

CFO Emails 2-4

CFO EMAIL 2: CONNECTIVITY

SUBJECT LINE OPTIONS

Efficient Connectivity wins market share

Connectivity creates opportunity

DOUBLE TAP SUBJECT LINES

The upside of efficient data connectivity

PRE-HEADER TEXT

Let's talk opportunity, not risk

HEADER

Grow your current markets and expand into new ones

BODY

Hi [TOKEN: FIRST NAME]

You hear a lot about the financial risks of downtime, disruptions, latency and security issues that happen when data is compromised, mishandled or disrupted. But let's talk about the revenue opportunities brought by reliable, always-on connectivity that becomes the conduit between [TOKEN: COMP[ANY NAME]]'s products and services and a whole new world of end-users. The flexibility to reach more customers in your current markets, offers new products and services to your existing base or expand into new (global) markets is within reach. Get our guide to Data Efficiency to learn more.

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CFO EMAIL 3: EDGE

DOUBLE TAP SUBJECT LINES

You're on the Edge of greatness

If you're not reaching the Edge you're living on it

DOUBLE TAP SUBJECT LINES

This is the Edge your business needs

PRE-HEADER TEXT

How and where you deploy data is key.

HEADER

Deploy data at the edge. Your end-users will thank you.

Everyone wins at the Edge

At the Edge of your network is your win-win

Everyone wins at the Edge

The Edge is just the beginning of a rich customer experience

BODY

Hi [TOKEN: FIRST NAME]

There's significant cost to moving thousands of terabytes of data over long distances, but by processing data closer to end users, i.e. at the "edge," you reduce bandwidth usage, speed delivery and reduce latency, all of which have a direct impact on the financial health of your business. Edge computing provides a better end-user experience and, thus, a healthier bottom line.

Get our guide to Customer Experience to learn more.

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CFO EMAIL 4: PARTNERSHIP

SUBJECT LINE OPTIONS

Leasing a data center vs. owning your market

DOUBLE TAP SUBJECT LINES

Expand your data center footprint with ease

Turn your data center into a profit center

Lease the right data centers. Own your market.

PRE-HEADER TEXT

Get a new lease on success

HEADER

Data center management and support hours should come standard.

Are you getting nicked-and-dimed to death?

Does your data center provider leave you feeling penny-wise and pound-foolish?

Don't get nickel-and-dimed by a landlord who's penny-wise and pound-foolish.

BODY

Hi [TOKEN: FIRST NAME]

You need more than a landlord as your data center provider. You need a true partner with the people, processes and business acumen to help keep your infrastructure healthy, as well as your bottom line. Flexential can help you leverage your data center to not only reduce costs, but to increase revenue by growing existing markets and expanding into new ones.

Get our guide to Partnership to learn more.

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