

# Sample Emails that Got a High Response Rate

## Contents

1. Intercom screenshot showing really high response rates. More than 3x industry average
2. Repux Email 1
3. Repux Email 2
4. Repux Email 3

## Notes

- Repux is a data marketplace for small and medium enterprises. These emails helped generate millions of dollars for their ICO (Initial Coin Offering)
- Emails that use story telling and education tend to be more effective than purely promotional ones. Note the call to action is closer to the bottom. It is counter-intuitive but it works.
- We've used a technique known as 'Soap Opera Sequence' where each email refers to future ones to build anticipation, and past ones to get those who didn't read earlier emails to go back and open them.
- As we get more data on the sequence we usually re-arrange them so that those with the highest open rates appear earlier

## Intercom Screenshot Showing High Response Rates (3x Better than Industry Average)

	FROM	SENT	OPENED	CLICKED	GOAL
<b>What I did wrong with registration form of RepuX?</b> <span>LIVE</span> register_step_is_3_register_finished_in_false Type is User Entered campaign exactly 1 day ago	Tomasz Tybon	383	42%	0%	9%
<b>non us pre sale payment</b> <span>LIVE</span> pre sale Type is User country is not US docusign_status is success	Marcin	80	95%	68%	13%
<b>SEVEN Full days after abandonment</b> <span>LIVE</span> register_finished_is_unknown_7_mails_cart_recovery Type is User Entered campaign exactly 7 days ago	Natalia Utnicka-Lydek	3,624	39%	5%	5%
<b>THREE full days after abandonment</b> <span>LIVE</span> register_finished_is_unknown_7_mails_cart_recovery Type is User Entered campaign exactly 3 days ago	Natalia Utnicka-Lydek	4,649	41%	8%	7%

## Data is the New Oil



Hi,

It is Marcin here, the CEO of Repux. Thanks for signing up for our newsletter. Without early adopters like you, we might still be stuck in the stone age!

As you must be aware, the rise of AI (Artificial Intelligence) and Machine Learning is now a full blown business trend.

Microsoft started a whole new 5,000 person division to work on just AI, Google has invested heavily in several AI initiatives and now calls itself "an AI first company", and Facebook "cornered the market" for the AI researchers that Amazon could not persuade to join its ranks.

Fueling this new AI revolution is data. Lots and lots of data. You can't build an AI without giving it something to learn from just like you can't run an automobile without oil.

But here's where it gets interesting...

While the big players (Facebook, Microsoft, Google) have their own data sets, most small and medium enterprises do not.

*That is why Repux is building a safe, reputable marketplace to make anonymized, high-quality data available for any developer to purchase that wants to build an amazing application, be it in machine learning or the latest tech trend.*

In turn, developers will be able to use the same marketplace to sell their innovative, practical creations back to companies interested in using it.

And here's the best part...

There is only one new crypto-currency allowed to facilitate these transactions, both for the high-quality data and for the cutting-edge applications that are made as a result.

Plus, there's a fixed amount of currency for purchasing data and the applications that use the data.

**Now you can be among the first to get that data currency.**

Unlike many other ICOs that only have an idea and a white paper, we have a working product, which we are in the process of further developing.

The RepuX platform and community is moving into its next stage of development. As an early adopter you will be able to buy from a pre-launch exclusive amount of RepuX tokens with a 50% discount.

We've made the process super simple and easy.

**To get started, just go to our secure pre-registration page [here \[link\]](#)**

*P.S. Not sure if you want to buy RepuX tokens just yet? Get 100 RepuX tokens FREE without having to purchase just by completing our interest registration process [here \[link\]](#)*



## What a Simple Ice Hockey Trick Can Teach Us About Life



Hi [Name],

The hockey legend Wayne Gretzky often says that the main reason for his phenomenal success was this: he always tried to skate to where the puck was going rather than where it was.

He would use his instincts--honed over thousands of practice games as a child—to guess where the puck was going and then skate there!

He was right enough of the time to make it worthwhile, making him the only player ever to get over 200 points per season...4 times.

In addition, he still carries the record for the most goals and assists in the world's most prestigious hockey league.

