



definitive results  
Marketing. Automation. Success.

# The Positive Impact of Triggered Emails in Opt-In Management

Providing your database with the communication they want, when they want it, is essential to maintain a relationship of **TRUST** and **LEGITIMACY** as a brand.

Effective communication:



Improves the customer experience



Increases retention rates



Enhances your marketing efforts

## A Triggered Email...

...is automated, sent once a person completes a pre-defined action or behavior.

...is a prime example of how to use your marketing automation platform to communicate in a responsive and human way.

...provides information relevant to the action or behavior taken.

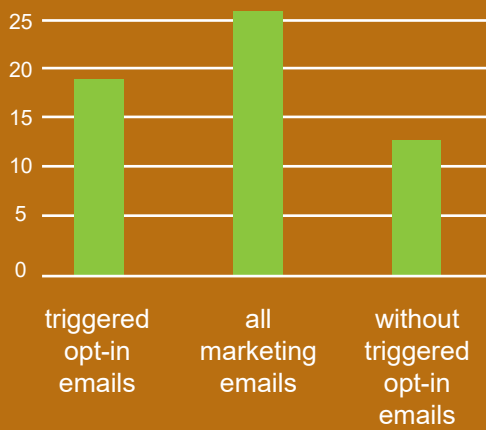
...can be scheduled to be delivered within a timeframe that helps to improve lead engagement.

*Case Study:*  
Of those required to express their consent to receive additional emails, a whopping 99.3% have opted-in, and 56.4% opted in as a direct result of the triggered email campaign soliciting opt-in consent.

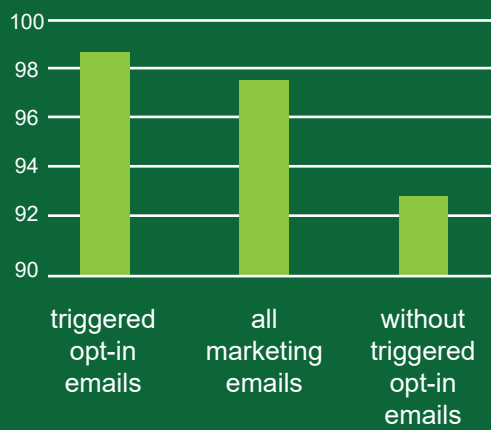
## RESULTS!

Using triggered emails in an opt-in management program yields positive results by weeding out those that do not want to receive your messaging during the opt-in process - allowing your targeted marketing messages to be well-received, to interested leads, with a lower unsubscribe rate overall!

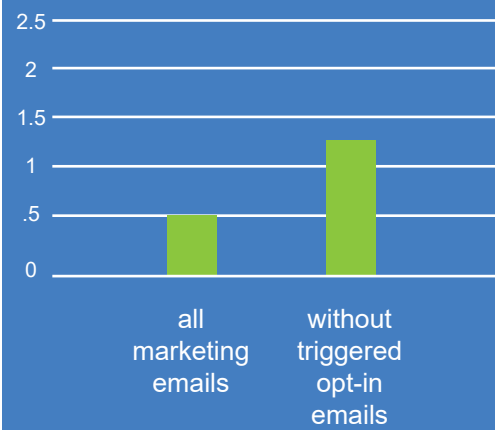
### Higher Click-to-Open Rates



### Better Deliverability



### Lower Unsubscribe Rates



\* Source: Definitive Results client results