How do you make a good email **great**?

Through inspired copy, bold design and attention to all the little details. (Yep, every single one of them.)

At Beth Interactive, we love emails. We love writing the perfect message and creating an outstanding design. We love split testing, countdown clocks and animated gifs. Most of all, we love nerding out on data—using every email's results to inform how the next one could be even better.

And at the center of each strategy is *you*. We customize communications to share your voice to the right people, at the right time, in the right way. Because from copy to images, layout to links, we know that every element of an email works together to elevate your brand.

Whether it's a digital appeal to drive giving, a monthly eNewsletter to educate your audience, or a simple message of gratitude to your donors, we can make it happen—and have a whole lot of fun along the way!

"Thanks to you, we have a robust, strategic and successful email program. We are so grateful for your dedication and partnership. You're a part of our team, and we truly couldn't do all this great work without you!"

Carla Thomas, MHSA, CFRE
Associate Vice President, Development
St. Luke's University Health Network

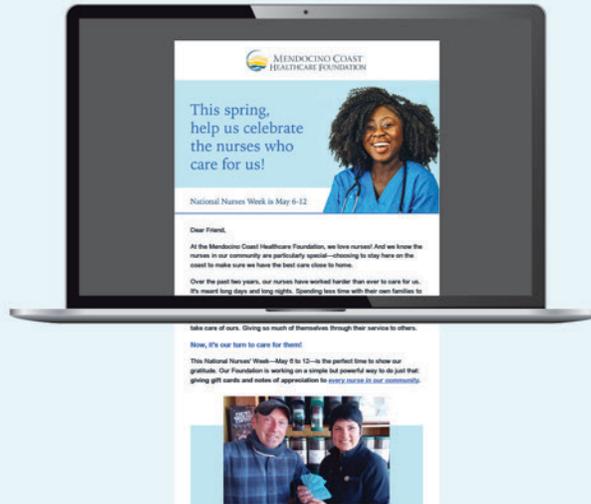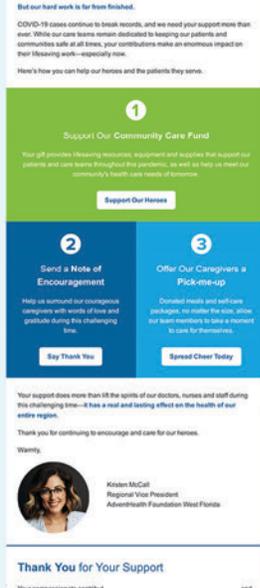**44%**
Our average email open rate

$130
Average increase in gift size when donors are stewarded by our emails for a year

1,259
Qualified prospects identified by one foundation after eight months of eNewsletters

Beth Interactive

Optimization + Personalization

Testing makes perfect! That's why we routinely optimize our emails by A/B testing subject lines, content, images and time of day to see what works best for your unique audiences. We also use personalization—going beyond just "Dear First Name" to leverage giving history, previous fund designations and suggested gift amounts—to make our campaigns even more successful.

Robust Analytics

One of the best parts about email marketing is data analytics. We know the name of every person who clicked on every link in your email—and so will you! We provide a detailed report within three days of each email send, sharing raw numbers and interpretations to guide your future campaigns and help drive a giving pipeline.

Technical Tidbits

We make sure our emails look great across all devices by testing on 72 mobile and desktop platforms. We also follow technical best practices and partner with your IS department to ensure emails can be delivered successfully.

Some of the tools in our email toolkit:

- A/B Testing
- Analytics
- Automation
- Custom Coding
- Custom Design
- Data Management
- Drip Campaigns
- Email Acquisition
- Hyper-Personalization
- Segmentation
- Strategy
- Welcome Series
- Writing

Looking to level up your email marketing? We'd love to help!

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