

VOST

TSIA Nurture 2.0 – Voice of Strategic Truth (VOST)

Vision

Create a year-round nurture experience that transforms passive leads into engaged prospects by delivering ongoing value, thought leadership, and AI-powered insights.

TSIA's nurture program becomes the *trusted intelligence channel* for technology leaders, showing how to drive profitable growth in the era of **AI Economics**.

Objectives


Position TSIA nurture campaigns as *continuous value delivery engines* that demonstrate TSIA's relevance to the biggest market pressures—profitability, retention, and AI-driven transformation—while driving sustained engagement and conversions across the year.

- 1. Write every RA track through their respective lens of AI Economics**
 - Tie everything back to AIE
- 2. Streamline & Strengthen Engagement**
 - Simplify nurture tracks from 10 → 5 emails per journey.
 - Deliver concise, relevant, and visually balanced emails that drive action.
- 3. Improve Performance**
 - Lift click-through rates by 15% by focusing on high-performing assets (TSIA Intelligence, Performance Optimizer, Webinars).
 - Increase conversion rate from **0.46%** → **0.8%+** by using action-oriented CTAs and clearer value framing.
- 4. Enhance Personalization & Timeliness**

- Trigger entry **within 12–24 hours** of lead creation for immediate engagement.
 - Personalize content by research area (Customer Success, Managed Services, etc.) using contextual challenges.
-

Audience:

Primary Audience: Technology Company Leaders and Practitioners in Post-Conversion Nurture

- Emerging Buyers / New Prospects (Primary Entry Group)
 - Stage: Awareness → Consideration
 - Previously Engaged, Non-Converted Leads (Re-Entry Audiences)
 - Stage: Late Consideration → Near-Conversion
 -  Nurture Tracks 2.0
-

Strategy

1. Lead With Relevance

- Anchor every nurture journey in the *AI Economics* framework — contextualizing the macro shifts affecting profitability and growth.
- Each 5-email sequence tells a cohesive story: from awareness → proof → action.

2. Simplify for Impact

- Replace long, multi-link content with **one clear narrative and one CTA** per email.
- Use modern, modular layouts (square visuals, concise copy, strong headers).

3. Promote What Performs

- Use TSIA Intelligence mid-sequence (Email 4) as the signature engagement driver.
- End each journey with a Webinar or Performance Optimizer CTA to convert.
- Incorporate social icons as soft engagement tools—secondary but visible.

4. Humanize Through Data

- Use proof-driven storytelling: real company names (Salesforce, Braze, Dell), success metrics, and TSIA data points.
- Speak as an advisor, not a vendor—confident, conversational, and intelligent.

5. Continuous Engagement Loop

- Run 6 nurture journeys per year per RA, spaced 2 weeks apart.
- Maintain contact with leads across 12 months without fatigue.

Strategic Intent

Each nurture journey tells a single, connected story:

“In the era of AI Economics, profitable growth depends on smarter decisions—and TSIA is your data-driven advantage.”

Instead of static resource pushes, these nurtures act as guided pathways that educate, personalize, and convert through progressive storytelling:

- Email 1: Introduce the *economic urgency*
 - Email 2–3: Frame the *problem and proof*
 - Email 4–5: Deliver the *solution and action*
-

Tactics (summary)

Content

Rebuild nurture journeys around 5 core themes:

1. AI Economics Hook
2. Industry Challenges (including AIE)
3. Expert Insight
4. TSIA Intelligence
5. Conversion Offer

Purpose: Creates consistency and measurable progression through awareness → conversion

 Nurture Tracks 2.0

Creative

Modular email design with one CTA button (action verb + high contrast). Use concise copy, bold visuals, and testimonials.

Purpose: Drives clarity and visual engagement

Personalization

Tailor tone, stats, and examples to each Research Area; pull in relevant proof points.

Purpose: Increases message resonance and CTR

Timing

Trigger entry 12–24 hrs post-lead. Space emails 6–10 days apart.

1. Immediate Entry (within 12–24 hours) → AI Economics intro + TSIA value
2. Build Curiosity (Days 6–16) → Personalize challenge + leader proof
3. Deliver Value (Days 26–36) → Demo or insight via TSIA Intelligence
4. Convert (Days 46–56) → Webinar invite or benchmark
5. Pause 2 weeks → Next journey → Different topic, same voice and cadence

Purpose: Ensures timely engagement and nurture pacing

Conversion Focus

Feature TSIA Intelligence in Email 4, and Webinar or Performance Optimizer in Email 5.

Purpose: Anchors conversion on high-performing assets

Tone & Voice

Confident, advisory, data-driven, human.

Purpose: Reinforces TSIA as a trusted intelligence source

Social Proof

Add member logos, quotes, or podcast guests to build credibility.

Purpose: Enhances authenticity and trust

Analytics

Track engagement by CTA type (Try / Watch / Join), social clicks, and conversion path to portal or webinar.

Purpose: Optimize future nurture iterations

Audience

Audience for TSIA Nurture 2.0 Campaigns

Primary Audience: Technology Company Leaders and Practitioners in Post-Conversion Nurture

These are new leads or inbound contacts who have just engaged with TSIA's public (freemium) content, such as an ebook, benchmark tool, or webinar registration, and are now being nurtured toward a deeper relationship (membership, demo, or portal activation).

They fall into two core categories:

1. Emerging Buyers / New Prospects (Primary Entry Group)

Stage: Awareness → Consideration

Profile:

- Recently engaged through gated content (e.g., research download, webinar registration, ebook).
- Likely not yet TSIA members.
- Curious about data-driven improvement but may not know the full TSIA value proposition yet.

Roles:

- VPs / Directors / Sr. Managers and above in Tech Services
- Decision influencers who evaluate frameworks, benchmarking tools, or best practices.
- Some re practitioners tasked with operational improvement or transformation projects.

Goal of Nurture:

Move them from awareness of “industry pain” → interest in TSIA Intelligence and Performance Optimizer → engagement with TSIA experts or Portal sign-up.

2. Previously Engaged, Non-Converted Leads (Re-Entry Audiences)

Stage: Late Consideration → Near-Conversion

Profile:

- Leads who engaged in prior nurture cycles but didn't convert to membership or demo.
- Often *warmer* than new leads — familiar with TSIA's offerings and more responsive to actionable tools.

Roles:

- Department heads, service transformation leads, and operations executives.
- People who have interacted with TSIA content before (e.g., webinars, blog series, TECHtonic podcast).

Goal of Nurture:

Reignite interest using AI Economics and new tools (e.g., TSIA Intelligence updates, Performance Optimizer refreshes). Drive them toward a concrete conversion point (portal access, discovery brief, membership inquiry).

Common Traits Across All Audiences

- Work at mid-to-large technology companies (software, hardware, or service providers).
- Focused on profitability, customer outcomes, and operational excellence.
- Value data, benchmarking, and best practices over sales messaging.
- Interested in AI, automation, and new frameworks shaping the tech services landscape.
- Respond to specific, personalized insights, not generic industry advice.

Audience Intent Summary

Segment	Where They Are in the Funnel	What They Need	TSIA's Role in Nurture
New Leads (Inbound)	Awareness / Education	To understand who TSIA is and how AI Economics applies to them	Introduce the story, hook with relevance
Warm Leads (Prior Engagement)	Consideration	To see proof and practical application (webinar, benchmark)	Deliver actionable, specific value
Ready-to-Talk / Late Funnel	Conversion	To experience the platform (TSIA Intelligence, Portal, Performance Optimizer)	Push to conversion touchpoint

Consideration: freemium members (to discuss)

Content Strategy & Themes

Content Strategy

Core Truths Behind the Campaign

AI Economics is reshaping how technology companies grow and retain revenue.

Lead with urgency and TSIA’s authority in navigating AI’s impact on profitability, retention, and scalability.

TSIA is more than a research firm—it’s a decision intelligence platform.

Center on TSIA Intelligence as the hero throughout the journeys: “AI, trained on 20+ years of TSIA data.”

Leaders trust TSIA to turn data into strategy.

Use social proof and recognizable brands (Salesforce, Braze, Dell) to validate the credibility of TSIA insights.

People engage with experiences, not lists.

Each email focuses on one actionable offer (e.g., “Try the Performance Optimizer”) instead of multiple links.

Human tone wins.

Write like a trusted advisor, not a marketing campaign—clear, conversational, and data-driven.

Voice & Tone Guidelines

Dimension	Guideline	Example
Voice	Confident, intelligent, practical. Speaks with authority backed by data.	“Here’s what 2,000 tech organizations are learning about AI’s real impact on renewal rates.”
Tone	Advisory, empathetic, and purposeful.	“We know the pressure to prove value keeps rising—here’s how to respond with data, not guesswork.”
Emotion	Urgency balanced with optimism.	“The economics of growth are shifting—but with the right insights, you’ll lead the change.”

CTA Language	Direct and action-oriented.	“Try TSIA Intelligence,” “Watch the Webinar,” “See How You Compare.”
Style	Clean and modern—short paragraphs, one core idea per email, CTA button early.	Avoid dense intros or lists of links.

Content Pillars (What We Talk About)

1. **AI Economics** → The macro narrative connecting all RAs.
“AI is no longer a differentiator—it’s an economic driver. TSIA helps you measure, monetize, and scale in this new era.”
2. **TSIA Intelligence** → The product story and conversion engine.
“Built on 20 years of proprietary data, TSIA Intelligence delivers instant, accurate answers for your next strategic move.”
3. **Performance Optimizer + Webinars** → The experiential proof.
“See your performance in context. Learn from what the top 10% of tech orgs are doing differently.”
4. **Real Member Success** → Social validation + trust building.
“From Braze to Dell—members rely on TSIA to turn insight into measurable business outcomes.”
5. **Research Access + Continuous Learning** → The retention driver.
“Stay plugged into evolving research journeys and benchmarks that keep your strategy relevant.”

Experience Flow

1. **Immediate Entry (within 12–24 hours)** → AI Economics intro + TSIA value
2. **Build Curiosity (Days 6–16)** → Personalize challenge + leader proof
3. **Deliver Value (Days 26–36)** → Demo or insight via TSIA Intelligence
4. **Convert (Days 46–56)** → Webinar invite or benchmark
5. **Pause 2 weeks** → **Next journey** → Different topic, same voice and cadence

Email Themes

Email #	Theme	Purpose	Primary CTA Example	Key Creative Direction

1. Market Trigger	AI Economics: Why [RA] Can't Afford to Wait	Welcome + urgency email. Introduce TSIA in context of today's profitability and AI shifts. Sent within 24 hrs of conversion.	"Explore the AI Economics Movement"	Visual: hero image + short paragraph + bold CTA. Mention "backed by TSIA data."
2. Core Challenge	Your [RA] Profitability or Retention Gap, Quantified	Personalize by function (e.g., renewal rates, delivery cost, margin pressure).	"See How You Compare in TSIA Intelligence"	Add one data point or stat graphic; CTA button leads to TSIA Intelligence.
3. Expert Perspective	Leaders Like Salesforce/Braze Are Doing This	Showcase proof through podcast, case study, or quote.	"Listen Now" / "See Their Strategy"	Keep name-drops early in subject lines; include podcast image tile.
4. Data-Driven Solution	Your AI-Powered Advantage: TSIA Intelligence	Demo TSIA Intelligence value—instant answers, benchmarks, recommendations	"Try TSIA Intelligence"	Simple visual mock of dashboard; CTA high and repeated once below.
5. Conversion Moment	Join the Conversation: Webinars & Benchmarks	Push to live/on-demand webinar or free Performance Optimizer.	"Watch Now" / "Benchmark Your Org"	Strong closing tone, short testimonial, and social icons below CTA.

Resources

ClickUp: <https://app.clickup.com/36045499/v/l/li/901322212211?pr=90060074873>

☐ Nurture Journey Deep Dive

OLD: ☒ Nurture Track Strategy, Structure, Sequence

Current: ☒ Copy of Nurture_Track_Content_05.2025

User behavior:

<https://us-west-2b.online.tableau.com/#/site/tsiainternal/views/PortalInsights/UserBehavior?iid=>

[1](#)

TS Track A

Email 1:

Objective

Introduce the AI Economics worldview and challenge the reader's assumptions about AI reducing services. Position TSIA as the authority that explains *why* services become the profit engine in the AI era. Drive readers to consume the AI Services Era blog.

Stage of Awareness

Problem Aware → Solution Aware.

They know AI is disruptive, but not that services are now the key differentiator.

How it Furthers the Campaign

Builds the foundational belief of AI Economics: that AI increases the value of services, not reduces them. Sets up the need for outcome-based pricing and TSIA's frameworks.

Subject Line:

The surprising reason AI is increasing—not reducing—services work

Preheader:

AI isn't ending services, it's making them your most powerful differentiator.

Body Copy:

Hi [First Name],

Here's the truth the AI hype cycle gets wrong:

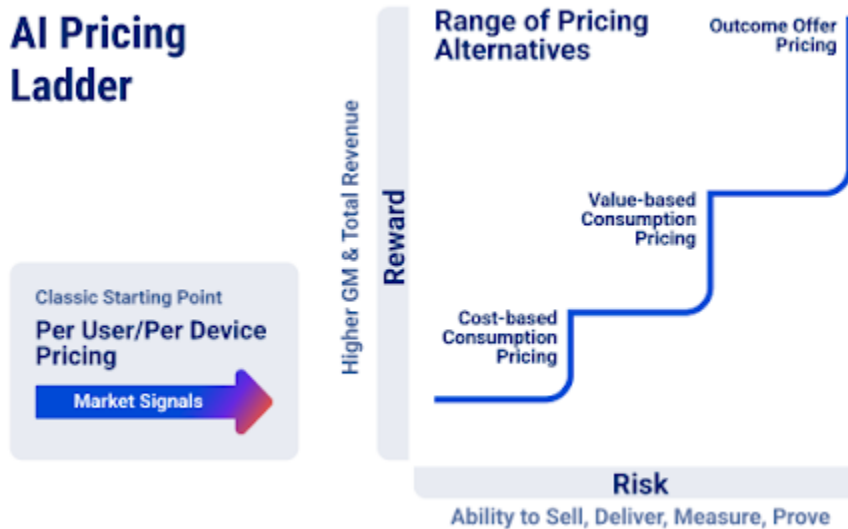
The AI race won't be won by whoever builds the best model, it will be won by whoever delivers the outcomes.

And outcomes come from services.

Read the blog: [The AI Services Era: Why Services Are Now Your Greatest Advantage](#)

In this new post, TSIA CEO J.B. Wood breaks down the real story behind AI's profit paradox—and why AI doesn't eliminate services, it multiplies their value.

AI Pricing Ladder



Here's what every tech leader needs to know:

- **Your pricing model is shifting:** Your customers are generating more revenue with fewer employees every year, which makes per-user pricing harder to justify. The AI Pricing Ladder shows how to move toward value and outcome-based pricing that reflects the real impact you deliver.
- **Services are your moat:** Customers now demand proof, not promises. In an AI-driven world where your system makes more decisions, they want someone accountable for outcomes. Services are the only way to validate results and deliver the last mile AI can't reach alone.
- **Incumbents have the real advantage:** AI natives are scrambling to hire experts and build services orgs from scratch. You already have what they need: scale, experience, and customers.
- **Differentiation moves from product → partnership:** AI commoditizes features; what endures is your ability to deliver measurable business results.

The companies that win the next decade will be the ones who transform their services into outcome engines, engines that own value, prove impact, and protect margins.

CTA: [\[Read the full article\]](#)

Secondary CTA: [Contact us to learn more](#)

It's not the end of tech services, it's their era.

Email 2:

Objective

Move readers from conceptual understanding into concrete examples via a high-authority asset (the executive webinar). Show that profitability in AI requires new pricing and service models — NOT just AI tools.

Stage of Awareness

Solution Aware.

They are now aware that services matter, and are ready to see real proof and frameworks.

How it Furthers the Campaign

Leverages a top-performing asset (45-minute briefing) to deepen belief in TSIA's POV and anchor expertise through leaders like J.B. Wood and Thomas Lah. It shifts them toward seeking frameworks and models, preparing them for TSIA Intelligence

Subject Line:

You're losing the AI profitability race & don't even know it

Preheader:

See how TSIA leaders are redefining profitability in the AI era.

Body Copy:

Hi [First Name],

Most AI initiatives don't fail because of the tech; they fail because the **business model stays the same.**

If you're responsible for growth, margins, or service delivery, this is the moment to understand what actually works.

The on-demand executive session is now live: [AI Economics: TSIA's Perspective on Profitable AI Business Models](#)

In this [45-minute briefing](#), executives J.B. Wood, Thomas Lah, and George Humphrey break down how leading tech companies are moving past AI hype and building repeatable, profitable models.

You'll see exactly what separates the winners—the incumbents that align pricing, services, and value—from those still treating AI as an automation toy.

tsia

📅 DEC 3 ⌚ 11:00 AM PT / 2:00 PM ET

AI Economics: TSIA's Perspective on Profitable AI Business Models

Build AI business models that deliver measurable profit by aligning pricing, services, and real customer value.

[Watch now](#)

J.B. Wood
TSIA

Thomas Lah
TSIA

George Humphrey
TSIA

Inside the session:

- **The race to profitability:** Why AI disruption won't slow down and why tech services, not software alone, make AI business models pay.
- **Pricing the AI era:** How to move from cost-based pricing to value and outcome-based pricing using the AI Pricing Ladder.
- **Service Portfolio 2.0:** The three AI service categories (Readiness & Governance, Value Optimization, Outcome-Oriented AI) that fuel the next generation of growth.

This is the roadmap for capturing the value AI creates, and defending the margins it threatens.

CTA: [\[Watch on demand\]](#)

Secondary CTA: [Contact us to learn more](#)

Learn how the strongest tech companies grow profitably in the Services Era.

Headline: Prepare your business for AI-driven future
Sub copy Request a quick call to learn more
CTA: Schedule a briefing

Email 3:

Objective

Introduce the AI Economics Declaration and articulate the threat: AI destroys legacy pricing and revenue models. Educate readers on the core AI Economics frameworks (value paradox, pricing collapse, incumbents' advantage).

Stage of Awareness

Deep Solution Aware → Considering Change.

They now understand the stakes and the need for transformation.

How it Furthers the Campaign

Pushes urgency — “move before competitors do” — and directs readers into the Resource Center where TSIA's frameworks live. Bridges from thought leadership to “I need tools to help me” (setting up Email 4's TSIA Intelligence pitch).

Subject Line:

AI Economics is rewriting tech services. Are you ready?

Preheader:

Here's how to stay ahead of the profitability shift.

Body Copy:

Hi [First Name],

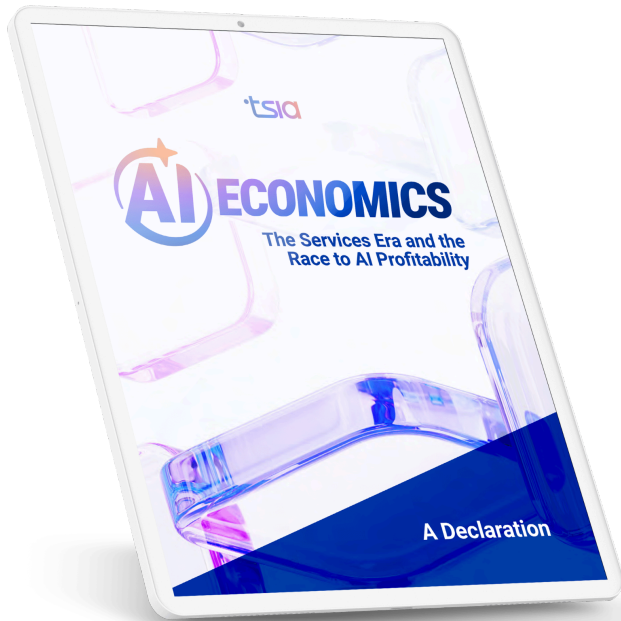
AI isn't just changing how tech services operate. It's rewriting the economics of the entire industry.

And if you're responsible for growth, retention, pricing, or services delivery, the stakes just got higher.

Pricing models are changing. Roles are being cut. Customers expect more for less.

The companies that win now are the ones that understand a hard truth:

Button: [Download to read more.](#)



AI creates more value, but destroys revenue models built on seats, users, or hours.

Here's what TSIA is seeing inside the data:

- **Serviceless AI is a myth:** AI shifts outcome ownership to you, the vendor, making services the core profit engine, not the cost center to cut.
- **Legacy pricing collapses under AI:** As productivity skyrockets and users decline, seat-based and usage-based models erode. Revenue must shift to value and outcomes.
- **Incumbents have the real advantage:** Your scale, customer base, and service expertise are the winning hand, if you modernize your model now.
- **The new playbook is forming fast:** Pricing-led transformation. Services reinvention. Outcome-oriented operating models.

This is the moment to move, before your competitors do.

Explore the AI Economics Resource Center

Get the frameworks, benchmarks, and playbooks shaping the future of profitable tech services.

Primary CTA: [Explore the AI Economics Resource Center](#)

Secondary CTA: [Contact us to learn more](#)

Email 4:

Objective

Introduce TSIA Intelligence as the data-driven, trustworthy alternative to generic AI. Transition prospects from understanding the problem to trying a TSIA-powered solution that gives instant clarity and strategic confidence.

Stage of Awareness

Product Aware.

They understand the frameworks and now see why TSIA Intelligence is the solution engine.

How it Furthers the Campaign

Highlights that generic AI is “confidently wrong” while TSIA Intelligence provides instant, board-ready, research-backed answers. Drives them toward active engagement with TSIA tools — which is the core conversion path of Nurture 2.0.

Subject Line:

The only AI built for tech services leaders

Preheader:

Meet TSIA Intelligence: trusted, industry-validated answers in seconds.

Body Copy:

Hi [First Name],

Here's the truth no one wants to say out loud: Generic AI tools are confidently wrong, and tech services teams pay the price.

They're trained on scraped web data, recycled opinions, and generic industry noise.

That means you end up validating answers instead of using them.

TSIA Intelligence is different.

It's the only AI trained exclusively on TSIA's proprietary, industry-validated research, the same data your peers use to guide strategy, pricing, and transformation.

CTA Button: [Try TSIA Intelligence](#)



With TSIA Intelligence, you get clarity without the chaos:

- **Built for Tech Services:** Every response is grounded in proven, triple-validated TSIA data, not speculation.
- **Powered by trusted research:** Insights come directly from the frameworks leaders rely on to run their organizations.
- **Instant, board-ready answers:** Prep for leadership conversations in minutes, with confidence.
- **Actionable, not theoretical:** Every output gives you a next step, not just an opinion.

TSIA Intelligence helps you validate strategies, benchmark decisions, pressure-test your plans, and brief executives with precision.

AI built for Tech Services means:

Clarity over chaos.

Profit over panic.

Growth with purpose.

Primary CTA: [\[Try TSIA Intelligence\]](#)

Secondary CTA: [Contact us to learn more](#)

See how AI is supposed to work: with accuracy, depth, and impact.

Email 5:

Objective

Convert interest into action by giving the reader a personalized performance benchmark. Provide a tangible “small win” — a data-backed snapshot of their org’s strengths, gaps, and opportunities.

Stage of Awareness

Most Aware / Ready to Act.

They know TSIA’s frameworks and AI Economics logic — now they want specific recommendations.

How it Furthers the Campaign

Performance Optimizer is the highest-likelihood conversion asset. It delivers immediate, personalized value and pulls the user deeper into TSIA’s ecosystem, driving the final step toward portal engagement or membership conversations.

Subject Line:

Benchmark your performance in minutes. See how you really stack up.

Preheader:

Start your free benchmark and discover your performance potential.

Body Copy:

Hi [First Name],

Every leader thinks they know where their organization stands.

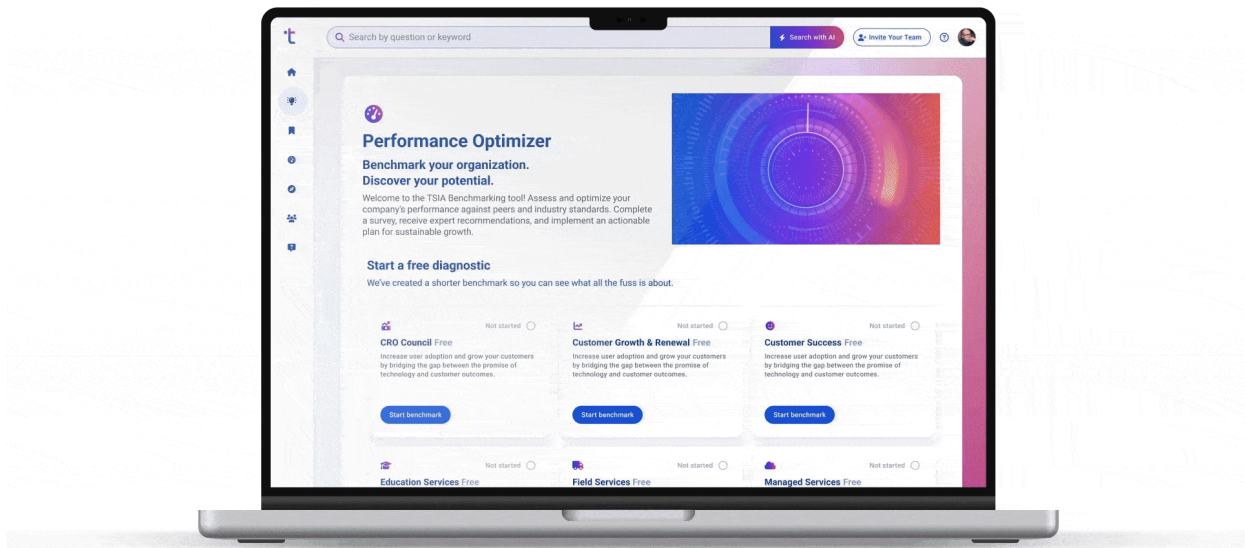
In reality, most discover blind spots only after they’ve impacted revenue, margins, or customer success.

