9 – Retention

From Code to Product

gidgreen.com/course
Lecture 9

• Positioning
  • Home pages
  • Other web pages
  • App store pages
  • Ongoing retention
Positioning

“The customer’s perceptions of the place a product or brand occupies in a market segment.”

— American Marketing Association

“The way in which a company or organization and its capabilities are perceived relative to competitors in its marketplace”

— Oxford Dictionary of Marketing
Elements of positioning

• Primary target market
• Benefits of your offering
• Unique selling point
• Via comparables
  – Like X but for doing Y
  – Like X but for niche Z
  – Like X but better/faster/cheaper
A market leader

Millions of people in 159,000 companies in 180 countries are managing over 8,000,000 projects!

More people in more places manage more projects on the web today with Basecamp than any other app.

Find out why or Start a project in under a minute.
Scrappy upstart

Get a fast, free web browser

Google Chrome runs websites and applications with lightning speed.

Download Chrome

For Mac OS X 10.5 or later, Intel only
Consumer positioning

Your stuff, anywhere

Sign up

or Sign in
Enterprise positioning

Box a Leader in Forrester WaveTM: File Sync & Share Platforms, Q3 2013

Read the new Forrester report for which Sync and Share solution best fits your needs.

Get Free Report

Online File Sharing
Box lets you store all of your content online, so you can access, manage and share it from anywhere. Integrate Box with Google Apps and Salesforce and access Box on mobile devices. Learn More

Security Leadership in the Cloud
Box pioneered a new level of content management security, with role-based access controls, 99.9% uptime guarantee, and high-grade SSL encryption on transit and 256-bit AES encryption at rest. Box has also been issued an SSAE 16 Type II report. Learn more

What our customers are saying
Box is the quickest and easiest way to share files, period.

--- Six Flags Entertainment. Learn More

TechCrunch: Don't worry, despite what you may have heard about enterprise software, this... Read More

Over 180,000 businesses use Box.

View Case Studies
Positioning is sticky

“Kitchen Entrees”
Repositioning

From Code to Product

Lecture 9 — Retention — Slide 11
gidgreen.com/course
Lecture 9

• Positioning
• Home pages
• Other web pages
• App store pages
• Ongoing retention
A few short words
Free free free

Connect. Freely.

Download Viber for:
- iPhone
- Android
- Blackberry
- Windows Phone

- Free international calls and text messages to other Viber users using 3G or Wi-Fi.
- Uses your existing contact list - see which of your phone contacts are already on Viber and call them for free.
- Go ahead and call. It's free* and it works great!
*Calls use your data plan

easy simple instant quick fast save new guaranteed safe secure
Space and facts

VLC media player

VLC is a free and open source cross-platform multimedia player and framework that plays most multimedia files as well as DVD, Audio CD, VCD, and various streaming protocols.

Features

- Simple, fast and powerful media player.
- Plays everything: Files, Disks, Webcams, Devices and Streams.
- Plays most codecs with no codec packs needed: MPEG-2, DivX, H.264, MKV, WebM, WMV, MP3...
- Runs on all platforms: Windows, Linux, Mac OS X, Unix...
- Completely Free, 0 spyware, 0 ads and no user tracking.
- Can do Media Conversion and Streaming.

Screenshots

View all screenshots
(Real) credibility

Used by over
4,500,000
people

“Send out professional invoices instantly”
The New York Times

1,651,653 people hosting over 2,873,378 repositories

jQuery, reddit, Sparkle, curl, Ruby on Rails, node.js, ClickToFlash, Erlang/OTP, CakePHP, Redis, and many more

facebook, twitter, Microsoft, VMware, redhat, LinkedIn, Mozilla
Video home pages

A Crazy Egg Picture Tells a Stunning Story

Choose Crazy Egg heat maps when Google Analytics isn’t enough …
When your clients and C-levels need a snapshot of user behavior …
Or when you’re considering a website redesign or an A/B test …

In two minutes, see how easily you’ll validate designs & more
Meet Nest Protect.
We reinvented the smoke and carbon monoxide alarm. Watch the video 🎬

BUY NOW ➤
Home page gone viral

WATCH THIS
Your home page must...

