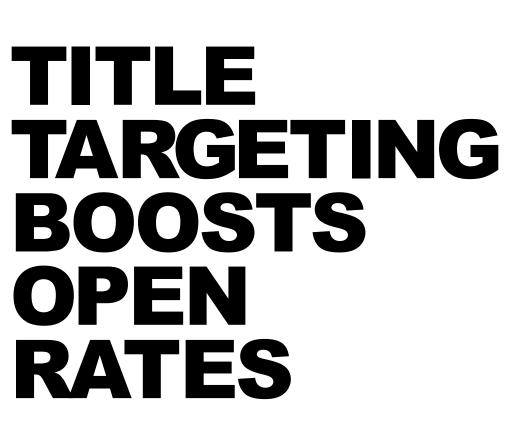


%



Don't pander to the possible. Stick with the probable.

To increase the correct interaction with one client's target list, Red House used function-based title response data to improve open rates from 5% to 45%.

This was done by eliminating unresponsive functional titles.

This should be your first step to improve engagement results and reduce unsubscribes. Open rate before functional title data.