That’s why the fastest path to improvement is a data-backed benchmark, not instinct.

Start your free benchmark with the [TSIA Performance Optimizer](#).

It gives you an immediate, research-validated picture of your strengths, gaps, and the actions that move the needle fastest.

CTA Button: [Try Performance Optimizer](#)



▶ See how it works (quick overview video)

In just minutes, you'll be able to:

- **Diagnose your performance:** Spot your true strengths and the gaps costing you time, margin, or customer outcomes.
- **Get targeted, research-backed recommendations:** No guesswork. Just clear actions that lead to measurable improvement.
- **Prioritize what matters most:** Focus on the changes with the biggest impact on growth and efficiency.
- **Support decisions with board-ready insights:** Arm yourself with data you can take straight into leadership conversations.

This is the fastest way to see how you compare to top performers across the industry and to identify the path to your next level of performance. Create your account and start benchmarking today.

CTA: [\[Create your free account\]](#)

Secondary CTA: [Contact us to learn more](#)

CS Track A

Email 1:

Objective

Introduce the AI Economics worldview through the lens of Customer Success and challenge the assumption that AI reduces the need for CS teams. Establish CS as the engine of outcome delivery in the AI era and position TSIA as the authority explaining this shift.

Stage of Awareness

Problem Aware → Solution Aware.

They know AI is disruptive, but don't realize CS becomes the central mechanism for delivering outcomes—and value—in an AI-driven world.

How it Furthers the Campaign

Builds the foundational belief that AI increases the strategic importance of Customer Success. Sets up the need for outcome ownership, value proof, and the frameworks TSIA provides (Pricing Ladder, AI service categories), enabling the rest of the nurture journey.

Subject Line:

The surprising reason AI is increasing—not reducing—CS work

Preheader:

AI isn't replacing Customer Success, it's making it your strongest differentiator.

Body Copy:

Hi [First Name],

Here's the truth the AI hype cycle gets wrong:

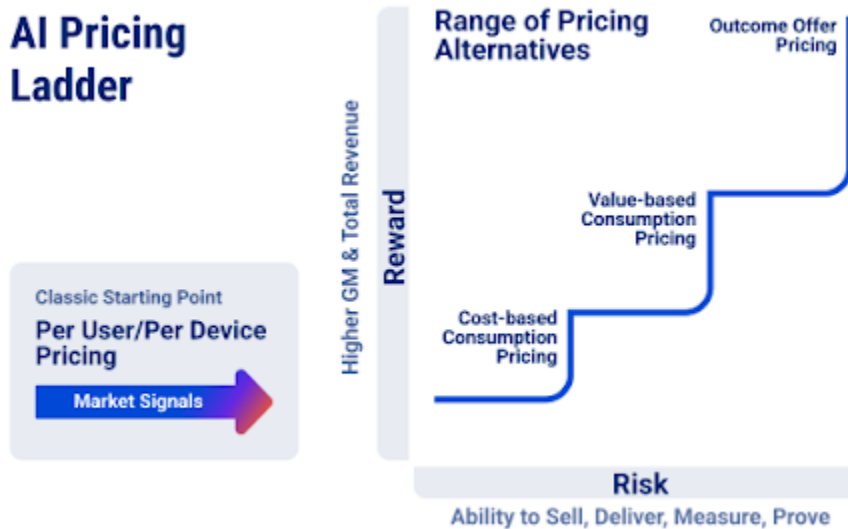
The AI race won't be won by whoever ships the smartest model—it'll be won by whoever delivers the customer outcomes.

And outcomes come from Customer Success.

Read the blog: [The AI Services Era: Why Services Are Now Your Greatest Advantage](#)

In this new post, TSIA CEO J.B. Wood breaks down the real story behind AI's profit paradox: why AI doesn't eliminate CS work, it multiplies the value CS delivers.

AI Pricing Ladder



Here's what every Customer Success leader needs to know:

- **Your value motion is shifting:** As customers adopt AI, productivity goes up, and traditional “per-user” value signals disappear. That means CS must connect AI capability to ROI faster and more credibly than ever.
- **Outcome ownership now belongs to vendors:** Customers expect proof, not promises. With AI in the mix, your CS team becomes the *only* bridge between AI outputs and business results.
- **Incumbents have the true advantage:** You already have scale, trusted relationships, and operational data. AI-native companies are scrambling to build the CS motions you already have.
- **Differentiation moves from product → partnership:** AI commoditizes features. What endures is your ability to drive continuous value realization.

The companies that win the next decade?

Those that transform Customer Success into an outcome engine—one that owns value, proves impact, and protects margins in the AI era.

CTA: [\[Read the full article\]](#)

Secondary CTA: [Contact us to learn more](#)

It's not the end of Customer Success, it's their era.

Email 2:

Objective

Transition CS leaders from conceptual understanding to evidence and application through a high-authority executive webinar. Demonstrate that profitable AI adoption requires rethinking pricing, services, and value realization—not just deploying AI tools.

Stage of Awareness

Solution Aware

They now understand CS matters in the AI era and are ready for proof, models, and expert insight.

How it Furthers the Campaign

Leverages a top-performing asset to deepen belief in the AI Economics narrative. Uses authority figures (Wood, Lah, Humphrey) to increase trust and move the reader toward wanting actionable tools—paving the way for TSIA Intelligence in Email 4.

Subject Line:

You're losing the AI profitability race & don't even know it

Preheader:

See how TSIA leaders are redefining profitable AI adoption and value delivery.

Body Copy:

Hi [First Name],

Most AI initiatives don't fail because of the technology. They fail because no one owns the business outcome. This is where Customer Success becomes mission-critical.

The on-demand executive session is now live: [AI Economics: TSIA's Perspective on Profitable AI Business Models](#)

Join executives J.B. Wood, Thomas Lah, and George Humphrey as they show how leading companies are moving beyond AI hype, and why CS must evolve into the engine that turns AI capability into customer value.

The banner features the TSIA logo in the top left. Below it, the date 'DEC 3' and time '11:00 AM PT / 2:00 PM ET' are displayed. The main title is 'AI Economics: TSIA's Perspective on Profitable AI Business Models'. A subtitle reads: 'Build AI business models that deliver measurable profit by aligning pricing, services, and real customer value.' A 'Watch now' button is located at the bottom left. On the right side, three circular headshots of speakers are shown, each with their name and 'TSIA' affiliation: J.B. Wood, Thomas Lah, and George Humphrey.

Inside the session:

- **The race to profitability:** Why AI disruption won't slow down, and why tech services and CS motions, not software alone, make AI business models pay.
- **Pricing the AI era:** How to move from cost-based pricing to value and how value and outcome-based pricing reshape customer expectations.
- **Service Portfolio 2.0:** The three AI service categories (Readiness & Governance, Value Optimization, Outcome-Oriented AI) that fuel the next generation of growth.

This is the roadmap CS leaders are using to maintain relevance, influence the customer lifecycle, and defend margins in the AI era.

CTA: [[Watch on demand](#)]

Secondary CTA: [Contact us to learn more](#)

Learn how leaders modernize Customer Success for the Services era.

Email 3:

Objective

Create urgency by showing how AI disrupts traditional CS value and revenue models. Introduce the AI Economics Declaration and the core frameworks that quantify the risk and define the path forward.

Stage of Awareness

Deep Solution Aware → Considering Change

They've accepted the concept and proof behind AI Economics and are now evaluating whether they must change their CS operating model.

How it Furthers the Campaign

Pushes urgency by showing how legacy CS motions are breaking under AI-driven productivity. Drives readers into the AI Economics Resource Center—where they begin self-educating and engaging deeply with TSIA frameworks that lead toward solution adoption.

Subject Line:

AI Economics is rewriting Customer Success. Are you ready?

Preheader:

AI is reshaping how CS creates, proves, and captures value. Here's what to know.

Body Copy:

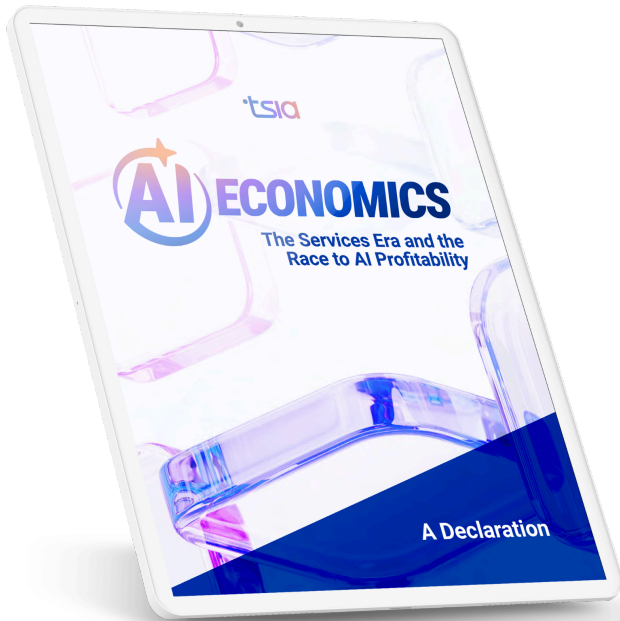
Hi [First Name],

AI isn't just changing how your customers work. It's rewriting the economics of Customer Success itself.

Roles are shifting. Value expectations are rising. Pricing models are collapsing. And customers expect more for less.

The companies winning right now understand a hard truth: **AI creates more value, but destroys CS motions built on humans, hours, and seats.**

Button: [Download to read more.](#)



AI creates more value, but destroys revenue models built on seats, users, or hours.

Here's what TSIA is seeing inside the data:

- **Serviceless AI is a myth:** AI shifts outcome ownership back to the vendor, making CS essential, not optional.
- **Legacy pricing collapses under AI:** As productivity rises and user counts fall, traditional CS indicators weaken. You must tie CS directly to business outcomes.
- **Incumbents have the real advantage:** You already have adoption data, customer relationships, and operational scale, if you modernize your model.
- **The new playbook is forming fast:** Pricing-led transformation. Outcome motions. AI-enabled CS services.

This is the moment to move, before your competitors redefine what “value” means in your market.

Primary CTA: [Explore the AI Economics Resource Center](#)

Secondary CTA: [Contact us to learn more](#)

Email 4:

Objective

Introduce TSIA Intelligence as the practical, research-backed solution that CS leaders can use immediately to get clarity and strategic confidence. Shift from awareness → product interest by contrasting generic AI with TSIA's validated insights.

Stage of Awareness

Product Aware

They understand the problem and frameworks—now they need a tool that turns insight into action.

How it Furthers the Campaign

Positions TSIA Intelligence as the “solution engine” of the nurture sequence. Highlights speed, accuracy, and industry specificity, driving the reader toward active engagement with TSIA's ecosystem—critical to Nurture 2.0's conversion strategy.

Subject Line:

The only AI built for Customer Success leaders

Preheader:

Meet TSIA Intelligence: trusted, industry-validated answers in seconds.

Body Copy:

Hi [First Name],

Here's the truth no one says out loud: Generic AI tools are confidently wrong—and CS teams pay the price.

They're trained on scraped web content, not industry-validated insights. So you spend time double-checking answers instead of accelerating value.

[TSIA Intelligence](#) is different.

It's the only AI trained exclusively on TSIA's proprietary research, the same data Customer Success leaders use to guide adoption, retention, and expansion strategy.



With TSIA Intelligence, you get clarity without the chaos:

- **Built for Tech Services:** Every answer is grounded in benchmarked practices from leading CS organizations.
- **Powered by trusted research:** Insights come directly from the frameworks leaders rely on to run their organizations.
- **Instant, board-ready answers:** Perfect for board updates, QBRs, planning, and CSM workflow decisions.
- **Actionable, not theoretical:** Every output gives you a next step, not just an opinion.

TSIA Intelligence gives CS teams confidence, speed, and authority, without the chaos of generic AI.

Primary CTA: [\[Try TSIA Intelligence\]](#)

Secondary CTA: [Contact us to learn more](#)

See how AI is supposed to work: with accuracy, depth, and impact.

Email 5:

Objective

Convert interest into action by offering a personalized benchmark that gives instant, CS-specific insights and reveals opportunities for improvement. Deliver a “small win” that proves the value of TSIA tools.

Stage of Awareness

Most Aware / Ready to Act

They know the frameworks and solutions—now they want personalized guidance tailored to their CS org.

How it Furthers the Campaign

Performance Optimizer is the highest-likelihood conversion asset. Completing a benchmark deepens commitment, increases portal and tool usage, and moves the lead toward membership, advisory conversations, or multi-track engagement across TSIA solutions.

Subject Line:

Benchmark your CS performance in minutes. See how you compare.

Preheader:

Start your free benchmark and uncover your performance potential.

Body Copy:

Hi [First Name],

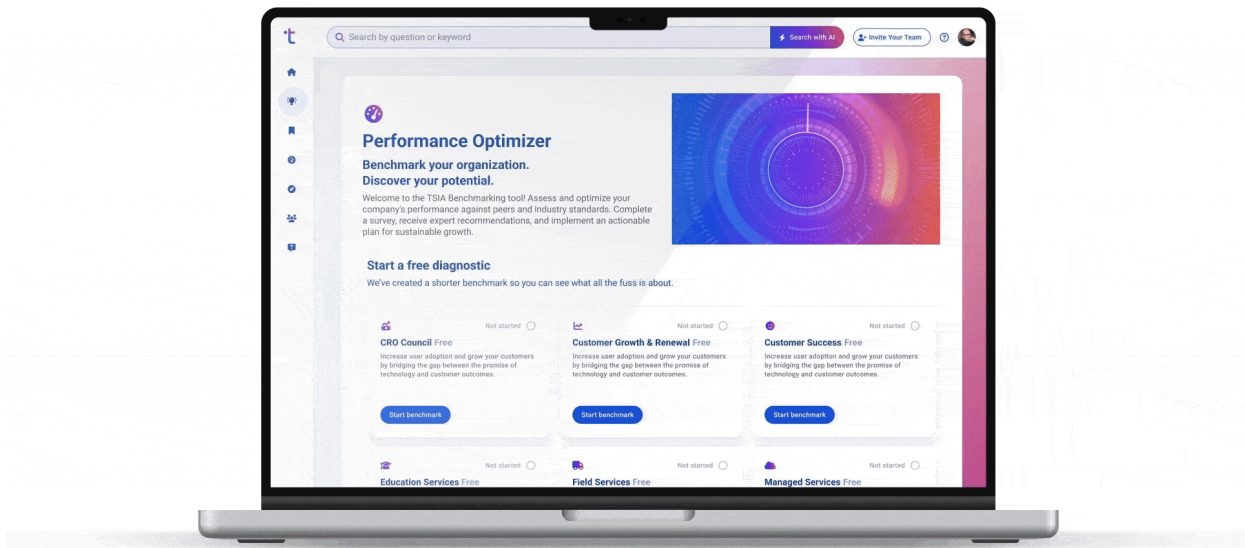
Every CS leader thinks they know where their organization stands. But most discover blind spots only after they impact renewals, margins, or expansion.

A data-backed benchmark removes the guesswork.

Start your free benchmark with the [TSIA Performance Optimizer](#).

It gives you a research-validated picture of your strengths, your gaps, and the actions that improve outcomes fastest.

CTA Button: [Try Performance Optimizer](#)



[▶ See how it works \(quick overview video\)](#)

In just minutes, you'll be able to:

- **Diagnose your performance:** Spot your true strengths, and the gaps costing you time, ROI, or customer outcomes.
- **Get targeted, research-backed recommendations:** Clear, research-backed actions tailored to your CS maturity.
- **Prioritize what matters most:** Focus on what drives net retention and customer outcomes.
- **Support decisions with board-ready insights:** Arm yourself with data you can take straight into leadership conversations.

This is the fastest way to compare your CS org to industry leaders and pinpoint the moves that elevate your performance.

CTA: [\[Create your free account\]](#)

Secondary CTA: [Contact us to learn more](#)

PS Track A

Email 1:

Objective

Introduce the AI Economics worldview and challenge the assumption that AI reduces Professional Services work. Show that in the AI era, PS becomes the engine that delivers outcomes, value, and profitability. Drive readers to consume the AI Services Era blog.

Stage of Awareness

Problem Aware → Solution Aware

They know AI is disruptive but don't yet understand why Professional Services becomes *more* critical—not less.

How It Furthers the Campaign

Builds the foundational belief of AI Economics: AI increases the need for PS-led outcomes. Establishes urgency around pricing transformation and service redesign, setting up the frameworks and tools (AI Economics → TSIA Intelligence → PO) that the journey will introduce.

Subject Line:

The surprising reason AI is increasing—not reducing—services work

Preheader:

AI isn't ending Professional Services, it's making them your most powerful differentiator.

Body Copy:

Hi [First Name],

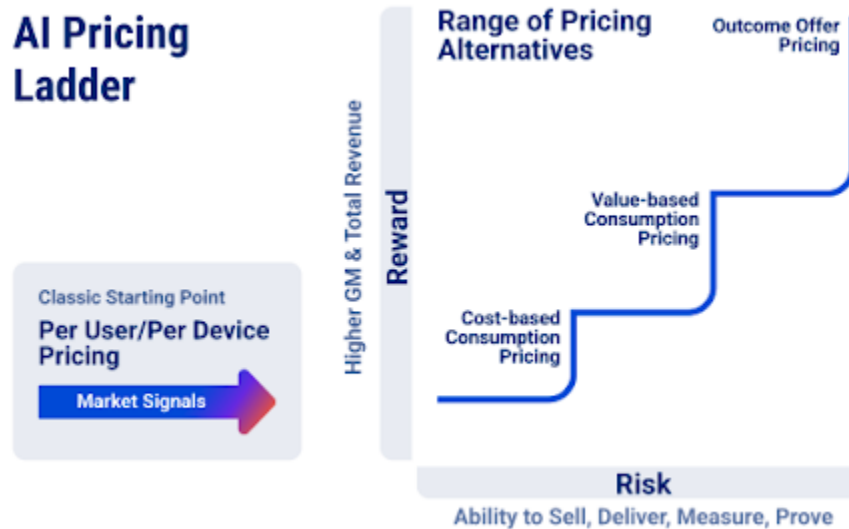
Here's the truth the AI hype cycle gets wrong:

The AI race won't be won by whoever builds the smartest model, it will be won by whoever delivers the outcomes.

And outcomes come from Professional Services.

Read the blog: [The AI Services Era: Why Services Are Now Your Greatest Advantage](#)

In this new post, TSIA CEO J.B. Wood explains why AI doesn't eliminate services, it multiplies the value of implementation, integration, advisory, and optimization work.



Here's what every PS leader needs to know:

- **Your pricing model is shifting:** AI enables your customers to generate more value with fewer people, making per-hour and per-resource pricing much harder to justify. TSIA's AI Pricing Ladder shows how to evolve toward value and outcome-based models.
- **Services are your moat:** In an AI-driven world, customers expect outcomes, not deliverables. They need expertise, architecture, and governance that AI can't provide on its own.
- **Incumbents have the real advantage:** While AI-native vendors scramble to build services capabilities, you already have what they lack: scale, customer intimacy, and domain experience..
- **Differentiation moves from product → partnership:** AI commoditizes features; what endures is your ability to deliver measurable business results.

The companies that win the next decade will be the ones who transform their PS organizations into an outcome engine, with capabilities that prove value, protect margins, and fuel long-term growth.

CTA: [\[Read the full article\]](#)

Secondary CTA: [Contact us to learn more](#)

It's not the end of Professional Services, it's your era.

Email 2:

Objective

Move readers from conceptual awareness to practical understanding by providing a real-world, high-authority asset: the executive AI Economics briefing. Show that profitable AI adoption requires new pricing, service models, and PS capabilities—not just AI tools.

Stage of Awareness

Solution Aware

They now accept that services matter in the AI era and are ready for proof, frameworks, and guidance.

How It Furthers the Campaign

Uses TSIA's most trusted voices (JB, Lah, Humphrey) to deepen credibility. Introduces frameworks like the AI Pricing Ladder & Service Portfolio 2.0 to prepare the reader for Email 4's solution pitch to TSIA Intelligence. Moves them closer to "I need actionable help."

Subject Line:

You're losing the AI profitability race & don't even know it

Preheader:

See how TSIA leaders are redefining profitable AI service delivery.

Body Copy:

Hi [First Name],

Most AI initiatives don't fail because of the technology. They fail because the *business model* stays the same.

If you're responsible for PS delivery, profitability, or customer outcomes, this is the moment to understand what actually works.

The on-demand executive session is now live: [AI Economics: TSIA's Perspective on Profitable AI Business Models](#)

In this [45-minute briefing](#), executives J.B. Wood, Thomas Lah, and George Humphrey break down how leading companies are reinventing their services portfolios, pricing models, and delivery structures.

You'll see exactly what separates the winners, those aligning pricing, services, and value, from those still treating AI as a cost-cutting tool.

The banner features the TSIA logo in the top left. Below it, the date 'DEC 3' and time '11:00 AM PT / 2:00 PM ET' are displayed. The main title is 'AI Economics: TSIA's Perspective on Profitable AI Business Models'. A subtitle reads: 'Build AI business models that deliver measurable profit by aligning pricing, services, and real customer value.' A 'Watch now' button is located at the bottom left. On the right side, three circular headshots of speakers are shown with their names and 'TSIA' affiliation: J.B. Wood, Thomas Lah, and George Humphrey.

Inside the session:

- **The race to profitability:** Why AI disruption accelerates demand for PS-led outcomes, not standalone products.
- **Pricing the AI era:** How to move from hourly, T&M, and consumption models to pricing tied to value and outcomes.
- **Service Portfolio 2.0:** The three AI service categories (Readiness & Governance, Value Optimization, Outcome-Oriented AI) that fuel the next generation of growth.

This is the roadmap for capturing the value AI creates, and defending the areas it threatens.

CTA: [\[Watch on demand\]](#)

Secondary CTA: [Contact us to learn more](#)

Learn how the strongest tech companies grow profitably in the Services Era.

Email 3:

Objective

Introduce the AI Economics Declaration and articulate the threat: AI destroys legacy Professional Services pricing models (hourly, per-resource, utilization-dependent). Educate readers on the value paradox, declining billable models, and the incumbents' advantage.

Stage of Awareness

Deep Solution Aware → Considering Change

They understand the concepts; now they realize their PS model must evolve.

How It Furthers the Campaign

Creates urgency by showing how PS revenue models collapse under AI-driven productivity. Drives readers into the AI Economics Resource Center where frameworks, benchmarks, and best practices live—building momentum toward TSIA Intelligence and benchmarking.

Subject Line:

AI Economics is rewriting Professional Services. Are you ready?

Preheader:

Here's how to stay ahead of the profitability shift.

Body Copy:

Hi [First Name],

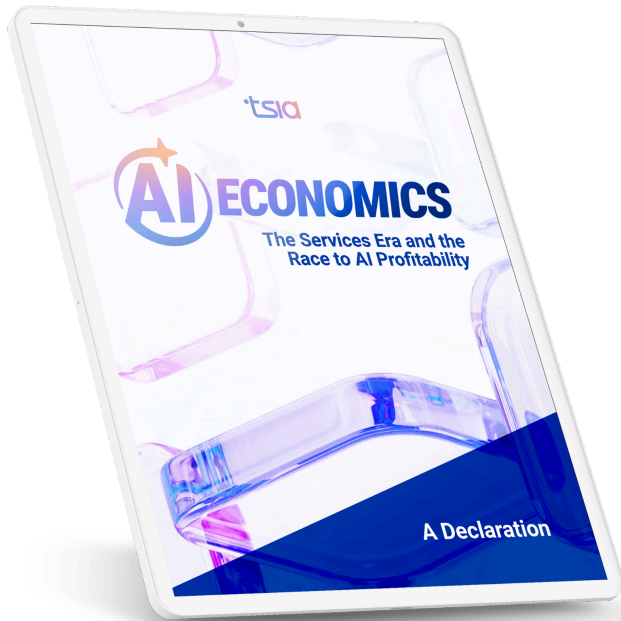
AI isn't just changing how Professional Services operate. It's rewriting the economics of the entire industry.

If you're responsible for PS delivery, ROI, or service design, the stakes just got higher.

Pricing models are collapsing. Expectation gaps are widening. Customers expect more, and want to pay less.

The companies that win now are the ones that understand a hard truth: **AI creates more value, but destroys revenue models built on hours, resources, and utilization.**

Button: [Download to read more.](#)



AI creates more value, but destroys revenue models built on seats, users, or hours.

Here's what TSIA is seeing inside the data:

- **Serviceless AI is a myth:** AI shifts outcome ownership to you, the vendor, making Professional Services the core enabler of business results.
- **Legacy pricing collapses under AI:** As AI improves efficiency, hourly and resource-based pricing erodes. Value must be captured through outcomes.
- **Incumbents have the real advantage:** Your scale, customer base, and PS expertise are the winning hand if you modernize your model now.
- **The new playbook is forming fast:** Pricing-led transformation. PS reinvention. Outcome-oriented operating models.