- Appear quickly
- Establish positioning
  - One-sentence pitch
  - List key benefits
- Provide a call to action
  - Make it prominent
- Provide navigation

You have 5 seconds
Direct-to-action
Direct-to-action
SEO in one slide

• Structure for search from day one
• Keywords in page titles, URLs, headlines
  – Also in main text (within reason)
• Links from authoritative sites
  – Keywords in anchor text
  – Don’t buy links or use link farms
• Fast site, fresh unique content
• robots.txt, XML sitemaps, rel=canonical
Lecture 9

- Positioning
- Home pages
- Other web pages
- App store pages
- Ongoing retention
About (not about you!)
Features and benefits

**Get paid fast with online payments**
Collect money faster than you can say, "pay me now!" By using FreshBooks and PayPal (or one of 11 other payment gateways), you'll speed up collection and stop manual payment entry.

**Hassle free invoice follow-up**
Do you know which clients owe you money and how much? Find out in seconds with FreshBooks. With the courtesy of a butler, FreshBooks automatically sends late payment reminder emails to improve your cash flow and save your time.

**Professional invoicing**
Ever have a client comment on your invoicing system? Get used to having your clients comment on your Fortune 500 style billing.

**Pull time & expenses onto your invoices**
Forget the days spent transferring data from Excel spreadsheets. With FreshBooks, you can instantly pull your tracked time and expenses into an invoice to save you time.
# Subtitles for details

<table>
<thead>
<tr>
<th>Custom Forms</th>
<th>Facebook Integration</th>
<th>Chimpadeedoo</th>
<th>Full Featured API</th>
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<tbody>
<tr>
<td>MailChimp allows you to personalize everything your subscribers see, including signup forms and confirmation emails.</td>
<td>MailChimp’s Facebook features help you make connections, add fans, and get the word out about your newsletter.</td>
<td>Out of the office? Add new subscribers, manage your lists and view reports wherever you are with MailChimp’s iPad app.</td>
<td>Join more than 250,000 customers who use our API to sync their customer databases, CMSs and shopping carts with MailChimp.</td>
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<tr>
<th>Email Template Gallery</th>
<th>Template Language</th>
<th>Image and File Hosting</th>
<th>Inbox Inspector</th>
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<tr>
<td>MailChimp provides hundreds of customizable email templates for everyone from beginners to seasoned pros.</td>
<td>Use MailChimp’s template language to make custom templates that are easily editable by you or your clients.</td>
<td>MailChimp allows you to upload and store as many photos and files as you want, free of charge.</td>
<td>Inbox Inspector tests your email template by generating screenshots for your subscribers’ most used email clients</td>
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<th>Segmentation</th>
<th>RSS to Email</th>
<th>Autoresponders</th>
<th>Social Sharing</th>
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<tr>
<td>Segment your list based on engagement, location, social stats and more, so you can tailor your message to the people reading it.</td>
<td>MailChimp’s RSS-to-email campaigns automatically go out when you update your blog or another RSS feed.</td>
<td>Create and schedule automated messages that make your subscribers feel special and encourage engagement.</td>
<td>Increase the impact of your message when you combine your email newsletters with social networking.</td>
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Our Security Measures:

Terms of Service

Last Updated: February 8, 2011

2NDSITE Inc. ("FreshBooks", "we", "us" and terms of similar meaning) provides this web site and the services provided by or through this web site to you subject to these terms and conditions of use (these "Terms").

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Last Updated: February 8, 2011

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By accepting the Privacy Policy in registration or by visiting and using the Site, you expressly consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy. This Privacy Policy is incorporated into and subject to our Terms of Use.

In this Privacy Policy, we use the following terms to describe different types of visitors to our Site. Our customers are called "Subscribers" and our Subscribers' customers are called "Customers". We use the word "staff" to describe persons to whom Subscribers give "staff" access on the Site. Together with registered users of our forum or other interactive areas of the Site, these people are collectively described in this Privacy Policy as "Users" of our Site.

