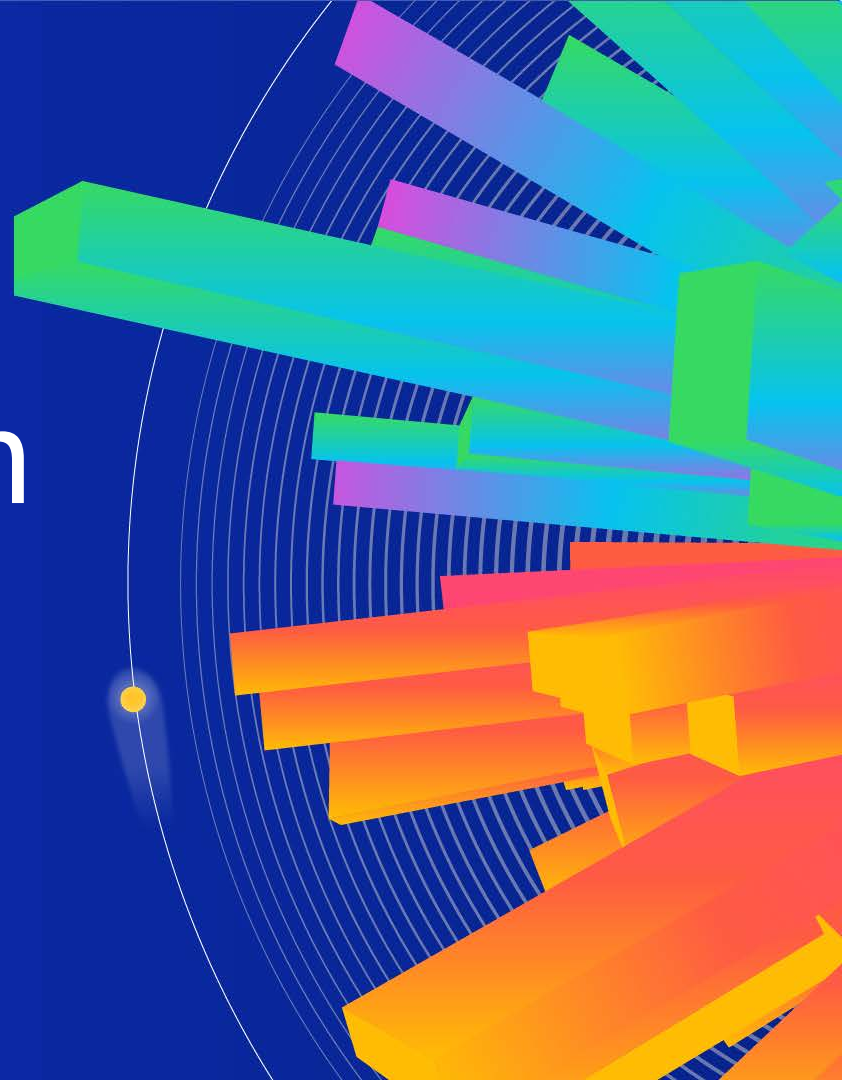


ACTIVATE 19

The Growth Marketing Conference

Breaking Down Newsletters

Presented by:  *iterable*



Meet the Panel



Kelly Morr
Senior Manager of
Content & Search
99Designs



Sean Kennedy
Senior Email
Marketing Specialist
Zapier



Jen Capstraw
Director of Strategic
Insights & Evangelism
Iterable

Meet the Panel



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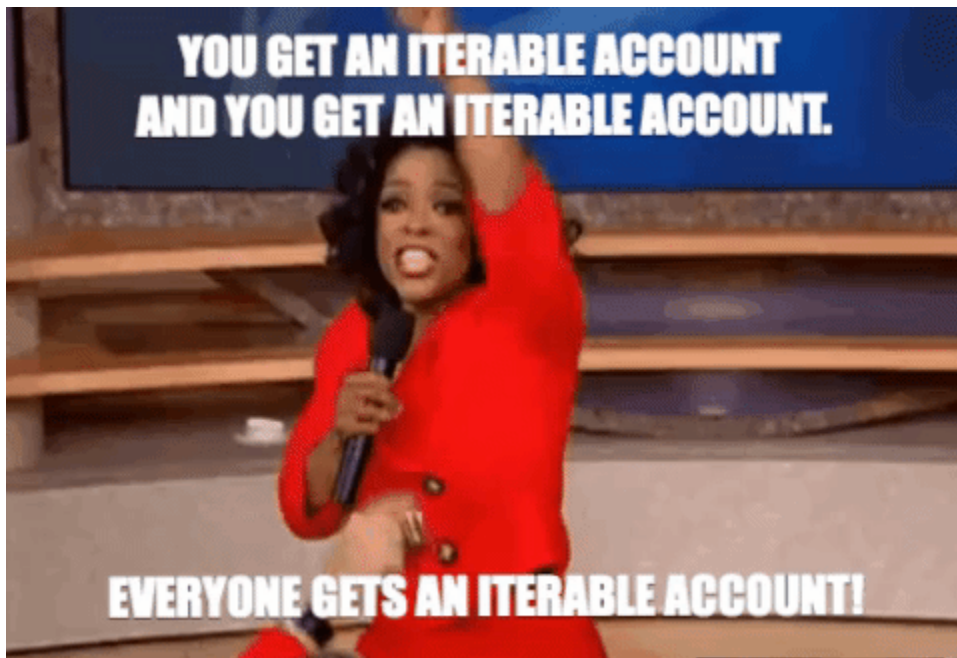


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Meet the Panel



Newsletters: A Brief History



The Belfast News-Letter,

And General Advertiser.

