

## Pay360 email campaign

### **Email 1**

Subject: Want more from your payments infrastructure? Let's chat at Pay360

Hey [first name],

Are you heading to this year's Pay360? I know that [company name] has been doing really well recently and I wanted to make an introduction.

I'm [name], I'm with OpenPayd, and we provide financial infrastructure to businesses in [insert industry]. We're currently supporting over 700 businesses including [insert relevant businesses]. I think our global network of licences and access to dozens of local payment rails (including blockchains) might be of interest to you.

We'll be at **booth 129** if you want to swing by, or you can arrange a meeting by replying with a time that works for you!

Hope to see you there,

[name]

### **Email 2**

Subject: Let's discuss automated reconciliation at Pay360

Hey [first name]

Just following up with some more context. We often hear from Financial Institutions that reconciliation is often a bit of a nightmare. It's not uncommon for payments to go missing and it's a challenge for teams to locate them. Is that something [company name] can relate to?

If so, let's have a chat at Pay360. I can talk you through how our virtual IBANs solve this problem for businesses like [company name].

Best,

[name]

### **Email 3**

Subject: I missed you at Pay360 but I'm still keen to chat

Hey [first name],

I didn't get a chance to catch you at Pay360, but I'm keen to set up a conversation to explore how we might be able to serve you.

I'd be happy to give you a demo of how our universal financial infrastructure could solve some longstanding challenges for [company name] and enhance your customer experience.

If you're interested, let me know a time that would be good for you and I can set it up.

Best,

[name]