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
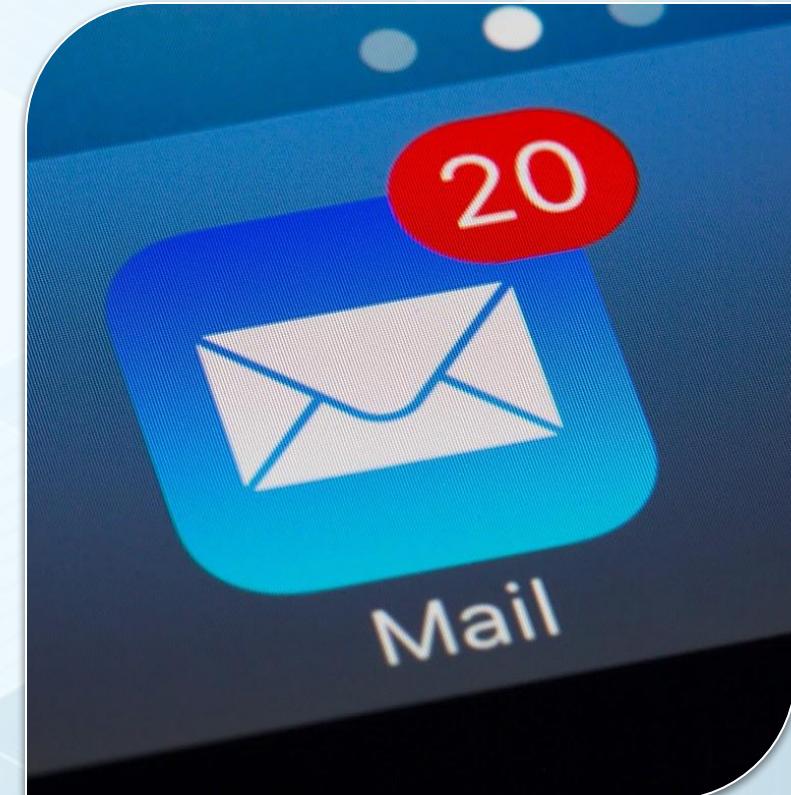
How email benefits organizations

- 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
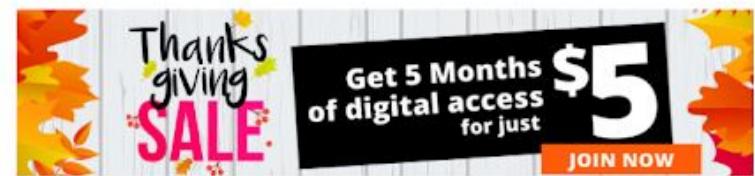
A variety of default campaigns

- 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
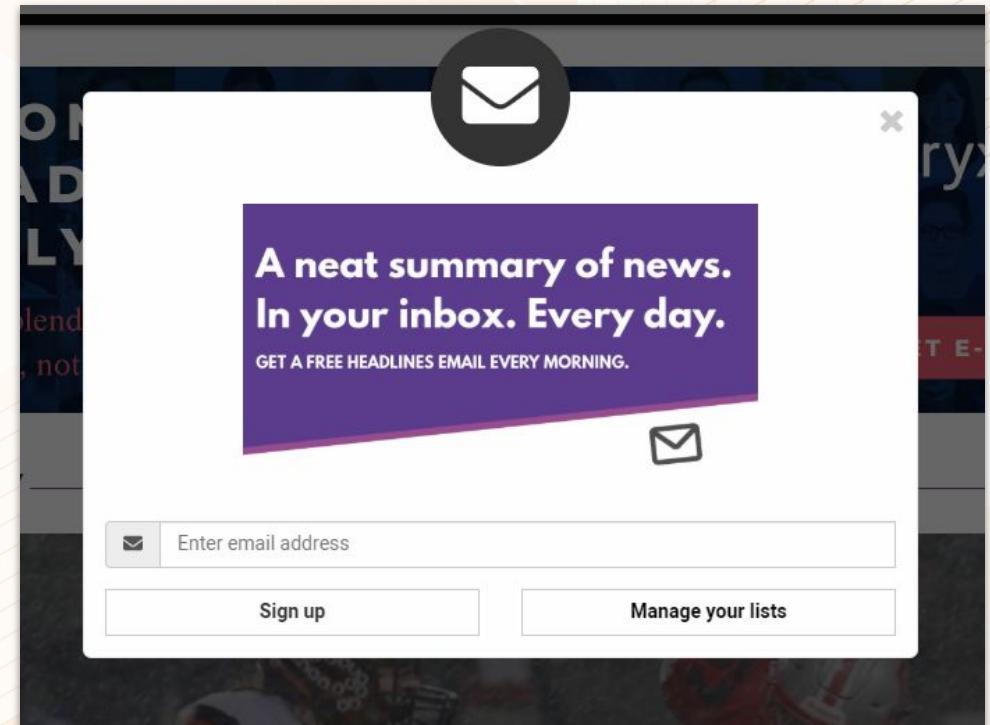
Improved ad strategy

