Gungho Marketing
discovering new business

MONTHLY SUBSCRIPTION

Subscribe to a database of Email Addresses for decision makers across Compliance, AML, FinCrime, Legal, Risk and Fraud Detection

Subscribe to the world's largest, and most current audience of AML, Compliance FinCrime, Legal & Risk personas. With over 100,000+ email addresses in over 50 jurisdictions, the monthly subscription provides a launch pad for RegTech vendors intending to increase their audience engagement and grow brand awareness.

Our experienced Gungho Account Managers help to accurately navigate the personas, making sure the widest possible audience is targeted. Job Titles, Accounts, Industries, Geographies & Time Zones are accurately segmented to create those all-important target lists – keeping your open, click-through & response rates high.

Subscription

BASIC	BASIC PLUS	BOOST	BOOST PLUS
Monthly sends **750**	Monthly sends **2,000**	Monthly sends **5,000**	Monthly sends **8,000**
Monthly Subscription **£667**	Monthly Subscription **£999**	Monthly Subscription **£1,249**	Monthly Subscription **£1,499**
Price per email **£0.89**	Price per email **£0.50**	Price per email **£0.25**	Price per email **£0.19**
Campaigns per month **2**	Campaigns per month **2**	Campaigns per month **4**	Campaigns per month **4**

What is included in the subscription?

	Basic	Basic Plus	Boost	Boost Plus
Digital Account Manager	√	√	√	√
Max Sends Per Month	750	2,000	5,000	8,000
Max Campaigns Per Month	2	2	4	4
Global Data Privacy Regulation Management	√	√	√	√
Unsubscriber Removal & Reporting	√	√	√	√
Access to Gungho Data Set (read only)	√	√	√	√
Segmentation and Targeting (read only)	√	√	√	√
List Building (read only)	√	√	√	√
Email Template Personalisation	√	√	√	√
Event Trigger Management	√	√	√	√
Opt In and Out Responses	√	√	√	√
Dashboard Analysis and Reporting	√	√	√	√
Post Campaign ROI Analysis	√	√	√	√
Opened Responses	X	X	X	X
HTML Template Design	X	X	X	X
Content and Authoring Creation	X	X	X	X

How does it work?

1 Access 73,000+ Accounts

The Gungho data set comprises of layered account information, including company name, structure, industry, turnover, employee size, assets under revenue, time zone and head office location. The accounts profiled are regulated entities, who require Compliance, AML, FinCrime, Legal, Fraud and Risk based software & services.

2 Email Content & Email Design Creation

Our subscribers are responsible for creating their own content and producing the HTML design templates.

3 Navigate Accurately to Build Target Email Lists

Collaborate with your dedicated Account Manager, to establish the best audience engagement for your event or product launch. Use automated list building tools to determine criteria such as Job Title, Industry, City, Country, Time Zone etc and precisely target your audience.

4 Dashboard & Reporting

Each month, your Account Manager will review analytics to determine open & bounce rates, Opt-Ins & Opt-Outs. Via dashboard reporting, ROI & success rates are shared and used in planning the next phase of your campaign.

5 Access 100,000+ Email Addresses of Compliance & Risk Personas

Contacts are profiled by Job Title, City, Country, Region & Time Zone. This level of detail is especially useful for inviting prospects to attend conferences, seminar, or any in-person event.

6 GDPR, Privacy Rules and Data Protection

Gungho will ensure that your Suppression Lists are matched against Target Email Lists, and any matches removed. Requests for Information, or Request to be removed from the Email recipients will be processed according to GDPR.

Tracking Responses

Access the contact details of Opt-In or Opt-Out requests, enabling Sales & Marketing teams to respond.

	Volume & Metrics	Contact Name	Contact Job Title	Account Name	Location	Phone	Email address	Time Zone
Unsubscribes	√	√	√	√	√	√	√	√
Opt-Ins	√	√	√	√	√	√	√	√
Requests to be removed for GDPR & Privacy	√	√	√	√	√	√	√	√
Click Through Rates	√	X	X	√	√	X	X	X
Non-Open Rates	√	X	X	X	X	X	X	X
Open Rates	√	X	X	√	√	X	X	X
Bounce Rates	√	X	X	X	X	X	X	X

Contact our team to discuss at info@gunghomarketing.co.uk or call on +442033268150