FRIDAY, MARCH 30, 1739

Yesterday arrived two British Packets, which brought two French, one Holland and one Flanders Mails, viz.

I T A L Y.

LEGHORN, March 6.



According to the Account brought by the Captain of an English Ship lately arrived here from Tunis, the Algerine Troops are preparing to march next Month towards Constantina, where they are to join those of the dethron'd Bey; after which they are to proceed to Tunis, in order to

The 17th, the Marquis de la Mina, Ambassador of Spain, presented to the King on the Part of his Catholick Majesty two Golden Fleeces, one for the King, and the other for the Dauphin.

Seignor Augustino Lomelini, Envoy from the Republick of Genoa, arrived here the 22d in the Morning, and went to lodge at the Hottel of Auvergue.

On the 25th, an Arret was published by the Council of State, which ordains the Suppression of the Request, and Memorials presented or printed under the Name of those Persons, whose Offices of Advocates to the Council were suppress'd by the Edict of September last.

By private Letters of good Credit from Paris we are advised, that the Court of France, since it has perceiv'd that the concluding a Treaty of Commerce with Russia would not be so extremely advantageous to it as was imagin'd, has not shewn so great Respect to Prince Cantimir, the Czarina's Minister, as was done upon his first Arrival at Paris; and that even the Negotiation begun at Versailles for the Conclusion of this Treaty of Commerce has been lately in a manner discontinued. The Coldness of the French Ministry in this Respect makes itself more and more remarkable, since the Conclusion of the Treaty of Subsidy between France and Sweden.

|_V_| /_____
|_|_|etal/ /hop

/_____
(314)432-0756

24 Hours A Day, 300/1200 Baud

Presents....

==Phrack Inc.==

Volume One, Issue One, Phile 1 of 8

Introduction...

Welcome to the Phrack Inc. Philes. Basically, we are a group of phile writers who have combined our philes and are distributing them in a group. This newsletter-type project is home-based at Metal Shop. If you or your group are interested in writing philes for Phrack Inc. you, your group, your BBS, or any other credits will be included. These philes may include articles on telcom (phreaking/hacking), anarchy (guns and death & destruction) or kracking. Other topics will be allowed also to an certain extent. If you feel you have some material that's original, please call and we'll include it in the next issue possible. Also, you are welcomed to put up these philes on your BBS/AE/Catfur/ Etc. The philes will be regularly available on Metal Shop. If you wish to say in the philes that your BBS will also be sponsoring Phrack Inc., please leave feedback to me, Taran King stating you'd like your BBS in the credits. Later on.



Hands-On Web Hosting - Billing <billing@handsonwebhosting.com>

To: jencapsim@yahoo.com

Cc: billing@handsonwebhosting.com



Jun 30, 2005 at 12:44 PM



Hands-On Technologies Newsletter - July 2005

<http://www.handsonwebhosting.com>

- ~ [New Employee](#) - Welcome Steven C. to Hands-on Web Hosting
- ~ [Security Evaluation](#) - Have your site checked for FREE!
- ~ [New Online Forums](#) - Redesigned and easier to search
- ~ [New Affiliate Program](#) - Earn \$10 for every new hosting account!
- ~ [Dedicated Servers](#) - Unleash the power and feel the speed! - \$100/month
- ~ [cPanel Help](#) - Site Backups - Have you made a site backup recently?
- ~ [Suspension, Cancellation, Termination](#) - We've made a policy change, please review!

New Employee

As the expansion of the Hands-on Web Hosting company continues, so too does the hiring of new support and administration staff. We'd like to welcome Steven C. to the Hands-on Web Hosting Team. Steven has been working with Hands-on Web Hosting for the past two weeks providing technical support to users via Live Help, the Helpdesk and also via the Online Forums. Steven played a major role in the migration of the Online Forums and the new design/look for this area.

Steven brings a solid background in server administration, customer support, technical support and sales leadership and will be working directly with our system administrators to ensure a smooth operation here at Hands-on Web Hosting.

Security Evaluation

Are you accepting credit cards on your site? If you are, have your website protected and evaluated for FREE through a special partnership we have with ScanAlert!

