

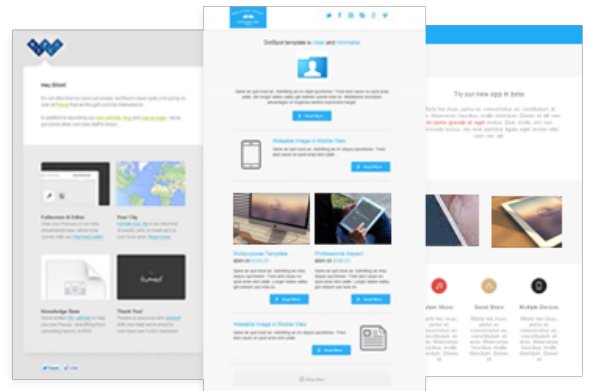
CONTENT SOLUTIONS Opentopic for Newsletter Content

Reduce the time it takes to create your email newsletters, and drive greater audience engagement with Opentopic's content marketing platform.

There is no shortage of tools designed to streamline the creation and distribution of email newsletters, but it's *finding* email newsletter content that really slows marketers down. That's where Opentopic comes in.

Opentopic closes the gap between the easy execution of email newsletters and the challenge of sourcing meaningful, [relevant content](#). Our surprisingly simple content marketing platform makes it easy for you to find the right content to engage your customers. Here's how it works:

- Find the best and most engaging content for your newsletters easily and quickly with Opentopic's content discovery tool.
- Select and curate the content that you want to include in your daily, weekly, or monthly newsletter.
- Customize each article with copy and imagery.
- Generate a standard HTML newsletter that you can copy and paste into your email marketing platform.



The results are in: Customers have reduced their email newsletter creation time from days to hours and are reporting as high as a 350% increase in click-through rates after enabling Opentopic's email newsletter content solution.

Opentopic's content marketing platform can help you streamline your email newsletter content creation process while also driving greater engagement. [Request your demo](#) today.

Setting up our 4 newsletters takes us only 2 hours a week rather than several days a month. Thank you Opentopic for all the hours back in the day you have given us!

- Gautier Barbe, Head of Multimedia Communication, CIUP