

Personalize your email campaigns to nurture leads.



## How It Works

**1**

Our creative team crafts a custom email design

**2**

We receive a lead list from your team.

**3**

Our team sends the email to your audience.

**4**

We provide your team with email results and an open/click lead list within 24-hours.

## Our Approach

Our creative team designs a custom-coded mobile-responsive email to promote your special offer, event, or next step in the customer journey.

Our email campaigns are designed with engagement in mind from the subject line to the email content. We leverage subject line personalization, call-to-actions, and deep links to website conversion modules to increase opens, clicks, and conversions from your email campaigns.

Our team audits your lead list before sending the campaign to minimize email bounces and ensure your email domain stays reputable with top email providers.

## Benefits

- Scale your lead nurturing efforts.
- Promote offers, events, and calls to action to your warmest audience.
- We take care of email design, copy, and list cleanup.

## The Conversion Logix Difference

- Our email campaigns are custom-built for your unique brand and message.
- We include multiple calls to action throughout your email design and deep link to website engagement tools in The Conversion Cloud® to maximize conversion opportunities.
- We place an image pixel in your email campaign to grow your Display Retargeting audience.