

Email nurture campaign

360 Encompass Nurture campaign
Total of 9 emails

Science based messaging

- Unconsidered needs
- Flaws in current approach
- New safe path
- Story with contrast

Landing pages

Campaign progress



Campaign Average Benchmarks

Open Rate	19.63%	17.56%
Unique Open Rate	7.12%	7.92%
ClickthroughRate	7.30%	2.75%
Unique Clickthrough Rate	2.63%	1.04%

40k
Impressions

7k
Engagements