How We Use Your Information

We use personal information in the file we maintain about you, and other information we obtain from your current and past activities on the Site, to provide to you the services offered by the Site; resolve service and billing disputes; troubleshoot problems; bill any amounts due from you; measure consumer interest in our products and services, inform you about online and offline offers, products, services, events and updates; deliver information to you that, in some cases, is relevant to your interests, such as product news; customize your experience; detect and protect us against error, fraud and other criminal activity; enforce our Terms of Use; provide you with system or administrative messages, and as otherwise described to you at the time of collection. On occasion we use email address or other contact information to contact our Users to ask them for their input on our services, to forward to them media opportunities, and even to invite them to dinner.

We may also use personal information about you to improve our marketing and promotional efforts, to analyze Site usage, to improve our content and product offerings, and to customize the Site's content, layout, and services. These uses improve the Site and better tailor it to meet your needs, so as to provide you with a smooth, efficient, safe and customized experience while using the Site.
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Office Hours
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It is currently 8:50am on Monday in Toronto.
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- How do I make an invoice?
- How can I get paid faster?
- How do I track time?
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Blog / News

Contract 101 when hiring freelancers
by Nellie Akalp | November 25, 2013 | freelancer contract, hiring a freelancer

Popular Posts
- Contract 101 when hiring freelancers
  November 26, 2013
- What every business owner should know about the paradox of choice
  November 26, 2013
- What you can and can’t learn from successful people
  November 21, 2013
- How I protect my family from financial risk while being self employed
  November 19, 2013
- Inspirational advice from 5 unstoppable mom entrepreneurs
  November 14, 2013
Avoid...

Very cool site, and I definitely plan to make use of it to check my sites periodically.
- C. Schatz

Love your service, a very valuable tool. I have used copyscape to catch a number of people who have copied our text verbatim.

Thanks! I detected a copycat of one of my pages.
- D. Guevel

AWESOME SERVICE!!! I just found someone who duplicated my site looking to hurt me!
Bad copy

Our Commitment To Our Clients

Our commitment to our clients and to providing superior customer service is based on four principles that guide our daily operations as we deliver quality service that exceeds our client’s expectations. We apply these values in all aspects of our business to build our client partnerships and execute successfully at retail. These fundamental values lead the way to our vision and mission and are the cornerstone of who we are.

Web Design Services

Style Design International prides itself on helping both small and large businesses to get an attractive online presence by designing great websites. We are professionals who have delivered stellar projects to global clients. We service all business sectors at very competitive rates. Our strength lies in innovation through out-of-the-box thinking and commitment to quality.

OFC Cable Laying

We offer point to Point and Point to Multipoint connectivity and we also offer a High quantity Fiber Optic cable laying environments such as surface, underground and overhead the main factor of the phenomenon of the superscription seems to be a temperature of optical fiber, because the more remarkable fluctuation of the parameter value in the overhead interval (duct) which is easy to receive the effect of ambient temperature. It is necessary that the system design is carried out by also considering the laying environmental condition of optical fiber, when transmission system sensitive to the fluctuation of parameter value is introduced. Each optical fiber parameter value and temperature change by laying environmental condition is studied properly.

Lecture 9

• Positioning
• Home pages
• Other web pages
• App store pages
• Ongoing retention
How people find apps

- General browsing in an app store: 63% (iOS), 58% (Android)
- Speaking with friends or family: 50% (iOS), 41% (Android)
- Browsing “top rated” or “most popular” apps lists in an app store: 34% (iOS), 25% (Android)
- Application(s) was already installed when I got my phone: 20% (iOS), 23% (Android)
- On a social networking website: 19% (iOS), 15% (Android)
- General browsing on the Internet/on other websites: 16% (iOS), 13% (Android)
- Searching via an internet search engine: 14% (iOS), 16% (Android)
- Seeing an ad in a magazine or newspaper: 7% (iOS), 4% (Android)
- Reading Blogs: 7% (iOS), 6% (Android)

