



One-to-one email template

Initial outreach to schedule first meeting

To help boost your response rate for your initial outreach, use our email templates. Versions are available based on the customer contact source. Customize portions in [orange] text.

Inbound leads - Prospective customers who submitted a request online to hear from [Client]

Self activated - Non-managed customers who started running campaigns within the previous 30 days

Inactive - a) prospective customers who do not have an [Client's Property] account, or b) incomplete signups who have an [Client's Property] account that hasn't been activated

Lapsed - Lapsed customers who previously ran [Client's Property] campaigns and stopped due to observable performance issues or other unknown reason

Inbound leads

Subject line:

[First Name], set up a free, one-on-one session with {Client}.

Body copy:

Hi [Name],

If running successful app marketing campaigns is a priority for you, I'd love to work together to help you make the most of ads on [Client's Property]. Are you free to connect at one of the times below?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you.

Self Activated

Subject line:

[First Name], set up a free, one-on-one session with [Client].

Body copy:

Hi [Name],

I'd like to work one-on-one with you to spark interest in and increase engagement with [Customer's Product]. I can share insights for optimizing your ad campaigns even more based on the growth potential of your [product]. What would be a good time for us to talk?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you. I look forward to helping you meet your [product] marketing goals.

Inactive

Subject line:

Set up a free, one-on-one session with [Client] to discuss [Customer's Product].

a) Body copy for a prospect with no [Client's Property] account:

Hi [First Name],

Gaining visibility to [Customer's Product] is a key component of growth. I'd be thrilled to discuss ways to boost revenue and increase reach with [ad opportunity]. Do you have time to connect this week?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you. Thank you, and I look forward to your response!

b) Body copy for an incomplete signup - with an [Client's Property] account that hasn't been activated:

Hi [First Name],

I'd like to share some insights and opportunities we're seeing within the [Client's Property industry] for the [Customer's Product] category. It'd be great to hear about your short- and long-term priorities and discuss how we can support your goals. Do you have time to connect this week?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you.

Lapsed

Subject line:

Set up a free, one-on-one session with [Client] to discuss [Customer's Product].

a) Body copy for lapsed customers with observable past performance issue likely leading to discontinuing campaigns:

Hi [First Name],

There are some key insights to [increase visibility (insert most likely client objective based on data available)] of [Customer's Product] that I'd love to discuss with you—ways to get your ads live on [Client's Property] and acquiring more downloads again.

Could we get on a call to chat?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you.

b) Body copy for lapsed customers with no clear reason for discontinuing campaigns:

Hi [First Name],

Many of my clients benefit from a one-on-one discussion when planning how best to advertise [Customer's Product]. I'd love to understand more about your previous experience with ads on [Client's Property].

Could we get on a call to chat?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you. I look forward to hearing from you!