

About CodeCrew

CodeCrew is an Email Marketing Agency that was established in 2018 and has since grown into a team of over 40 experts that focus solely on **improving email ROI for some of the biggest brands around**. From household names like Nextdoor or Nomad to exciting startups like Tempest (now Monument) or family shops like Neurogan, we've seen and done it all.

Nextdoor

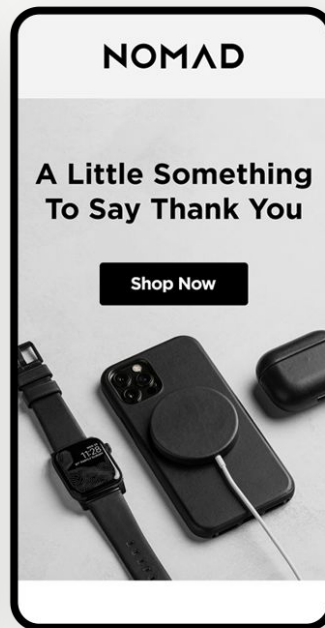
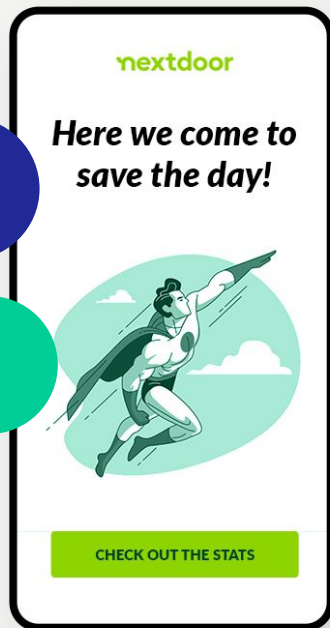
1,300% ROI

Bringing insane ROI
for our clients

20+ Years

Unmatched expertise in
the industry

TEMPEST



NOMAD
NEUROGAN®



About Crewnity

Crewnity is the arm of CodeCrew that's focusing on harvesting our connections to generate growth for not only past & present clients and leads but also a wide range of some of your favorite brands. Our giveaways put names as big as Zwilling next to exciting start-ups that are looking to generate exponential list growth.



NEUROGAN®

semihandmade

HAYDEN
LOS ANGELES

TEMPEST

NOMAD  SLEEP



ZWILLING
J.A. HENCKELS

ORU  KAYAK™

PetLabCo.