This is the moment to move, before your competitors rewrite what “services value” means in your market.

Primary CTA: [Explore the AI Economics Resource Center](#)

Secondary CTA: [Contact us to learn more](#)

Email 4:

Objective

Introduce TSIA Intelligence as the trusted, research-backed alternative to generic AI. Shift the reader from conceptual understanding to hands-on product exploration. Show that TSIA Intelligence provides PS-specific, validated answers in seconds.

Stage of Awareness

Product Aware

They are ready for a solution—TSIA tools now become the answer to their pricing, delivery, and profitability challenges.

How It Furthers the Campaign

TSIA Intelligence is the core engagement and conversion engine of Nurture 2.0. This email turns interest into action by highlighting the accuracy, speed, and credibility Professional Services leaders need. It pushes them toward deeper ecosystem engagement.

Subject Line:

The only AI built for Professional Services leaders

Preheader:

Meet TSIA Intelligence: trusted, industry-validated answers in seconds.

Body Copy:

Hi [First Name],


Here's the truth no one wants to say: Generic AI tools are confidently wrong—and PS organizations pay for the mistakes.

They're trained on scraped content and generic "best practices," not industry-validated research.

That means your team spends hours validating answers instead of improving delivery, utilization, or profitability.

[TSIA Intelligence](#) is different.

It's the only AI trained exclusively on TSIA's proprietary research, the same data PS leaders use to shape pricing, delivery models, and service design.



With TSIA Intelligence, you get clarity without the chaos:

- **Built for Tech Services:** Every answer is grounded in real benchmarks, PS delivery models, and pricing intelligence.
- **Powered by trusted research:** Insights directly from frameworks used by leading PS organizations.
- **Instant, board-ready answers:** Perfect for delivery strategy, scoping, resource mix decisions, and value realization planning.
- **Actionable, not theoretical:** Every output gives you a next step, not just an opinion.

TSIA Intelligence helps you validate strategies, pressure-test PS delivery decisions, and align with the models shaping the Services Era.

Primary CTA: [\[Try TSIA Intelligence\]](#)

Secondary CTA: [Contact us to learn more](#)

See how AI is *supposed* to work for Professional Services teams.

Email 5:

Objective

Convert interest into measurable action using a personalized benchmark. Give PS leaders an immediate “quick win”—a snapshot of PS maturity, delivery efficiency, margins, and priority actions.

Stage of Awareness

Most Aware / Ready to Act

They know the frameworks, pain points, and tools. Now they want personalized insights for their organization.

How It Furthers the Campaign

Performance Optimizer generates the strongest conversion lift in the nurture. It deepens relationship, activates the user inside TSIA systems, and naturally leads to portal sign-ups, membership conversations, and advisory engagement. It completes the journey from awareness → action → value.

Subject Line:

Benchmark your PS performance in minutes. See how you really compare.

Preheader:

Start your free benchmark and uncover your PS performance potential.

Body Copy:

Hi [First Name],

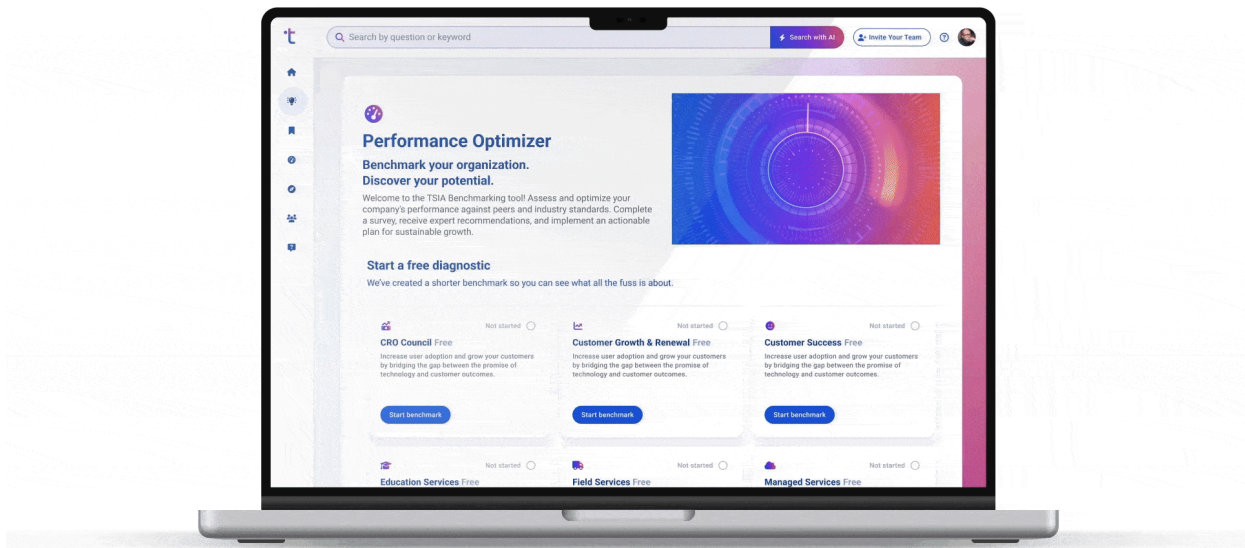
Every PS leader thinks they know where their organization stands. But most discover blind spots only after they affect margin, delivery efficiency, or services revenue.

A data-backed benchmark changes everything.

Start your free benchmark with the [TSIA Performance Optimizer](#).

It gives you a research-validated snapshot of your strengths, gaps, and the moves that drive immediate PS performance improvement.

CTA Button: [Try Performance Optimizer](#)



[▶ See how it works \(quick overview video\)](#)

In just minutes, you'll be able to:

- **Diagnose your performance:** Spot your true strengths, and the gaps costing you time, ROI, or customer outcomes.
- **Get targeted, research-backed recommendations:** No guesswork. Just clear actions that lead to measurable improvement.
- **Prioritize what matters most:** Focus on the changes with the biggest impact on growth and efficiency.
- **Support decisions with board-ready insights:** Arm yourself with data you can take straight into leadership conversations.

This is the fastest way to compare your PS org to industry leaders and identify your next level of performance.

CTA: [\[Create your free account\]](#)

Secondary CTA: [Contact us to learn more](#)

MS Track A

Email 1:

Objective

Introduce the AI Economics worldview and challenge the assumption that AI reduces the need for Managed Services. Establish that MS becomes *more* critical as AI increases complexity, outcome expectations, and operational risk. Drive readers to consume the AI Services Era blog.

Stage of Awareness

Problem Aware → Solution Aware

They understand AI is disruptive, but don't yet recognize that MS becomes the mechanism for delivering and governing AI-driven outcomes.

How It Furthers the Campaign

Builds the foundational belief that AI creates new demand for proactive, governed, outcome-oriented Managed Services. Sets up the strategic need for value-based pricing, retooled delivery models, automation maturity, and the frameworks that TSIA will introduce in later emails.

Subject Line:

The surprising reason AI is increasing—not reducing—Managed Services work

Preheader:

AI isn't ending Managed Services, it's making them your most powerful differentiator.

Body Copy:

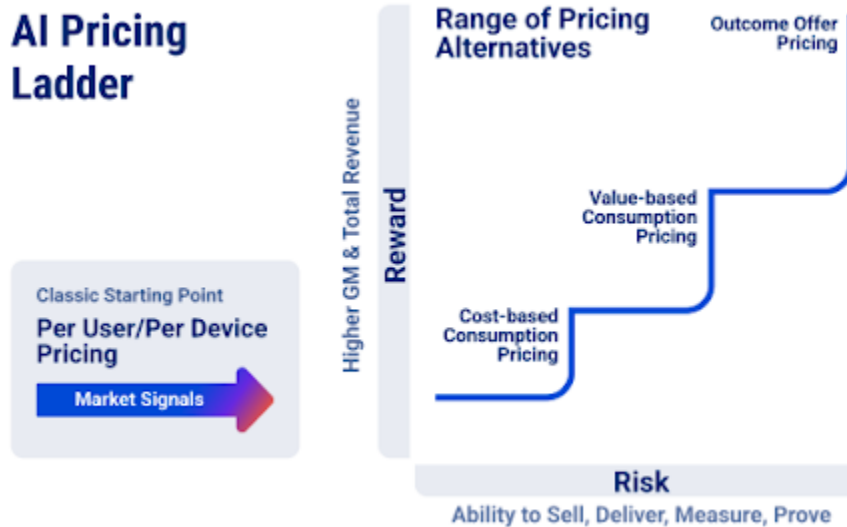
Hi [First Name],

Here's the truth the AI hype cycle gets wrong: The AI race won't be won by whoever builds the best model—it will be won by whoever delivers the outcomes.

And outcomes come from Managed Services.

Read the blog: [The AI Services Era: Why Services Are Now Your Greatest Advantage](#)

In this new post, TSIA CEO J.B. Wood breaks down the real story behind the AI profit paradox. Why AI doesn't eliminate services, it multiplies the need for proactive monitoring, governance, optimization, and outcome assurance.



Here's what every tech leader needs to know:

- **Your pricing model is shifting:** AI automates tasks, but customers expect more value for less—making legacy device and resource-based pricing harder to defend. The AI Pricing Ladder shows how to evolve toward value and outcomes.
- **Services are your moat:** AI increases complexity, and customers want a partner who can operationalize, monitor, optimize, and govern AI-driven environments.
- **Incumbents have the real advantage:** AI-native entrants are scrambling to build support and governance frameworks. You already have long-term customer relationships, infrastructure, and operational scale.
- **Differentiation moves from SLAs → partnership:** AI commoditizes “service availability.” What endures is your ability to deliver performance, business continuity, and measurable value.

The winners of the next decade will be the Managed Services providers who transform operations into outcome engines, teams that own value, prove impact, and protect ROI.

CTA: [\[Read the full article\]](#)

Secondary CTA: [Contact us to learn more](#)

It's not the end of Managed Services, it's their era.

Email 2:

Objective

Turn conceptual understanding into operational clarity by presenting a high-authority, high-performing asset (the executive AI Economics briefing). Demonstrate that MS profitability in the AI era requires new pricing models, service tiers, and delivery structures—not more tools.

Stage of Awareness

Solution Aware

They accept that services matter in the AI era and now want examples, frameworks, and expert perspectives.

How It Furthers the Campaign

Uses top TSIA authorities (Wood, Lah, Humphrey) to solidify credibility and introduce the frameworks (AI Pricing Ladder, Service Portfolio 2.0) that will underpin the transformation MS leaders need. Prepares readers to see TSIA Intelligence as the actionable next step.

Subject Line:

You're losing the AI profitability race & don't even know it

Preheader:

See how TSIA leaders are redefining profitability in the AI era.

Body Copy:

Hi [First Name],

Most AI initiatives don't fail because of the technology. They fail because companies don't have the operational backbone to deliver outcomes at scale.

That's where Managed Services become indispensable.

The on-demand executive session is now live: [AI Economics: TSIA's Perspective on Profitable AI Business Models](#)

In this 45-minute session, executive leaders J.B. Wood, Thomas Lah, and George Humphrey explain how the most successful organizations are shifting from reactive support to AI-enabled, outcome-driven service portfolios.

tsia

📅 DEC 3 ⌚ 11:00 AM PT / 2:00 PM ET

AI Economics: TSIA's Perspective on Profitable AI Business Models

Build AI business models that deliver measurable profit by aligning pricing, services, and real customer value.

[Watch now](#)

J.B. Wood
TSIA

Thomas Lah
TSIA

George Humphrey
TSIA

Inside the session:

- **The race to profitability:** Why AI disruption increases customer reliance on managed services partners, not reduces it.
- **Pricing the AI era:** How to move from cost-based and consumption pricing to models tied to measurable business results.
- **Service Portfolio 2.0:** The three AI service categories (Readiness & Governance, Value Optimization, Outcome-Oriented AI) fueling the next generation of growth.

This is the roadmap for capturing the value AI creates, and defending the areas it threatens.

CTA: [\[Watch on demand\]](#)

Secondary CTA: [Contact us to learn more](#)

Learn how the strongest Managed Services providers grow profitably in the services era.

Email 3:

Objective

Highlight the threat: AI destroys legacy Managed Services revenue models by automating traditional tasks, reducing human intervention, and collapsing device-/ticket-/user-based pricing. Introduce core AI Economics frameworks and create urgency to act.

Stage of Awareness

Deep Solution Aware → Considering Change

They understand the concepts and now realize their MS business model must evolve.

How It Furthers the Campaign

Creates urgency by showing how automation, efficiency, and customer value expectations destabilize MS economics. Directs readers into the AI Economics Resource Center where they consume more frameworks, data, and transformation tools—moving them toward readiness for Email 4's product introduction.

Subject Line:

AI Economics is rewriting Managed Services. Are you ready?

Preheader:

Here's how to stay ahead of the profitability shift.

Body Copy:

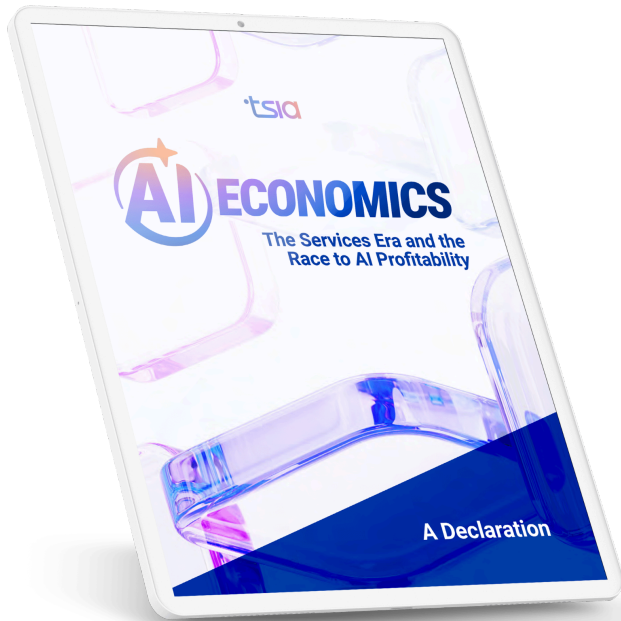
Hi [First Name],

AI isn't just changing how Managed Services operate. It's rewriting the economics of the entire industry.

If you're responsible for MS delivery, margins, or service portfolio strategy, the stakes just got higher. Legacy pricing is collapsing. Automation is restructuring roles. Customers expect more for less.

The companies winning now understand a hard truth: **AI creates more value, but destroys revenue models built on devices, tickets, users, and hours.**

Button: [Download to read more.](#)



AI creates more value, but destroys revenue models built on seats, users, or hours.

Here's what TSIA is seeing inside the data:

- **Serviceless AI is a myth:** AI shifts outcome ownership to you, the provider, making your services the core profit engine.
- **Legacy pricing collapses under AI:** As productivity skyrockets and human intervention decreases, revenue tied to devices/users erodes.
- **Incumbents have the real advantage:** Your operational scale, customer trust, and service maturity are the winning hand if you modernize now.
- **The new playbook is forming fast:** Pricing-led transformation. Managed Services reinvention. Outcome-oriented operating models.

This is the moment to move, before your competitors do.

Explore the AI Economics Resource Center

Get the frameworks, benchmarks, and playbooks shaping the future of profitable tech services.

Primary CTA: [Explore the AI Economics Resource Center](#)

Secondary CTA: [Contact us to learn more](#)

Get the frameworks shaping the future of profitable Managed Services.

Email 4:

Objective

Introduce TSIA Intelligence as the practical, reliable, research-backed solution that helps MS leaders make decisions about pricing, automation, service tiers, and delivery models. Move readers from understanding the problem to actively exploring the solution.

Stage of Awareness

Product Aware

They are ready for a tool that operationalizes the frameworks and gives them clarity on their MS strategy.

How It Furthers the Campaign

Positions TSIA Intelligence as the “solution engine” of the nurture journey—highlighting its ability to provide instant, MS-specific guidance. Drives engagement with TSIA tools, which is central to the Nurture 2.0 conversion strategy.

Subject Line:

The only AI built for Managed Services leaders

Preheader:

Meet TSIA Intelligence: trusted, industry-validated answers in seconds.

Body Copy:

Hi [First Name],

Here's what no one wants to say out loud: Generic AI tools are confidently wrong, and Managed Services teams pay the price.

They're trained on web-scraped data, not MS-specific benchmarks, delivery frameworks, or operational best practices.

So your teams end up validating answers instead of improving service levels, automation strategies, or cost models.

[TSIA Intelligence](#) is different.

It's the only AI trained exclusively on TSIA's proprietary research, the same data Managed Services leaders use to guide automation investments, service tiers, pricing evolution, and

operational strategy.

CTA Button: [Try TSIA Intelligence](#)



With TSIA Intelligence, you get clarity without the chaos:

- **Built for Tech Services:** Every response is grounded in proven, triple-validated TSIA data—not speculation.
- **Powered by trusted research:** Insights come directly from the frameworks leaders rely on to run their organizations.
- **Instant, board-ready answers:** Prep for leadership conversations in minutes, with confidence.
- **Actionable, not theoretical:** Every output gives you a next step, not just an opinion.

AI built for Managed Services means:

Clarity over chaos.

Profit over panic.

Growth with purpose.

Primary CTA: [\[Try TSIA Intelligence\]](#)

Secondary CTA: [Contact us to learn more](#)

Email 5:

Objective

Convert readers into active participants by offering a personalized benchmark of their Managed Services performance. Deliver a tangible “quick win” with TSIA’s Performance Optimizer: a data-backed view of strengths, gaps, risks, and opportunities.

Stage of Awareness

Most Aware / Ready to Act

They already buy into AI Economics and TSIA’s frameworks. Now they want *their own* performance data.

How It Furthers the Campaign

Performance Optimizer is the strongest conversion driver—giving leaders personalized insights and pulling them deeper into TSIA’s ecosystem (portal use, follow-up conversations, membership engagement). It completes the progression from awareness → belief → action.

Subject Line:

Benchmark your performance in minutes. See how you really stack up.

Preheader:

Start your free benchmark and discover your performance potential.

Body Copy:

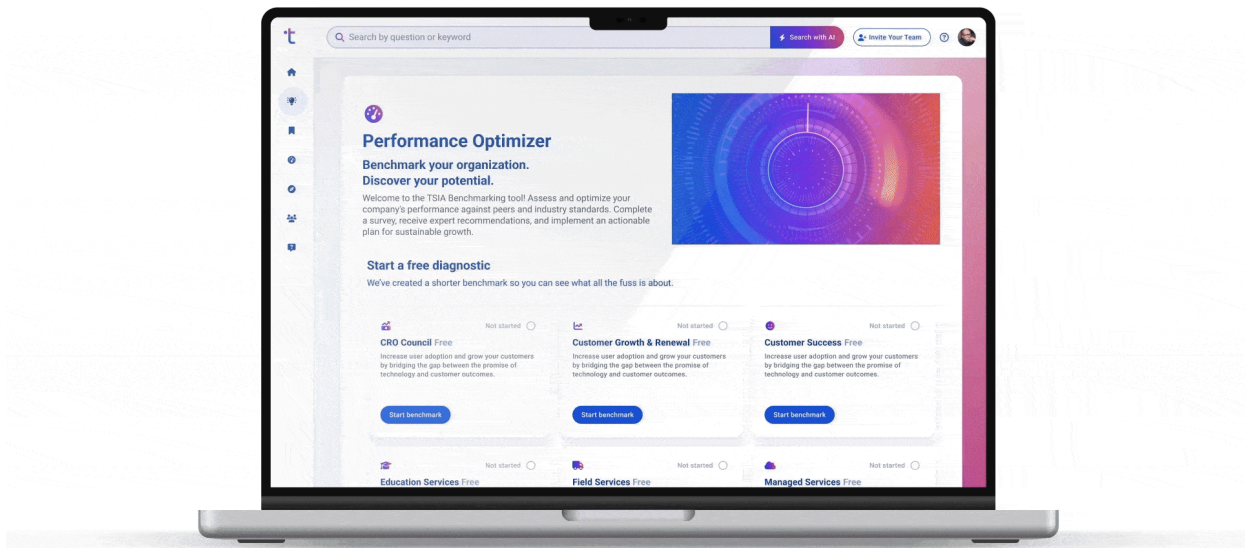
Hi [First Name],

Every Managed Services leader thinks they know where their organization stands. But most discover gaps only after they hit renewal risk, rising costs, or shrinking ROI. A data-backed benchmark changes everything.

Start your free benchmark with the [TSIA Performance Optimizer](#).

It gives you an immediate, research-validated picture of your strengths, gaps, and the actions that move the needle fastest.

CTA Button: [Try Performance Optimizer](#)



[▶ See how it works \(quick overview video\)](#)

In just minutes, you'll be able to:

- **Diagnose your performance:** Spot your true strengths, and the gaps costing you time, margin, or customer outcomes.
- **Get targeted, research-backed recommendations:** No guesswork. Just clear actions that lead to measurable improvement.
- **Prioritize what matters most:** Focus on the changes with the biggest impact on growth and efficiency.
- **Support decisions with board-ready insights:** Arm yourself with data you can take straight into leadership conversations.

This is the fastest way to compare your Managed Services business to industry leaders, and identify the path to your next level of performance.

CTA: [\[Create your free account\]](#)

Secondary CTA: [Contact us to learn more](#)

SS Track A

Email 1:

Objective

Introduce the AI Economics worldview through a Support lens and challenge the assumption that AI reduces Support labor. Establish that Support becomes the critical “proof point” for customer value in the AI era. Drive readers to the AI Services Era blog.

Stage of Awareness

Problem Aware → Solution Aware

They know AI is disruptive, but they don't understand that Support becomes the differentiator for customer experience, retention, and loyalty.

How It Furthers the Campaign

Builds the foundation that Support is *more essential than ever* in an AI-driven world. Sets up the need for new Support models, entitlement changes, outcome-focused service levels, and the TSIA frameworks that will be introduced throughout the sequence.

Subject Line:

The surprising reason AI is increasing—not reducing—support work

Preheader:

AI isn't ending Support Services, it's making them your most powerful differentiator.

Body Copy:

Hi [First Name],

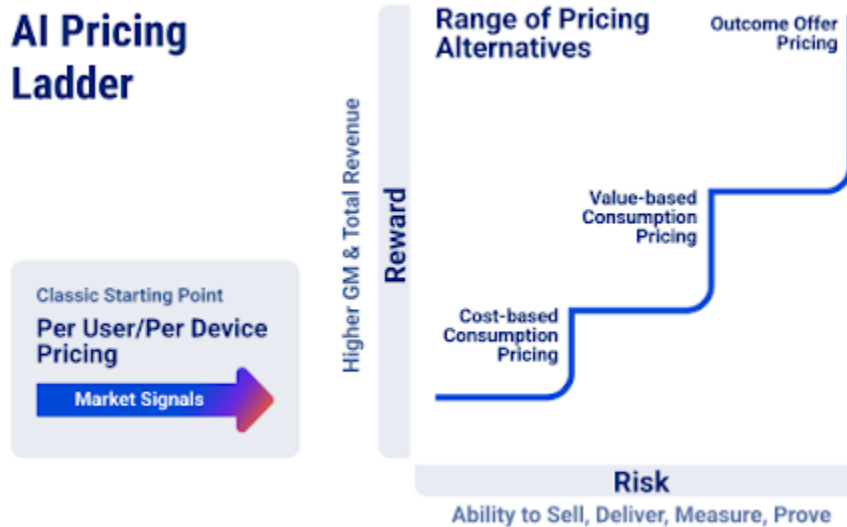
Here's the truth the AI hype cycle gets wrong:

The AI race won't be won by whoever builds the smartest model. It'll be won by whoever delivers the customer outcomes.

And outcomes are proven in Support.

Read the blog: [The AI Services Era: Why Services Are Now Your Greatest Advantage](#)

In this new post, TSIA CEO J.B. Wood breaks down the real story behind AI's profit paradox—and why AI doesn't eliminate services, it multiplies the value of Support, escalation management, and customer experience.



Here's what every tech leader needs to know:

- **Your pricing model is shifting:** AI-powered self-service and automation reduce the number of tickets per user, but customers still expect higher service levels. You have to connect Support to retention, loyalty, and ARR, not just case closure.
- **Services are your moat:** In an AI-driven world, customers want more than fast responses, they want a partner who owns resolution, guidance, and outcomes. Support becomes the visible proof that your product delivers value.
- **Incumbents have the real advantage:** New AI tools can replicate "answers," but they can't replicate your history of customer context, deep product knowledge, and support telemetry.
- **Differentiation moves from product → partnership:** AI commoditizes features; what endures is your ability to deliver measurable business results.

The companies that win the next decade will be the ones who transform Support from a cost center into an outcome engine, a function that protects revenue, reduces churn, and strengthens customer loyalty.

CTA: [\[Read the full article\]](#)

Secondary CTA: [Contact us to learn more](#)

It's not the end of Support Services, it's their era.

Email 2:

Objective

Move Support leaders from conceptual awareness to operational clarity through a high-authority executive session. Show that Support profitability and relevance in the AI era require a shift in pricing, support entitlements, and service delivery models—not just AI automation tools.

Stage of Awareness

Solution Aware

They now believe Support matters in the AI era and are ready to see real examples, frameworks, and “how the winners do it.”

How It Furthers the Campaign

Uses trusted TSIA leadership (Wood, Lah, Humphrey) to deepen belief. Introduces models like the AI Pricing Ladder, entitlement evolution, and Service Portfolio 2.0. Prepares readers for Email 4 by reinforcing the need for tools (TSIA Intelligence) to make data-backed Support transformation decisions.