Source: European Technographics Consumer Technology Online Survey, Q4 2012
Search listings

[Image of two smartphones showing app listings: 1. Hot Hotels, 2. Google+]

From Code to Product Lecture 9 — Retention— Slide 37 gidgreen.com/course
App details
App icons

• Stand out in search
• First impression
• Simple, shrinkable
  – Avoid words
• Primary colors
  – Gradients + shadows
• Create an identity
  – It will cost you!
Reviews and Ratings

- Make it genuinely great
  - Bugs are the worst
- Ask users to review your app, but...
- Identify the right users
  - Monitor in-app behavior
- Ask at the right time
  - What’s your “happy” moment?
- Read them and improve
Screenshots

• First one most important
  – Shown by default
  – Also in iOS search results

• Can be any image
  – Add marketing messages

• Use all five available
  – Tell a story

• Put in realistic data
Effective descriptions

• Most important info at start
  – One sentence description
  – Why it’s the best one
  – Blog quotes, awards

• Features and benefits

• Call to action

• Avoid long paragraphs
App Store ranking factors

• Search keywords in app name
  – But keep it short
• iOS: Keywords field
• Android: Keywords in descriptions
• Number of downloads
• User ratings
  – Number of ratings
  – Average stars
Lecture 9

- Positioning
- Home pages
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- Ongoing retention
Why ongoing retention?

• Cheaper/easier than new users
• Exponential payoff
• One-time users will rarely:
  – Buy from you
  – Talk about you
  – Give you feedback
• You can’t fake it
App retention by sector
Paths to ongoing retention

• Ensure the “aha moment”
• Incremental improvement
• Resist ad/price/annoyance creep
• Personalization
• Lock-in
• Emails
• Exit interviews
Twitter’s “aha”
Evernote’s “aha”

- Create notes
- Search your notes
- Sync your Evernote account
- Share notes
- Set Reminders
Google’s “aha”

Google search for call to action

call to action

call to action examples

call to action phrases

call to action buttons

About 1,210,000,000 results (0.32 seconds)

Call To Action USA
cta-usa.org/
This organization has close to twenty thousand members throughout the United States. This site contains links, news and resources for Catholic renewal.

10 techniques for an effective 'call to action' | Boagworld - Web ...
boagworld.com/.../10-techniques-for-an-effective-call-to-action/ 
by Paul Boag - in 300 Google+ circles
Jan 22, 2009 - Every website should have a call to action, a response you want users to complete. But how do you encourage users to act? How do you create ...

Call to action (marketing) - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Call_to_action_(marketing)
A call to action, or CTA, is a banner, button, or some type of graphic or text on a website meant to prompt a user to click it and continue down a conversion funnel.
Incremental: new features

**Leveraging Photos, Videos, and Presentations to Inspire and Hire**
Mona Li  
November 20, 2013
As the saying goes, a picture is worth a thousand words. Whether you're reading a LinkedIn Influencer post, checking out a SlideShare presentation, or watching news clips — rich media informs, influences, and inspires us everyday. We sat down with George Corbin, the senior vice president of digital at Marriott International to find out how and why he leverages photos, videos, and slideshows within his profile to not only showcase his team's work and successes, but also to...

**Announcing LinkedIn Showcase Pages**
Aviad Pinovich  
November 19, 2013
Millions of companies use their LinkedIn Company Pages to share content and opportunities. For our members, the best way to stay up to date with those updates is to follow the companies they’re interested in. However, some companies have a variety of brands and products. How can you tell Cisco you are particularly interested in their Enterprise Network Solutions, Security Products, or in their Internet of Things initiative? Starting today, LinkedIn members will be able to follow the...

