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Featured Column

[Friday, December 5, 2003]

[The Organic Email ASP](#)

by David Herscott

As an interactive agency, we have taken advantage of all the venture capital money that poured into marketing technology/communications companies in the mid-to-late 90's. Thanks to VC's with a bit of the "irrational exuberance" bug, we are now able to license ad serving technology, Web analytics software and Email Marketing technology at pennies-on-the-proverbial-dollar. [\[full story\]](#)

[Monday, December 8, 2003]

Orange County Restaurateurs Score with Email Marketing

Three Orange County restaurateurs have found branded email marketing is the secret to success when trying to retain and capture new customers. Owners of Newport Beach's Sol Grill, Misty and Peter Thorne, are capturing about 20% more new diners with email marketing than they expected to get from direct mail.

"We wanted a more personal approach than direct mail or display advertising, which we usually ignore when we receive it ourselves. We started collecting emails from every customer and distributed our first email campaign last August to our database using a local interactive agency. The response was a real shock. Dozens of couples actually came in with their emails in hand!" say the Thornes.

Andrew Zor at Tustin's Moulin Express Chinese restaurant also achieves a high percentage return from email promotion. Until this spring, he relied on monthly direct mail and advertising in newspapers. Fewer than a dozen new customers were responding to the mailers and ads each month, despite the high cost of printing, mailing and advertising space.

"The walk-in traffic generated by the emails more than doubled the response to display ads and mail, and I plan to reduce my display advertising and direct mail promotion budgets by 50 percent. At first I was not sure customers would provide their emails, but they do it eagerly," says Zor.

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