Usually priced at \$149 per year, this easy-to-use service from ScanAlert, the world's largest web site security certification company, includes everything you need to be certified to the Payment Card Industry (PCI) security standard. Should you choose to continue the service after the first year, the price is locked in at just \$19 per year.



A month of magical and mythical things (like gender wage equality)

March is the time we celebrate St. Patrick driving the snakes



Happy April, Tortii team!

Awesome job moving up levels in the Zapier Partner Program so far. You ended last quarter with 54,321 active users and, as of April 1st, **you've reached the Platinum level.**

Congrats! Keep it up throughout this quarter in order to maintain Platinum.



A month of magical and mythical things (like gender wage equality)

March is the time we celebrate St. Patrick driving the snakes out of Ireland (Not literally... there were never any snakes in Ireland.) And what better way to do that than wee, green leprechauns that have nothing to do with St. P. Oh, and beer!

And, it's also National Women's month. We're in the March spirit with unicorns, mermaids and an in-depth research project on women entrepreneurs... is there equality when it comes to starting a business? Check out our infographic to find out!

[Is equality a myth?](#)



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HOW TORTII IS PERFORMING THIS QUARTER



Level: **Platinum**



Active Users: **45,678**

 Nice work! You have enough active users to maintain Platinum!

Your Active Users metric resets at the beginning of each quarter, so it's normal to see a drop here from last month.

VOL. II.

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News Letter

21 Apr, 2019



Top stories of the week

A round up of the most popular news stories this week.

Latest News



Lyra McKee murder – P.S.N.I. arrest two teenagers

The P.S.N.I. has arrested two teenagers in connection with the murder of 29 year-old journalist Lyra McKee.



Portadown College principal dies suddenly

The principal of Portadown College has died suddenly while in Scotland.

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Having trouble seeing this email? [View it as a web page instead.](#)

News Letter

21 Apr, 2019



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How do we define
“newsletter” in 2019?



How do you achieve
personalization in your
newsletter?



10 gorgeous graphic design trends for 2019

Oh, so those bubble letters were meant to be retro? Careful, now. Slip a bit too far in one direction and cool quickly becomes corny. It happens! But it doesn't have to happen to you. Our roundup of the best upcoming trends for 2019 will keep you ahead of the curve.

Check out what styles will be hot throughout the design world next year, from logos and web to t-shirts and photography.

Totally trendy



9 amazing logo design trends

2019 Grafikdesign

10 umwerfende Grafikdesign-Trends für 2019

Trends, Trends, Trends – die schönste Zeit des Jahres! Unsere Designexperten verraten dir, was dir im kommenden Jahr dabei helfen wird, relevant zu bleiben und deine Kunden zu beeindrucken.

Die Design-Trends des Jahres 2019 sind voller Widersprüche: Neon-Duotöne und Farbverläufe treffen auf warme Vintage-Farbpaletten. Der detailreiche Glanz des Art déco lebt Seite an Seite mit dem klaren, eleganten Design aus der Mitte des Jahrhunderts.

Ein aufregendes Jahr voll stilistischer Vielfalt erwartet uns.

Total trendy



Les tendances graphiques de 2019

10 tendances en design graphique à ne pas rater en 2019

"Être tendance" n'est pas toujours une mince affaire... Un pas dans la mauvaise direction peut vous faire passer pour quelqu'un de dépassé ! Avec notre récapitulatif des meilleures tendances de 2019, vous garderez toujours une longueur d'avance.

Découvrez quels styles auront le vent en poupe dans le monde du design cette année. Des logos aux designs web, en passant par les tee-shirts et la photographie, nous passons tout en revue.

Restez dans l'ère du temps





Happy April, Tortii team!

Awesome job moving up levels in the Zapier Partner Program so far. You ended last quarter with 54,321 active users and, as of April 1st, **you've reached the Platinum level.**

Congrats! Keep it up throughout this quarter in order to maintain Platinum.

HOW TORTII IS PERFORMING THIS QUARTER



Level: **Platinum**



Active Users: **45,678**

👉 Nice work! You have enough active users to maintain Platinum!

Your Active Users metric resets at the beginning of each quarter, so it's normal to see a drop here from last month.



Health Score: **Exceptional**

👉 Well done! Maintain this health level to stay at Platinum.

[Log in to your dashboard](#) to see this info in real time.

PLATINUM! KEEP IT UP!

The next evaluation is July 1st. Maintain your Platinum level with the following tips:



Happy April, Iterable team!

We took a look at your performance in Zapier Partner Program so far. You ended last quarter with 1,234 active users and, as of April 1st, **you've maintained your status in the Bronze level.**

Now's the time to pick up the pace, so you can reach Silver next quarter!

HOW ITERABLE IS PERFORMING THIS QUARTER



Level: **Bronze**



Active Users: **975**

👉 Reach 1,500 active users to move to Silver!

Your Active Users metric resets at the beginning of each quarter, so it's normal to see a drop here from last month.



Health Score: **Healthy**

👉 Well done! Maintain this health level to qualify for Silver.

