

5-Step Optimization

FOR YOUR **THANKSGIVING** CAMPAIGN

Clean & Segment Your Data

AREA OF CONCERN:
EMAIL SERVICE PROVIDERS (ESP)

PARAMETER UNDER THREAT:
DELIVERY RATES, SPAM REPORTS

STEP
01



Subject Lines & Sender Names

AREA OF CONCERN:
RECIPIENTS' MAIL INBOX

PARAMETER UNDER THREAT:
OPEN RATES

STEP
02



Personalization

AREA OF CONCERN:
EMAIL PITCH

PARAMETER UNDER THREAT:
CLICK-THROUGH RATE

STEP
03



Adding 'Real' Value

AREA OF CONCERN:
LANDING PAGE(S), CTA(S)

PARAMETER UNDER THREAT:
DOWNLOAD RATES, LEAD
COUNTS, FORM-FILLS

STEP
04



Analyze

AREA OF CONCERN:
YOUR ANALYTICS DASHBOARD

PARAMETER UNDER THREAT:
CAMPAIGN SUCCESS!

STEP
05

