

Message 1 Intro

Subject Line: Your site's conversion

Hi (First name),

Stop wasting time wondering if your website will actually convert.

What if you could see your page through the lens of your target market, *before* going live? Launch with an optimized web page that you already know will exceed expectations and turn visitors into customers from day 1.

██████ saves months of attempts to increase conversion by showing you exactly how your page stacks up to your audience's expectations and needs. Utilizing human augmented artificial intelligence, decision makers from your specific target market analyze 140 different criteria about your webpage including:

- How your brand should be presented
- If your content is actually relevant to your audience
- Whether the fonts and colors are ideal for your visitors
- What call to action will convert visitors most effectively, and so much more.

With a report addressing exactly what's working for your website, what is holding it back and the changes needed for an optimized customer-converting machine, you can see a 1,000x return on your investment like our other clients are right now.

I'd like to offer you a complimentary consultation including access to actual results from a company in your industry. Are you interested?

Best regards,

██████

Message 2 Follow up

Subject Line: Re: Your site's conversion

Hi (First name),

7 out of 8 attempts to increase conversion on websites fail. Why waste all that time when there is a better way?

I've included more information below about human augmented AI to optimize your website and increase your conversion rate by over 55%.

Best,

██████████

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Best regards,

██████████

Message 3 Final

Subject Line: Questions about your website

Hi (First name),

It takes up to 8 weeks for each website version to increase conversion—how many conversions is your site missing out on in 2 months?

Companies spend hundreds of hours attempting to convert visitors on their website, implementing version after version while losing countless potential customers and revenue in the process. You can have all the information you'd ever need about your website, and increase your conversions in just days.

Ask yourself these questions about your website:

- Is your website **appealing** to your visitors?
- Is your web content **relevant** to your target audience?
- Is your message **clear** to your readers?
- Are you providing the best possible **experience** for visitors?
- Are you showcasing your business **credibility** to bring prospects to the next stage of the buying cycle?

By leveraging human augmented artificial intelligence, [REDACTED] optimizes online experiences so once your website goes live, you know you're converting at the highest possible capacity.

I'd like to offer you a complimentary consultation including access to actual results from a company in your industry. Are you interested?

Sincerely,

[REDACTED]

Message 4 Intro

Subject Line: Improving your conversions

Hi (First name),

Your website isn't converting because it's not optimized for what your target audience needs from it.

Build a better website by knowing exactly what the decision makers from your target market are experiencing from it—without having to A/B test your valuable live audiences.

██████ optimizes online experiences for pre-live and live sites by understanding exactly how your visitors are interacting with your site, then translating that data into actionable insight.

Increase conversions by an average of 55% with a report to:

1. Diagnose why visitors aren't converting
2. Improve your website with specific recommendations to increase conversions
3. Compare between versions of your website, or your website vs. your competitors

Companies such as BlueCross BlueShield, Fidelity, and Harvard University improved their conversion rates with ██████ by taking the guesswork out of their websites.

I'd like to offer you a complimentary consultation including access to actual results from a company in your industry. Are you interested?

Best regards,

██████

Message 5 Follow up

Subject Line: Re: Improving your conversions

Hi (First name),

Are you one of the 78% of companies dissatisfied with your conversion rates because you don't fully understand WHY your website isn't converting?

I've included more information about determining the why below, and using it to increase your conversions by up to a 151%.

Best,

██████████

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Best regards,

██████████

Message 6 Final

Subject Line: Issues with website conversion

Hi (first name),

Optimizing your website for high conversion can take a lot of back-and-forth. In fact, it typically takes up to 2 months for a single attempt at increasing conversions to produce a result. That's a lot of experimenting on your prospective customers.

What if you could receive feedback about your website from your target market that says....
"Visitors find the white box doesn't capture attention and engage them, and the headline, while intriguing, is not positioned to "grab them" as it is both a sub-headline and uses a small font."

██████ combines artificial intelligence and crowdsourced feedback to improve your page in days, instead of weeks or months—even before going live—then provides key insight into why visitors do or do not convert and specific ways to implement effective changes.

I'd like to offer you a complimentary consultation including access to actual results from a company in your industry. Are you interested?

Sincerely,

██████

Message 7 Intro

Subject Line: Better ways to optimize

Hi (first name),

A/B testing to optimize your website is no longer necessary. Now, you can know exactly what will work and what won't without constant trial and error on your live audiences.

Kaplan University didn't understand why their visitors weren't converting. They reviewed in-depth analysis' and verbatim visitor feedback from hundreds of decision makers in their target market, and implemented changes recommended by [REDACTED] research and saw a 122% increase in conversion and over \$5,000,000 in incremental revenue.

The [REDACTED] intuitive platform takes the guesswork out of creating highly optimized landing pages and websites. Our technology provides actionable insights and recommendations about your audience and what will make them convert at higher rates, even before going live.

I'd like to offer you a complimentary consultation including access to actual results from a company in your industry. Are you interested?

Best,

[REDACTED]

Message 8 Follow up

Subject: Re: Better ways to optimize

Hi (First name),

Are you facing the same issues with optimizing your website as Kaplan University? I've included more information below about how we increased their conversion by 122%.

████████

Hi (first name),

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Best,

████████

Message 9 Final

Subject Line: [REDACTED] — Stop Guessing

Hi (First name),

Instead of using your live traffic to test the conversion success of your site, you can diagnose and improve it BEFORE it launches.

[REDACTED] is a revolutionary system that allows companies to understand exactly WHY their visitors aren't converting, and specific changes for website optimization.

With a network of over 15 million people, we receive in-depth feedback from your specific target audience about what they like about your website, what they don't like and what changes would result in their buy-in.

Bentley University was able to double their online student conversion in just 20 days after implementing changes from their report—a 151% increase in conversion.

What would a 100% increase in conversion mean to you? I'd like to offer you a complimentary consultation including access to actual results from a company in your industry. Are you interested?

Best,

[REDACTED]