

## Luke Phillips – Email Marketing Portfolio



REFER A FRIEND



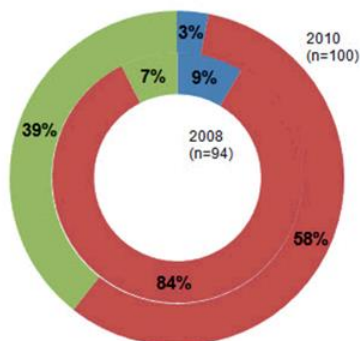
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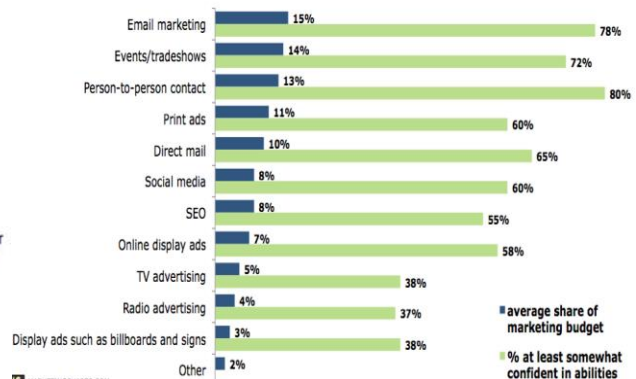
### Number of Clicks Required to Opt Out

Among major online retailers



■ One  
■ Two  
■ Three or more

### February 2013



■ average share of marketing budget  
■ % at least somewhat confident in abilities