

Potential Solution

ISPs could offer a direct marketing service based on the **news service model**. Individuals could sign up to receive marketing for specific goods and services. Direct marketers would only have their e-mails sent to individuals who are currently looking for their product. This would give them the advantage of being in the right place at the right time. This would **reduce traffic** on the internet produced by e-mails to people who are not currently interested in their product. There would be **no need to invade privacy** through information harvesting. Once the individual has found the product they are seeking, they would simply unsubscribe and the marketing would stop. It would be win-win. The direct marketers would have the **targeted marketing** they want and the consumers would have the **opt-in choice** they want. This arrangement would provide for a **clear determination of legitimacy**. The companies sending e-mails through the service would be responding with solicited e-mail, legitimate. The companies sending e-mail outside the service would be sending unsolicited e-mail, SPAM. Marketers would be charged according to the number of categories and geographic area to which they want to market. (Similar to the broadcast and newspaper rate structure) Marketers should be able to get a **better ROI**, than they currently do. Consumers should also be able to **easily get the products and services they seek**. Instead of searching the web, the information would come to them. If consumers are provided the ability to truly focus marketing on what they are seeking, it could be a valuable service.

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