

SUBJECT: **FOR ARNO**

Hey Arno,

Just watched your latest video Ad and wow, and liked the way it showcased your product's awesome features. It was seriously impressive.

By the way, starting the ad with a problem-solving approach was genius. And, here's a suggestion: how about moving the call-to-action (CTA) to the end? It'll keep the emotional connection strong and make the ad flow seamlessly. This is how I make the ads more effective and engaging for the businesses I work with.

This is because speaking of emotional connections is the key to creating a lasting impact. Whether it's hitting people in the feels or making them laugh, that connection makes your brand unforgettable. And guess what? Our video ad strategy nails it!

We work with eCommerce brands and help them engage more than 40% of the audience that watches the ad compared to the traditional ad format that does not engage more than 8% of the audience.

If you want to skyrocket your promo ads' performance, we can hop on a quick Zoom call and unleash some killer ad strategies. Slots are going a little fast this week - let me know if you want to snag one.

Looking forward to hear from you, Arno!