 KNIFE AID

Mosaic

Great
Jones



mitzi
HUDSON VALLEY LIGHTING

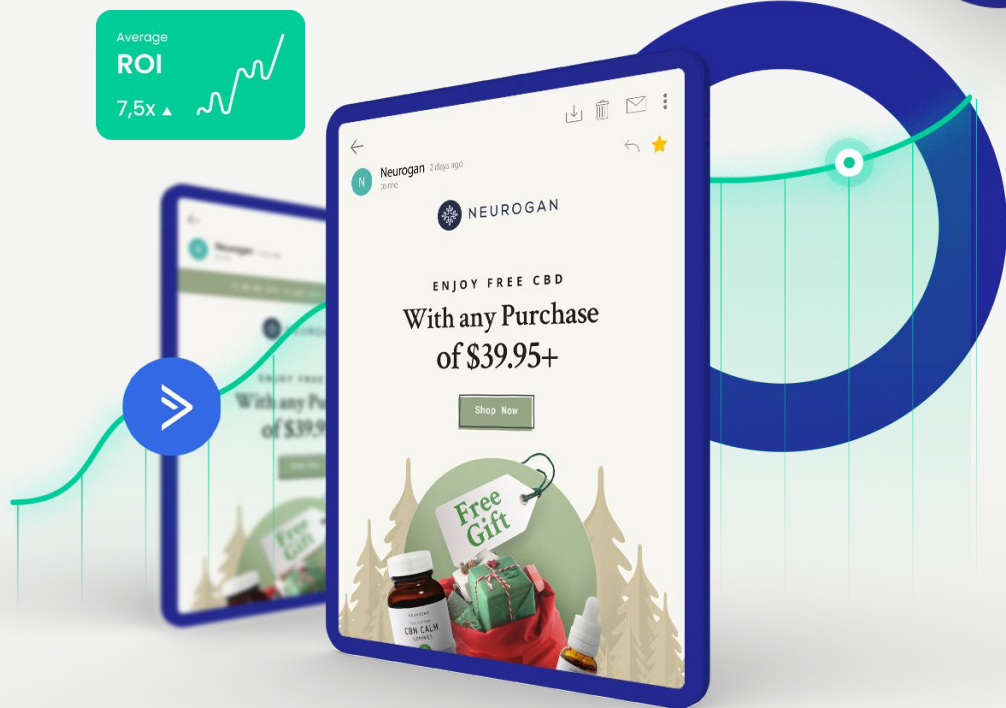
springer



What's our ROI?

With an average CAC through digital channels being roughly \$10, paying \$0.35 per contact that we pre-vet* and manually approve is a piece of cake!

How many contacts is one single order buying you? 50? 100? If the answer to this question is anywhere better than 40, you'll make a ridiculous ROI on working with us.



**We vet your list via Briteverify, the leading email address verification service. This step greatly increases your list's quality and likelihood of keeping inboxing positive. The benefits of this vetting process are tremendous for your ROI and engagement.*



Giveaway Opportunity

What does it mean?



How it works:

- 01** Fill in [our form](#) and let us know you're interested.
- 02** Get word from us on when you're selected for a giveaway and who your the partners will be in the giveaway.
- 03** Each participating brand will need to send one email before the launch of the campaign and two to promote the campaign.

- 04** Once the giveaway is wrapped up, we send you the list of contacts generated.*
- 05** Your CAC is \$0.35 per contact in the list provided.

*We run all contacts through Briteverify to ensure that you only get real, bug-free, vetted email addresses.



How to run a **Successful Giveaway**



01 Make sure you give away something that's enticing - something that a contact would LOVE to win.

02 Announce to your audience about the giveaway and hype it up.

03 Prepare to engage the new list of contacts.

04 Make sure you contact them as soon as the giveaway ends. **Timing is of the essence here.**

05 Send at least 3-5 messages to these contacts but keep a very mindful eye on deliverability.

06 The more targeted your message is for these contacts, the higher the likelihood of converting them and the less risk of getting into deliverability issues.



Deliverability & How to best use
your new list of contacts for
Maximum Engagement:

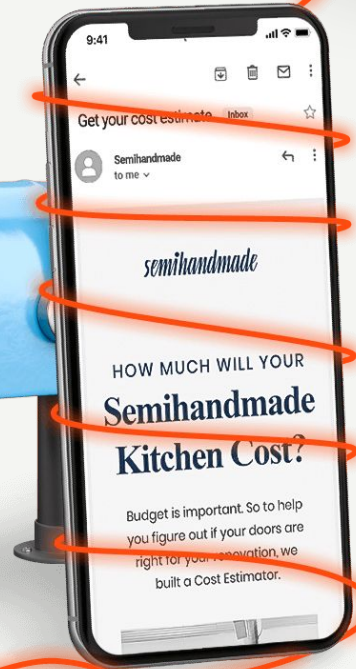


01 There's a technical aspect and a strategic aspect to deliverability. Typically, the technical implementation does not waver; however, ensuring that you provide your contacts with relevant, engaging, and worthwhile info at a cadence which doesn't come across as overwhelming to your audience is key.

02 On the point of engagement, if your Open Rates (with Apple Privacy Opt-ins excluded, more on this below) are in the teens, you should be sending less frequently. You're very likely pounding your contacts into Unsubmission 🛑

03 Separate Apple Privacy Openers vs non-apple openers, we'll want to make sure OR's are TRUE and above at least 15% to avoid any issues. If you are not separating Apple Privacy Opted-in contacts from the rest of your list, the data that you see is faulty and skewed higher than it actually is.

04 Perform regular list cleaning - we advise removing any contacts who haven't Opened or Clicked an email in the last 6 months every 9 months. If a contact hasn't opened any of the last 10 emails you've sent them, you should suppress them, otherwise you run a very high risk of seeing deliverability issues.



Got questions?
Talk to an expert!

kat@codecrew.us





codecrew

EMAILING FOR A SUSTAINABLE EARTH

About CodeCrew, Crewnity, and the Giveaway Model

