

# NHD's SmartCast

Direct response, video enabled HTML emails  
**that are 100% measurable** & deliver a clear ROI.

## SmartCasting Targets

- ▶ Print, Broadcast & New Media
  - ▶ Elected Officials & Staffers
  - ▶ Government Officials & Appointees
  - ▶ Potential Customers & Partners
  - ▶ Association Membership
  - ▶ Advocacy & Alliance Groups
  - ▶ Key Influencers
- ...and more!



## An NHD SmartCast is Smart Communications

One of the most effective communications tools NHD offers is the SmartCast platform. This approach utilizes compelling 24P HD video spots in conjunction with HTML email communications that are precision targeted and designed to drive a direct response from the viewer. Our data shows that video enhanced messaging cuts through the clutter and produces click throughs at a rate of 10 to 1 compared to text only email messaging. Plus, SmartCasts generate real metrics in almost real time.

Click here to learn more  
[www.nhdcomm.com](http://www.nhdcomm.com)