**Christopher, add your accomplishments to your LinkedIn Profile:**

**Introducing A New Way to Add Certifications to Your LinkedIn Profile**
Alex Tiffard  
November 14, 2013
Your next career-defining opportunity might be just around the corner, and it's more important than ever to ensure you're putting your best professional foot forward at all times. Your LinkedIn Profile is that 24/7 representation of your professional knowledge and achievements — and beginning today, we're teaming up with some of the biggest names in online education to help you seamlessly update your profile with your educational accomplishments as you complete certifications...
Incremental: tweaks

Penguin 5, With The Penguin 2.1 Spam-Filtering Algorithm, Is Now Live
Oct 4, 2013 at 5:00pm ET by Danny Sullivan

The fifth confirmed release of Google’s “Penguin” spam fighting algorithm is live. That makes it Penguin 5 by our count. But since this Penguin update is using a slightly improved version of Google’s “Penguin 2” second-generation technology, Google itself is calling it “Penguin 2.1.” Don’t worry. We’ll explain the numbering nonsense below, as well as what this all means for publishers.

Previous Updates
Here are all the confirmed releases of Penguin to date:

- **Penguin 1** on April 24, 2012 (impacting around 3.1% of queries)
- **Penguin 2** on May 26, 2012 (impacting less than 0.1%)
- **Penguin 3** on October 5, 2012 (impacting around 0.3% of queries)
- **Penguin 4** (AKA Penguin 2.0) on May 22, 2013 (impacting 2.3% of queries)
- **Penguin 5** (AKA Penguin 2.1) on Oct. 4, 2013 (impacting around 1% of queries)
Incremental: price drops

Amazon Web Services Blog
Amazon Web Services, Products, Tools, and Developer Information...

Dropping Prices Again-- EC2, RDS, EMR and ElastiCache

AWS works hard to lower our costs so that we can pass those savings back to our customers. We look to reduce hardware costs, improve operational efficiencies, lower power consumption and innovate in many other areas of our business so we can be more efficient. The history of AWS bears this out -- in the past six years, we've lowered pricing 18 times, and today we're doing it again. We're lowering pricing for the 19th time with a significant price decrease for Amazon EC2, Amazon RDS, Amazon ElastiCache and Amazon Elastic Map Reduce.
Changing content
Resist ad creep
Resist price creep

Netflix Declines Most Since 2004 After Losing 800,000 U.S. Subscribers

By Cliff Edwards - Oct 25, 2011 3:54 PM GMT+0200

Netflix Inc. (NFLX) dropped the most in seven years after the video-rental service said it lost 800,000 U.S. subscribers in the third quarter, more than expected, and predicted more cancellations over a price increase.

Netflix plunged 37 percent to $75.28 at 9:39 a.m. New York time, for the biggest intraday decline since October 2004. The stock closed at an all-time high of $298.73 on July 13, according to Bloomberg data.
Resist annoyance creep

Stackoverflow is sort of like the anti-experts-exchange (minus the nausea-inducing sleaze and quasi-legal search engine gaming)
Don’t break it…

Digg redesign goes live

Digg Redesign Tanks: Traffic Down 26% (Updated With New Reddit Stats)

The launch of Digg's redesign will likely go down in the history of social media as a textbook example for how to alienate your users. Over the last few weeks we have chronicled the demise of the Digg community in great detail, but thanks to the latest data from Hitwise, we now have some hard facts about the current state of Digg. At its peak, Digg...

Frederic Lardinois on September 23, 2010
... and make good if you do

EA lists free games offered as apology for SimCity fiasco

Craig Lloyd, Mar 18th 2013  Discuss [7]

Earlier this month, Electronic Arts announced that it would be providing those affected by the SimCity server issues a free video game of their choice based on a short list of games that the publisher would release later on. Today, EA has listed the games that SimCity owners can grab for free, but choose wisely, since you can only pick one.
Personalization: settings

Google Search Settings

Search results
Languages
Location
Help

SafeSearch Filters
Turn on SafeSearch to filter sexually explicit content from your search results.

- Filter explicit results
- Lock SafeSearch

Google Instant predictions
When should we show you results as you type?

