

Regus Broker Email

**THE EMAIL
THAT INCREASED OPEN RATES 52.6%**

Simplicity

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

Cha-ching.

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

RE: NA Thought Leadership campaign - Results

Message

Delete Reply Reply All Forward Attachment Move Rules Read/Unread Categorize Follow Up

RE: NA Thought Leadership campaign

Lisa Evano
Thursday, February 2, 2017 at 2:01 PM
To: [REDACTED]

You replied to this message on 2/2/17, 4:07 PM. [Show Reply](#)

From: [REDACTED]
Sent: Thursday, February 02, 2017 1:46 PM
Subject: RE: NA Thought Leadership campaign

That is great news, [REDACTED].

As a point of comparison, the 2015 broker prospect campaign yielded a 13.75% OR and 2.28% CTO across the year. Cha-Ching!!!

From: [REDACTED]
Sent: Thursday, February 02, 2017 8:25 AM
Subject: NA Thought Leadership campaign

I wanted to report back that the NA thought leadership (Ca-Ching) campaign, creative attached, looks to have performed fairly well:

Campaign	Campaign Region	Total Sends	Total Delivered	Delivered Rate	Total Opens	Open Rate	Total Clickthroughs	Clickthrough Rate	Click To Open Rate	Possible Email Forecasts	Possible Connectors	Total Unsubscribes	Unsubscribe Rate
Acquisition_Broker_Thought_Leadership_NA_U_NA		22039	61922	85.96%	12889	20.98%	2823	4.56%	7.43%	88	88	75	0.12%
Total		22039	61922	85.96%	12889	20.98%	2823	4.56%	7.43%	98	86	75	0.12%

Delivery, gross open and CT rate are looking strong with a few forwarders thrown in for good measure. Any enquiries/referrals coming through, appreciate it is early days?

Matt has kindly provided me with a boost to the UK Broker data and with relative ease I should be able to adapt this for the UK market. I shall provide a UK version soon to look over for approval with a view to deploy early next week.

Kind regards

[REDACTED]

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