Subject Line:

You're losing the AI profitability race & don't even know it

Preheader:

See how TSIA leaders are redefining profitability in the AI era.

Body Copy:

Hi [First Name],

Most AI initiatives don't fail because of the technology. They fail because no one rethinks the operating model.

For Support, that shows up as impressive AI demos, unchanged resolution times, flat CSAT, and rising expectations from customers and executives.

The on-demand executive session is now live: [AI Economics: TSIA's Perspective on Profitable AI Business Models](#)

In this 45-minute briefing, executives J.B. Wood, Thomas Lah, and George Humphrey break down how leading tech companies are moving beyond AI-as-a-feature and redesigning services, including Support, actually to drive profitable growth.

You'll see what separates the winners, the incumbents that align pricing, services, and value, from those still treating AI as a one-off automation project.



The banner features the TSIA logo in the top left corner. Below it, the date 'DEC 3' and time '11:00 AM PT / 2:00 PM ET' are displayed. The main title is 'AI Economics: TSIA's Perspective on Profitable AI Business Models'. A subtitle reads: 'Build AI business models that deliver measurable profit by aligning pricing, services, and real customer value.' A 'Watch now' button is located at the bottom left. On the right side, there are three circular headshots of the speakers: J.B. Wood (TSIA), Thomas Lah (TSIA), and George Humphrey (TSIA).

Inside the session:

- **The race to profitability:** Why AI disruption won't slow down and why Support Services, not just product, are critical to customer retention and expansion.
- **Pricing the AI era:** How support entitlements and service tiers evolve as AI automation takes over repetitive work.
- **Service Portfolio 2.0:** The three AI service categories (Readiness & Governance, Value Optimization, Outcome-Oriented AI) that fuel the next generation of growth.

This is the roadmap for turning AI in Support from a cost play into a profit and loyalty engine.

CTA: [\[Watch on demand\]](#)

Secondary CTA: [Contact us to learn more](#)

Learn how the strongest tech companies grow profitably in the Services Era.

Email 3:

Objective

Show the threat Support orgs face: AI destroys legacy support economics—ticket-based, case-based, or seat-based models—and uproots traditional Support funding. Highlight core frameworks (value paradox, pricing collapse, incumbents' advantage) to drive urgency.

Stage of Awareness

Deep Solution Aware → Considering Change

They understand the AI shift intellectually but are now beginning to feel urgency around transforming their Support operation.

How It Furthers the Campaign

Pushes urgency by showing how AI destabilizes legacy Support models and increases expectations for proactive, outcome-driven support. Sends readers to the AI Economics Resource Center where they interact with frameworks, maturity models, and benchmarks that prime them for Email 4's product-level introduction.

Subject Line:

AI Economics is rewriting Support Services. Are you ready?

Preheader:

Here's how to stay ahead of cost, value, and revenue in the AI profitability shift.

Body Copy:

Hi [First Name],

AI isn't just changing how Support teams operate. It's rewriting the economics of support.

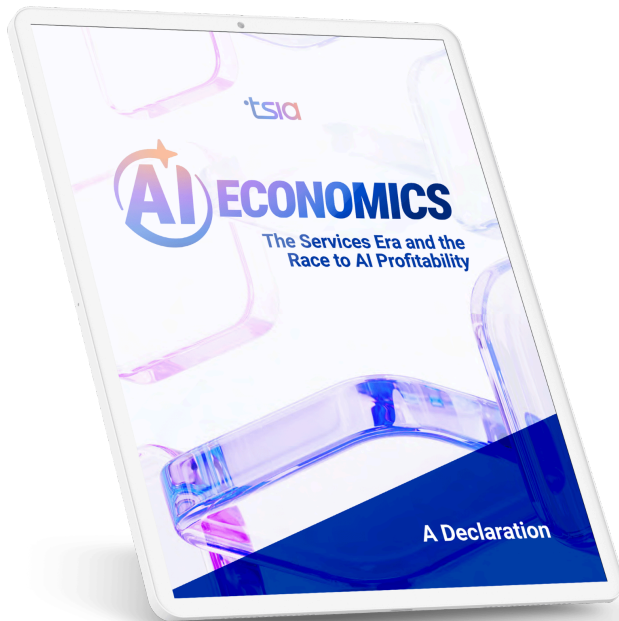
If you're responsible for support strategy, cost management, or customer experience, the stakes just got higher.

Ticket volumes are changing. Roles are shifting. Customers expect faster, smarter, always-on support often with less willingness to pay for traditional models.

The companies that win now are the ones that understand a hard truth:

AI creates more value for customers, but destroys support models built on seats, hours, or case-based assumptions.

Button: [Download to read more.](#)



Here's what TSIA is seeing inside the data:

- **Serviceless AI is a myth:** AI shifts outcome ownership to you, the vendor, making services the core profit engine, not the cost center to cut.
- **Legacy pricing collapses under AI:** As AI deflects tickets and automates tasks, traditional cost-to-serve metrics and volume-based justifications start to break. Support must tie into retention, expansion, and product improvement.
- **Incumbents have the real advantage:** You already have case history, telemetry, and customer relationships. When you modernize Support, you can move faster than any new AI-only entrant.
- **The new playbook is forming fast:** Data-driven Support. Premium support offerings. Outcome-linked service tiers. Support as a strategic voice in product and pricing.

This is the moment to move, before your competitors redefine what “good support” looks like in your market.

Primary CTA: [Explore the AI Economics Resource Center](#)

Secondary CTA: [Contact us to learn more](#)

Email 4:

Objective

Introduce TSIA Intelligence as the Support-specific, research-backed alternative to generic AI. Position it as the solution Support leaders need to redesign entitlements, staffing models, automation strategies, and support tiers with confidence.

Stage of Awareness

Product Aware

They understand the AI Economics frameworks and are ready to engage a real tool that gives actionable, data-backed Support insights.

How It Furthers the Campaign

TSIA Intelligence becomes the nurture engine's "aha moment." It demonstrates that Support organizations can get instant, reliable answers about staffing, channel mix, automation ROI, CSAT drivers, and more. Drives direct engagement with TSIA tools—critical for conversion in Nurture 2.0.

Subject Line:

The only AI built for tech services leaders

Preheader:

Meet TSIA Intelligence: trusted, industry-validated answers in seconds.

Body Copy:

Hi [First Name],

Here's the truth no one wants to say out loud:

Generic AI tools are confidently wrong—and tech services teams pay the price.

They're trained on scraped web content and generic "best practices," not on real support benchmarks, entitlement models, or operational data from leading tech companies.

That means your team spends time double-checking answers instead of improving CSAT, deflection, and time to resolution.

[TSIA Intelligence](#) is different.

It's the only AI trained exclusively on TSIA's proprietary research, the same data Support leaders use to design support tiers, staffing models, and AI-powered self-service strategies.

CTA Button: [Try TSIA Intelligence](#)



With TSIA Intelligence, you get clarity without the chaos:

- **Built for Tech Services:** Every answer is grounded in proven support frameworks and industry benchmarks.
- **Powered by trusted research:** Insights come directly from what high-performing support organizations are actually doing.
- **Instant, board-ready answers:** Prep for QBRs, budget reviews, and transformation discussions in minutes.
- **Actionable, not theoretical:** Get specific recommendations on support operations, automation, entitlement, and reporting.

TSIA Intelligence helps you validate strategies, benchmark decisions, pressure-test your plans, and brief executives with precision.

Primary CTA: [\[Try TSIA Intelligence\]](#)

Secondary CTA: [Contact us to learn more](#)

See how AI is supposed to work: with accuracy, depth, and impact.

Email 5:

Objective

Convert the Support leader's interest into action by offering a personalized benchmark of their Support maturity and performance. Deliver a small but powerful win—a data-backed view of where they stand and what moves improve CSAT, retention, and efficiency.

Stage of Awareness

Most Aware / Ready to Act

They understand the challenge, urgency, and available tools—and now want a personalized, Support-specific diagnosis.

How It Furthers the Campaign

Performance Optimizer drives the highest conversion lift. It pulls the Support leader deeper into TSIA's ecosystem, producing insights that naturally lead to follow-up discussions, advisory conversations, portal activation, and membership interest. It completes the journey from concept → belief → action → value.

Subject Line:

Benchmark your performance in minutes. See how you really stack up.

Preheader:

Start your free benchmark and discover your performance potential.

Body Copy:

Hi [First Name],

Every leader thinks they know where their organization stands.

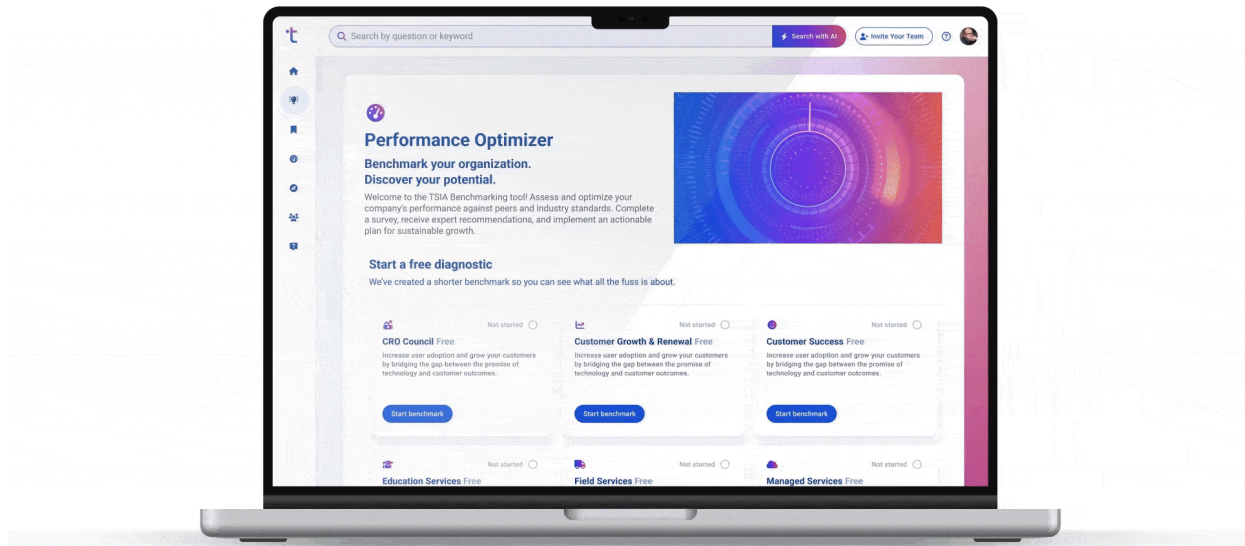
In reality, most discover blind spots only after they show up as churn, rising cost-to-serve, or slipping CSAT.

The fastest path to improvement is a data-backed benchmark, not instinct.

Start your free benchmark with the [TSIA Performance Optimizer](#).

It gives you an immediate, research-validated picture of your strengths, gaps, and the actions that move the needle fastest.

CTA Button: [Try Performance Optimizer](#)



[▶ See how it works \(quick overview video\)](#)

In just minutes, you'll be able to:

- **Diagnose your performance:** Identify where resolution times, escalation rates, or costs are out of line with your peers.
- **Get targeted, research-backed recommendations:** Clear actions to improve CSAT, reduce churn risk, and increase efficiency.
- **Prioritize what matters most:** Focus on the shifts in channels, staffing, or automation that drive the biggest impact.
- **Support decisions with board-ready insights:** Bring data to budget, investment, and transformation conversations.

This is the quickest way to see how your support organization compares to top performers and how to identify the path to your next level of performance.

CTA: [\[Create your free account\]](#)

Secondary CTA: [Contact us to learn more](#)

Do Not USE - Copy of TS

Email 1: The Market Trigger

Objective:

Introduce AI Economics as the central framework redefining profitability for technology services and establish TSIA as the authoritative guide through this market shift. The email builds urgency by framing AI Economics as an immediate strategic imperative, not a future concept.

How it drives the campaign: It delivers early relevance and establishes TSIA's credibility, prompting initial engagement within 24 hours of lead creation, fulfilling the campaign's timeliness and awareness goals.

Subject Line:

AI Economics: Why technology services can't afford to wait

Preheader:

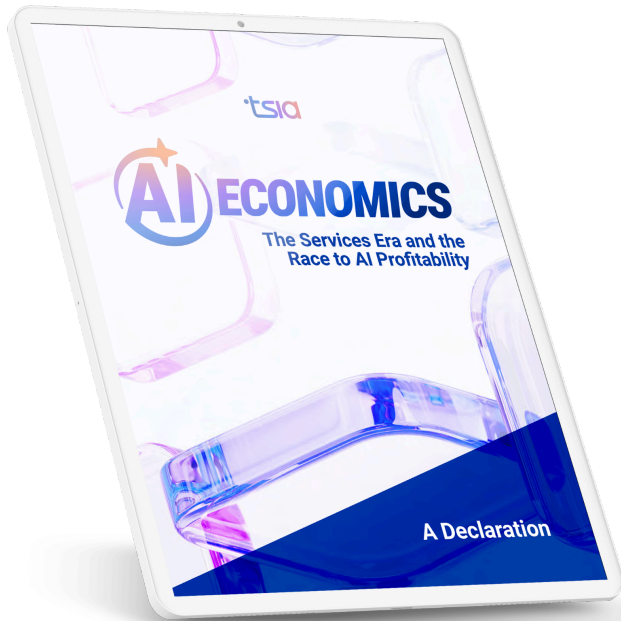
AI is redrawing the rules of profitability. Here's how to stay ahead of the shift.

Body Copy:

Hi [First Name],

The era of *AI Economics* is here, and for technology services leaders, profitable growth now depends on smarter decisions. Roles are getting cut, customer expectations are rising, and recurring revenue streams are more fragile than ever.

Button: [Download to read more.](#)



At TSIA, AI Economics is our lens on how AI is rewriting value, pricing, and services, and what technology companies must do to win the race instead of becoming commodities.

- **Serviceless AI is a myth:** AI shifts outcome ownership to the vendor, making services, not just software, the core of value delivery.
- **Old pricing models break:** Seat- and usage-based pricing erode as AI boosts productivity; revenue has to realign around value and outcomes.
- **Incumbents have the hidden edge:** Large customer bases, service scale, and domain expertise let established companies win, if they modernize services for AI-era outcomes.
- **The new playbook is being written now:** Pricing-led transformation, services reinvention, and outcome-focused operating models are emerging, and TSIA is codifying them in real time.

Primary CTA: [Explore the AI Economics Resource Center](#)

Secondary CTA: [Contact us to learn more](#)

EMAIL 1 — FULL AUDIT

Assumptions (based on TSIA VOST + AI Economics Style Guide)

ICP: Technology services leaders at mid–large tech companies (VP+, Directors, senior practitioners evaluating frameworks/tools).

Brand Voice: Confident, provocative, data-backed, movement-oriented, concise (per AI Economics Style Guide).

Primary Goal: Drive users to explore the AI Economics Resource Center → ultimately increase engagement → eventual conversion to portal sign-up/demo.

1. THE AUDIT

Subject Line Score: 7/10

Pros:

- Clear, relevant, TSIA-aligned (“AI Economics,” urgency).
- Speaks to risk (“can’t afford to wait”).

Cons:

- Reads like a webinar title.
- Lacks **intrigue** — it tells the whole story instead of teasing it.
- Doesn’t create enough emotional tension.

Psychological Trigger:

Fear of falling behind + Fear of loss (FOMO & Loss Aversion)

This is correct for TSIA’s POV, but it could intensify the stakes.

The “Squint Test”

Issues:

- The intro paragraph is long.
 - Too many dense sentences back-to-back.
 - Bullets are strong but visually cluttered (each bullet has multiple clauses).
 - Needs more whitespace and stronger scannability.
-

The "You/We" Ratio

Occurrences:

- “You/your”: ~4
- “We/our/TSIA”: ~8

Verdict:

✗ Too TSIA-centric.

This is a nurture email, not a brochure — it should make *them* the hero, not TSIA.

The “So What?” Factor

Strengths:

- The bullets articulate the stakes.
- Establishes TSIA authority quickly.

Weaknesses:

- The value isn't *felt* before you're asked to click.

- Feels like a research summary rather than a “why this matters to ME right now.”
 - Missing a visceral outcome for the reader.
-

The Curiosity Gap

Subject Line: Mostly direct → not enough tension.

Preheader: Strong but generic — doesn’t deepen curiosity.

Needs more “what don’t I know yet?” energy.

The Logic Gap

- The opening jumps from “AI Economics is here” directly into a list of TSIA stances without anchoring the reader’s specific pain.
 - “Download to read more” is too vague and too early.
 - We need a bridge: **Why should I care NOW? → What happens if I ignore this? → What’s inside that solves my pain?**
-

2. THE REWRITE (THE SONNET POLISH)

Subject Line Options

Direct:

1. **AI Economics is rewriting tech services—are you ready?**

Curiosity-based:

2. **Why AI is breaking the tech services playbook (and what replaces it)**

Benefit-driven:

3. Protect your margins in the AI era — start with this guide

Email 2: Revised

Objective:

Transitions readers from awareness to consideration by showing the tangible “how.”

How it drives the campaign: It leverages one of the highest-performing assets (TSIA Intelligence) to increase click-throughs.

Subject Line:

AI built for Tech Services

Preheader:


Meet TSIA Intelligence: trusted, industry-validated answers in seconds.

Body Copy:

Hi [First Name],

Not all AI is built for Tech Services. Most AI tools rely on unverified, web-scraped data. Which means leaders are left to validate information instead of using it. [TSIA Intelligence](#) is different. It's AI trained exclusively on TSIA's proprietary, industry-validated research, delivering answers you can trust.

CTA Button: [Try TSIA Intelligence](#)



With TSIA Intelligence, you get clarity without the noise:

- **Built for Tech Services:** Every answer is grounded in real industry data, not generic internet content.
- **Powered by trusted research:** Insights are drawn directly from TSIA's proprietary, unbiased data.
- **Instant, board-ready answers:** No waiting, no second-guessing, just precise guidance when you need it.
- **Actionable, not theoretical:** Get practical next steps that help you move from question to decision in seconds.

TSIA Intelligence helps you validate strategies, prep for leadership discussions, benchmark decisions, and accelerate planning, all with confidence.

AI built for Tech Services means clarity over chaos. Profit over panic. Growth with purpose.

Primary CTA: [\[Try TSIA Intelligence\]](#)

Secondary CTA: [Contact us to learn more](#)

See how AI is supposed to work: with accuracy, depth, and impact.

EMAIL 2 — FULL AUDIT

Context Assumptions (same as Email 1)

ICP: Tech services leaders — VP+, Directors, Ops, Customer Success, Managed Services.

Brand Voice: Provocative, authoritative, crisp, data-backed (per AI Economics Copy Style Guide).

Primary Goal: Drive engagement with **TSIA Intelligence**, the strongest-performing asset.

1. THE AUDIT

Subject Line Score: 6.5/10

Pros:

- Clear and straightforward
- Positions TSIA Intelligence distinctly
- Fits TSIA voice (direct, authoritative)

Cons:

- Too safe; lacks provocation
- Doesn't create tension or curiosity
- Feels like an announcement, not an unignorable truth

TSIA's AI Economics voice allows MUCH sharper hooks.

Psychological Trigger:

Trust + Fear of Being Wrong

- Plays on distrust of “generic AI”

- Positions TSIA Intelligence as the safe, validated alternative.

This is the right move — but could lean harder into *risk of bad decisions*.

The “Squint Test” (Formatting)

Strengths:

- Bullets help break up the text
- CTA is well-placed and clear

Weaknesses:


- Paragraph 1 is long and overloaded with comparisons
 - Bullets are heavy and each one feels like a paragraph
 - Needs more whitespace and punchier breaks
 - The “chaos vs clarity” lines should be visual separators, but they’re buried
-

The "You/We" Ratio

Occurrences:

- “You/your”: ~7
- “We/TSIA”: ~3

Verdict:

 **You-focused.** Good improvement from Email 1.

But some areas still lean TSIA-forward — we can make the *reader* the hero more explicitly.

The “So What?” Factor

Strengths:

- States a clear value proposition
- Explains what makes TSIA Intelligence different
- Lists specific benefits

Weaknesses:

- Still reads like a product overview, not a painkiller
 - Needs a sharper articulation of risk:
“Bad AI = bad decisions = real cost.”
 - Needs a stronger “why this matters TODAY.”
-

The Curiosity Gap

Subject + Preheader combo lacks intrigue.

The promise is strong — but the hook is weak.

Feels more like a product update than a must-open email.

Logic Gap

- The jump from generic AI → TSIA Intelligence → list of features is too abrupt.
- No emotional build-up before the CTA.
- The ending (“AI built for Tech Services...”) is strong but comes too late.

We can restructure for tension → insight → release → action.

Email 3: On-Demand Webinar: AI Economics in Practice

Objective:

Reinforce TSIA's authority and thought leadership through a high-value, expert-led session on profitable AI business models. It provides proof of concept—showing how leading tech companies operationalize AI Economics successfully.

How it drives the campaign: The on-demand format keeps engagement continuous and accessible, driving sustained participation and demonstrating TSIA's relevance to ongoing AI-driven transformation.

Subject Line:

Watch now: The system for profitable AI business models

Preheader:

See how TSIA leaders are redefining profitability in the AI era.

Body Copy:

Hi [First Name],

AI is rewriting the rules of profit. [Watch the webinar now](#), TSIA's executive session, *AI Economics: TSIA's Perspective on Profitable AI Business Models*, is now available on demand.

In this 45-minute briefing, J.B. Wood, Thomas Lah, and George Humphrey reveal how leading tech companies are shifting from AI hype to real, repeatable profit. You'll learn what separates the winners, the incumbents who align pricing, services, and value, from those still chasing automation for its own sake.

Add image from webinar when ready:

<https://www.tsia.com/webinars/ai-economics-tsia-perspective-on-profitable-ai-business-models>

Key insights from the session:

- **The race to profitability:** Why AI disruption isn't going away—and how services make AI business models pay.

- **Pricing the AI era:** A pragmatic ladder from cost-based to value- and outcome-based pricing.
- **Service Portfolio 2.0:** The three AI service categories, Readiness & Governance, Value Optimization, and Outcome-Oriented AI, that power the next generation of growth.

This is your roadmap for capturing the value AI creates, and defending the margins it threatens.

CTA: [\[Watch on demand\]](#)

Secondary CTA: [Contact us to learn more](#)

Learn how tech companies grow profitably in the Services Era.

EMAIL 3 — FULL AUDIT

Context Assumptions

ICP: Tech services leaders (VP+, Directors, transformation leads).

Brand Voice: Provocative, authoritative, movement-oriented, concise.

Primary Goal: Drive **webinar views** (high-performing asset) + deepen AI Economics belief system.

1. THE AUDIT

Subject Line Score: 6/10

Pros:

- Clear “Watch now” CTA
- States the topic plainly
- Signals educational value

Cons:

- Zero tension or curiosity — reads like a typical webinar invite
- Doesn't use AI Economics provocation
- Doesn't express consequences of missing it
- "System for profitable AI business models" is vague

Needs a **bolder hook**.

Psychological Trigger:

Greed + Fear of Falling Behind (FOMO)

Profitability + urgency are powerful, but the current SL doesn't lean into them hard enough.

The "Squint Test"

Issues:

- Large paragraph blocks
 - No visual hierarchy
 - "Key insights" bullets are strong but long
 - Needs more whitespace and punchier breaks
-

The "You/We" Ratio

Occurrences:

- "You/your": ~5
- "We/TSIA": ~6

Verdict:

✗ Slightly TSIA-centric.

Must be more “you will learn / you will change / you will win” instead of “TSIA reveals.”

The “So What?” Factor

Biggest issue in the email.

Problems:

- You ask them to watch a 45-minute session without proving urgency
- Doesn't tell them what pain watching solves today
- Missing the “stakes” — what happens if they *don't* watch?

Needs to make the ROI of watching obvious in 10 seconds.

The Curiosity Gap

Subject + preheader pair doesn't spark enough intrigue.

Preheader is solid, but the subject line fails to create an itch.

Logic Gap

- The intro jumps too quickly to “watch the webinar now”
- No tension set up
- Key insights are strong but need framing to show *why they matter now*
- Ending CTA is too abrupt — doesn't build momentum

Email 4: The Era of Services Has Begun

Objective:

Reframe the reader's perspective on services, from a support function to the core profit engine of the AI era, by spotlighting J.B. Wood's AI Services Era message. It connects AI Economics to the strategic transformation underway across the industry.

How it drives the campaign: It strengthens TSIA's positioning as the voice of the AI Services movement, keeping engagement high through authoritative thought leadership while deepening emotional and intellectual resonance with the AI Economics narrative.

Subject Line:

Your services are now your greatest advantage

Preheader:

AI isn't ending services, it's making them your most powerful differentiator.

