

Upgrade your email newsletters with our **FREE** optimization service



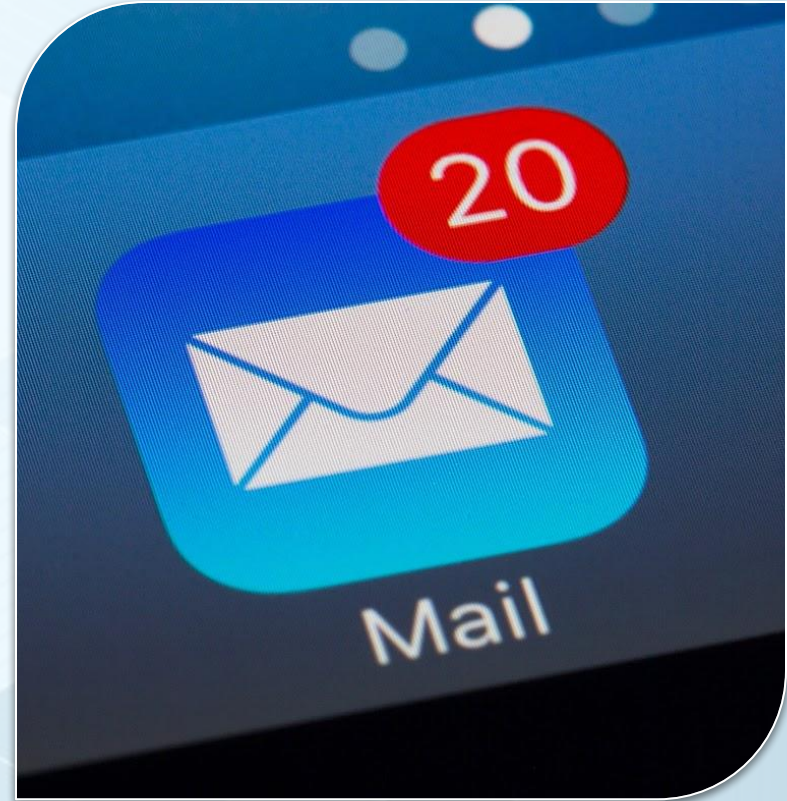
Today's agenda

- Double your existing newsletter signups (on average)
- Increase email opens and clickthroughs with new, optimized templates
- Create newsletters that appeal to a variety of key target audiences
- Maximize your local and programmatic advertising strategy



How email benefits consumers

- Easy to use
- Specific to their interest
- Direct from the source
- Already part of their routine



How email benefits organizations

- Brand Awareness
- Engagement
- Drive traffic
- Ad revenue



Target performance & results

Open rate:
20% of email sends

Clickthrough rate:
25% of opens

Email signup rate:
10% of unique users



Redesigned templates

- Cleaner design to focus users on clicks
- Larger call to action buttons
- Optimized content to ad ratio
- Personalization when available

Hi Tim!

Here's what's happening today...



Keith Urban, Pitbull among 2020 Mississippi Valley Fair lineup

DAVENPORT — Country-music superstar Keith Urban will top the Mississippi Valley Fair's 2020 grandstand entertainment, which leans a bit les...

FULL STORY



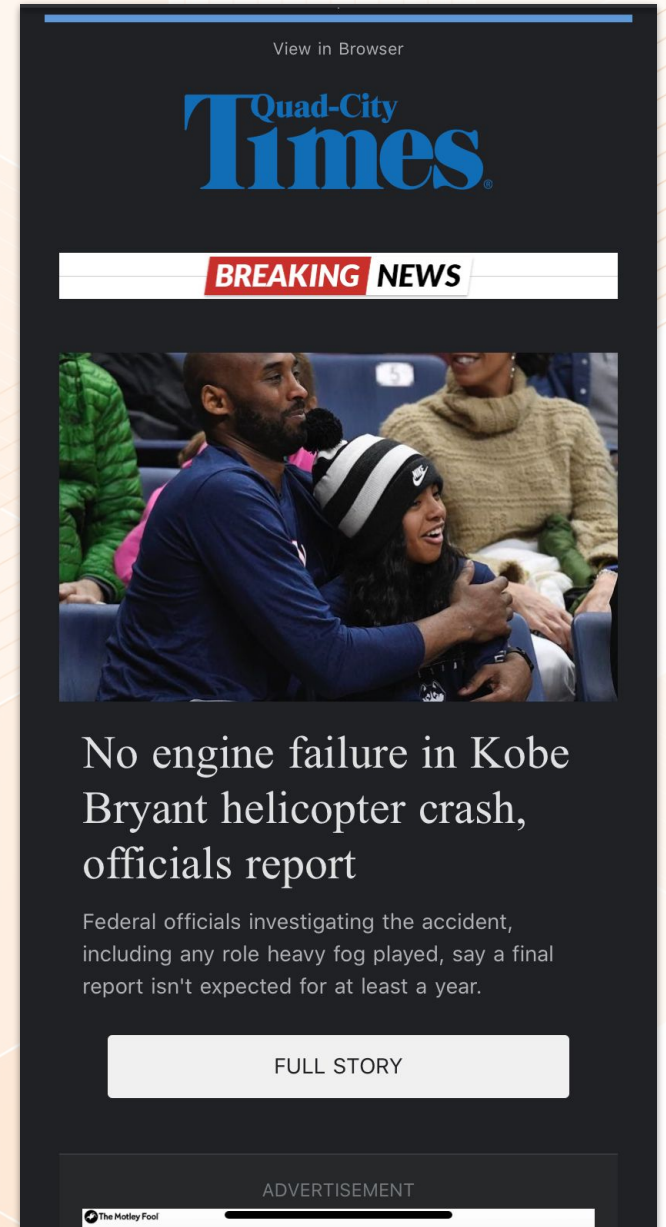
LOCAL CRIME & COURTS

Red Cross assisting Silv
by Monday's multihe

A variety of default campaigns

- Daily headlines
- Breaking news
- Local weather
- Weekly most popular
- Sports
- Advertisement
- Obituaries*
- Calendar*
- Classifieds*
- e-Edition*