*\*\*So what does this have to do with participating in the RepuX ICO?\**

While most others played it safe going to where the puck was, Gretzky took calculated risks. Naturally, his results and theirs differed dramatically. Most players were average, Gretzky was the best of all time.

*The same general idea also applies in life. Those with some foresight and a healthy appetite for risk tend to do well in the long term.*

With AI (Artificial Intelligence), Machine Learning and Big Data analysis on the rise, there is a dramatic need for Small and medium sized enterprises to have access to data sets beyond their own to compete and innovate.

Facebook, Microsoft and Google aren't going to share their competitive advantage, so who is going to step up to meet this need?

**That's where RepuX comes in:** we are building a secure, reliable and high-performance place for small and medium enterprises and developers to exchange anonymized data and apps with each other, helping to fuel big data innovation.

And now you can be among the first to get the currency for that data marketplace. Unlike many other ICOs that only have an idea and a white paper, we have a working product, which we are in the process of further developing.

For a limited time, we are offering a 50% discount on an exclusive amount of the RepuX platform's cryptocurrency. We encourage you to act now to take advantage of this offer.

We've made the process super simple and easy.

**To get started, just go to our secure pre-registration page [here \[link\]](#)**

One last thing...

**You can get 100 RepuX tokens FREE without having to make a purchase just by completing our interest registration process [here \[link\]](#)**

Marcin

*p.s. If you watch out for our next email, we'll talk to you about the one key trait that led to Facebook's success. And how it could apply to you!*

## The one key trait that's led Facebook's Founder to a \$73 Billion Fortune



Hi [Name]:

In our last email we told Wayne Gretzky's story. We recounted his own telling of the main reason for his phenomenal success as a hockey player. Missed that email?

Check your inbox for an email with the subject line: What a simple trick in Ice hockey can teach us about life

Today, we want to talk about a trait that has made Facebook so successful

And this trait is now one of the hottest new trends in the business world. And RepuX has everything to do with it.

You see, in April 2012, Facebook acquired Instagram for \$1 billion in cash and shares.

Facebook is said to have spent the prior few months studying the fastest growing apps on App Annie and other external proprietary sources unavailable to most. Noticing Instagram's rocket ship growth rate, it bought the company.

At the time, Instagram had about 30 million users and no revenue. To everyone else, including Facebook's most powerful investors, it seemed like a foolish move.

The talk in the town then was that Facebook CEO Mark Zuckerberg was "immature" and needed more "adult supervision".

But just a little over 3 years later in 2015, Instagram had 400 million users! In 2016 Instagram attained \$2 billion in revenue and analysts from Bank of America Merrill Lynch estimated its value on a 'stand alone' basis at \$37 billion!

Mark's "immature" move now looks like the greatest steal of all time!

Wait for it...it gets more interesting...

Continuing to study external competitor data, Mark saw the writing on the wall with SnapChat and attempted but failed to acquire them (they declined his \$3 billion acquisition offer).

He then aggressively replicated SnapChat's most popular features. Today, SnapChat is a pale shadow of its former self and trading at more than a 50% discount on its IPO price.

**\*\*So what does this have to do with RepuX?\***

Mark and Facebook are great at amassing and analyzing reams of external data and using it to make sound business decisions.

The Microsofts, Googles and Amazons of this world also have the resources to do this. But what about the millions of small and medium business enterprises?

These small and medium sized enterprises are dying for a platform where they can get the data, and now they have it with RepuX.

We are working to make RepuX the marketplace for data that democratizes it and levels the playing field with companies like Facebook, Google, Microsoft and Amazon.

Unlike many other ICOs that only have an idea and a white paper, we have a working platform, which we are in the process of further developing.

And now, you can be among the first to get the currency for this data marketplace, at a massive discount.

Act now to get a 50% discount on an exclusive amount of the RepuX platform's cryptocurrency.

We've made the process super simple and easy.

**To get started, just go to our secure pre-registration page here [link]**

Oh, and don't forget: You can still get 100 RepuX tokens FREE without having to make a purchase just by completing our interest registration process here [link]

Marcin

*p.s. If you watch out for our next email, we'll talk to you about how RepuX could help an organization like the Smithsonian monetize dusty data!*