[Log in to your dashboard](#) to see this info in real time.

GO FOR SILVER!

The next evaluation is July 1st. Reach the Silver level by using the following tips:

• Boost usage by [stealing ideas](#) from the top Zapier partners



Happy April!

On April 1st, we did our quarterly review of your integrations. Take a look below to see what level your integrations are in now.

YOUR INTEGRATIONS' PERFORMANCE THIS QUARTER

Remember, your active user count resets at the beginning of each quarter, so it's normal to see a drop here from last month.

INTEGRATION	LEVEL	ACTIVE USERS	HEALTH
Formatter	SILVER	11,345	Exceptional
Delay	GOLD	21,654	Healthy
Storage	BRONZE	11,345	Healthy

[Log in](#)

The next evaluation is July 1st. Level up your integrations when you:

- Boost usage by [stealing ideas](#) from the top apps on Zapier
- Improve your health score by [resolving and responding to issues](#)

As you level up, you'll get access to even more benefits, such as a product review, case studies, and the ability to market to your Zapier users.

YOUR LEADS FROM ZAPIER

PLATINUM! KEEP IT UP!

The next evaluation is July 1st. Maintain your Platinum level with the following tips:

- Boost usage by [stealing ideas from the top Zapier partners](#)
- Maintain your health score by [resolving and responding to issues resolving and responding to issues](#)

By maintaining Platinum, you'll continue to get access to **all benefits** of the program like quarterly business reviews, hands-on training, and more.



YOUR LEADS FROM ZAPIER

Because you were in the Platinum level last quarter, **Tortli's page** on Zapier sent you leads. Here's your page's activity from the last 30 days:



1234 unique visits

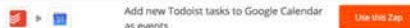
↑ 12% increase over the previous 30 days

5432 unique clicks

↓ 3% decrease over the previous 30 days

Remember, the more popular your integration is, the more views your page gets. On average, partners in the Platinum level get **3x more visitors** to their pages than those in Gold.

NEWS & RESOURCES



GO FOR SILVER!

The next evaluation is July 1st. Reach the Silver level by using the following tips:

- Boost usage by [stealing ideas from the top Zapier partners](#)
- Improve your health score by [resolving and responding to issues resolving and responding to issues](#)

Once you reach Silver, you'll get access to even **more benefits**, such as leads sent to you from Zapier's site.



YOUR LEADS FROM ZAPIER

Once you reach the Silver level, you'll **unlock the ability to get leads from Iterable's page** on Zapier. Here, you'll see stats about how many leads you're getting.

Reach Silver to unlock this benefit!

NEWS & RESOURCES



See more [Todoist integrations](#) powered by [zapier](#)

Build Zap Templates to surface new use cases

We've just released an easier way for you to create Zap Templates! Zap Templates are pre-made Zaps that help users get started right away. Brainstorm popular use cases for your integration and create Zap Templates for them, so there's less work left for your users to do.

- Boost usage by [stealing ideas from the top apps on Zapier](#)
- Improve your health score by [resolving and responding to issues](#)

As you level up, you'll get access to even more benefits, such as a product review, case studies, and the ability to market to your Zapier users.

YOUR LEADS FROM ZAPIER

Once each integration reaches the Silver level, its page in Zapier's App Directory **sends you leads**. Here's your pages' activity in the last 30 days:

INTEGRATION	UNIQUE VIEWS	UNIQUE CLICKS
Formatter	512	213
Delay	1,024	345
Storage	🔒 Reach Silver to unlock this benefit!	

On average, integrations at the Platinum level get **3x more visitors** to their pages than those in Gold or lower.

NEWS & RESOURCES



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[Build Zap Templates](#)

Remember, the more Zap Templates you build, the more likely your app is to be promoted on the sites and in the products of our 1,300+ integration partners via the [Zapier Display Network](#).

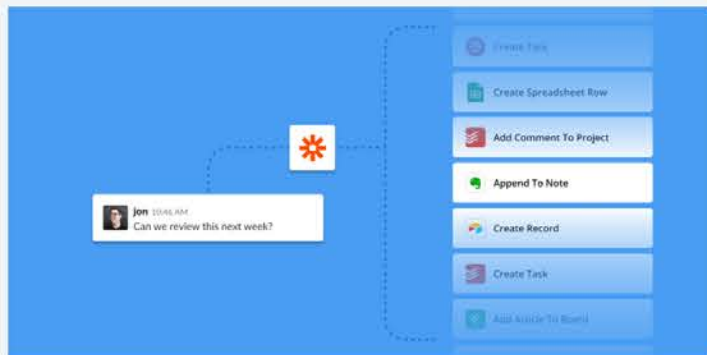
Happy {{now format="MMMM"}}!

On {{now format="MMMM"}} 1st, we did our quarterly review of your integrations. Take a look below to see what level your integrations are in now.

