

Upgrade your email newsletters with our FREE optimization service



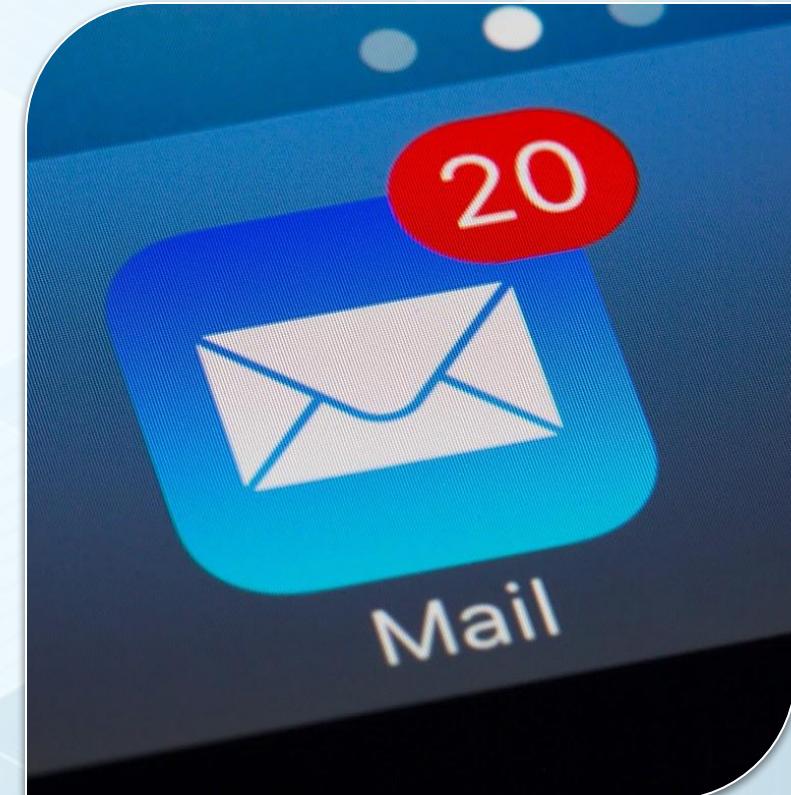
Today's agenda

- 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!

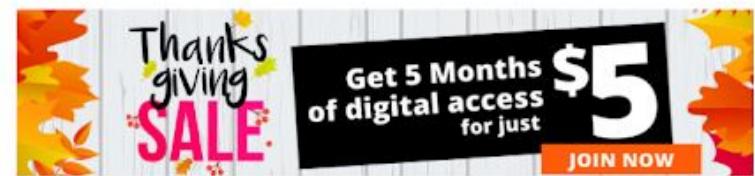
Here's what's happening today...



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 less...

[FULL STORY](#)



LOCAL CRIME & COURTS

Red Cross assisting Silvia 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*

View in Browser

Quad-City Times

BREAKING NEWS



No engine failure in Kobe Bryant helicopter crash, officials report

Federal officials investigating the accident, including any role heavy fog played, say a final report isn't expected for at least a year.

FULL STORY

ADVERTISEMENT

The Motley Fool

More detailed inbox text

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

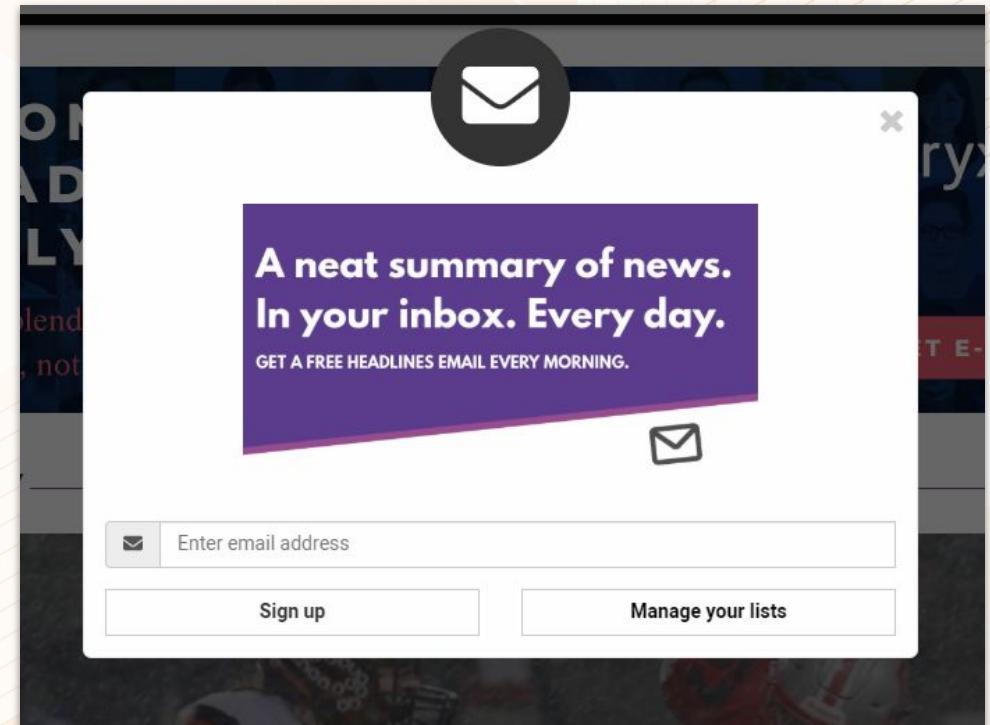
 **Breaking News from Quad-City .** Feb 11

