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Thank you for your subscription to Business Insider! We want to welcome you and introduce you to the team who makes it all happen.

The initial email welcomed subscribers and introduced the people behind the product, creating a more personal, human experience.



We're excited that you joined us and look forward to hearing from you in the future about your experience. If you have any questions or feedback, please let us know at [subscriptions@businessinsider.com](mailto:subscriptions@businessinsider.com).

Best,

The Editorial Team at Business Insider

Hi Vilan,

Business Insider was launched to serve readers just like you. You're the reason we're investing in our newsroom, to deliver even more must read stories about the companies and topics you care about.



Thank you,

**Matt Turner**  
Executive Editor

Launched at the pandemic's onset, the second email featured a personal message from the Executive Editor to foster connection when in-person contact was limited.

Hi Vilan,

Here are some of the benefits included with your new subscription to Business Insider. Look for additional subscriber perks as they become available.

The next email reinforced value propositions that drove conversion, reminding subscribers what the subscription unlocks to boost engagement and reduce churn.

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The closing email fostered social interaction, expanding touchpoints to enhance brand loyalty.