YOUR INTEGRATIONS' PERFORMANCE THIS QUARTER

Remember, your active user count resets at the beginning of each quarter, so it's normal to see a drop here from last month.

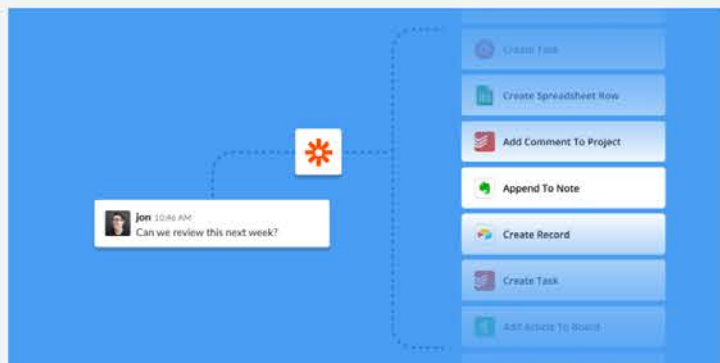
INTEGRATION	LEVEL	ACTIVE USERS	HEALTH
{{product.name}}	<pre> {{#ifMatchesRegexStr product.tier "Silver"}} {{else}} {{/ifMatchesRegexStr}} </pre>	<pre> {{numberFormat product.userActive CountThisQuarter "integer"}} </pre>	<pre> {{product.hea lthScoreTier}} {{product.hea lthScoreTier}} </pre>
	<pre> {{PRODUCT.TIER}} </pre>		



Automate Anything Without Leaving Slack

Never lose another message. Now you can push whatever needs follow-up to any of the 1,300+ apps that are connected to Zapier. You don't even need to stop slacking: all the automation power is just a couple clicks away.

[Try Our Slack Action](#)



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By setting folder permissions, anyone on a Team account can share Zaps their way. Open things up to the entire office, select a small group of confidants, or keep 'em to yourself, the decision is yours.

Permission Granted

Not on a Team account yet? You can [snag a free trial here](#).

By setting folder permissions, anyone on a Team account can share Zaps their way. Open things up to the entire office, select a small group of confidants, or keep 'em to yourself, the decision is yours.

Permission Granted



BOOK IT

The 9 Best Meeting Scheduler Apps and Tools in 2019

You can't delegate actual meetings to an app...yet. But there are plenty of tools that make scheduling a little less grueling. These are our top picks for coordinating your calendar.

Get an Automated Assistant

SLACK IN ACTION

How to Create Autoreplies in Slack

Let Slack say it for you. We'll guide you through creating auto-responders for certain words and scheduled status updates, so you can communicate without even typing. Maybe you can dig up some old away messages from a certain instant-messenger?

Current Status: Productive

Personality counts!
Let's talk about brand voice.



Mittens at 99designs <hello@email.99designs.com> [Unsubscribe](#) Thu, Apr 18, 4:45 PM (3 days ago)
to me ▾



99designs

[View in browser](#)
designs by [Vladanland](#)



The ultimate guide to web design

Lost valuable hours of your life googling the heights of B-list

Presented by:  *iterable*



Ultimate branding
Learn how to grow your business
Tons of tips and tricks

[Read our ultimate guide to branding](#)

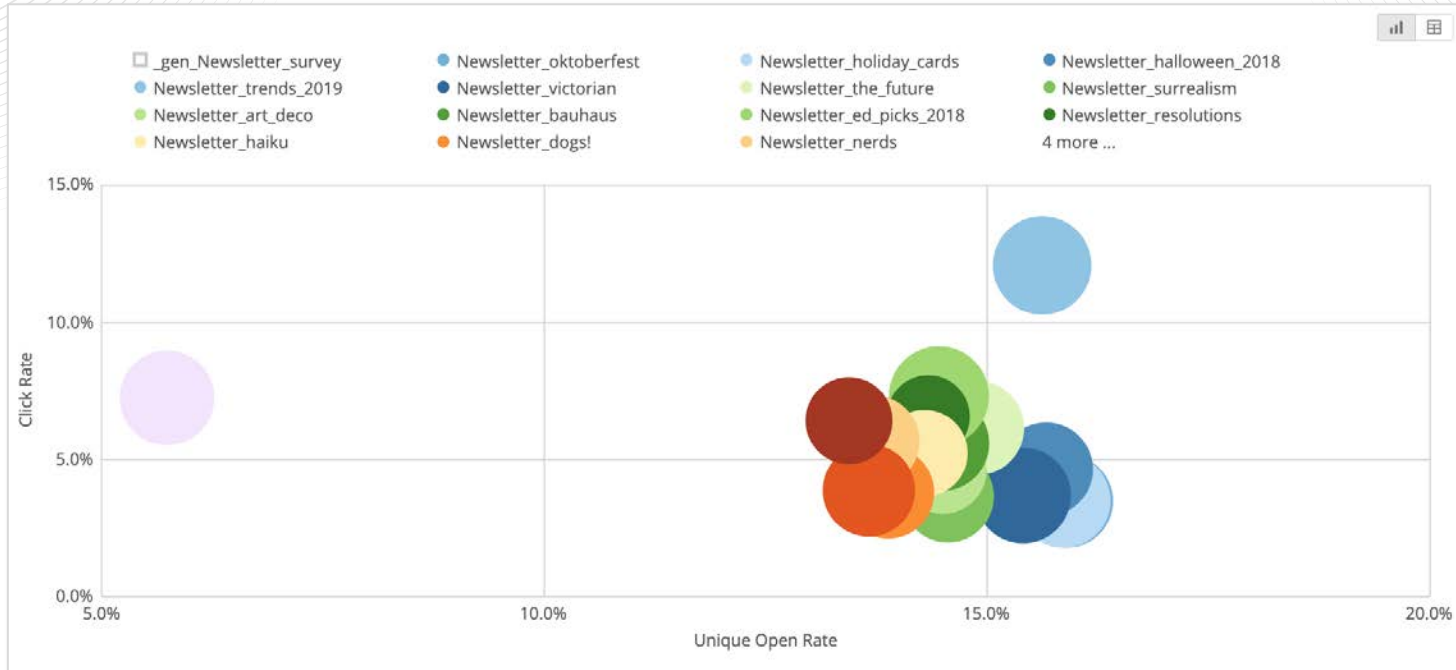
LOE is no joke.
How do you streamline
production?



