

New Service "My Sudden Values"

By Market Insights, LLC

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SuddenValues.com offers a brand new service so consumers can manage how they receive their email coupons and promotions.

SuddenValues.com, North America's fastest growing local media company announced the launch of My SuddenValues. SuddenValues 1.5 million subscribers can now create an account to manage their personal contact information, subscribe to merchants updates and to search, save, share and print their special offers. With My SuddenValues, subscribers take an active role in communicating to merchants on how to best market to their needs. In return, they receive an intuitive interface for managing special offers provided by participating merchants. "My SuddenValues is the next step in our vision, where merchants and consumers participate equally in the process of identifying needs and providing solutions", states Steve Klock, the Company's CEO.

Using My SuddenValues, users create an account and login on their local SuddenValues portal. Upon login, My SuddenValues subscribers update their personal profile information. This is general demographic and contact data, most notably their name, email address, cell number and carrier. Next, users can begin populating their account with their favorite merchants and/or offers. This can be done within My SuddenValues via the merchant and values search function or by clicking on the Save options below offers on the local SuddenValues portals, in weekly email updates and on the merchant mini website. Individuals currently subscribed to participating SuddenValues merchant's updates will have those businesses automatically populated into their account. Once setup, My SuddenValues users can quickly print and share offers via email and add/remove merchants and subscribe/unsubscribe to their updates.

My SuddenValues comes with several immediate benefits to participating merchants too. Merchants gain another method to signup subscribers for their email or texting updates. Critical demographic information is collected to give merchants a defined profile of their customers. Merchants can be more targeted in their communications by allowing subscribers to subscribe to more defined Interest Categories.

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SuddenValues.com is a service of US Online.com, Inc, headquartered in Wenatchee, Washington. The service is sold and delivered by local marketing experts in over 240 markets throughout 43 states in the U.S. and in Canada. In Downriver, Michigan the Service is represented by Tina S. Walther.

The company launched SuddenValues.com in November of 2004, to provide merchants a "new way" to use the Internet to communicate with existing and prospective customers in their local community. SuddenValues is the core offering in US Online's mission to create and deliver Services that "Unite the Connections between Us".

Category	Advertising, Coupons, Free
Tags	suddenvalues com, Marketing, coupons, email, promotions
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Country	United States