- Higher impact programmatic ads

- One dedicated local spot per template

- Ad-only email for larger campaigns
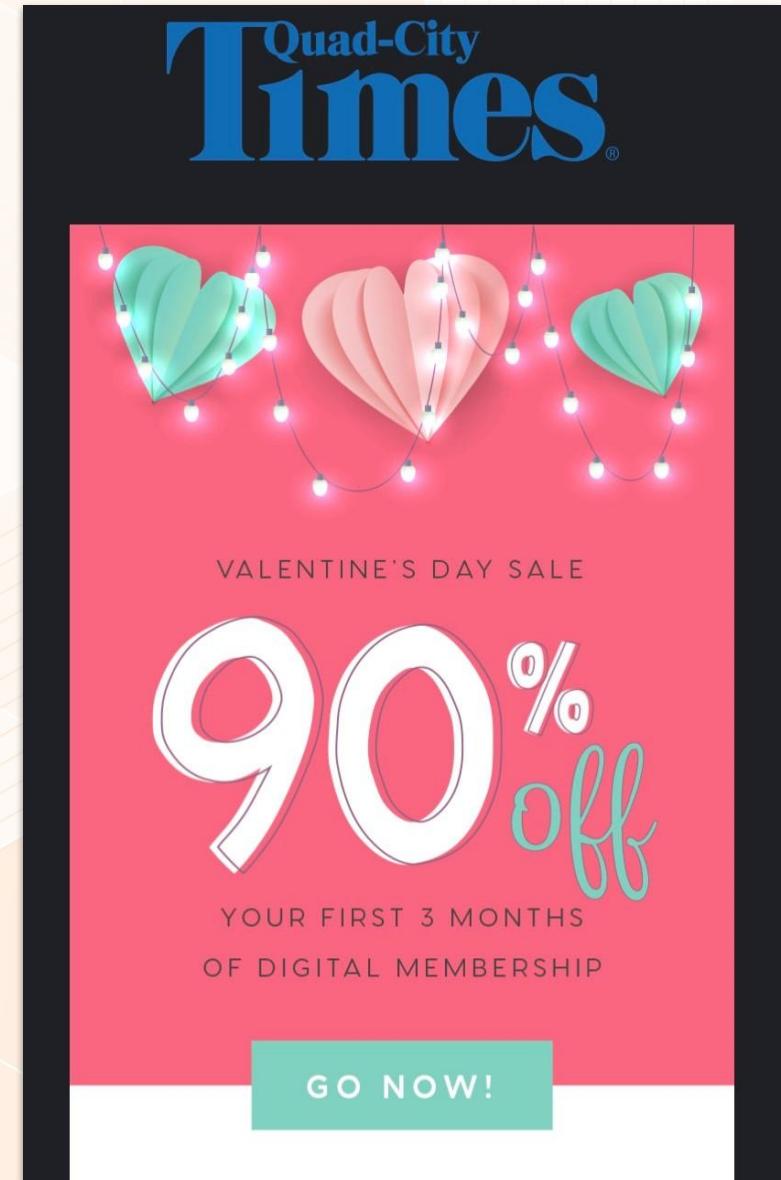
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Participation requirements

- Designed for BLOX Email Reach

- Better with Email Programmatic

- Best if includes iQ Engage

Questions

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

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Thank you!