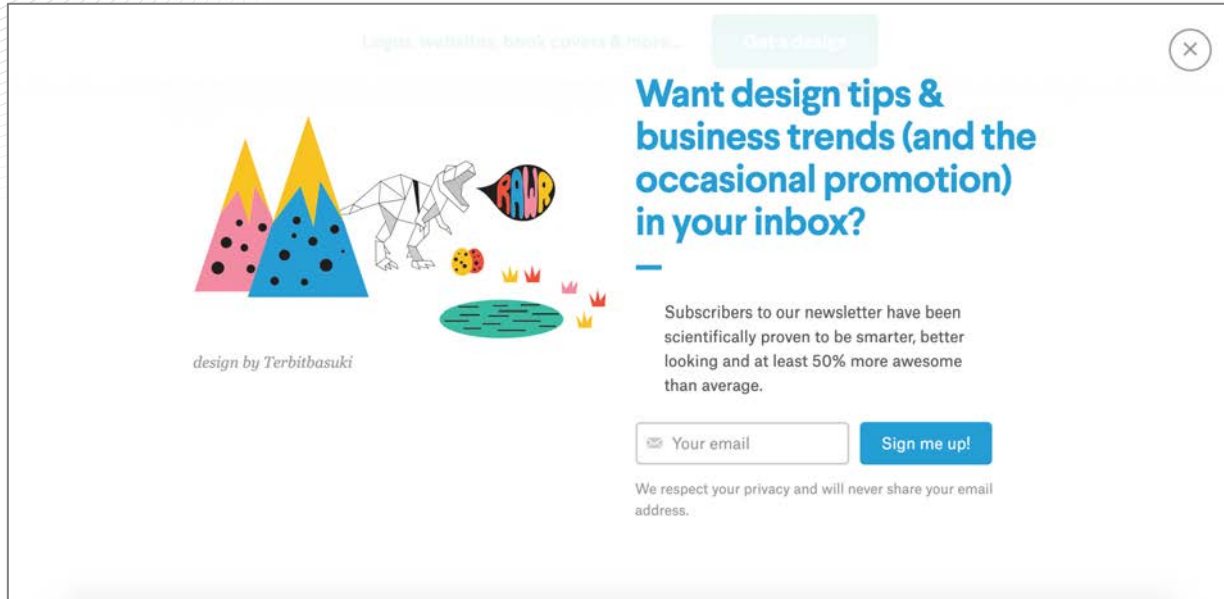
KPIs



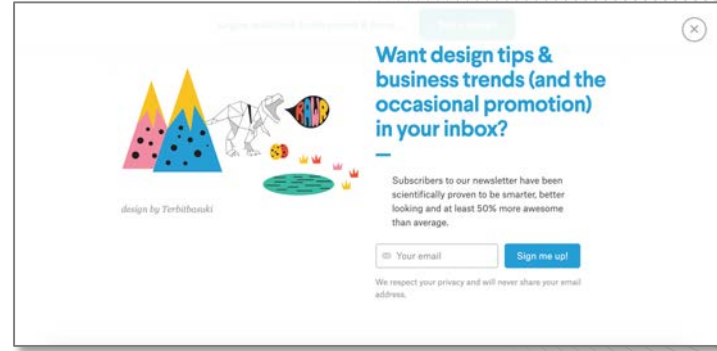
KPIs: Engagement



KPIs: Acquisition

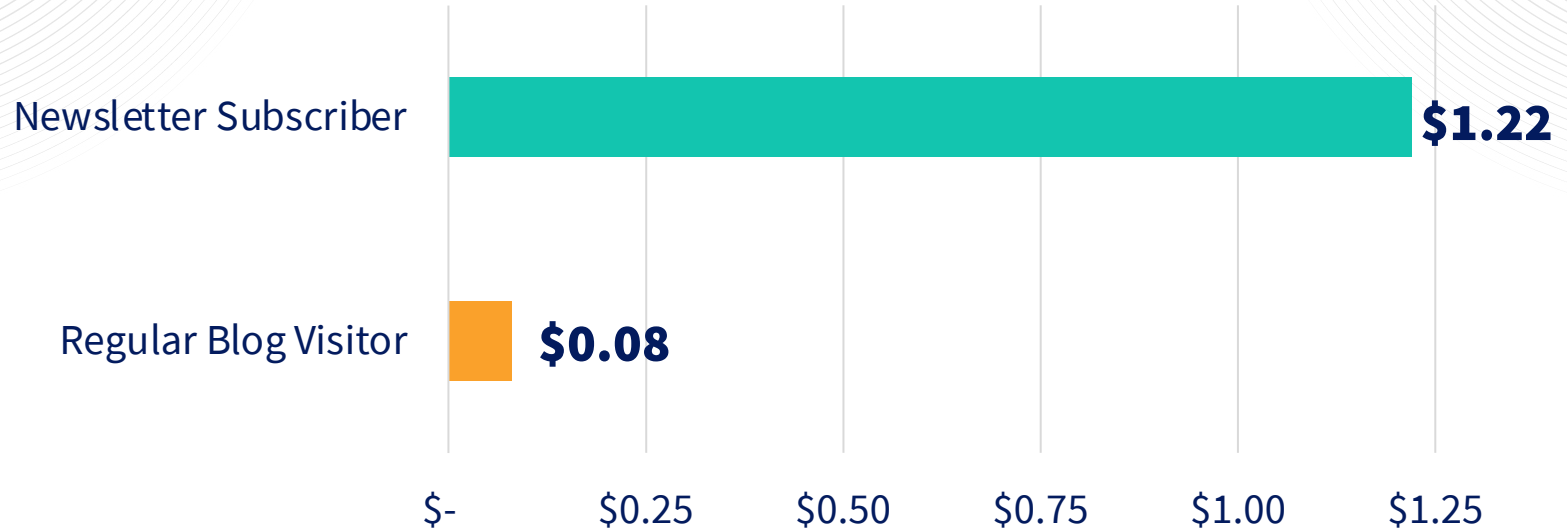


KPIs: Acquisition



	BASELINE	FLOATING BAR	POP-UP
Subscribed (Conversion)	0.2%	0.5%	0.7%
Scrolled to 75% (Annoyance)	29.7%	29.5%	25.9%

KPIs: Value – 28-Day Window



Get Inspired

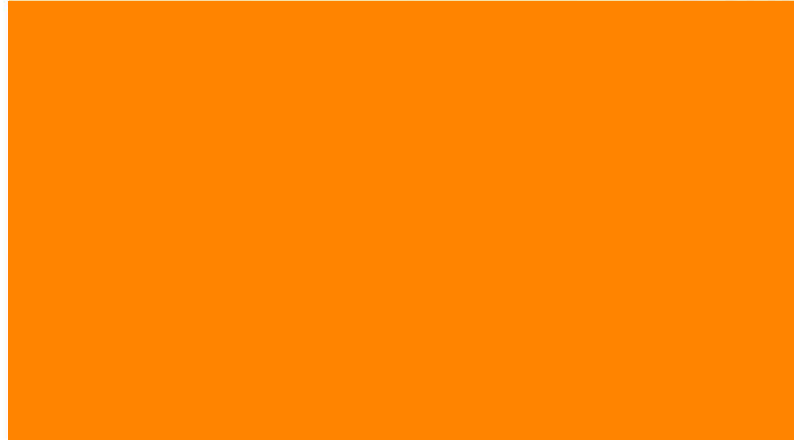


"Enough about us..."

EMAILED APRIL 19, 2019

The Hustle

Sponsored
by
**trust
&will**



The Hustle's Newsletter Turns 3!

There are now more than **1 million** of you reading our daily email, and many of you have something in common: You want to put your mark on the world through your work. Whether that's starting a company, building something, whatever — you're ambitious and want to have an impact.

I grew up knowing I wanted to start a company one day, and I'm grateful you've helped me do it. This might sound crazy, but the email you're reading right now has its roots in a chain of hotdog stands I started called *Southern Sam's: Weiners as Big as a Baby's Arm*.

Fortunately for my bank account, I had bigger dreams. So after college I moved to SF



Hey Kelly,

It's William from [Backcountry.com](https://www.backcountry.com)

How has life been treating you? Did you have a good Winter season?

I'm gearing up for some awesome Biking and Desert climbing in Southern Utah in the next couple months before the heat really ramps up.

