



# Introducing Email 2.0: Making Email Cool Again!

Email 2.0 shifts the inbox paradigm from delete to delight, creating a habit revolution that improves customer lifetime value, and increases your ROI.



Solve for  
attention  
recession



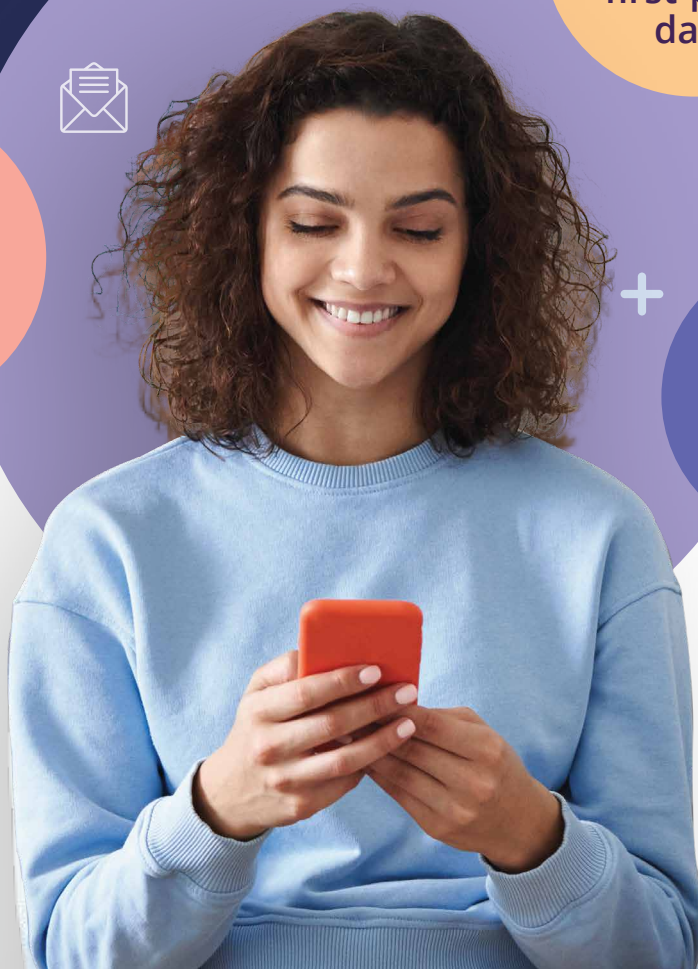
Gather zero/  
first-party  
data



Reduce  
acquisition  
costs



Drive  
profitable  
growth



Email 2.0 has the power to deliver extraordinary customer experiences and exceptional business outcomes.

### What brands want:

- More attention, engagement
- First and Zero-party data
- Hotline to customers
- Solution to rising CAC
- Pay for performance

### What consumers want:

- Relevant content
- 2-way interaction
- Easy to set preferences
- Valuable information
- Mobile-friendly format

### Why Email 2.0?

#### ✉ Email 1.0

- Send
- Delete
- Hope
- Occasional, Any Time
- Opens and Clicks
- Not Interactive
- Not Incentivized

#### ✉ Email 2.0

- Seen
- Delight
- Hotline
- Daily, Same Time
- Stickiness and Streaks
- Interactive
- Gamified

Email 2.0 makes the sent seen and the seen actioned, it is the future of profitable engagement with your customers.



## Email 2.0 incorporates five innovations that shift the paradigm from "delete" to "delight"

Hooked Score | AMP | Ems | Atomic Rewards | Progency



### Hooked Score

Measures engagement intensity by going beyond opens, clicks, and CTRs. Creates a 30-day exponential moving average of email actions. Offers insights to design messaging strategies based on level of engagement.



### AMP

Improves interactivity, engagement, and outcomes. Brings dynamic/live content and gamification to the inbox. The most efficient form of communication to collect zero-party data.



### Ems

A refreshing combination of micro-content and stories that consumers look forward to receiving. Creates a daily habit through content that can be fully consumed in a matter of 15-30 seconds.



### Atomic Rewards

Innovative micro-incentives that enable marketers to nudge and direct customer behavior. Based on the groundbreaking concept of rewarding customer attention, upstream of transactions.



### Progency

Aligned to key business metrics, Progency represents a paradigm shift in the landscape of professional services, serving as a trusted partner focused on achieving specific business outcomes on a performance basis.



## Get started with Netcore Cloud's 90-day Email 2.0 program to drive engagement and reactivation.

Days 1-30

Select 10% of your email list.  
Email 2.0 dailies with AMP, Ems, and Atomic Rewards.

Days 30-60

Expand to 40% of your list.  
Reactivation of inactive subscribers via Progency.

Days 60-90

Expand to your full list.  
Implement on other push channels i.e., SMS, Notifications.

### Actual case results:



**140%** increase in CTOR,  
**50%** uplift in NPS collection



**88%** increase  
in active users



**5X** increase  
in registrations



**3X** increase  
in CTR

### Connect with us

Learn more about how Email 2.0 can drive campaigns that are a win-win for your brand and for your customers.

**netcore**

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Scan the QR code to enroll for  
a 1:1 workshop on Email 2.0

