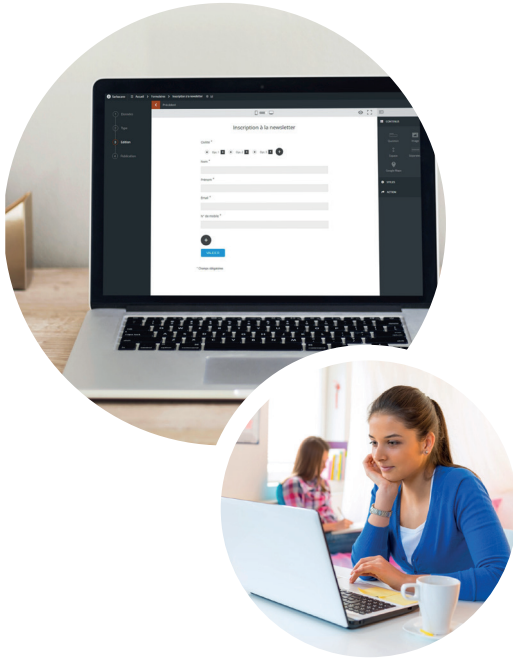


# Manage your subscribers' email preferences

Let's segment your recipients based on their interests

Send the right campaign to the right recipient!



## Segment your contacts based on what matters to them

You realize your engagement rates tend to decline over time and wonder if your contacts still take interest in all your campaigns? Just ask them, then.

Our experts will assist you in reviewing your practices and defining a more personalized targeting strategy to increase your opening and click rates.

We'll build a form that will update your contact list with data about your subscribers' email preferences. Your recipients will be able to modify their preferences anytime in the form.



## Maximize your email performance and your recipients' engagement

We will create targetings based on the results of the form so that your contacts only receive campaigns they'll find interesting.

In addition to appropriate targeting, we can set up a notice above your opt-out link suggesting that recipients can change their email preferences. This will limit the number of clicks on your unsubscribe links.

## Service scope

### We will:

- Create the email
- Create the form
- Send the campaign
- Include an "Update preferences" notice in the email footer
- Update and synchronize the list(s) on an ongoing basis
- Create targetings for your next campaigns

### Associated expertise

- Template creation
- Multi-campaign workflow creation
- Welcome program creation

An expert at your side for a winning emailing strategy