Description of sample: I crafted a sales email on behalf of account managers and distributed it to client lists via SendGrid.

Winning subject line: "Now You Can Have a Better Way to Reach Customers"
Unique open rate: 48.65%

Email body:

Hi [%first_name | there%],

I'm reaching out because you've been a loyal client, and I want to give you first dibs on our latest offering.

For years now, we've been hearing service providers say:

- "I really want my own app, but it's way too expensive."
- "I wish I could get customers to text me instead of calling."
- "I really wish my staff could answer the texts I get from clients."
- "I'm nervous about the conversations my techs have with clients because I can't see any of them. All the messages are on their personal cell phones."
- "I'm tired of relying on Facebook because my posts get almost no engagement."
- "My email campaigns haven't been working as well as they used to."
- "I hate having to give out my cell number because people call and text me at all hours of the day/night."

We listened to your pain points. And we created a solution.

It's an app platform called AppDingo, and it solves *all* of these challenges for you.

And now that it's launched, I'd like to offer you a free trial!

To be clear, AppDingo is brand spanking new. However, we've already made major improvements based on initial feedback. We're hoping to continue fine-tuning it... with your help.

That's why Prospect Genius is giving away AppDingo for *free* for three months to the first five business owners who respond to this email!

To claim your spot, give me a call at ████████████, or simply hit the "reply" button on this email ASAP. I can't wait to hear what you think!

Take care,
Brenda