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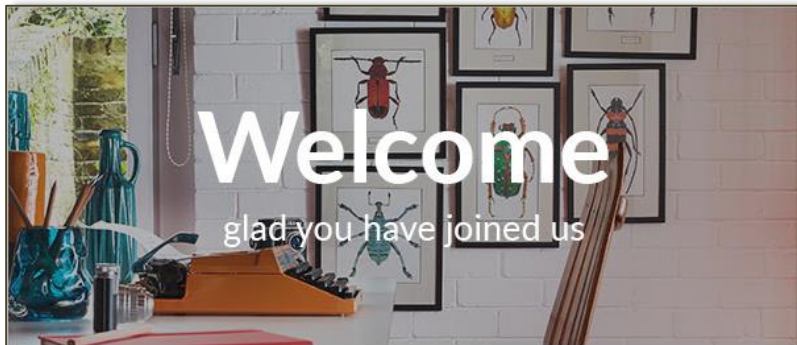
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Copywriting



Subject Lines





Dress sale? Frock yeah!

ASOS



What? This old thing?

Missguided



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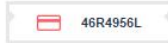
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Conclusion

- Email is the most popular and best performing marketing channel
- Great email marketing starts with good data
- No magpie marketing

Benchmark report 2016/17

hitting the mark

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Thanks

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