

Focusing on more than just the design and build phase, **SRU-Electronics™** also provides a unique, economical solution to continue leveraging the information highway. We can manage your application on an ongoing basis, billing at a per exposure rate to guarantee the lowest possible cost. **SRU-Electronics™ is certain its "High Performance Advertising™" approach is your company's smartest marketing strategy.**

SRU-Electronics™

See how our portfolio of advertising tools can work for you.

Internet Presence (Web Sites, Content Networks, HTML, E-mail, Connectivity)

The Business Search Engine - Companies, Products, Services & Solutions

[Global Network](#), [Cannes](#), [Business Intelligence](#), [Electronics](#), [European Network Exchange](#), [Global Business Development](#), [Internet Journal](#), [Media Network Exchange](#), [News Center](#), [E-NETWORK](#), [City Network Exchange](#), [E-GLOBALNETWORK](#), [African Network Exchange](#), [Global Network Exchange](#), [Intelligent Living](#), [Digital Content](#), [France Web](#), [France Forum](#), [France Web Asso](#), [Forum e-Global](#), [SRU-BITE](#), [SRU-Electronics](#), [Networking the World](#), [Global Interface](#), [SRU](#),

When choosing the right business partner and approach for conveying your company's message in the information age, we hope you will consider [SRU-Electronics™](#)

Helping companies build portals that busy people love to use!

[SRU-Electronics™](#) is a leading email marketing company specializing in customer acquisition for businesses.

Over 1 million people have registered at the Global Network Web site and have given their permission to receive relevant email marketing messages from [SRU-Electronics™](#) as well as consumer-oriented email content publications from E-GLOBAL - SRU's email publishing property.

Often referred to as an online customer acquisition machine, [SRU-Electronics™](#) delivers businesses millions of qualified customers through exclusive opt-in mailings to its members, targeted advertisements within E-GLOBAL publications, and sponsorships on its high-traffic Web properties.

In addition to its core customer acquisition services, [SRU-Electronics™](#) also offers other business products such as Campaign Management, Corporate List Hosting, and Market Research.

Customer Acquisition

The [SRU-Electronics™](#) Customer Acquisition Program allows you to "lock in" a fixed cost per customer. You define what qualifies someone as a customer (i.e. subscriber, purchaser, registrant, etc.) and then let [SRU-Electronics™](#) handle it from there. Whether you want a steady stream of 2000 customers per month or you want as many customers as possible as soon as possible, we will work with you to structure a customized plan.

[SRU-Electronics™](#) is a leading provider of customer acquisition email marketing services. We have the industry experience and the expertise to work with you to lower your customer acquisition cost substantially. We will help you design your message and then we will go to work. You'll know exactly how many customers you'll get and exactly what it will cost.

Targeted Opt-In Email

Identify and retain customers by targeting them with relevant messages. Send messages to people who have requested to receive them and who have identified specific areas of interest. Prices range from 25 to 30 cents per individual, and include rental and delivery. [SRU-Electronics™](#) provides full service throughout the whole process. Our experienced specialists will help you select the right audience to target, help write your message, and track and analyze your results.

With access to over 1 million individuals through our database, [SRU-Electronics™](#) can effectively handle marketing campaigns of all sizes and all degrees of targeting. The subscribers who receive your message will want it because it will be directly relevant to them. Our response rates are among the highest in the industry.