**Configured when available*



More detailed inbox text

- From = Campaign specific
- Subject = Featured asset title
- Description = Featured asset description



Breaking News from Quad-City .

Feb 11

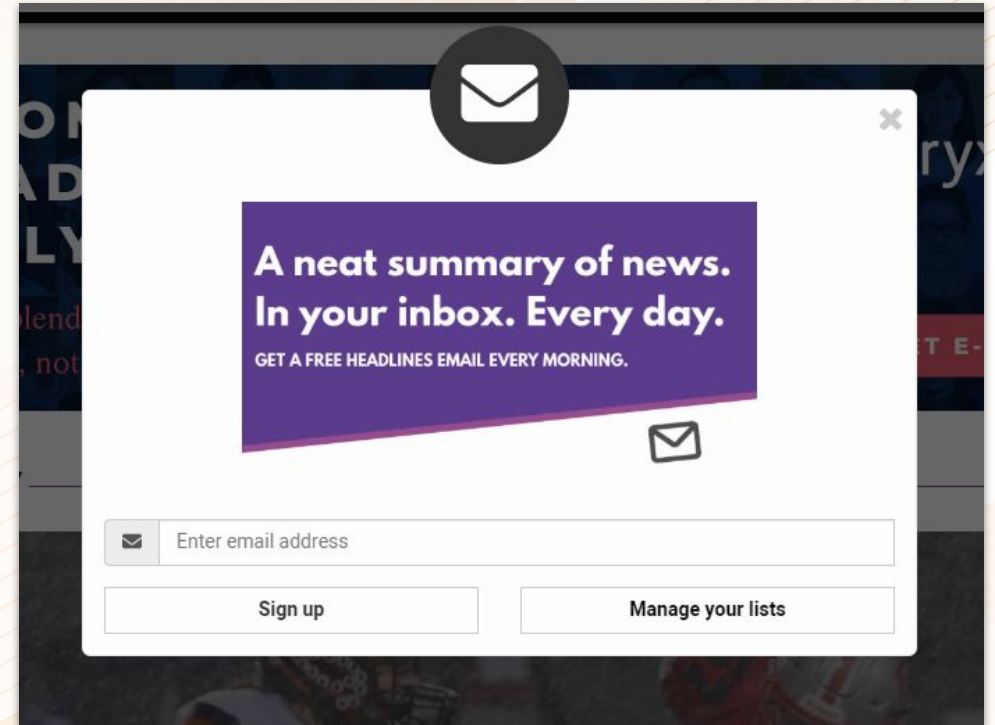
Bernie Sanders wins the New Hampshire...

Democrats hoped for results that would brin...



Enhanced user acquisition

- Display larger calls to action with the Promo designer block
- Reduce friction by using the anonymous signup functionality
- Show more messages interspersed throughout your site
- Leverage iQ user data, when available, to hide unnecessary signup messages



Improved ad strategy

- Higher impact programmatic ads
- One dedicated local spot per template
- Ad-only email for larger campaigns



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Participation requirements

- Designed for BLOX Email Reach
- Better with Email Programmatic
- Best if includes iQ Engage





Questions

A hand with red-painted fingernails is shown from the wrist up, palm facing up. Above the hand, several blue-outlined envelopes are depicted in motion, falling towards the palm. The envelopes are drawn with simple lines and have small horizontal lines next to them to indicate movement. The background is white, and a dark blue horizontal band with the word "Questions" in white text is positioned across the middle of the image.

Stay connected

- Come see us on the Solutions Stage at **Mega-Conference 2020**
- Documentation: help.bloxcms.com
- Support: Call 800-293-9576 or visit support.townnews.com
- Partner Community: community.townnews.com
- Service Status: townnews.status.io
- Follow us on Twitter, LinkedIn, Facebook, YouTube



Stay connected

☐ TownNews Bulletin
Tips, tricks, news, and info from TownNews.

☐ Tips and tricks from the iQ Ad Ops and

☐ Broadcast & Video Newsletter
News, tips and info focused on video management and OTT.

☐ Content Exchange Newsletter
Quarterly case studies, news and info to help you get the most from the Content Exchange.

☐ Software release notes
Software announcements for BLOX CMS and related products.

☐ BLOX Total CMS release notes
Software notes and service alerts for BLOX Total CMS.

☒ Webinar announcements
Receive invitations to TownNews webinars.

☐ Enter email address

Sign up

30
CELEBRATING 30 YEARS

A hand with red-painted fingernails is shown from the wrist up, palm facing up. Numerous blue-outlined envelopes are depicted flying out of the hand, some above and some below the central text banner. The envelopes are drawn with simple lines and some have motion lines behind them to suggest they are moving. A solid blue horizontal banner is positioned across the middle of the image, containing the text "Thank you!".

Thank you!