Body Copy:

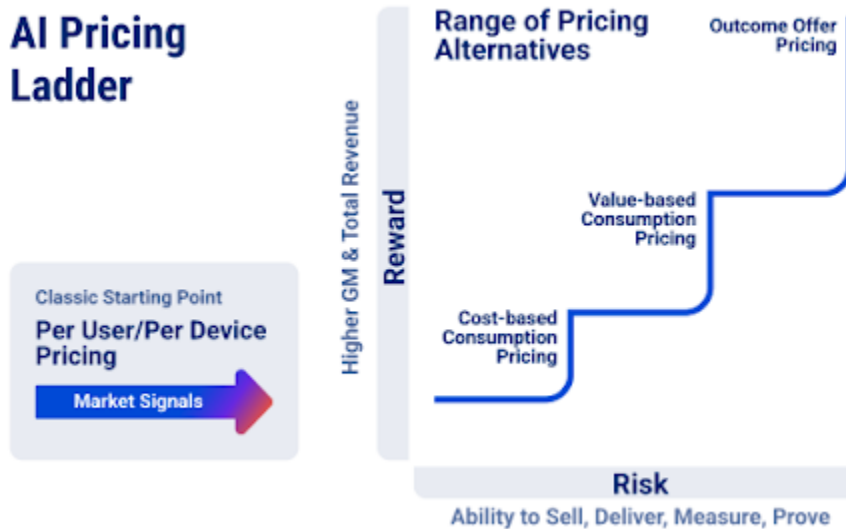
Hi [First Name],

The AI race isn't about who builds the best technology. It's about who owns the outcomes.

CTA button: [\[Read the blog\]](#)

In his latest post, [The AI Services Era: Why Services Are Now Your Greatest Advantage](#), TSIA CEO J.B. Wood explains the real story behind AI's profit paradox: AI doesn't replace services, it multiplies their importance.

AI Pricing Ladder



Here's what every tech leader needs to know:

- **Per-user pricing is evolving.** TSIA's Pricing Ladder helps you shift towards value- and outcome-based pricing models that scale the value you create.
- **Services are your moat.** They bridge the "last mile" between AI potential and customer outcomes.
- **Incumbents hold the advantage.** AI natives are scrambling to hire industry experts and build services teams from scratch.

As AI commoditizes, differentiation shifts from the product to the partnership, from code to capability.

The winners of the next decade will be those who transform their services into outcome engines that own measurable business results.

CTA: [\[Read the full article\]](#)

Secondary CTA: [Contact us to learn more](#)

It's not the end of tech services, it's their era.

MAIL 4 — FULL AUDIT

Context Assumptions

ICP: Tech services leaders (C-suite, VPs, Directors shaping pricing, services, and GTM).

Brand Voice: Provocative, authoritative, movement-oriented, crisp.

Primary Goal: Drive blog readership + deepen alignment with the AI Economics worldview.

1. THE AUDIT

Subject Line Score: 8/10

Pros:

- Very aligned with AI Economics' provocative voice
- Strong, positive assertion
- Clear benefit (services = advantage)

Cons:

- Could be even more confrontational
- Might not generate enough *curiosity* because it gives away the verdict
- Would benefit from more tension

Still one of the stronger subject lines so far.

Psychological Trigger:

Identity + Power + Fear of Loss

– You have an advantage others don't

– But you must act or lose it

These are excellent drivers for exec audiences.

The "Squint Test"

Issues:

- Long intro paragraph with no visual tension
- Bullets are long; could be tighter and more punchy
- Needs more whitespace, stronger line breaks
- CTA is disconnected from the emotional arc

The "You/We" Ratio

Occurrences:

- "You/your": ~6
- "We/TSIA": ~3
- Neutral references (services, tech leaders, incumbents): many

Verdict:

👍 Good balance, but could be more "you-centric" in the bullets.
E.g., "Your pricing is evolving" vs "Per-user pricing is evolving."

The "So What?" Factor

Strengths:

- Value is clear — a blog explaining the AI services advantage
- Strong POV: "services are your moat," "incumbents hold the advantage"

Weaknesses:

- Doesn't explicitly show **what problem this solves TODAY**
- The stakes aren't made visceral
- "Read the blog" doesn't match the gravity of the argument

Needs a clearer articulation of *why this matters right now*.

The Curiosity Gap

Good preheader — provocative and aligned with AIE language.

But the subject + preheader combo is **predictable**.

It states the thesis rather than hinting at the *surprising reveals* inside the article.

Logic Gap

- Opens with a provocative line (good)

- Immediately jumps to CTA (too early)
 - Needs tension → proof → release → CTA
 - Bullet structure is a bit academic; should feel more urgent and actionable
-

Email 5: The Conversion Moment: From Insight to Action

Objective:

Convert conceptual understanding into action by offering the Performance Optimizer as a practical next step to apply AI Economics. This email emphasizes self-service engagement and measurable outcomes.

How it drives the campaign: It completes the nurture journey by translating awareness and proof into conversion, driving leads toward hands-on experience, portal activation, and higher conversion rates, fulfilling the campaign's performance KPIs.

Subject Line:

See where you stand. Unlock your next level of performance.

Preheader:

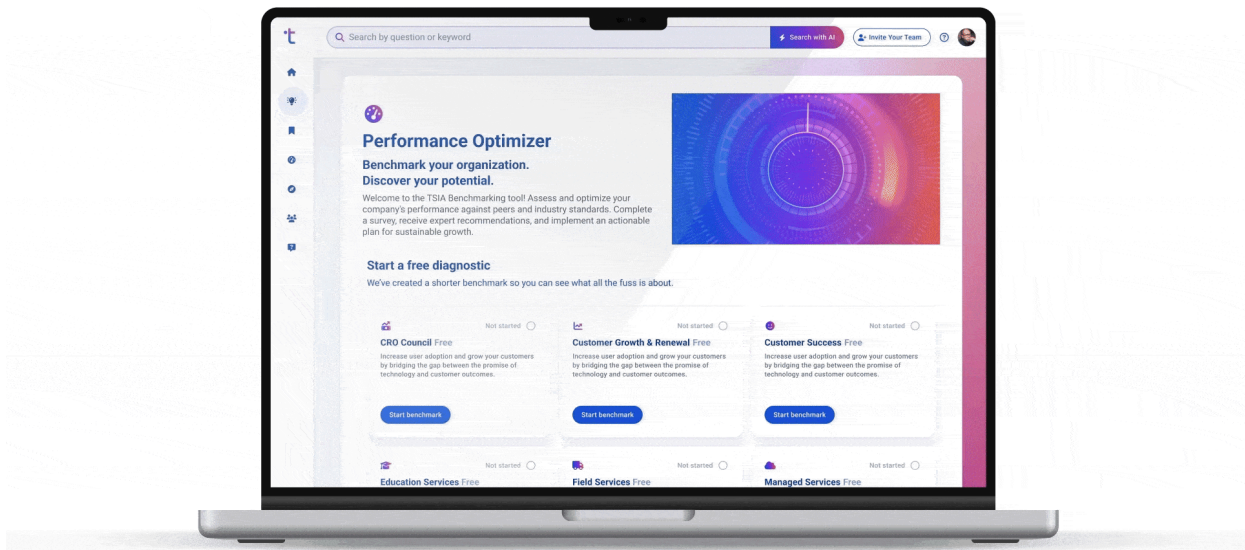
Start your free benchmark and discover your performance potential.

Body Copy:

Hi [First Name],

To improve performance, the first step is to know exactly where you stand. The [TSIA Performance Optimizer](#) gives you a clear, data-backed view of your strengths, gaps, and opportunities, and you can start with a free benchmark.

CTA Button: [Try Performance Optimizer](#)



▶ **Watch this quick overview video** to see how it works.

Here's what you'll get in minutes:

- **Diagnose** where your organization is strong and where improvement is needed.
- **Prescribe** targeted recommendations based on your results.
- **Prioritize** which actions will have the biggest impact.
- **Support** your decisions with board-ready insights and TSIA research.

It's the fastest way to understand your performance compared to industry peers, and discover the path to better results.

CTA: [\[Create your free account\]](#)

Secondary CTA: [Contact us to learn more](#)

EMAIL 5 — FULL AUDIT

Context Assumptions (same as prior emails)

ICP: Tech services leaders seeking clarity, benchmarking, and performance improvement.

Brand Voice: Provocative, authoritative, practical, movement-oriented.

Primary Goal: Convert readers into Performance Optimizer users (create free account).

1. THE AUDIT

Subject Line Score: 6/10

Pros:

- Benefit-oriented
- Inspires improvement
- Softly aspirational

Cons:

- Not provocative enough for TSIA's AI Economics tone
- Reads like a fitness app tagline — too generic
Doesn't reference AI, data, or urgency
- No curiosity or tension → "Unlock your next level" is vague

Needs specificity and a stronger hook.

Psychological Trigger:

Self-improvement + Fear of blind spots

You're leveraging the emotional pull of "I don't know what I don't know," which is effective — but the copy softens the stakes.


We can intensify the pain of *not benchmarking*.

The "Squint Test"

Strengths:

- Good use of bullets
- CTA well-placed
- Paragraphs fairly short

Weaknesses:

- Still feels like a block of text at the top
 - Bullets are long and similar in structure — not scannable enough
 - Needs stronger separation between claims
 - The video callout is buried and visually weak (“ Watch this...”)
-

The "You/We" Ratio

Occurrences:

- “You/your”: ~10
- “We/TSIA”: ~2

Verdict:

 Great.

This email is more reader-focused than the others.

But we can increase emotional immediacy (e.g., “Your board wants answers,” “Your margins depend on clarity”).

The “So What?” Factor

Issues:

- Not enough urgency — “start your free benchmark” undersells the stakes
 - Doesn’t articulate what *happens if they do nothing*
 - The benefit description is too soft (“discover the path to better results”)
 - Needs to connect directly to profitability, margins, and AI Economics
-

The Curiosity Gap

Subject + preheader combo is “fine,” but fine doesn’t convert.

“See where you stand” is generic.

“Unlock your next level of performance” is used in dozens of SaaS nurture emails.

We need something like:

“Most teams are performing worse than they think — where do you actually stand?”

Logic Gap

- Starts with a generic “To improve performance...” line — too weak
- We need a more provocative entry (e.g., “Every leader thinks they know where they stand. Most are wrong.”)
- The video reference is buried
- Jump from bullets → CTA is a bit flat

Overall: Needs stronger framing + stronger emotional spine.

AI Topic Distinctions

Topics

1. **AI Economics:** A campaign and collection of research and thought leadership about how companies need to transform their pricing and services organizations to achieve profitability in the AI era.
2. **AI Adoption & Implementation:** How companies use AI internally to improve productivity.
3. **AI Productization:** How companies need to add AI capabilities to the products they sell.
4. **TSIA Intelligence:** TSIA's version of AI Productization—us using AI to deliver our value more effectively.
5. **Performance Optimizer Benchmarking:** A diagnostic benchmarking assessment that evaluates a services organization's strengths, weaknesses, and adoption of best practices relative to industry standards—enabling higher efficiency, quality, and performance.

Track B Overview

Track B: Strategic Role in Nurture 2.0

Audience state:

- Already aware of TSIA
- Has seen AI Economics framing
- Needs **proof, specificity, and a reason to act now**

Track B goal:

Move from *interest* → *confidence* → *conversion* using **high-performing assets only**:

- TSIA Intelligence
- Performance Optimizer
- Webinars / expert proof

This is **not educational onboarding** anymore.

This is **decision support**.

Track B — Email-by-Email Overview (All Research Areas)

Email B1 — The Pressure Test

Theme: *The AI Economics reality check for this function*

Strategic job:

Reframe the reader's *day-to-day pain* through the AI Economics lens and create urgency without hype.

What this replaces (old world):

- “Top challenges” blog lists
- Long multi-link emails with weak CTR

What it becomes (new world):

- One sharp problem
- One data-backed insight
- One forward-looking implication

RA lens examples:

- **TS:** Growth is decoupling from headcount and pricing
- **CS:** Retention ≠ renewal anymore; outcomes own value
- **PS:** Utilization-based models break under AI
- **MS:** Scale without margin discipline collapses fast
- **SS:** Cost takeout without outcome ownership backfires

Primary CTA:

See how leaders are responding (light TSIA Intelligence or thought-leadership entry)

Email B2 — Proof From the Field

Theme: *How real companies are adapting (and winning)*

Strategic job:

Reduce skepticism by showing **credible, peer-level proof**.

What historically worked:

- Named companies (Salesforce, Braze, Dell)
- Podcast + webinar + executive voice content
Nurture Journey Deep Dive

What this email should do:

- Show *what changed* in how leaders think
- Connect strategy → execution → outcomes
- Reinforce: “You’re not late, but you can’t wait”

RA lens examples:

- **CS:** Outcome ownership + AI-assisted engagement
- **PS:** Packaging + pricing changes
- **MS:** Service portfolio rationalization
- **SS:** AI-assisted support + accountability
- **TS:** Revenue model + service mix evolution

Primary CTA:

Watch / Listen / See the strategy

Email B3 — The Diagnostic Moment

Theme: *“Do you actually know where you stand?”*

Strategic job:

Create **productive doubt** and tee up TSIA Intelligence as the answer.

Why this matters:

In the original journeys, **TSIA Intelligence links consistently outperformed blogs and lists**

Nurture Journey Deep Dive

.

Core message:

AI creates confidence theater.

Benchmarks create clarity.

RA lens examples:

- **CS:** Renewal risk vs. perceived health
- **PS:** Margin vs. utilization myths
- **MS:** Cost-to-serve blind spots
- **SS:** Deflection vs. resolution effectiveness
- **TS:** Portfolio-level performance gaps

Primary CTA:

Explore TSIA Intelligence

Email B4 — TSIA Intelligence (The Solution Email)

Theme: *AI you can actually trust*

Strategic job:

Position TSIA Intelligence as:

- Safer than generic AI
- Faster than internal analysis
- Built for **this specific function**

What to emphasize (based on performance):

- “Built on TSIA’s proprietary data”
- “Board-ready answers”
- “Next-step guidance”
VOST Nurture Campaigns 2.0

RA lens examples:

- **CS:** Retention, expansion, health modeling
- **PS:** Pricing, delivery models, margin levers
- **MS:** Service design and profitability
- **SS:** Cost, quality, and automation balance
- **TS:** Cross-portfolio strategy

Primary CTA:

Try TSIA Intelligence

Email B5 — The Conversion Trigger

Theme: *Personalized insight beats generic advice*

Strategic job:

Deliver a **small but tangible win** that justifies deeper engagement.

Why this matters:

Across every RA, **Performance Optimizer + Webinar CTAs were the strongest conversion drivers**

Two acceptable endings (pick one per RA):

1. **Performance Optimizer** → self-serve benchmark
2. **High-value webinar** → expert-guided insight

RA guidance:

- **CS / SS:** Performance Optimizer works especially well
- **MS / TS:** Optimizer or webinar (depending on maturity)
- **PS:** Webinar-first often performs better than tools

Primary CTA:

Benchmark your organization

or

Watch the executive session

Track A	Track B
Teach the worldview	Apply the worldview
Broad AI Economics	Function-specific pressure

"Here's what's changing"	"Here's what to do now"
Awareness → belief	Confidence → action

Track B — Research Area Mapping Table

Email B1 – The Pressure Test

AI Economics reality check for this function

RA	Core Pressure (AI Economics Lens)	Angle to Lead With	Primary CTA
TS	Growth decoupling from headcount & pricing	AI increases value but breaks revenue capture	See how tech services leaders are responding
CS	Retention ≠ revenue protection anymore	Outcomes now determine renewals	See what top CS orgs are changing
PS	Utilization-based models collapsing	AI breaks billable-hour economics	See the new PS profit levers
MS	Scale without margin discipline	AI amplifies cost-to-serve mistakes	See how MSPs protect margins
SS	Cost takeout vs. experience tradeoff	Automation without ownership fails	See how support leaders adapt

Email B2 – Proof From the Field

Real companies, real shifts

RA	Proof Type That Resonates	Example Framing	Primary CTA
TS	Exec webinar / case discussion	How leaders are redesigning service portfolios	Watch the session
CS	Podcast / case study	How leaders operationalize outcomes	Listen to the conversation
PS	Webinar or named brand story	How firms are packaging value, not hours	See the strategy
MS	Webinar + framework	How providers balance automation & services	Watch the briefing
SS	Webinar or podcast	How support orgs own outcomes at scale	Watch / listen now

Email B3 – The Diagnostic Moment

“Do you actually know where you stand?”

RA	Diagnostic Question to Trigger Doubt	TSIA Intelligence Hook	Primary CTA
TS	Which services drive margin vs. drag it down?	Portfolio-level benchmarking	Explore TSIA Intelligence
CS	Which customers are retention risks before renewal?	Renewal & expansion benchmarks	Explore TSIA Intelligence

PS	Are margins tied to utilization—or value?	Pricing & delivery benchmarks	Explore TSIA Intelligence
MS	Where does cost-to-serve spike unnoticed?	Service profitability insights	Explore TSIA Intelligence
SS	Which cases cost the most—and why?	Support efficiency benchmarks	Explore TSIA Intelligence

Email B4 – TSIA Intelligence (Solution Email)

AI you can trust for this function

RA	Core Value Proposition	Positioning Angle	Primary CTA
TS	Cross-portfolio clarity	Strategy-grade answers, not generic AI	Try TSIA Intelligence
CS	Revenue-protecting insight	Retention & growth clarity in seconds	Try TSIA Intelligence
PS	Pricing & delivery precision	Replace assumptions with benchmarks	Try TSIA Intelligence
MS	Margin & scale intelligence	Design services that scale profitably	Try TSIA Intelligence
SS	Cost & quality balance	Know what to automate—and what not to	Try TSIA Intelligence

Email B5 – Conversion Trigger

Personalized insight → action

RA	Best-Fit Conversion Asset	Why It Converts	Primary CTA
TS	Performance Optimizer or Webinar	Portfolio-level benchmarking	Benchmark your org
CS	Performance Optimizer	High appetite for self-diagnosis	Benchmark your CS org
PS	Executive Webinar (primary)	Tools underperform vs. guided insight	Watch the session
MS	Performance Optimizer	Clear ROI + maturity assessment	Benchmark your services
SS	Performance Optimizer	Strong fit for cost & efficiency focus	Benchmark your support org

TS Track B

Email 1: The Pressure Test

Objective

Create urgency for Technology Services leaders by reframing AI as an economic disruption, not a productivity upgrade. Challenge legacy pricing and delivery assumptions while positioning services as the primary profit lever in the AI era. Drive readers to TSIA's AI Services Era thought leadership.

Stage of Awareness

Problem Aware → Early Solution Aware

How it Furthers the Campaign

Positions AI Economics as the new operating lens for Technology Services, reframing margin pressure as a structural economic shift and setting up proof, diagnostics, and conversion in the following emails.

Subjectline: We predicted the last disruption. AI is next.

Preheader: AI Economics explains what consumption models no longer can.

Hi {{First Name}},

For the last decade, Technology Services leaders optimized around one idea: Consumption equals growth.

More usage.

More users.

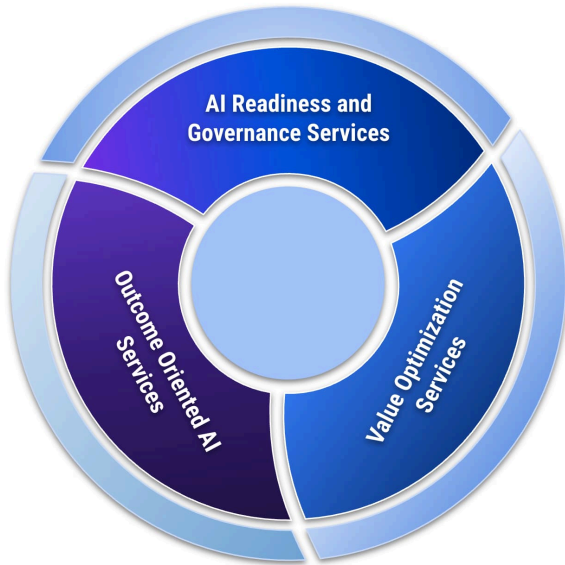
More revenue.

AI breaks that equation.

CTA: [Read the full blog](#)

As AI automates work, fewer users generate more output, and consumption-based models start leaking value instead of capturing it.

That's not a tooling issue. It's an economic shift. TSIA has seen this pattern before. We documented the move from license to subscription. Then from subscription to consumption.



Now, we're watching the next transition unfold: From Consumption Economics to AI Economics.™

In the AI era:

- Value expands faster than usage
- Pricing tied to seats or consumption erodes
- Customers expect vendors to own outcomes, not just deliver technology

This is why Technology Services are becoming more critical, not less.

Services are how companies:

- Bridge the gap between AI capability and business impact
- Prove value when pricing models fall short
- Protect margins as productivity accelerates

The companies that win this shift won't chase more consumption. They'll realign services around outcomes.

Read the perspective: [From Consumption Economics to AI Economics: A History](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B2: Proof From the Field

Objective

Demonstrate that AI Economics is already reshaping Technology Services by showcasing how senior leaders are actively redesigning service portfolios, pricing, and delivery models. Reinforce credibility through executive voices and move readers from conceptual belief to confidence in TSIA's perspective.

Stage of Awareness

Early Solution Aware → Solution Aware

How This Email Furthers the Campaign

Provides executive-level proof that Technology Services leaders are already adapting to AI Economics, reinforcing urgency and preparing readers for benchmarking and diagnostic tools in the next emails.

Subject: What services leaders are discussing behind closed doors

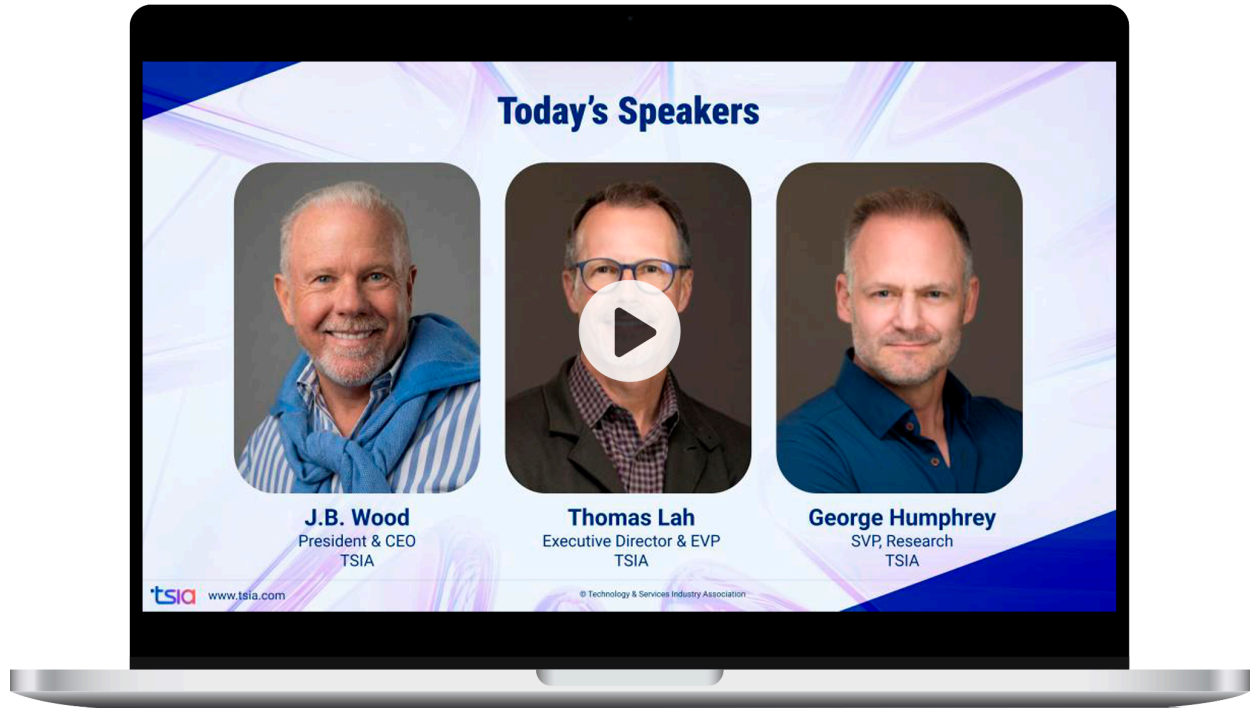
Preheader: How AI is reshaping portfolios and delivery models

Hi {{First Name}},

When economic models break, strategy follows. That's exactly what's happening in Technology Services.

As AI accelerates productivity, the leaders who are staying ahead aren't debating *whether* change is coming, they're already redesigning their service portfolios around it.

That's the focus of this executive session from TSIA: [AI Economics: Profitable AI Business Models](#)



CTA: [Watch full video](#)

In this on-demand discussion, TSIA research leaders break down what they're seeing across hundreds of technology companies as AI reshapes value, pricing, and services delivery.

You'll hear how leaders are:

- Rethinking service portfolios as AI reduces traditional consumption
- Shifting from activity-based delivery to outcome ownership
- Aligning services, pricing, and value in an AI-driven market

This isn't theory. It's what first movers are doing right now to protect margins and capture the value AI creates.

If you're responsible for Technology Services strategy, this session provides the clarity most teams are still missing.

CTA: [Watch the executive session](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B3: The Diagnostic Moment

Objective

Prompt Technology Services leaders to question whether their current service portfolio, pricing, and delivery models are resilient as AI changes productivity, consumption, and customer expectations. Create urgency for data-backed benchmarking and insight, setting up TSIA Performance Optimizer as the solution in the next email.

Stage of Awareness

Solution Aware → Product Curious

How This Email Furthers the Campaign

Shifts the narrative from external proof to internal self-assessment, creating urgency for benchmarking and preparing the reader for TSIA Intelligence as the trusted diagnostic tool.

Subject: See how your organization compares

Preheader: Assess, benchmark, and prioritize with confidence

Hi {{First Name}},

Most Technology Services leaders *feel* the pressure.

