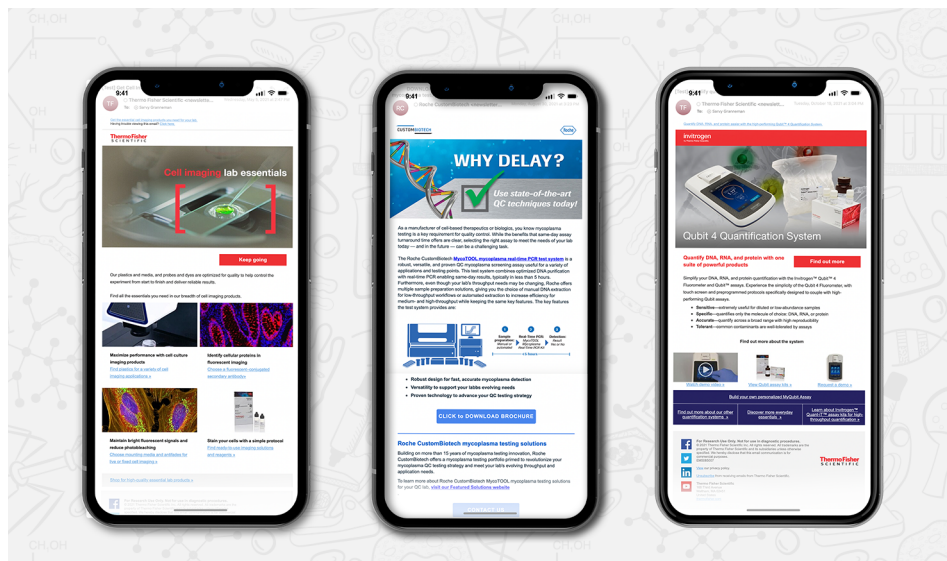


A LABROOTS THIRD PARTY EMAIL CASE STUDY

# THIRD-PARTY EMAILS WITH LABROOTS

& Why You Should Take Advantage of Them



Third Party Email Samples

Your email copy is written to perfection. Your imagery aligns perfectly with the message you are trying to get across to your reader or potential customer. You can finally breathe, until you realize there is still the lingering question of,

## Who are you sending this perfectly crafted email to?

No need to stress, leave the rest to Labroots! Labroots' targeted, opt-in email list will generate interest in your product or service, just like that.

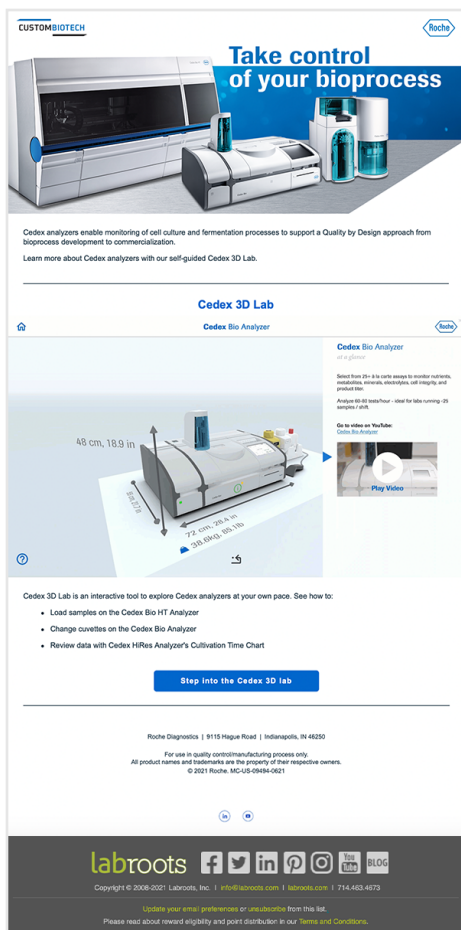
## What is a third-party email?

A third-party email is an email, written by you, that is sent out to Labroots' email list. Simple enough, right? Prior to the email being deployed, you will fill out a comprehensive **Audience Selection form** that allows your email to land in the inboxes of your desired audience. Whether you choose your audience based on geographic segment, work sector, specialty, or job function, there is an audience for you.

Once the Audience Selection form is filled out, and the email copy is in hand, a member of the Labroots team will send you a test email for approval. Once approved and a deployment date is decided, your email is scheduled!

After the email reporting period is up, you will receive a detailed analytic report including open rates, click rates, and specific clicks by URL.

Email Campaign Report	
Title:	EM5083438 Thermo Fisher
Delivery Date/Time:	Wed, Oct 27, 2021 8:00 am
Overall Stats	
Total Recipients:	60,000
Recipients Who Opened:	14,070 (23.4%)
Total Opens:	15,384 (25.6%)
Last Open Date:	11/1/21 12:43PM
Recipients Who Clicked:	337 (2.4%)
Total Clicks:	419 (2.7%)
Last Click Date:	10/31/21 12:06AM



Roche Third Party Email

## How are Labroots 3rd-party emails different from other vendors?

Aside from Labroots' extremely targeted audience selection process, it is important that client emails perform well. Offering detailed best practices, Labroots truly takes pride in the turnkey and streamlined process for clients to submit their content via a simple URL link.

The process is completely hassle-free, and is intended to be a simple solution for clients. 3rd-party emails reach a vast audience with timeliness, and **results**. Labroots' 3rd-party emails metrics speak for themselves:

### Labroots Email Metrics:

300,000+  
Emails/ Day

2.1 Million  
Emails/ Week

8.4 Million  
Emails/ Month

21-26%\*  
Open Rates

\*Open rate metrics reflect information prior to the release of iOS 15. Given the iOS 15 changes, this number is not an accurate indicator for future email open rates. [Read more about it here.](#)

## I need help creating my email, are there any options for me?

If a client does not have html to provide for their email deployment, Labroots offers a package in which a member of the team will build their email from scratch. By providing an outline (images, copy, etc.), and sharing goals for the email (lead generation, brand awareness, etc.), Labroots will completely create the email for you!

Nothing is deployed without approval, so edits can absolutely be made.

## How long can my email be?

While there are no "limits" on how long your 3rd-party email can be, Labroots provides detailed best practices that all clients are encouraged to follow. It has been shown time and time again that shorter emails perform best, as they readers are less likely to lose attention. That being said, Labroots is still able to accommodate longer emails.

## Simple as can be, and results-driven- take our

For more information on 3rd-party emails with Labroots and other digital advertising opportunities, [click here](#).

“WOW, where do I start, working with Labroots is just so easy. The **CTR for emails are always well above our targets** and the team works tirelessly to get them out on the date that I need it. Anytime I have a special request the team works to help me achieve my goals. **We are very pleased with the results from not only emails but all of the other projects that we work on with Labroots:** webinars, social posts, symposiums, as well.

**Rennae Hanson**

Marketing Operations Manage  
Thermo Fisher Scientific

“The team is very responsive and easy to work with - guiding us through the email process and being proactive when it comes to upcoming deadlines. The **emails we've executed through Labroots have performed well**, and we will continue to include them in our program next year.

**Lisa Painchaud**

Media Manager  
Roche Life Science