What's your plan for Spring?

My role at Backcountry is to work one-on-one with customers and be YOUR dedicated point of contact. I'm here to help you with everything you may need from us and be your personal connection to Backcountry. Free return label, exchanges, discounts, placing orders, and everything you need from us. I'm your guy!

Do you need a question answered? Or Guidance on some gear? Text me at 801 513 2401



Really Good Emails



Personalized imagery powered by Nibirisoos

Planes, Trains, and Automobiles

If you travel for work, you know that the time you spend on a crowded plane, Uber pool, or underground isn't the *most* pleasant part of your day. Especially, when you start thinking about all the things you've touched—which were probably touched by *many* people before you.

That could explain why you see people's hands glued to their phones in transit—watching videos, posting to Insta, and best of all, taking a good gander at their email. It's a great time to strike them with a good message. You're literally keeping them healthy, right? Makes sense to us.

Here are some of our recent travel favorites:

- Wandering through Marrakesh
- Exposure Weekly Selects
- Welcome to the Fun-cation
- Airfare Price Alerts



Really Good Emails



Personalized imagery powered by Nibirisoos

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Planes, Trains, and Automobiles

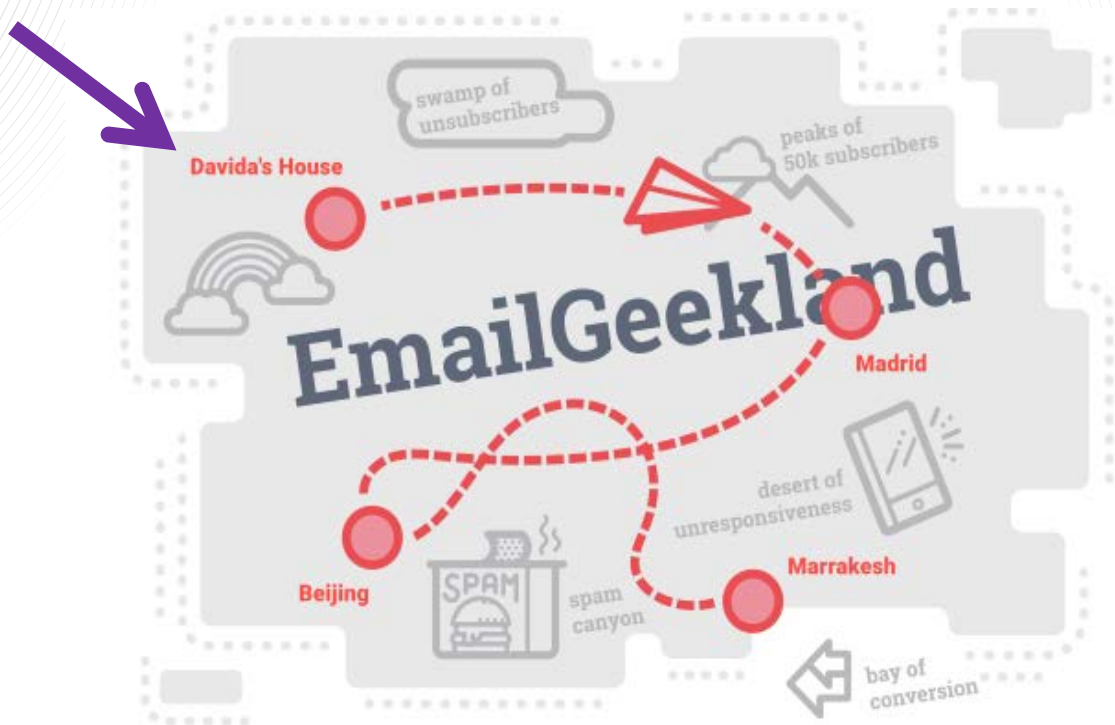
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Top Takeaways



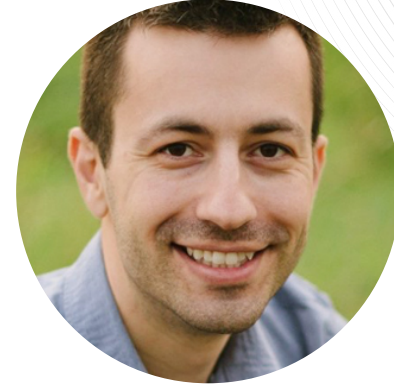
Kelly's Top Takeaways

- Just get started
- Don't get overwhelmed with details
- Constantly strive to improve



Sean's Top Takeaways

- Be human
- Don't try to cater to everyone
- Have a blast, but don't send a blast
- Iterate and optimize



Jen's Top Takeaway

- No bombs



A photograph of Tom Hanks from the movie "The Sandlot". He is wearing a dark blue suit jacket, a light blue and white striped dress shirt, and a dark tie with a light-colored pattern. He has a slight smile and is looking off to the right. The background consists of out-of-focus trees with yellow and orange autumn leaves.

T. HANKS