

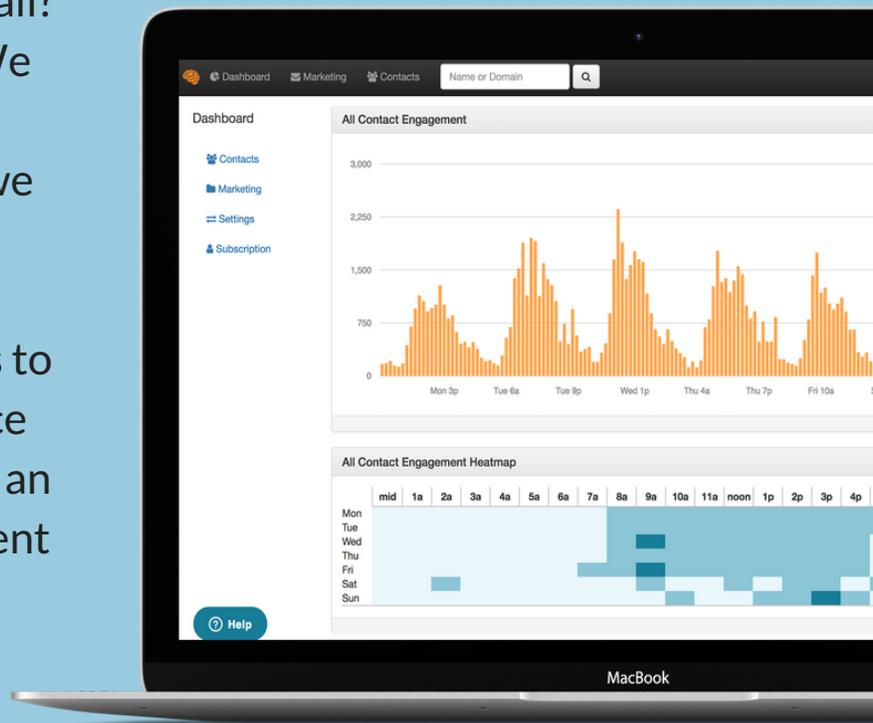
# seventh sense

E-mail Optimization Quickstart for Hubspot

## Data-Driven Strategy

When is the best time to send email?  
And how often should I send it? We used to ask these same questions ourselves, in fact, it's the reason we built Seventh Sense.

Seventh Sense gives you the tools to not only understand your audience at the individual level but to build an automated data-driven engagement strategy that will optimize the lifetime value of each email subscriber on your list.



*"What we saw was extraordinary. For 2017, despite sending 44% less emails year-over-year, we grew our email marketing revenue by 11%. Additionally, our open rates and click rates doubled."*

**Greg Moore - ProAthlete.com**

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## E-mail Optimization Quickstart for Hubspot



A successful e-mail program is built on a solid foundation of best practices. Once your account is up and running, a specialist will work with your team to build a data-driven engagement strategy using Seventh Sense.

## 7 Steps to Better E-mail



### Initial Setup & Analysis (Week 1)

- Initial Configuration and Data Processing
- E-mail Address Acquisition Strategy Review
- General Strategy Review and Analysis



### Data Review, Basic Training (Week 2)

- Audience Engagement Review
- Establish Benchmarks
- Launch First Campaign with Send Time Optimization



### Growing a Healthy List (Weeks 3 - 4)

- E-mail Fatigue Analysis
- Engagement Class Testing



### Strategy Implementation (Week 5)

- Implement Fatigue Reduction Engine
- Launch First Frequency Optimized Campaign



### Workflow Integration (Week 6)

- Build Seventh Sense into Nurture Campaigns



### Results Review (Week 7)

- Ongoing subscription