

#Email 1: Agitates the pain of manual growth operations and introduces AI agents as the solution

SL:Your growth team is overpaid (and underperforming)"

PT:Human-only UA teams are fax machines in 2025

Hey [Name],

Hard truth: Manual UA optimization is for suckers.

Your growth team is working harder than a Nokia phone trying to run TikTok – they're still manually doing what AI can do in 30 seconds.

The Struggle is Real:

- Your UA manager is burnt out from juggling 47 campaigns across 12 channels
- Your ASO specialist just spent 3 weeks on keyword research that an AI could've done over lunch
- Your creative team is bottlenecked because "inspiration doesn't work on deadlines"

Meanwhile, your competitors are laughing all the way to the app store with their AI-powered growth machines.

Here's the Shift Everyone's Talking About:

Remember when you thought hiring a full-time growth team for \$500K/year was "investing in your future"?

Plot twist: The future doesn't need coffee breaks.

Vertical AI Agents are now running entire growth operations – **24/7/365**, across every channel, optimizing campaigns while your team

sleeps. They don't get tired, no coffee breaks, no sick days, no creative blocks – they don't even ask you for a raise.

What if I told you that while you're reading this email, there's an AI agent somewhere:

- Testing 47 creative variations on Facebook
- Optimizing ASO keywords in real-time
- Scaling winning campaigns across 8 countries
- Sending you performance alerts at 3 AM (because it never sleeps)

All for less than what you're paying your junior growth associate.

What if you had an AI-led growth team running 24/7?

Your move.

[Meet Your AI Growth Agent →]

Still think "human touch" is irreplaceable in growth marketing? Tell that to the apps crushing it with \$0.016 CPIs while their human competitors are stuck at \$2.50.

#Email 2: Proves credibility through shocking performance metrics and social proof

SL: We 'cheated' and got 1M+ installs for \$0.016 each

PT: The 'cheating' was just using AI while everyone else played fair

Hey [Name],

Remember when getting sub-\$0.05 CPIs was considered black magic?

Well, we just pulled off something bonkers

The Numbers That Broke Our Calculator:

**1,048,576 installs at \$0.016 CPI
(Yes, you read that right. No, we didn't miss a decimal point.)**

"I thought the dashboard was broken. Then I realized our AI agents don't understand the word 'impossible.'" - Gaming App CEO

How We "Cheated":

Week 1: Their human team spent 40 hours optimizing 3 campaigns

Week 2: Our AI agents optimized 847 campaigns in 40 **minutes**

The AI vs Human Breakdown:

- 🤖 **AI:** Real-time bid adjustments every 3 seconds
- 👤 **Human:** Bid adjustments every 3 days
- 🤖 **AI:** Tested 2,847 creative variations
- 👤 **Human:** Tested 12 creative variations
- 🤖 **AI:** ASO updates pushed live instantly
- 👤 **Human:** ASO meetings scheduled for "next week"

While competitors were "playing fair" with manual optimization, we deployed AI agents that work at machine speed.

Some call it unfair advantage. We call it business as usual.

The Results Graph:

Manual Campaigns: \$0.47 CPI



AI-Powered: \$0.016 CPI

The "cheating" was legal, ethical, and available to everyone. Most just haven't figured it out yet.

Want to see the full case study breakdown?

[See the Results →]

Your competitors are still manually A/B testing creative #47. Meanwhile, our AI just optimized creative #2,847. Choose your fighter.

Email 3: Creates urgency to modernize now and drives demo bookings

SL: Fire your growth team (then hire them back as cyborgs)

PT: We're not replacing humans. We're upgrading them to superhuman.

Hey [Name],

Your growth team isn't broken. The system is.

The Struggles We've Been Talking About:

- ✅ **Manual campaign optimization** = Watching paint dry in slow motion
- ✅ **Creative bottlenecks** = Waiting for Godot, but for banner ads
- ✅ **Human-speed ASO** = Racing a Ferrari with a bicycle
- ✅ **Burnout rates** = Higher than your abandoned cart rate

You're not underfunded. You're under-automated.

Your Growth Ops, Rebuilt:

What if I told you that in 30 days, you could have:

 AI Agent Army:

- Real-time bid optimization (every 3 seconds, not 3 days)
- Creative testing at machine speed (2,847 variations vs your current 12)
- ASO automation that never sleeps

 Human Genius Layer:

- Strategic oversight from ex-Zynga growth experts
- 24/7 global support across time zones
- Creative direction that AI can't replicate

The Best Part:

- Start at \$100K/year (less than your current growth lead's salary)
- Flat-fee structure (no surprise invoices)

- Plug-and-play setup (live in 30 days)

Why Now?

Because: While you're debating about AI, your competitors are already scaling at machine speed.

Q4 is coming. Holiday budgets are locked. Your window to modernize before the biggest revenue season is closing faster than a TikTok trend.

The question isn't whether you need AI-powered growth.

The question is: Do you want to set the pace or struggle to keep up?

Ready to Rebuild Your Growth Engine?

30-minute strategy demo.

Zero fluff.

Pure ROI potential.

[Book a Strategy Demo →]

We're not here to replace your team. We're here to turn them into growth superheroes – Cape not included, but results are guaranteed

Why This Strategy:

This strategy mirrors the natural buyer psychology progression - first making prospects aware they have a problem (Email 1), then proving you can solve it with credible results (Email 2), and finally creating urgency

to act now (Email 3). Each email builds on the previous one's emotional and logical foundation, preventing information overload while systematically addressing the key objections prospects have: "Do I need this?", "Does it actually work?", and "Why should I act now?". This sequential approach maximizes conversion rates because it gives prospects time to digest each core message while maintaining momentum toward the ultimate goal of booking a strategy demo.