Regus Broker Email

THE EMAIL THAT INCREASED OPEN RATES 52.6%



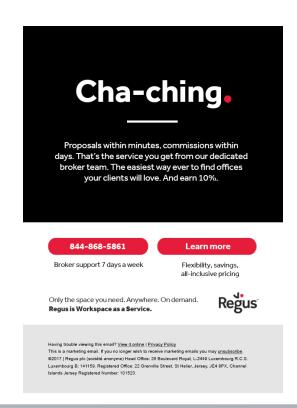
Stimulating referrals

- Our assignment:
 - North American thought leadership campaign targeting brokers.
 - Initial email to educate brokers about available support.

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Simplicity

- Bold, brand-centric visual design.
- Streamlined content, fewer calls to action.



Results: 20.98% open rate vs. prior year's 13.75%