Budgets are tighter.

Pricing conversations are harder.

Customers expect outcomes, not effort.

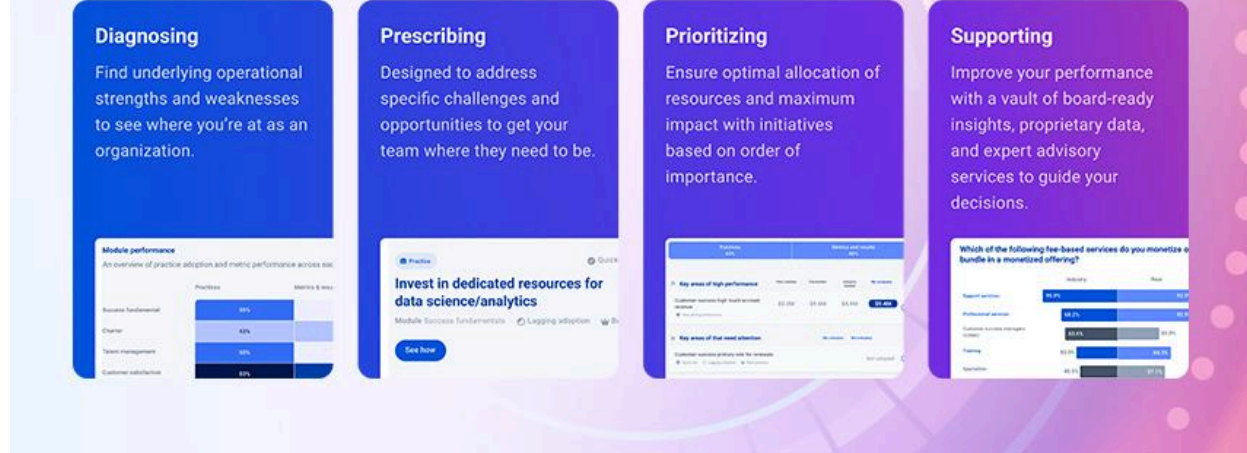
But very few can answer this with confidence: **Where does our services model actually break in the AI era?**

Not all services respond to AI the same way.

CTA: [Benchmark your organization](#)

Some services become margin engines. Others quietly turn into profit leaks as productivity rises and consumption falls. The challenge is visibility.

TSIA Performance Optimizer



Without clear benchmarks, many organizations:

- Overinvest in services that no longer scale
- Defend pricing models that weaken as productivity increases
- Miss where outcome ownership should replace activity-based delivery

This is where leading Technology Services organizations separate instinct from insight.

They use industry data to understand:

- Which services remain resilient as productivity accelerates
- How their portfolio compares to peers
- Where to adapt *before* performance gaps widen

The leaders who diagnose early have options. The rest are left reacting.

See how [TSIA Performance Optimizer](#) helps leaders benchmark and pressure-test their services strategy, at no cost.

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B4: The Solution (TSIA Intelligence)

Objective

Position TSIA Intelligence as the trusted, data-driven way for Technology Services leaders to answer critical strategy, portfolio, and pricing questions with confidence. Move readers from curiosity into active engagement with TSIA's decision intelligence platform.

Stage of Awareness

Product Curious → Product Aware

How This Email Furthers the Campaign

Introduces TSIA Intelligence as the solution to the visibility and benchmarking gaps surfaced in Email 3, converting uncertainty into confidence and preparing readers for final action in Email 5.

Subject: Decision intelligence built for Technology Services

Preheader: Research-backed insight built for services leaders, not generic AI.

Hi {{First Name}},

When Technology Services leaders face big decisions, the hardest part isn't execution.

It's confidence.

Which services still scale?

Where should outcomes replace activity?

What changes first, and what can wait?

Most teams try to answer these questions with spreadsheets, internal assumptions, or generic AI tools that weren't built for Technology Services.

That's where [TSIA Intelligence](#) comes in.



**What are your
thoughts on
TSIA Intelligence?**

TSIA Intelligence is a decision intelligence platform trained exclusively on TSIA's proprietary research, benchmarks, and frameworks, so your answers are grounded in how Technology Services organizations actually operate.

With TSIA Intelligence, you can:

- Pressure-test service portfolio decisions
- Benchmark your approach against peers
- Explore pricing, delivery, and outcome models with clarity

No guesswork. No generic outputs to validate.

Just focused insight designed for Technology Services leaders.

If you're navigating change, TSIA Intelligence helps you move forward with confidence instead of assumptions.

CTA: [Try TSIA Intelligence](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B5: Content

Objective

Encourage prospects to create a free TSIA portal account by showcasing the depth and practical value of Technology Services content available—specifically around 2026 services priorities and the financial trends shaping technology business models.

Stage of Awareness

Early Solution Aware → Solution Aware

How It Furthers the Campaign

Positions TSIA as the go-to resource for Technology Services leaders by:

- Demonstrating breadth + credibility (flagship 2026 report + quarterly market analysis)
- Converting interest into a low-friction next step (free account)
- Setting up future nurture emails that go deeper into offers, pricing, delivery models, and benchmarks

Subject: Your Technology Services questions, answered in one place

Preheader: Webinars, research, and real-world guidance, available to you.

If you're responsible for Technology Services, you're likely navigating a familiar set of challenges:

- Adjusting services strategy as customer expectations evolve
- Modernizing offers and delivery models without creating operational chaos
- Understanding what's happening in the tech market—and what it means for 2026 planning

The good news? You don't have to stitch together insights from scattered blogs, headlines, and hot takes.

Inside the [TSIA Portal](#), Technology Services leaders have access to research and executive-level analysis designed to help you make confident decisions—not guess. Here are two high-impact resources teams are using right now:



< image >

State of Technology Services 2026: The AI Services Revolution

This flagship report outlines the major shifts shaping Technology Services in 2026—what's changing across offers, delivery models, and how services organizations create value. It's built to help leaders pressure-test their current approach and focus on the strategic moves that will matter most this year. CTA: View in the TSIA Portal



< image >

Technology Industry Quarterly Review (Q4 2025)

Want a clearer view of the tech business landscape as you plan for the year ahead? In this on-demand quarterly review, TSIA breaks down how technology companies are performing across key indexes—and what trends are showing up in spending, profitability, and business model momentum heading into 2026.

CTA: Explore insights

All of this content, and much more, is available when you create a **free TSIA portal account**.

With a free account, you can:

- Watch on-demand webinars
- Read select research and reports
- Explore how peers are evolving Technology Services

CTA: [Create your free TSIA account](#)

If you're looking for clear, research-backed guidance, not theory, the TSIA portal is a great place to start.

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B6: Free Insight to Tackle Your Hardest Challenges

Objective

Reinforce TSIA as a trusted, ongoing source of insight by showcasing the breadth of free research, frameworks, and expert guidance available to Technology Services leaders. Encourage continued engagement and self-directed exploration without requiring commitment.

Stage of Awareness

Solution Aware → Ongoing Engagement

How This Email Furthers the Campaign

Keeps leaders engaged by highlighting the practical value of TSIA's free content, research, questions, and frameworks, while reinforcing TSIA as the go-to authority for solving complex Technology Services challenges.

Subject: Everything you need to think clearly about services

Preheader: Practical insight to help you decide what's next, available to you at no cost.

Hi {{First Name}},

Technology Services leaders, like you, are being asked to solve harder problems than ever.

How should services evolve as productivity changes?

Which delivery models still hold up?

Where should teams focus next, and where should they stop investing?

CTA: [Start getting answers](#)

You don't need more opinions to answer those questions. You need research, structure, and the right questions.

That's why TSIA makes a broad set of Technology Services content available for free, so leaders can work through their toughest challenges with confidence.

GIF of portal

In the TSIA Portal, you can access:

- **Research reports and State of the Industry insights** that explain what's changing and why.
- **Industry frameworks** that help you structure decisions and apply proven best practices.
- **Expert articles and perspectives** that tackle common Technology Services challenges.
- **Webinars and podcasts** where TSIA research leaders break down real-world examples and lessons.

This content is designed to help you:

- Ask better questions internally
- Pressure-test assumptions
- Apply proven approaches without starting from scratch

Whether you're preparing for a strategy discussion, rethinking part of your services portfolio, or simply trying to stay ahead of change, these resources are built to support you.

[Explore free Technology Services research](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

CS Track B

Email 1: The Pressure Test

Email B1: The Pressure Test (Customer Success)

Objective

Create urgency for Customer Success leaders by reframing AI as an economic disruption to retention and expansion—not a productivity or automation upgrade. Challenge legacy CS assumptions around adoption, usage, and health scores while positioning Customer Success as the primary outcome and revenue protection lever in the AI era. Drive readers to TSIA's AI Economics thought leadership.

Stage of Awareness

Problem Aware → Early Solution Aware

How it Furthers the Campaign

Introduces AI Economics as the new operating lens for Customer Success, reframing renewal and expansion pressure as a structural shift in value realization and accountability. Sets up proof, diagnostics, and decision intelligence in later emails.

Subjectline: We predicted the last disruption. AI is next.

Preheader: AI Economics explains what consumption models no longer can.

Hi {{First Name}},

For the last decade, Customer Success leaders optimized around one idea:

Adoption equals retention.

More users.

More engagement.

More renewal confidence.

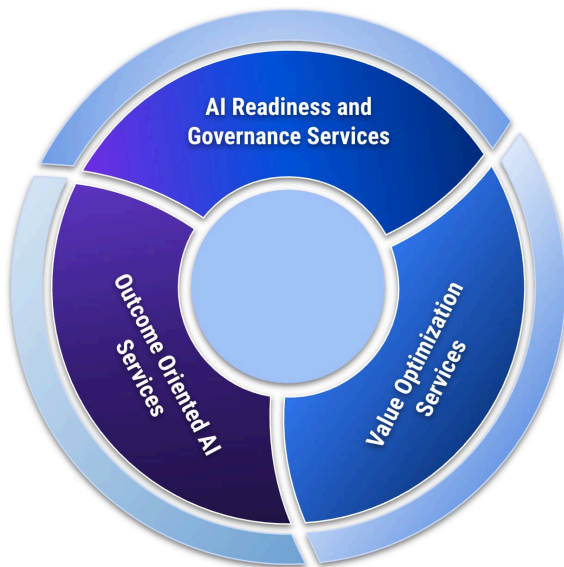
AI breaks that equation.

As AI automates work, customers achieve more outcomes with fewer users.
Usage looks healthy.
Value feels real.
But renewals become harder to defend.

CTA: [Read the full blog](#)

That's not a Customer Success execution problem. It's an economic shift.

TSIA has seen this pattern before. We documented the move from license to subscription. Then from subscription to consumption. Now, we're watching the next transition unfold: From Consumption Economics to AI Economics.™



In the AI era:

- Value expands faster than usage
- Seats and activity lose predictive power
- Customers expect vendors to **own outcomes**, not just track adoption

This is why Customer Success is becoming more critical—not less.

Customer Success is how companies:

- Prove value when usage metrics fall short
- Protect renewals as customer teams shrink
- Anchor expansion to outcomes, not effort

The companies that win this shift won't chase higher adoption scores. They'll realign Customer Success around outcomes.

Read the perspective: [From Consumption Economics to AI Economics: A History](#)
Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B2: Proof From the Field

Objective

Demonstrate that AI Economics is already reshaping Customer Success by showcasing how senior CS leaders are redesigning engagement models, success charters, and renewal strategies. Reinforce credibility through executive voices and move readers from conceptual belief to confidence in TSIA's perspective.

Stage of Awareness

Early Solution Aware → Solution Aware

How it Furthers the Campaign

Provides executive-level proof that Customer Success leaders are already adapting to AI Economics, reinforcing urgency and preparing readers for benchmarking and diagnostic tools in the next emails.

Subject: What customer success leaders are discussing behind closed doors

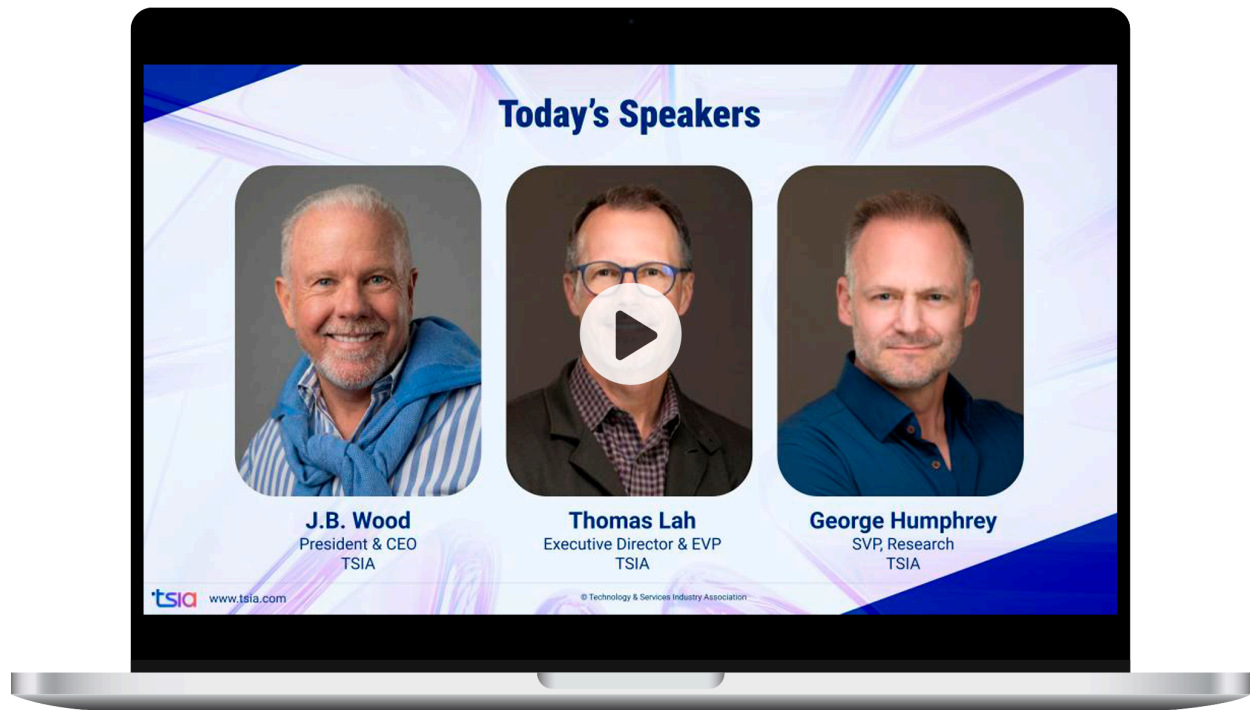
Preheader: How AI is reshaping portfolios and delivery models

Hi {{First Name}},

When economic models break, Customer Success strategy follows. That's exactly what's happening in Technology Services.

As AI accelerates productivity, the leaders who are staying ahead aren't debating *whether* change is coming, they're already redesigning their service portfolios around it.

That's the focus of this executive session from TSIA: [AI Economics: Profitable AI Business Models](#)



CTA: [Watch full video](#)

In this on-demand discussion, TSIA research leaders break down what they're seeing across hundreds of technology companies as AI reshapes value realization, renewals, and expansion.

You'll hear how leaders are:

- Rethinking service portfolios as AI reduces traditional consumption
- Shifting from activity-based delivery to outcome ownership
- Aligning services, pricing, and value in an AI-driven market

This isn't theory. It's what first movers are doing right now to protect margins and capture the value AI creates.

If you're responsible for Customer Success strategy, this session provides clarity most teams are still missing.

CTA: [Watch the executive session](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B3: The Diagnostic Moment

Objective

Prompt Customer Success leaders to question whether their current success model, metrics, and engagement strategies are resilient as AI changes customer behavior, productivity, and expectations. Create urgency for data-backed benchmarking and insight, setting up TSIA Performance Optimizer as the solution in the next email.

Stage of Awareness

Solution Aware → Product Curious

How it Furthers the Campaign

Shifts the narrative from external proof to internal self-assessment, creating urgency for benchmarking and preparing the reader for TSIA Intelligence as the trusted diagnostic tool.

Subject: See how your Customer Success model compares

Preheader: Assess, benchmark, and prioritize with confidence

Hi {{First Name}},

Most Customer Success leaders feel the pressure.

Renewals are tighter.

Expansion is harder to predict.

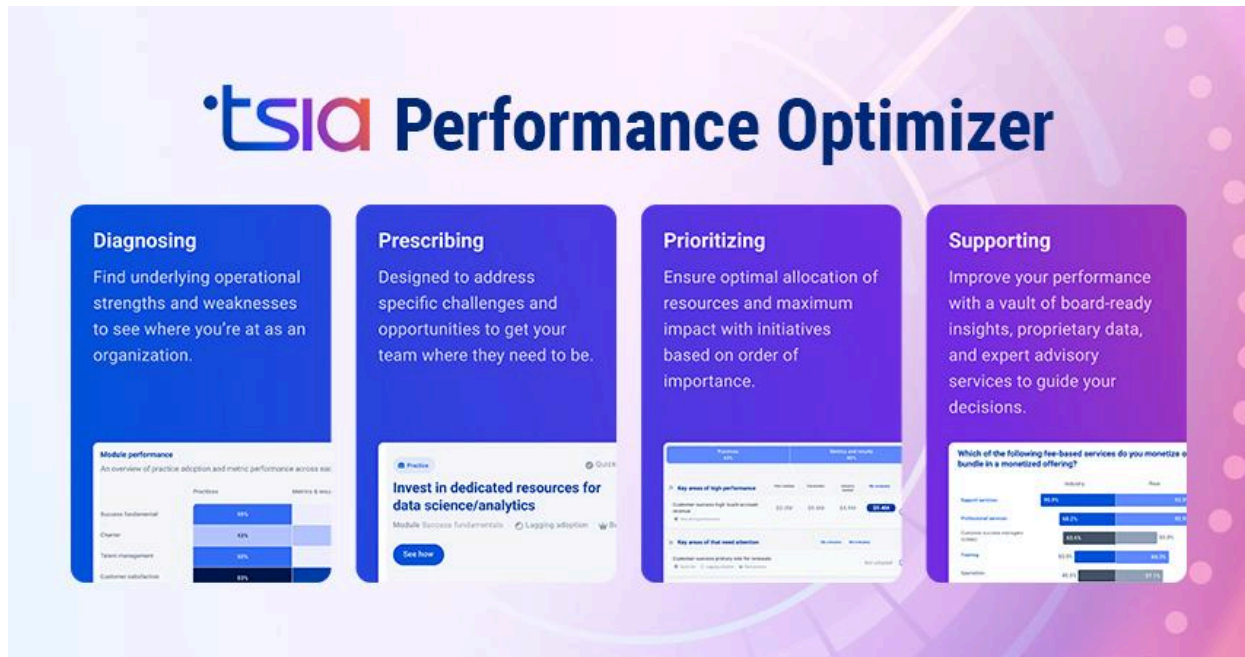
Customers expect outcomes, not engagement.

But very few can answer this with confidence: **Where does our Customer Success model actually break in the AI era?**

Not all CS motions respond to AI the same way.

CTA: [Benchmark your organization](#)

Some engagement models protect renewals. Others quietly lose signal as productivity rises and usage falls. The challenge is visibility.



Without clear benchmarks, many CS organizations:

- Overinvest in engagement that no longer predicts renewal
- Rely on health scores that mask real risk
- Miss where outcome ownership should replace activity tracking

This is where leading Customer Success organizations separate instinct from insight.

They use industry data to understand:

- Which CS motions still protect retention
- How their success model compares to peers
- Where to adapt before renewal gaps widen

The leaders who diagnose early have options. The rest are left reacting at renewal time.

See how [TSIA Performance Optimizer](#) helps leaders benchmark and pressure-test their Customer Success strategy, at no cost.

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B4: The Solution (TSIA Intelligence)

Objective

Position TSIA Intelligence as the trusted, data-driven way for Customer Success leaders to answer critical strategy, retention, and expansion questions with confidence. Move readers from curiosity into active engagement with TSIA's decision intelligence platform.

Stage of Awareness

Product Curious → Product Aware

How it Furthers the Campaign

Introduces TSIA Intelligence as the solution to the visibility and benchmarking gaps surfaced in Email 3, converting uncertainty into confidence and preparing readers for final action in Email 5.

Subject: Decision intelligence built for Customer Success

Preheader: Research-backed insight built for services leaders, not generic AI.

Hi {{First Name}},

When Customer Success leaders face big decisions, the hardest part isn't execution.

It's confidence.

Which customers truly need outcome ownership?

Which metrics still predict renewal?

What should change now—and what can wait?

Most teams try to answer these questions with internal dashboards, assumptions, or generic AI tools that weren't built for Customer Success.

That's where [TSIA Intelligence](#) comes in.



**What are your
thoughts on
TSIA Intelligence?**

TSIA Intelligence is a decision intelligence platform trained exclusively on TSIA's proprietary Customer Success research, benchmarks, and frameworks—so your answers are grounded in how CS organizations actually operate.

With TSIA Intelligence, you can:

- Pressure-test Customer Success strategy and charters
- Benchmark retention and expansion models against peers
- Explore outcome-aligned engagement approaches with clarity

No guesswork.

No generic outputs to validate.

Just focused insight designed for Customer Success leaders.

If you're navigating change, TSIA Intelligence helps you move forward with confidence instead of assumptions.

CTA: [Try TSIA Intelligence](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B5: Content

Objective

Demonstrate that Customer Success growth in the AI Economics era depends on **cross-functional alignment**, not isolated CS optimization. Show how CS, Sales, and Services must operate as a single value engine to protect renewals, unlock expansion, and prove ROI—especially as AI changes pricing, usage, and value realization models.

Stage of Awareness

Early Solution Aware → Solution Aware

How It Furthers the Campaign

Positions TSIA as the authority on **orchestrating the full post-sale motion**.

Subject: Your Customer Success questions, answered in one place

Preheader: Webinars, research, and real-world guidance, available to you.

If you're responsible for Customer Success, you're likely navigating a familiar set of challenges:

- Aligning CS with Sales and Services
- Designing a customer journey that actually scales
- Proving the impact of CS beyond sentiment and activity

The good news? You don't have to piece together answers from scattered blogs and opinions.

Inside the [TSIA Portal](#), Customer Success leaders have access to practical research, on-demand sessions, and benchmark-driven insight—all in one place. Here are three popular resources CS teams are using right now:



< image >

Sales and Customer Success: Aligning for Growth

This on-demand webinar tackles one of the most persistent CS challenges: alignment with Sales. TSIA researchers walk through how leading organizations define customer ownership, coordinate expansion efforts, and align metrics and compensation so teams work together—not against each other.

CTA: View in the TSIA Portal



< image >

Optimize the Customer Journey by Linking Service Delivery and CS Teams

In this panel discussion with TSIA, Salesforce, and Certinia, leaders explore how connecting service delivery and Customer Success creates a smoother, more predictable customer journey. The session highlights real-world examples, best practices, and the role of shared data in improving customer outcomes.

CTA: Watch today



< image >

The State of Customer Success 2026

This flagship research report examines how Customer Success is evolving—from a relationship-focused role to a value-driven function. It covers organizational design, metrics, technology investment, and what top-performing CS teams are doing differently to drive retention and expansion.

CTA: Explore insights

All of this content, and so much more, is available when you create a TSIA portal account.

With a free account, you can:

- Watch on-demand webinars
- Read select research and reports
- Explore how peers are structuring and scaling Customer Success

CTA: [Create your free TSIA account](#)

If you're looking for clear, research-backed guidance, not theory, the TSIA portal is a great place to start.

Email B6: Free Insight to Tackle Your Hardest Challenges

Objective

Reinforce TSIA as a trusted, ongoing source of insight by showcasing the breadth of free research, frameworks, and expert guidance available to Technology Services leaders. Encourage continued engagement and self-directed exploration without requiring commitment.

Stage of Awareness

Solution Aware → Ongoing Engagement

How This Email Furthers the Campaign

Keeps leaders engaged by highlighting the practical value of TSIA's free content, research, questions, and frameworks, while reinforcing TSIA as the go-to authority for solving complex Technology Services challenges.

Subject: Everything you need to think clearly about Customer Success

Preheader: Practical insight to help you decide what's next, available to you at no cost.

Hi {{First Name}},

Customer Success leaders, like you, are being asked to solve harder problems than ever.

How do we protect renewals as customers automate?

Which success motions still matter?

Where should CS focus—and where should it stop investing?

CTA: [Start getting answers](#)

You don't need more opinions to answer those questions. You need research, structure, and the right questions.

That's why TSIA makes a broad set of Customer Success content available at no cost, so leaders can work through their toughest challenges with confidence.

GIF of portal

In the TSIA Portal, you can access:

- Customer Success research and State of the Industry insights
- Proven frameworks for retention, expansion, and outcome ownership
- Expert perspectives on AI's impact on renewals and growth
- Webinars and podcasts with TSIA research leaders

This content is designed to help you:

- Ask better questions internally
- Pressure-test assumptions
- Apply proven approaches without starting from scratch

Whether you're preparing for renewal discussions, rethinking your CS charter, or planning your next evolution, these resources are built to support you.

[Explore free Customer Success research](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

PS Track B

Email B1: The Pressure Test (Professional Services)

Objective

Create urgency for Professional Services leaders by reframing AI as an economic disruption to utilization, billable hours, and margin models—not a delivery efficiency upgrade. Challenge legacy assumptions around hours, rate cards, and scope while positioning Professional Services as a critical outcome-delivery and monetization lever in the AI era. Drive readers to TSIA's AI Economics thought leadership.

