



Account Optimization

At times, it is truly difficult to see the forest for the trees. The day-to-day rush of managing an email marketing program, often in addition to other marketing or business responsibilities, often causes one to lose focus on your initial email marketing goals and strategies.

To help ensure that you are on the right track and that you are getting the most out of your use of Bronto, we are happy to offer a new Account Optimization service. This service is **free** and available to any Bronto customer. What better way to look above and beyond the trees than by enlisting the services of a 50 foot tall dinosaur?

An Account Optimization Session will consist of a 30-45 minute phone conversation with your account manager. You'll have an opportunity to discuss your past use of Bronto, outline your email marketing objectives, and leverage the **experience** and **expertise** of Bronto to devise a plan for success.

Specifically, the account optimization phone call session will cover:

Account Organization

Proper account organization will facilitate **easier** and **more efficient** use of Bronto. *How can you streamline the process for adding information into your account? Do you effectively use segments? Are you making use of message folders and drafts?*

Messaging

Consistent messaging is crucial in order to **engage your readership** and maximize conversion. *Do your messages follow best practices guidelines? Do you use a template? Do you provide appropriate alternative versions? Have you explored Bronto's A/B Split or dynamic messaging features?*

Integration with Other Marketing Programs

Tying your email marketing program to other marketing initiatives will help you **grow your list** and capitalize on opportunities via email. *Are you effectively collecting email information online and offline? Do you use the "Manage Preferences" page to drive reader segmentation? Does it make sense to evaluate web services integration?*

Benchmarks

Setting benchmarks will help you **track performance** and quantify the value of your email marketing programs. *How do your results track over time and how do they compare to industry peers? What tweaks can you make to enhance your performance? Are you meeting your strategic objectives?*

Maybe you've already considered some of these questions or maybe you didn't even know to ask them. Regardless, an Account Optimization session will be a great way to take a deep breath, assess your email marketing performance, and map out a plan for going forward.

Contact your account manager today to schedule a phone call. We look forward to helping.