

FIVE COMMON THEMES IN HEALTHCARE EMAILS WITH THE HIGHEST OPENS AND CLICKS

(BASED ON EMAILS WE DEPLOY)

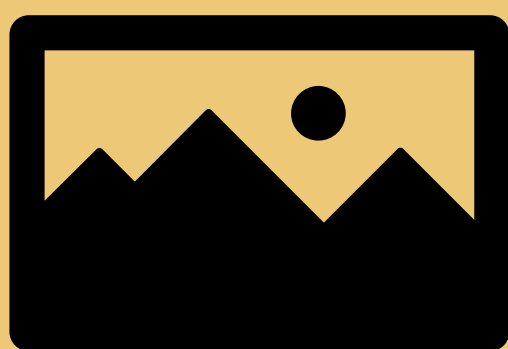
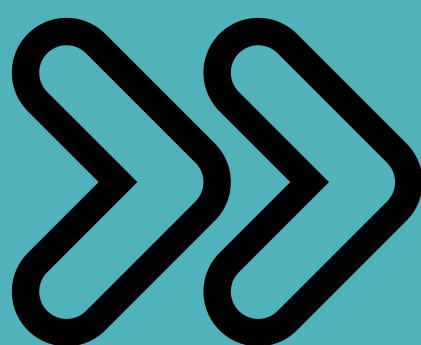


PERSONALIZATION

Messages that directly address the contact, with context for why you are contacting them, have a better response.

CALL TO ACTION

Messages that used graphical buttons and had more than one way to take action - including links within a paragraph - got the best response.

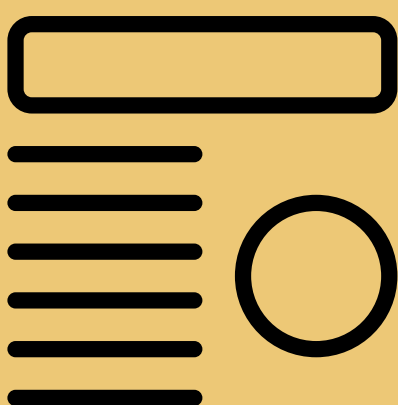


IMAGES

Messages that included an image of a product or a person who might benefit from the offering had higher click-through rates.

PROFESSIONAL DEVELOPMENT

Customers who offer professional learning, either certification or product training, had a high response rate.



SHORT & BEFORE THE SCROLL

Messages that made the point quickly and kept both the call to action and core content at the top of the screen (before the scroll) got a higher click rate than those that required lots of reading.

MCH WILL HELP YOU DEPLOY YOUR HEALTHCARE EMAIL CAMPAIGNS TO OUR HIGH-QUALITY HEALTHCARE CONTACTS!

- Hospital leaders, physicians, specialists, nursing home administrators, dental practice staff, and more.
- Phone-verified contacts. Permission-passed emails. Reliable, deliverable, and targeted email lists to grow your business.
- Deployment services to get your email out the door quickly and effectively. You provide the creative, we deliver the message and analysis of results.
- List prices are the best in the business!