Stage of Awareness

Problem Aware → Early Solution Aware

How it Furthers the Campaign

Introduces AI Economics as the new operating lens for Professional Services, reframing margin pressure as a structural economic shift. Sets up proof, diagnostics, and decision intelligence in later emails.

Subjectline: We predicted the last disruption. AI is next.

Preheader: AI Economics explains what consumption models no longer can.

Hi {{First Name}},

For the last decade, Professional Services leaders optimized around one idea:

Utilization equals profitability.

More hours.

Higher rates.

Stronger margins.

AI breaks that equation.

As AI automates delivery work, fewer consultants produce more output.

Projects finish faster.

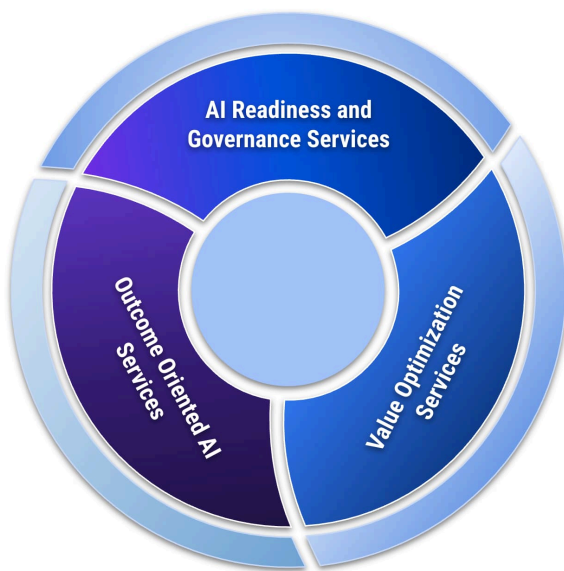
Effort decreases.
But revenue doesn't scale with it.

CTA: [Read the full blog](#)

That's not a delivery execution problem. It's an economic shift.

TSIA has seen this pattern before. We documented the move from license to subscription. Then from subscription to consumption.

Now, we're watching the next transition unfold: **From Consumption Economics to AI Economics.**



In the AI era:

- Value expands faster than usage
- Seats and activity lose predictive power
- Customers expect vendors to own outcomes, not just track adoption

This is why Professional Services are becoming more critical—not less.

Professional Services are how companies:

- Bridge the gap between AI capability and real-world results
- Prove value when billable models fall short
- Protect margins as delivery productivity accelerates

The companies that win this shift won't chase higher utilization. They'll realign Professional Services around outcomes. Read the perspective: [From Consumption Economics to AI Economics: A History](#).

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B2: Proof From the Field

Objective

Demonstrate that AI Economics is already reshaping Professional Services by anchoring the conversation in TSIA's authoritative view of the industry's next operating model: PS 2.0. Show that the shift from effort-based PS 1.0 to AI-powered, outcome-oriented delivery is underway—but execution maturity remains low. Reinforce urgency and position TSIA as the guide to close that gap.

Stage of Awareness

Early Solution Aware → Solution Aware

How it Furthers the Campaign

Provides industry-level proof that Professional Services leaders universally recognize the shift to AI Economics, while revealing the operational gaps blocking progress. Establishes the need for diagnostics, benchmarking, and structured transformation—setting up Email B3's self-assessment moment.

Subject: The state of Professional Services has changed. Most models haven't.

Preheader: Why PS 2.0 is now mandatory, not optional.

Hi {{First Name}},

Professional Services is entering the most profound reset the industry has ever faced.

Not because of margin pressure alone.

Not because of utilization targets.

But because AI Economics has broken the PS 1.0 model.

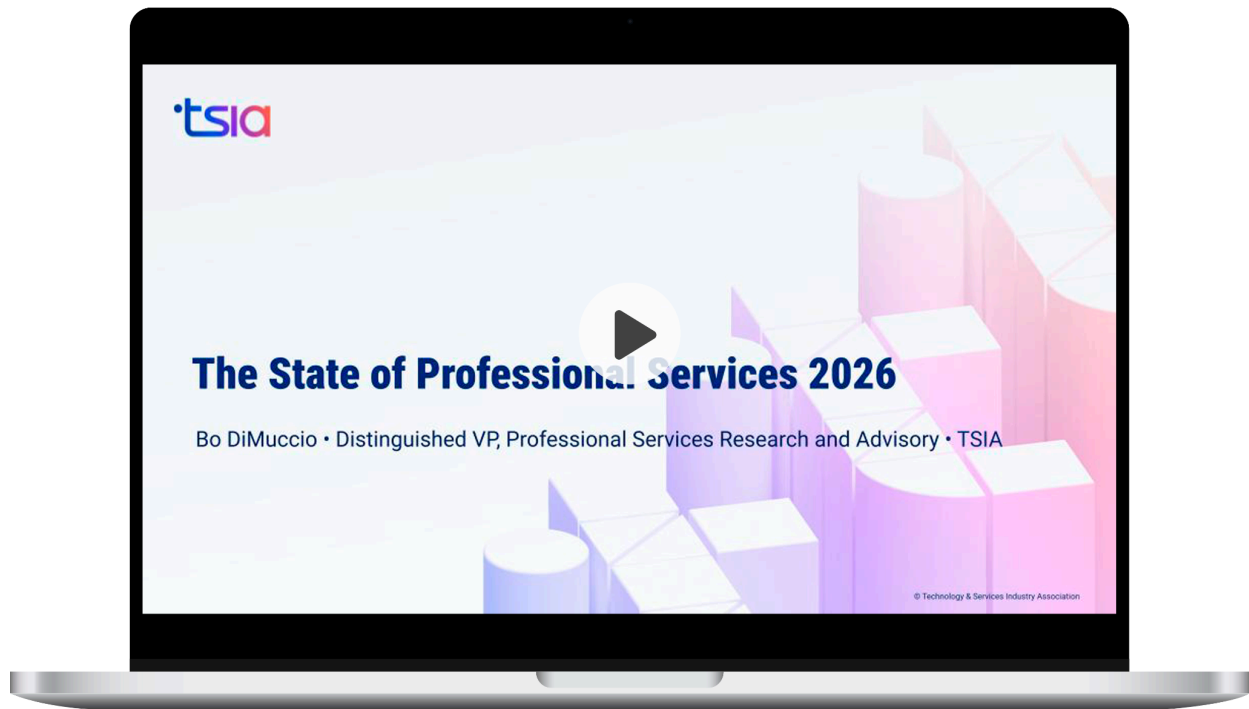
Button CTA: Watch now

Across the industry, leaders understand the shift:

- From effort-based delivery → outcome-based value
- From bespoke projects → scalable, AI-powered services

But execution maturity tells a different story.

That's the focus of TSIA's latest executive webinar: **The State of Professional Services 2026: Navigating PS 2.0 Transformation in the AI Economics Era**



CTA: [Watch full video](#)

In this session, TSIA research leaders break down what's actually holding Professional Services organizations back, and what separates aspirational PS 2.0 strategies from profitable reality.

You'll learn:

- Why scalable, AI-powered delivery fails without foundational PS rigor
- The six operational gaps defining Professional Services performance heading into 2026
- Why Services Engineering is now non-negotiable for PSaaS and Outcome-Based Pricing
- How leading teams are using a “Mastery, then Momentum” approach to fund transformation without collapsing margins

This isn't a vision piece. It's a reality check.

The data shows most PS organizations know where they need to go—but lack the operational foundation to get there.

If you're responsible for Professional Services strategy, delivery, or margins, this session gives you the clearest picture yet of:

- Where the PS 1.0 model breaks under AI
- What PS 2.0 actually requires to scale
- How to move from transactional cost center to recurring value engine

CTA: [Watch the on-demand session](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B3: The Diagnostic Moment

Objective

Prompt Professional Services leaders to question whether their current delivery models, pricing structures, and utilization strategies are resilient as AI changes productivity, effort, and customer expectations. Create urgency for data-backed benchmarking and insight, setting up TSIA Performance Optimizer as the solution in the next email.

Stage of Awareness

Solution Aware → Product Curious

How it Furthers the Campaign

Shifts the narrative from external proof to internal self-assessment, creating urgency for benchmarking and preparing the reader for TSIA Intelligence as the trusted diagnostic tool.

Subject: See how your Professional Services model compares

Preheader: Assess, benchmark, and prioritize with confidence

Hi {{First Name}},

Most Professional Services leaders feel the pressure.

Utilization targets are harder to hit.

Margins are under scrutiny.

Customers expect outcomes, not effort.

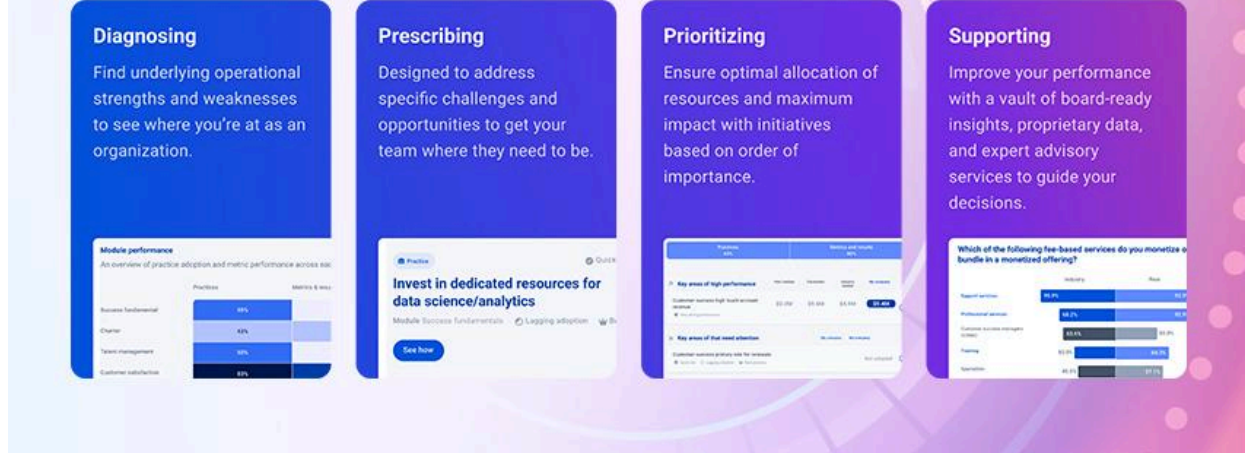
But very few can answer this with confidence: **Where does our Professional Services model actually break in the AI era?**

Not all delivery models respond to AI the same way.

CTA: [Benchmark your organization](#)

Some services become ROI engines. Others quietly turn into profit leaks as productivity rises and billable effort falls. The challenge is visibility.

TSIA Performance Optimizer



Without clear benchmarks, many PS organizations:

- Overinvest in labor-heavy services that no longer scale
- Defend utilization models that weaken as AI accelerates delivery
- Miss where outcome ownership should replace hours-based pricing

This is where leading Professional Services organizations separate instinct from insight.

They use industry data to understand:

- Which services remain resilient as productivity accelerates
- How their delivery model compares to peers
- Where to adapt before revenue gaps widen

The leaders who diagnose early have options. The rest are left reacting.

See how [TSIA Performance Optimizer](#) helps leaders benchmark and pressure-test their Professional Services strategy, at no cost.

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B4: The Solution (TSIA Intelligence)

Objective

Position TSIA Intelligence as the trusted, data-driven way for Professional Services leaders to answer critical delivery, pricing, and margin questions with confidence. Move readers from curiosity into active engagement with TSIA's decision intelligence platform.

Stage of Awareness

Product Curious → Product Aware

How it Furthers the Campaign

Introduces TSIA Intelligence as the solution to the visibility and benchmarking gaps surfaced in Email 3, converting uncertainty into confidence and preparing readers for final action in Email 5.

Subject: Decision intelligence built for Professional Services

Preheader: Research-backed insight built for services leaders, not generic AI.

Hi {{First Name}},

When Professional Services leaders face big decisions, the hardest part isn't execution.

It's confidence.

Which services still scale?

Where should outcomes replace billable effort?

What changes first—and what can wait?

Most teams try to answer these questions with spreadsheets, utilization reports, or generic AI tools that weren't built for Professional Services.

That's where [TSIA Intelligence](#) comes in.



**What are your
thoughts on
TSIA Intelligence?**

TSIA Intelligence is a decision intelligence platform trained exclusively on TSIA's proprietary Professional Services research, benchmarks, and frameworks—so your answers are grounded in how PS organizations actually operate.

With TSIA Intelligence, you can:

- Pressure-test delivery and pricing decisions
- Benchmark utilization and margin models against peers
- Explore outcome-oriented service approaches with clarity

No guesswork.

No generic outputs to validate.

Just focused insight designed for Professional Services leaders.

If you're navigating change, TSIA Intelligence helps you move forward with confidence instead of assumptions.

CTA: [Try TSIA Intelligence](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B5: Content

Objective

Encourage prospects to create a **free TSIA portal account** by showcasing the depth and practical value of Professional Services (PS) content available—specifically around preparing for the future of PS, understanding PS 2.0, and navigating the 2026 priorities shaping PS leadership.

Stage of Awareness

Early Solution Aware → Solution Aware

How It Furthers the Campaign

Positions TSIA as the go-to resource for Professional Services leaders by:

- Demonstrating breadth + credibility (webinar + report + article)
Converting interest into a low-friction next step (free account)
- Setting up future nurture emails that go deeper into benchmarks, operating models, and execution maturity

Subject: Your Professional Services questions, answered in one place

Preheader: Webinars, research, and real-world guidance, available to you.

If you're responsible for Professional Services, you're likely navigating a familiar set of challenges:

- Preparing your PS organization for what's next
- Modernizing delivery without disrupting today's business
- Evolving offers, operations, and team capabilities in a way that actually scales

The good news? You don't have to piece together guidance from scattered opinions and one-off LinkedIn takes.

Inside the [TSIA Portal](#), Professional Services leaders have access to research, on-demand sessions, and practical frameworks designed for real-world execution, not theory. Here are three popular resources PS teams are using right now:



< image >

The Future of Professional Services & How to Prepare For It

In this session, TSIA's Bo DiMuccio and Kantata's Fortuné Alexander walk through the major shifts reshaping PS—and what leaders should start building now. You'll get a clear view of what's changing across strategy, operating models, tooling, and customer expectations—and how to prepare without waiting for "the perfect time."

CTA: View in the TSIA Portal



< image >

Report: The State of Professional Services 2026

This flagship report outlines what Professional Services leaders are facing in 2026—what’s accelerating, what’s stalling, and where execution maturity is lagging. It’s designed to help leaders understand the key trends, business challenges, and strategic imperatives shaping PS decisions this year.

CTA: Explore insights



< image >

What Is Professional Services 2.0?

If “PS 2.0” is showing up in your conversations but still feels abstract, this article makes it tangible. It breaks down what PS 2.0 actually means, how it differs from traditional project-based delivery, and the core elements PS organizations need to evolve across strategy, operations, and delivery design.

CTA: Read the article

All of this content, and much more, is available when you create a free TSIA portal account.

With a free account, you can:

- Watch on-demand webinars
- Read select research and reports
- Explore how peers are evolving Professional Services

CTA: [Create your free TSIA account](#)

If you’re looking for clear, research-backed guidance, not theory, the TSIA portal is a great place to start.

Email B6: Free Insight to Tackle Your Hardest Challenges

Objective

Reinforce TSIA as a trusted, ongoing source of insight by showcasing the breadth of free research, frameworks, and expert guidance available to Professional Services leaders. Encourage continued engagement and self-directed exploration without requiring commitment.

Stage of Awareness

Solution Aware → Ongoing Engagement

How it Furthers the Campaign

Keeps leaders engaged by highlighting the practical value of TSIA's free content while reinforcing TSIA as the go-to authority for solving complex Professional Services challenges.

Subject: Everything you need to think clearly about Professional Services

Preheader: Practical insight to help you decide what's next, available to you at no cost.

Hi {{First Name}},

Professional Services leaders, like you, are being asked to solve harder problems than ever.

How should delivery models evolve as AI accelerates productivity?

Which services still protect margins?

Where should teams invest—and where should they stop?

CTA: [Start getting answers](#)

You don't need more opinions to answer those questions. You need research, structure, and the right questions.

That's why TSIA makes a broad set of Professional Services content available at no cost, so leaders can work through their toughest challenges with confidence.

GIF of portal

In the TSIA Portal, you can access:

- Professional Services research and State of the Industry insights

- Proven frameworks for utilization, pricing, and margin protection
- Expert perspectives on AI's impact on delivery economics
- Webinars and podcasts with TSIA research leaders

This content is designed to help you:

- Ask better questions internally
- Pressure-test assumptions
- Apply proven approaches without starting from scratch

Whether you're preparing for delivery model changes, rethinking pricing, or planning your next evolution, these resources are built to support you.

[Explore free Professional Services research](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

MS Track B

Email B1: The Pressure Test (Managed Services)

Objective

Create urgency for Managed Services leaders by reframing AI as an economic disruption to cost-to-serve, margin, and SLA-based models—not an automation or efficiency upgrade. Challenge legacy assumptions around ticket reduction, labor leverage, and unit economics while positioning Managed Services as the frontline engine for outcome ownership in the AI era. Drive readers to TSIA's AI Economics thought leadership.

Stage of Awareness

Problem Aware → Early Solution Aware

How it Furthers the Campaign

Introduces AI Economics as the new operating lens for Managed Services, reframing margin pressure as a structural economic shift rather than an operational efficiency problem. Sets up proof, diagnostics, and decision intelligence in later emails.

Subjectline: We predicted the last disruption. AI is next.

Preheader: AI Economics explains what consumption models no longer can.

Hi {{First Name}},

For the last decade, Managed Services leaders optimized around one idea:

Automation equals margin.

Fewer tickets.

Lower cost to serve.

Higher profitability.

AI breaks that equation.

As AI automates work, incidents decline.
Resolution speeds up.
Effort drops.

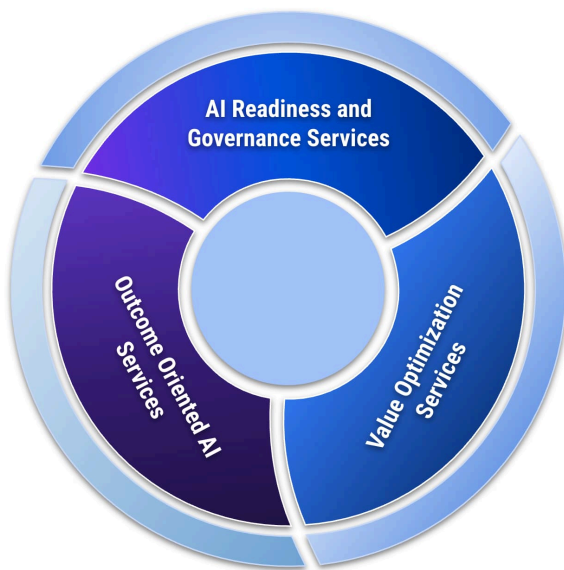
But margins don't automatically improve.

CTA: [Read the full blog](#)

That's not a delivery execution problem. It's an economic shift.

TSIA has seen this pattern before. We documented the move from license to subscription. Then from subscription to consumption.

Now, we're watching the next transition unfold: **From Consumption Economics to AI Economics.**™



In the AI era:

- Value expands faster than usage
- SLA- and activity-based pricing erodes
- Customers expect vendors to own outcomes, not just track adoption

This is why Managed Services are becoming more critical, not less.

Managed Services are how companies:

- Bridge the gap between AI automation and business reliability

- Prove value when ticket-based metrics fall short
- Protect margins as productivity accelerates

The companies that win this shift won't chase lower ticket counts. They'll realign Managed Services around outcomes. Read the perspective: [From Consumption Economics to AI Economics: A History](#).

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B2: Proof From the Field

Objective

Demonstrate that AI Economics is already reshaping Managed Services by showcasing how leaders are redesigning run models, automation strategies, and outcome ownership. Reinforce credibility through executive voices and move readers from conceptual belief to confidence in TSIA's perspective.

Stage of Awareness

Early Solution Aware → Solution Aware

How it Furthers the Campaign

Provides executive-level proof that Managed Services leaders are already adapting to AI Economics, reinforcing urgency and preparing readers for benchmarking and diagnostic tools in the next emails.

Subject: What Managed Services leaders are rethinking right now

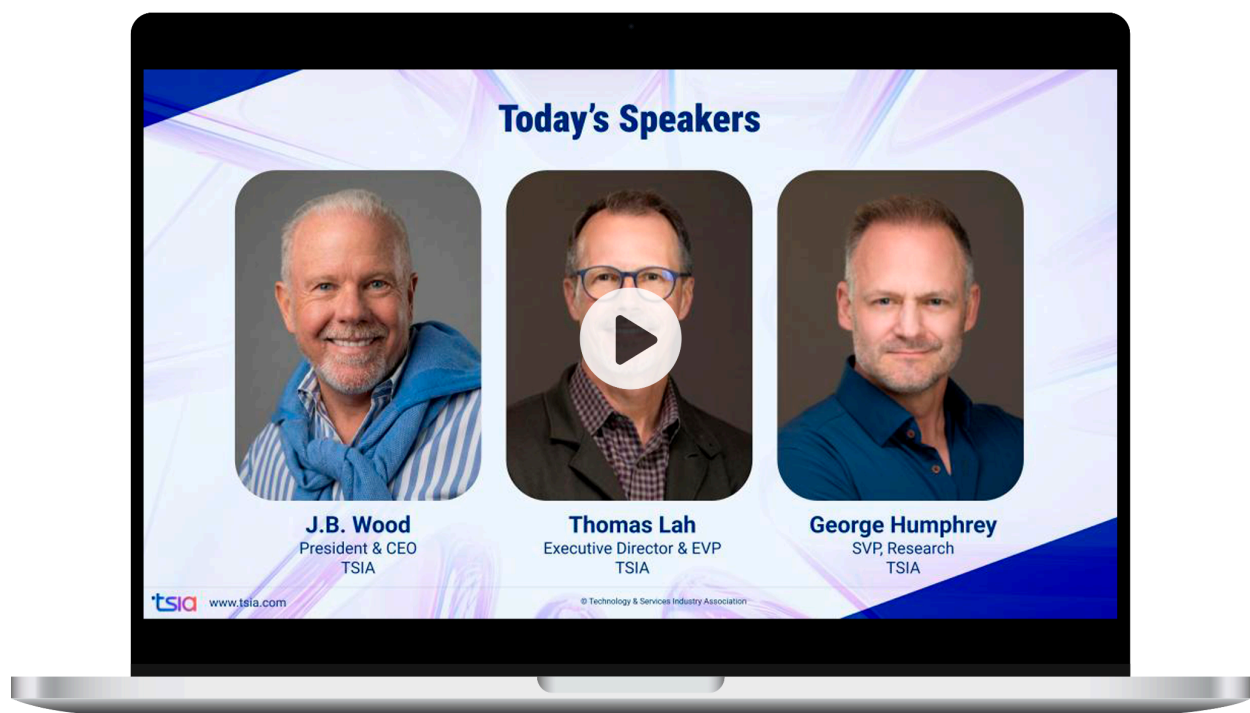
Preheader: How AI is reshaping run models, margins, and accountability

Hi {{First Name}},

When economic models break, run strategies follow. That's exactly what's happening in Managed Services.

As AI automates detection, resolution, and remediation, the leaders who are staying ahead aren't debating whether automation works, they're redesigning how Managed Services are priced, delivered, and measured.

That's the focus of this executive session from TSIA: [AI Economics: Profitable AI Business Models](#)



CTA: [Watch full session](#)

In this on-demand discussion, TSIA research leaders break down what they're seeing across hundreds of technology companies as AI reshapes value, pricing, and services delivery.

You'll hear how Managed Services leaders are:

- Rethinking SLA-based models as AI reduces visible effort
- Shifting from ticket management to outcome ownership
- Aligning automation, pricing, and value in an AI-driven market

This isn't theory. It's what first movers are doing right now to protect margins and defend renewals.

If you're responsible for Managed Services strategy, this session provides clarity most teams are still missing.

CTA: [Watch the on-demand session](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B3: The Diagnostic Moment

Objective

Prompt Managed Services leaders to question whether their current run models, pricing structures, and automation strategies are resilient as AI changes effort, visibility, and customer expectations. Create urgency for data-backed benchmarking and insight, setting up TSIA Performance Optimizer as the solution in the next email.

Stage of Awareness

Solution Aware → Product Curious

How it Furthers the Campaign

Shifts the narrative from external proof to internal self-assessment, creating urgency for benchmarking and preparing the reader for TSIA Intelligence as the trusted diagnostic tool.

