

Successful Creative for e-Newsletters

ControlGlobal.com E-NEWS successful advertising, newsletters

- 1) Both the top sponsor and skyscraper in this newsletter are text based, have good call to action, and performed well, with above average click through rates. [\(Click here for example\)](#)

ControlDesign.com E-NEWS successful advertising, newsletters

- 2) With an opportunity to register to win a touch panel, this ad generated click through results more than 6 times the average. [\(Click here for example\)](#)
- 3) Visual images, descriptive text, and multiple solutions helped this skyscraper achieve an excellent click through rate. [\(Click here for example\)](#)
- 4) Multiple text links and specific calls to action make this skyscraper successful. [\(Click here for example\)](#)

PharmaManufacturing.com E-NEWS successful advertising, newsletters

- 5) This top sponsor offers an opportunity to download a specific case study, and generated a click through rate that was twice the average. [\(Click here for example\)](#)
- 6) This skyscraper offers a specific call to action, time sensitive, for an online auction and enjoyed a click through rate about three times the average. [\(Click here for example\)](#)

This Edition Sponsored by National Instruments



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5)

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Online Auction



Pfizer - Lee's Summit

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Preview Location:
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6)