- Only when my computer is fast enough
- Always show instant results
- Never show instant results

Results per page

[Faster] [Slower]

Google Instant shows 10 results.

Where results open

- Open each selected result in a new browser window
Personalization: content
Ultimate personalization
Lock-in: Entered data
# Lock-in: Collaboration

<table>
<thead>
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<th>Admin</th>
<th>Can create projects?</th>
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<td><strong>Don Woods</strong></td>
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Lock-in: Multiplatform

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<td>Blackberry</td>
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# Emails: Drip campaigns

## Follow Up Messages

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<td>14</td>
<td>5 Text/HTML</td>
<td>12/10/12</td>
<td>On</td>
</tr>
<tr>
<td>15</td>
<td>5 Text/HTML</td>
<td>12/10/12</td>
<td>On</td>
</tr>
<tr>
<td>16</td>
<td>5 Text/HTML</td>
<td>12/10/12</td>
<td>On</td>
</tr>
</tbody>
</table>

### Value Addiction Phase
- Length: 10-15 days
- Number of emails: 4 or 5
- Email Frequency: 1 each 1-3 days

### Sticking Phase
- Length: 12-18 days
- Number of emails: 4
- Email Frequency: 1 each 3-4 days

### Rapport Phase
- Length: 18-22 days
- Number of emails: 4
- Email Frequency: 1 each 4-5 days

### Loyal Phase
- Length: 15 (or more) days
- Number of emails: 3 or more
- Email Frequency: 1 each 5-6 days

---

[ConversionXL](http://conversionxl.com/making-the-most-of-your-drip-email-campaign-content-length-frequency/)
Emails: Notifications

Subject: Kenn Fong has endorsed you for OOP!
From: Kenn Fong <member@linkedin.com>
Sender: messages-noreply@bounce.linkedin.com
Date: 7/6/13 01:27
To: Gideon Greenspan <gideon@sigsoftware.com>
Tags: 1-Personal

Gideon,

Congratulations! Your connection Kenn Fong has endorsed you for the following new skills & expertise:

OOP

This email was intended for Gideon Greenspan (Developer-entrepreneur). Learn why we included this. © 2013, LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA
Emails: Reach out to lost users

Gideon Greenspan,
Welcome back to Twitter.

Take 2 minutes to make Twitter work better for you.
We have one suggestion: follow more people. Yes, more. Following is how you build your home timeline. Building a great timeline is at the heart of making Twitter work. By building a timeline that reflects you and your interests, you’ll see how quickly Twitter becomes an invaluable part of your life.

Suggestions for you

Aaron Levy @levie
Lead Magician (and CEO) at Box (@boxHQ); I don’t fully endorse anything I say below. Go 🌧
Follow

Om Malik @om
Founder of GigaOM. Venture Partner at True Ventures
Follow

Kevin Rose @kevinrose
Partner at Google Ventures. Founder of @digg, @revision3. @teadrinker.
Follow
Emails: General updates

Subject: Greetings from Net-Translators: November Blog Digest
From: Net-Translators <Net_Translators@mail.vresp.com>
Reply-To: Net-Translators <reply-96bac2bac1-5d34c16f77-b3e3@u.cts.vresp.com>
Date: 2/12/13 10:10
To: services@websudoku.com

Dear Rachel,

I wanted to share with you the list of blog posts authored by our industry experts in the month of November:

- Machine Translation in the Medical Industry: A Risky Proposition?
- How to Ensure Your Localized Marketing Materials Hit the Mark
- Globalization Experts Discuss the Future of Localization
- Technical Translation Services: Definitions and Approaches

The Net-Translators Blog is a great way for us to keep our customers and friends up to date on industry trends, technology, best practices, news, and much more.

Our goal is to provide you with easy to digest and educational industry information; you are also invited to join the conversation by commenting on any post or to send us an e-mail with feedback, thoughts, comments, or topics you’d like us to cover in upcoming blog posts.

Best wishes and keep in touch,

Net-Translators team

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Finally: Exit interviews

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Send