Subject: See how your Managed Services model compares

Preheader: Assess, benchmark, and prioritize with confidence

Hi {{First Name}},

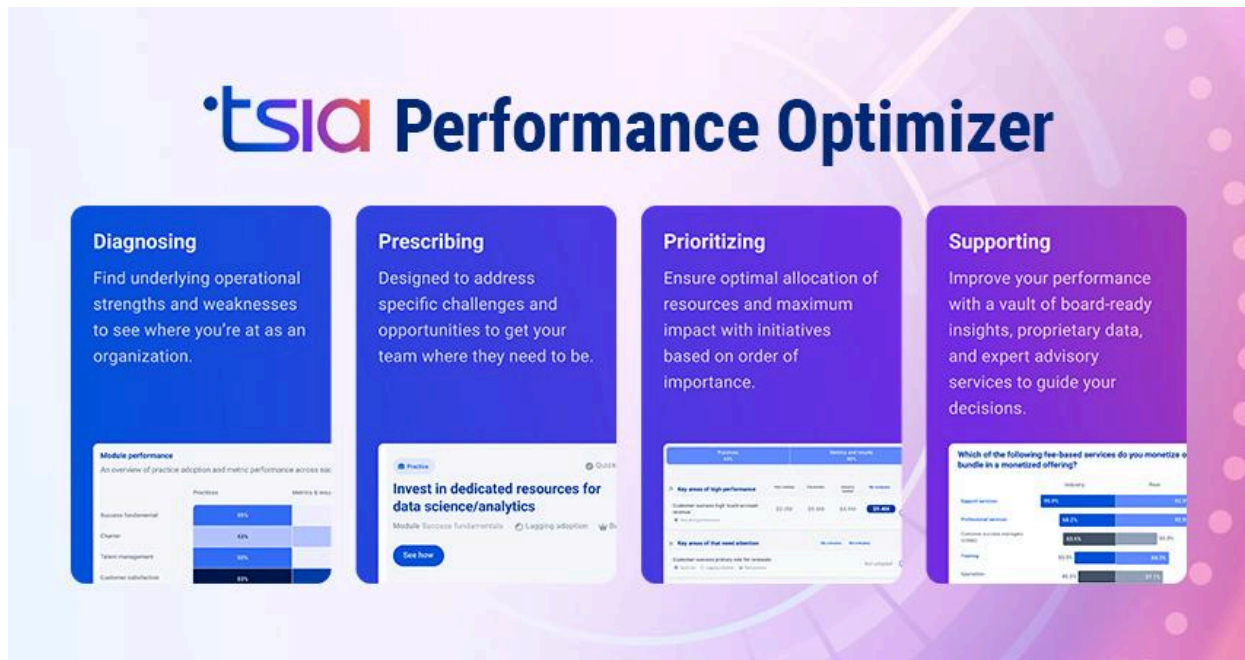
Most Managed Services leaders feel the pressure.

Automation is increasing.
Tickets are declining.
Customers still expect outcomes.

But very few can answer this with confidence: **Where does our Managed Services model actually break in the AI era?**

Not all run models respond to AI the same way.

CTA: [Benchmark your organization](#)



Some services become margin engines. Others quietly turn into profit leaks as effort falls and pricing stays static. The challenge is visibility.

Without clear benchmarks, many MS organizations:

- Overinvest in automation without capturing value
- Defend SLA models that weaken as AI hides effort
- Miss where outcome ownership should replace ticket management

This is where leading Managed Services organizations separate instinct from insight.

They use industry data to understand:

- Which services remain resilient as automation accelerates
- How their run model compares to peers
- Where to adapt before margin gaps widen

The leaders who diagnose early have options. The rest are left reacting.

See how [TSIA Performance Optimizer](#) helps leaders benchmark and pressure-test their Managed Services strategy, at no cost.

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B4: The Solution (TSIA Intelligence)

Objective

Position TSIA Intelligence as the trusted, data-driven way for Managed Services leaders to answer critical run-model, pricing, and margin questions with confidence. Move readers from curiosity into active engagement with TSIA's decision intelligence platform.

Stage of Awareness

Product Curious → Product Aware

How it Furthers the Campaign

Introduces TSIA Intelligence as the solution to the visibility and benchmarking gaps surfaced in Email 3, converting uncertainty into confidence and preparing readers for final action in Email 5.

Subject: Decision intelligence built for Managed Services

Preheader: Research-backed insight built for services leaders, not generic AI.

Hi {{First Name}},

When Managed Services leaders face big decisions, the hardest part isn't execution.

It's confidence.

Which services still scale?

Where should outcomes replace SLAs?

What changes first—and what can wait?

Most teams try to answer these questions with operational dashboards, ticket reports, or generic AI tools that weren't built for Managed Services.

That's where [TSIA Intelligence](#) comes in.



**What are your
thoughts on
TSIA Intelligence?**

TSIA Intelligence is a decision intelligence platform trained exclusively on TSIA's proprietary Managed Services research, benchmarks, and frameworks—so your answers are grounded in how MS organizations actually operate.

With TSIA Intelligence, you can:

- Pressure-test run-model and automation decisions
- Benchmark cost-to-serve and margin models against peers
- Explore outcome-oriented Managed Services approaches with clarity

No guesswork. No generic outputs to validate. Just focused insight designed for Managed Services leaders.

If you're navigating change, TSIA Intelligence helps you move forward with confidence instead of assumptions.

CTA: [Try TSIA Intelligence](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B5: Content

Objective

Encourage prospects to create a free TSIA portal account by showcasing the depth and practical value of Managed Services content available—specifically around 2026 priorities, how MSPs are evolving, and the KPIs that matter in an outcome-focused world.

Stage of Awareness

Early Solution Aware → Solution Aware

How It Furthers the Campaign

Positions TSIA as the go-to resource for Managed Services leaders by:

- Demonstrating **breadth + credibility** (flagship 2026 report + KPI research)
- Converting interest into a low-friction next step (**free account**)

- Setting up future nurture emails that go deeper into benchmarking, operating models, and performance improvement

Subject: Your Managed Services questions, answered in one place

Preheader: Webinars, research, and real-world guidance, available to you.

If you're responsible for Managed Services, you're likely navigating a familiar set of challenges:

- Proving business value beyond operational delivery
- Modernizing the service model without breaking what already works
- Aligning metrics, teams, and offers to what customers actually measure

The good news? You don't have to stitch together answers from scattered blogs and vendor opinions.

Inside the [TSIA Portal](#), Managed Services leaders have access to research, benchmarks, and KPI guidance built for practical decision-making—not theory. Here are two high-impact resources MS teams are using right now:



< image >

State of Managed Services 2026

This flagship report outlines what's changing in Managed Services heading into 2026—what's driving the shift, where providers are getting stuck, and what capabilities are emerging as priorities. It's designed to help leaders pressure-test their strategy, understand the challenges ahead, and see what "good" looks like as expectations rise.

CTA: View in the TSIA Portal



< image >

Top KPIs and Best Practices for Measuring Managed Services

One of the hardest parts of evolving Managed Services is measurement: many teams track activity, but struggle to prove impact. This report breaks down the KPIs that matter most—grounded in TSIA's Five Pillars of Managed Services—and highlights the practices associated with stronger performance across offers, sales, delivery, customer success, and operations.

CTA: View the KPI research

All of this content, and much more, is available when you create a **free TSIA portal account**.

With a free account, you can:

- Read select research and reports
- Explore KPI guidance and frameworks
- Discover how peers are measuring and evolving Managed Services

CTA: [Create your free TSIA account](#)

If you're looking for clear, research-backed guidance, not theory, the TSIA portal is a great place to start.

Email B6: Free Insight to Tackle Your Hardest Challenges

Objective

Reinforce TSIA as a trusted, ongoing source of insight by showcasing the breadth of free research, frameworks, and expert guidance available to Managed Services leaders. Encourage continued engagement and self-directed exploration without requiring commitment.

Stage of Awareness

Solution Aware → Ongoing Engagement

How it Furthers the Campaign

Keeps leaders engaged by highlighting the practical value of TSIA's free content while reinforcing TSIA as the go-to authority for solving complex Managed Services challenges.

Subject: Everything you need to think clearly about Managed Services

Preheader: Practical insight to help you decide what's next, available to you at no cost.

Hi {{First Name}},

Managed Services leaders, like you, are being asked to solve harder problems than ever.

How should run models evolve as AI accelerates automation?

Which services still protect margins?

Where should teams invest—and where should they stop?

CTA: [Start getting answers](#)

You don't need more opinions to answer those questions. You need research, structure, and the right questions.

That's why TSIA makes a broad set of Managed Services content available for free—so leaders can work through their toughest challenges with confidence.

GIF of portal

Inside the TSIA Portal, you can access:

- Managed Services research and State of the Industry insights
- Proven frameworks for automation, pricing, and margin protection
- Expert perspectives on AI's impact on run-model economics
- Webinars and podcasts with TSIA research leaders

This content is designed to help you:

- Ask better questions internally
- Pressure-test assumptions
- Apply proven approaches without starting from scratch

Whether you're rethinking automation strategy, adjusting SLAs, or planning your next evolution, these resources are built to support you.

[Explore free Managed Services research](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

SS Track B

Email B1: The Pressure Test (Support Services)

Objective

Create urgency for Support Services leaders by reframing AI as an economic disruption to cost-to-serve, staffing models, and case-based pricing—not simply a deflection or productivity upgrade. Challenge legacy assumptions around ticket volume, average handle time, and cost reduction while positioning Support Services as a frontline driver of customer outcomes in the AI era. Drive readers to TSIA's AI Economics thought leadership.

Stage of Awareness

Problem Aware → Early Solution Aware

How it Furthers the Campaign

Introduces AI Economics as the new operating lens for Support Services, reframing cost pressure and automation gains as a structural economic shift rather than an operational efficiency win. Sets up proof, diagnostics, and decision intelligence in later emails.

Subjectline: We predicted the last disruption. AI is next.

Preheader: AI Economics explains what consumption models no longer can.

Hi {{First Name}},

For the last decade, Support Services leaders optimized around one idea:

Fewer cases equals lower cost.

Shorter handle times.

Higher efficiency.

Better margins.

AI breaks that equation.

As AI deflects and resolves more issues, case volume drops.

Resolution speeds up.

Human effort declines.

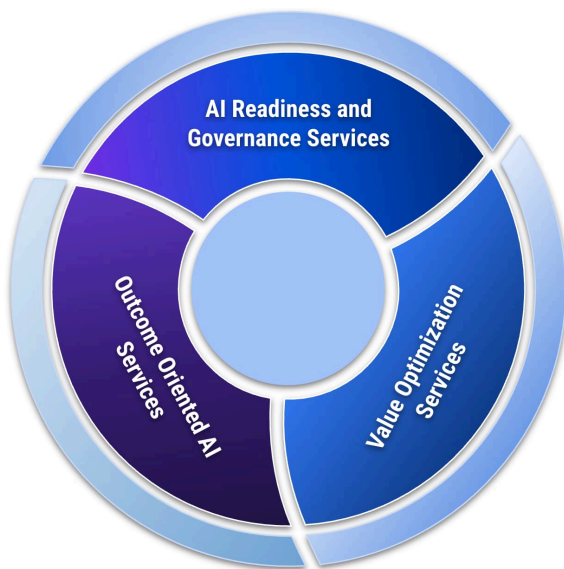
But costs don't fall in proportion, and value becomes harder to measure.

CTA: [Read the full blog](#)

That's not a delivery execution problem. It's an economic shift.

TSIA has seen this pattern before. We documented the move from license to subscription. Then from subscription to consumption.

Now, we're watching the next transition unfold: **From Consumption Economics to AI Economics.**[™]



In the AI era:

- Value expands faster than usage
- SLA- and activity-based pricing erodes
- Customers expect vendors to own outcomes, not just track adoption

Support Services are how companies:

- Protect customer experience as automation increases

- Prove value when volume-based metrics fall short
- Control cost-to-serve while expectations rise

The companies that win this shift won't chase deflection alone.

They'll realign Support Services around outcomes. Read the perspective: [From Consumption Economics to AI Economics: A History](#).

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B2: Proof From the Field

Objective

Demonstrate that AI Economics is already reshaping Support Services by showcasing how leaders are redesigning support models, escalation strategies, and value measurement in response to AI-driven deflection and automation. Reinforce credibility through executive insight and move readers from conceptual belief to confidence in TSIA's perspective.

Stage of Awareness

Early Solution Aware → Solution Aware

How it Furthers the Campaign

Provides industry-level proof that Support Services leaders are already adapting to AI Economics, reinforcing urgency and preparing readers for benchmarking and diagnostic tools in the next emails.

Subject: What Support leaders are rethinking as AI takes over cases

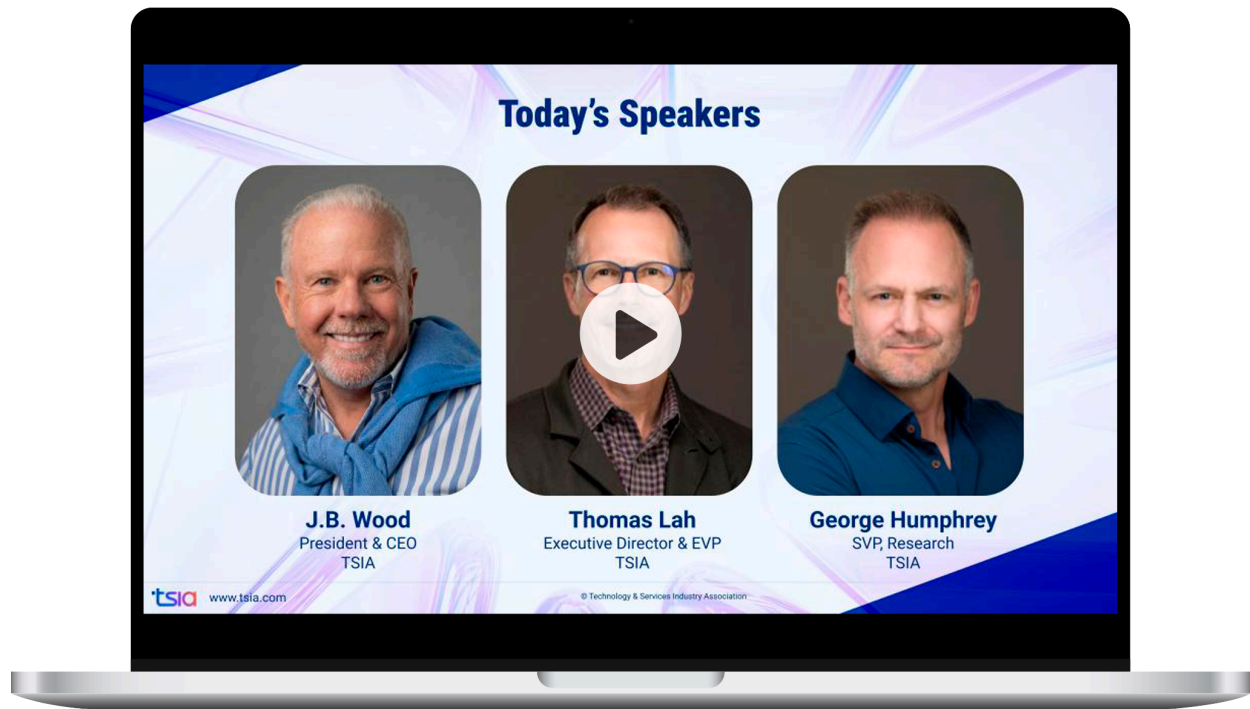
Preheader: How AI is reshaping run models, margins, and accountability

Hi {{First Name}},

When economic models break, support strategies follow. That's exactly what's happening in Support Services.

As AI takes on more issue resolution, the leaders who are staying ahead aren't debating deflection rates, they're rethinking how Support delivers, measures, and proves value.

That's the focus of this executive session from TSIA: [AI Economics: Profitable AI Business Models](#)



CTA: [Watch the session](#)

In this on-demand discussion, TSIA research leaders break down what they're seeing across hundreds of technology companies as AI reshapes value, pricing, and services delivery.

You'll hear how Support Services leaders are:

- Rethinking case-based metrics as AI reduces visible volume
- Shifting from ticket closure to outcome accountability
- Aligning automation, CX, and economics in an AI-driven market

This isn't theory. It's what first movers are doing right now to control costs without sacrificing customer experience.

If you're responsible for Support strategy, this session provides clarity most teams are still missing.

CTA: [Watch the on-demand session](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B3: The Diagnostic Moment

Objective

Prompt Support Services leaders to question whether their current support model, metrics, and escalation strategies are resilient as AI changes case volume, effort visibility, and customer expectations. Create urgency for data-backed benchmarking and insight, setting up TSIA Performance Optimizer as the solution in the next email.

Stage of Awareness

Solution Aware → Product Curious

How it Furthers the Campaign

Shifts the narrative from external proof to internal self-assessment, creating urgency for benchmarking and preparing the reader for TSIA Intelligence as the trusted diagnostic tool.

Subject: See how your Support Services model compares

Preheader: Assess, benchmark, and prioritize with confidence

Hi {{First Name}},

Most Support Services leaders feel the pressure.

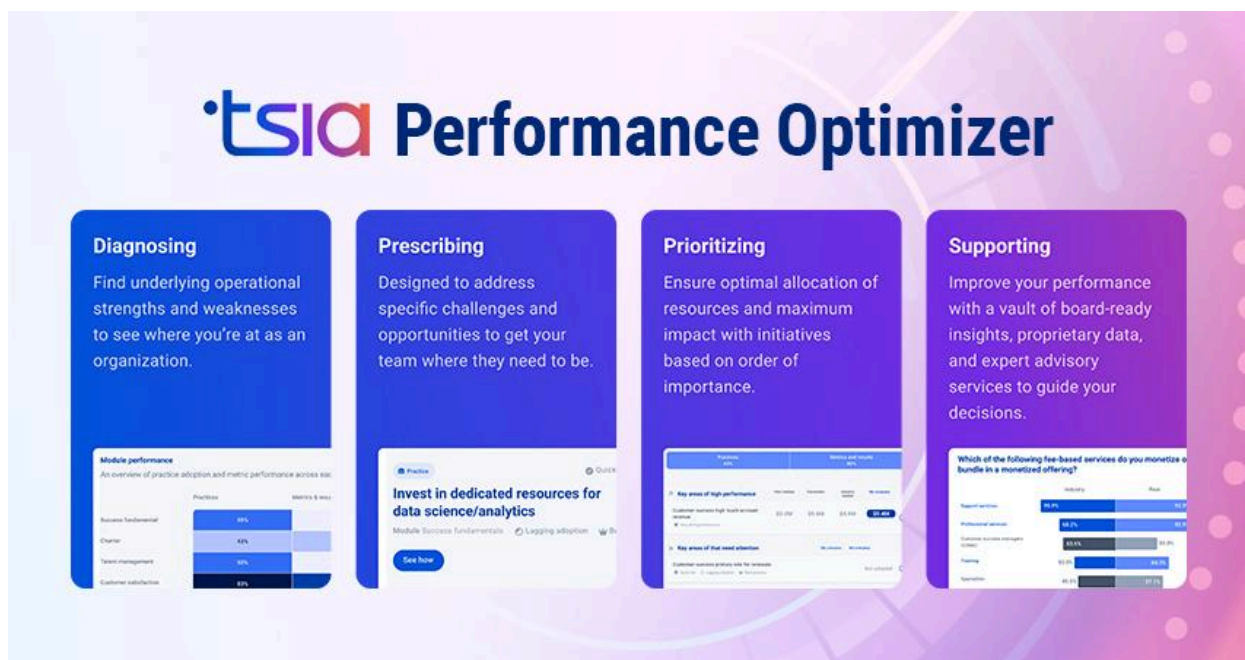
Case volumes are dropping.
Automation is rising.
Customers still expect fast, accurate outcomes.

But very few can answer this with confidence: **Where does our Support Services model actually break in the AI era?**

Not all support models respond to AI the same way.

CTA: [Benchmark your organization](#)

Some models reduce cost while protecting CX. Others quietly lose value as volume declines and complexity rises. The challenge is visibility.



Without clear benchmarks, many support organizations:

- Overinvest in deflection without measuring outcome quality
- Defend cost-per-case metrics that mask real risk
- Miss where escalation and expertise should replace automation

This is where leading Support organizations separate instinct from insight.

They use industry data to understand:

- Which support motions remain resilient as AI adoption grows
- How their cost-to-serve compares to peers
- Where to adapt before experience or margin gaps widen

The leaders who diagnose early have options. The rest are left reacting.

See how [TSIA Performance Optimizer](#) helps leaders benchmark and pressure-test their Support Services strategy, at no cost.

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B4: The Solution (TSIA Intelligence)

Objective

Position TSIA Intelligence as the trusted, data-driven way for Support Services leaders to answer critical support-model, CX, and cost questions with confidence. Move readers from curiosity into active engagement with TSIA's decision intelligence platform.

Stage of Awareness

Product Curious → Product Aware

How it Furthers the Campaign

Introduces TSIA Intelligence as the solution to the visibility and benchmarking gaps surfaced in Email 3, converting uncertainty into confidence and preparing readers for final action in Email 5.

Subject: Decision intelligence built for Support Services

Preheader: Research-backed insight built for services leaders, not generic AI.

Hi {{First Name}},

When Support Services leaders face big decisions, the hardest part isn't execution.

It's confidence.

Which issues should AI resolve?
Where should humans stay involved?
What changes first—and what can wait?

Most teams try to answer these questions with case reports, CX scores, or generic AI tools that weren't built for Support Services.

That's where [TSIA Intelligence](#) comes in.



**What are your
thoughts on
TSIA Intelligence?**

TSIA Intelligence is a decision intelligence platform trained exclusively on TSIA's proprietary Support Services research, benchmarks, and frameworks—so your answers are grounded in how support organizations actually operate.

With TSIA Intelligence, you can:

- Pressure-test support and escalation strategies
- Benchmark cost-to-serve and experience models against peers
- Explore outcome-oriented support approaches with clarity

No guesswork. No generic outputs to validate. Just focused insight designed for Support Services leaders.

If you're navigating change, TSIA Intelligence helps you move forward with confidence instead of assumptions.

CTA: [Try TSIA Intelligence](#)

Secondary CTA: [Contact us to learn more](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.

Email B5: Content

Objective

Encourage prospects to create a **free TSIA portal account** by showcasing the depth and practical value of Support Services content available—specifically around 2026 support priorities, scaling modern self-service, and upgrading support delivery models as case complexity rises.

Stage of Awareness

Early Solution Aware → Solution Aware

How It Furthers the Campaign

Positions TSIA as the go-to resource for Support Services leaders by:

- Demonstrating **breadth + credibility** (flagship 2026 report + real-world webinar case study)
- Converting interest into a low-friction next step (**free account**)
- Setting up future nurture emails that go deeper into benchmarks, operational maturity, and capability-building

Subject: Your Support Services questions, answered in one place

Preheader: Webinars, research, and real-world guidance, available to you.

If you're responsible for Support Services, you're likely navigating a familiar set of challenges:

- Scaling self-service without sacrificing the customer experience
- Supporting more complex issues with the same (or fewer) resources
- Modernizing knowledge, tooling, and workflows so support can keep up

The good news? You don't have to piece together guidance from scattered blogs and vendor takes.

Inside the [TSIA Portal](#), Support leaders have access to research, on-demand sessions, and practical insights designed for real-world execution, not theory. Here are two high-impact resources support teams are using right now:



< image >

State of Support Services 2026

This flagship report outlines what support leaders are facing in 2026—what's changing, what's becoming harder, and what capabilities matter most as customer expectations rise and issue complexity shifts. It's built to help you pressure-test your support strategy and focus on the priorities that move both performance and customer outcomes.

CTA: View in the TSIA Portal



< image >

From AI Search to AI Agents: How UKG Transformed Self-Service (Sponsored by Coveo)

This on-demand session offers a real-world look at how UKG approached modern

self-service—starting with unifying knowledge across multiple systems, then evolving toward more intelligent, conversational support experiences. If you're trying to improve self-service and reduce customer effort, this webinar is packed with practical lessons and a clear "how they did it" story.
CTA: Watch the session

All of this content, and much more, is available when you create a **free TSIA portal account**.

With a free account, you can:

- Watch on-demand webinars
- Read select research and reports
- Explore how peers are modernizing Support Services

CTA: [Create your free TSIA account](#)

If you're looking for clear, research-backed guidance, not theory, the TSIA portal is a great place to start.

Email B6: Free Insight to Tackle Your Hardest Challenges

Objective

Reinforce TSIA as a trusted, ongoing source of insight by showcasing the breadth of free research, frameworks, and expert guidance available to Support Services leaders. Encourage continued engagement and self-directed exploration without requiring commitment.

Stage of Awareness

Solution Aware → Ongoing Engagement

How it Furthers the Campaign

Keeps leaders engaged by highlighting the practical value of TSIA's free content while reinforcing TSIA as the authority on AI-era Support Services transformation.

Subject: Everything you need to think clearly about Support Services

Preheader: Practical insight to help you decide what's next, available to you at no cost.

Hi {{First Name}},

Support Services leaders, like you, are being asked to solve harder problems than ever.

How do you scale support as AI takes over volume?

Which issues still require human expertise?

Where should teams invest—and where should they stop?

CTA: [Start getting answers](#)

You don't need more opinions to answer those questions. You need research, structure, and the right questions.

That's why TSIA makes a broad set of Support Services content available at no cost so leaders can work through their toughest challenges with confidence.

GIF of portal

Inside the TSIA Portal, you can access:

- Support Services research and State of the Industry insights
- Proven frameworks for deflection, escalation, and CX protection
- Expert perspectives on AI's impact on support economics
- Webinars and podcasts with TSIA research leaders

This content is designed to help you:

- Ask better questions internally
- Pressure-test assumptions
- Apply proven approaches without starting from scratch

Whether you're redesigning support models, rethinking escalation, or planning your next evolution, these resources are built to support you.

[Explore free Support Services research](#)

Footer image copy: TSIA empowers technology companies to turn insights into confident action. Our proprietary research, benchmarks, and expertise help leaders reduce risk and make better decisions, faster.