

# Email Scripts

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*Note: The classification means that the content from the type A emails have to be more provocative than the ones compared to the type D, which are mainly a follow-up*

## Type A: Benefits

### Headlines

- How about a 100% increase in your ad revenue?
- No brainer: Performance-based work
- No budget? No problem! We make it easy for you

### Content A1

Hey Kristen,

My name is Brandon Gains and I'm the head of marketing at MonetizeMore.com

I just wanted to check in and **thank you** for showing interest in our services. Hope we are what you're looking for.

At MonetizeMore we believe in high performance and full transparency. That's we offer a solution to increase your ad revenues **without upfront costs**, packaged in an array of tailor-made services.

Our mission is to **help you realize your ad revenue potential**.

[Watch this video to find out how]

Or if you're ready to jump on a call, pick a time from my calendar that better suits you.

Let's grow together!  
Brandon

## Content A2

Hi Kristen,

Did you know our services don't have any upfront cost? Isn't that **a no brainer?**

At MonetizeMore we believe in high performance and full transparency. That's we offer a solution to increase your ad revenues **with only performance-based work**.

Our mission is to **help you realize your ad revenue potential** and that's why we make it easy for you.

If you're ready to jump on a call, pick a time from my calendar that better suits you.

Start today!  
Brandon

## Content A3

Why wait until the next month budget is ready to start achieving your ad revenue potential?

Start today... No upfront cost. Only results!

At MonetizeMore we believe in high performance and full transparency. That's we offer a solution to increase your ad revenues **with only performance-based work**.

Let us make it easy for you.

If you're ready to jump on a call, pick a time from [my calendar](#) that better suits you.

Let's grow together!

Brandon

## Type B: Case study

### Headlines

- We're growing companies faster than ever. Not a dime upfront!
- Spring is coming. Fresh Ad Ops help is in the air!
- What do you need to get done today? How about getting your RPM double?

### Content B1

Hi Kristen,

Brandon here again, I just wanted to take a bit of your precious inbox space to show you [this amazing case study](#).

I know you probably are very busy and don't have time to read the whole thing so I summarized for you: **We were able to increase BoredPanda's earnings by 87% in a time span of 6 months!**

"MM has taken all the monetization process into their hands, giving us more time to focus on what's most important – our own website. MM has attracted premium advertisers and increased our earnings by 87%."

Tomas Banisauskas

Founder, BoredPanda.com

Yes, you heard that right, and you can become the new company receiving those new numbers!

If you're ready to talk and see how we can work together, drop me an email or give me a call at 781-658-4883.

Brandon Gains  
[Marketing@MonetizeMore.com](mailto:Marketing@MonetizeMore.com)

## Content B2

And the results keep coming!

Do you want to know how Jonathan Clarke (MonkeyMedia), became one of our happy clients?  
With a Page RPM increased by 129% in programmatic nonetheless!

Read all about it in [this amazing case study](#).

But don't take our word for it, hear it from the man itself:

*"We chose MonetizeMore because we deeply believe independence is the key to digital advertising and wanted to be in control of our future. (...) Their team is expert at getting the most out of our GAM setup and give us full revenue transparency."*

*Jonathan Clarke  
CEO of MonkeyMedia, monkeymediainc.com*

Are you ready to make this your highest year in revenue? Drop me an email or give me a call at 781-658-4883.

Brandon Gains  
[Marketing@MonetizeMore.com](mailto:Marketing@MonetizeMore.com)

## Type C: Schedule demo/call/survey

### Headlines

- Hello Kristen, this is Scott Milener from MonetizeMore.com
- We invest in you ♥
- Making sure you're getting the full revenue potential of [your company]

### Content C1

Hey Kristen,

I hope you're finding everything you need to know about MonetizeMore services. I imagine you're still researching and making sure we're a good fit for each other. Here's an extra round-up of what makes the best to help you with your decision:

- Performance-based work. We don't want any lack of funds keep you away from your ad revenue potential
- We cover all time zones. No matter your location, we're always there for you
- 100% Worldwide fill rate
- We only serve highly targeted ads
- Caring and dedicated team
- No commitment contract

If you have other questions about what we do, the answer is just an email or phone call away.

I'd love to help you out!

Or if you already made up your mind and are ready to grow faster, [click here](#) to schedule a demo call.

Best wishes,

Brandon Gains  
781-658-4883  
Marketing@MonetizeMore.com

## Type D: Follow up/Touching base

### Headlines

- Hello Kristen, this is Brandon Gains from MonetizeMore.com
- Hi James, got a sec? We would like your opinion...
- MonetizeMore Update - March 13, 2019
- 48 hours in enemy territory - what would you do?
- We invest in you ♥
- Are you the right person?

## Content D1

Dear Kristen,

I'm not sure where you are at increasing your ad revenue, but I wanted to touch base. About 2 months ago you had visited our website and gathered information about our services. Since then, we have updated our case studies page and added additional benefits such as automated reporting and A/B test configurations.

When you have a chance, take a minute to review our case studies. Remember, we provide 100% worldwide fill rate and no upfront budget is needed to start working together.

Drop me an email or call me if you have any questions.

Regards,

Brandon Gains  
781-658-4883  
Marketing@MonetizeMore.com

## Content D2

Hey Kristen,

I'm not sure where you are at increasing your ad revenue, but I wanted to touch base. About 2 months ago you had visited our website and gathered information about our services.

I also noticed you didn't keep opening our emails, I just wonder **if you're still the right person** to talk to about these ad revenue optimizations. If not, could you please **forward this email** to him/her or send me their contact information and I would personally reach out!

Drop me an email or call me if you have any questions.

Regards,

Brandon Gains  
781-658-4883  
Marketing@MonetizeMore.com