Bernie Sanders wins the New Hampshire...

Democrats hoped for results that would brin... 

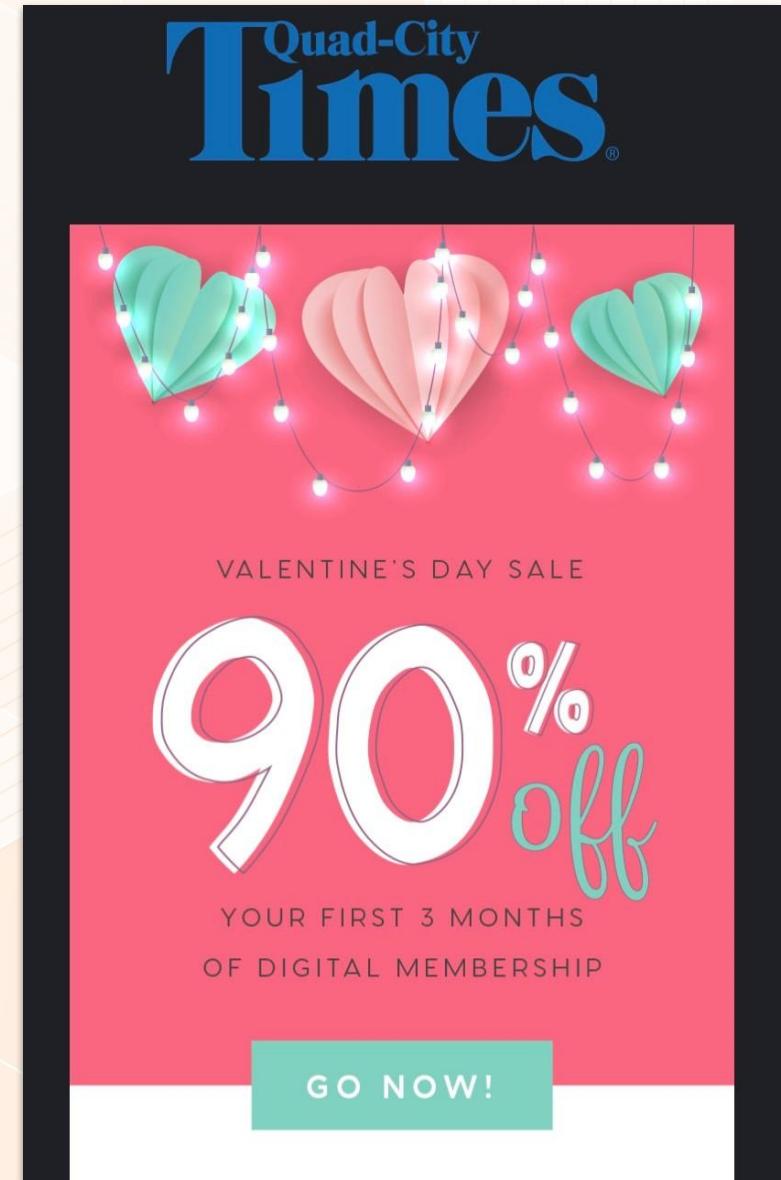
Enhanced user acquisition

- 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
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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.

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Thank you!