

roma creative sample: *Direct Email*

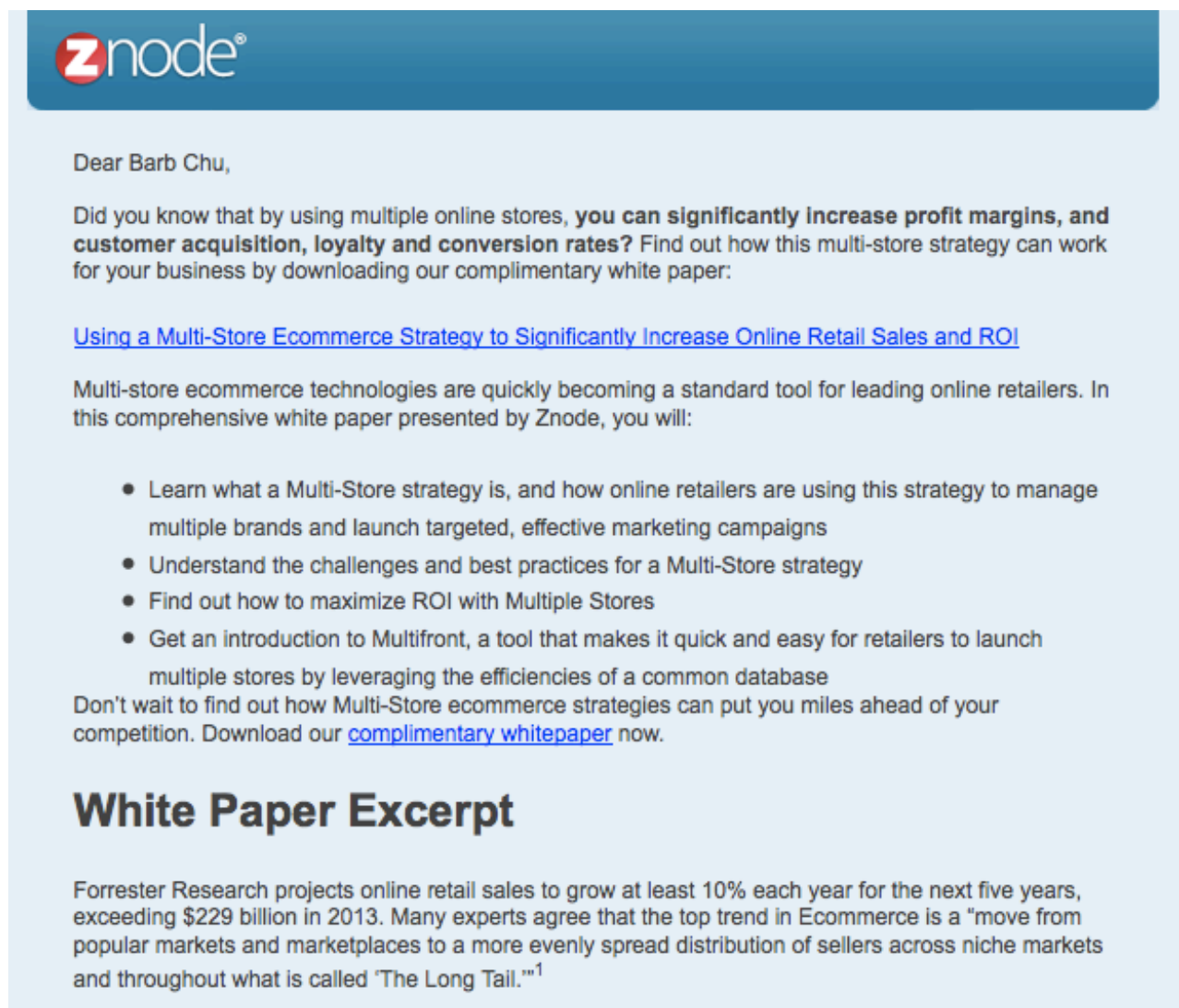
The green idea:

Encourage potential customers to read a white paper on the value of creating multiple stores.

The ripe result:

An email that highlights the overall benefits of creating multiple online store fronts and invites recipients to click through to read the entire white paper.

Sample Excerpt:



The image shows a screenshot of an email from Znode. The email header features the Znode logo in a blue bar. The body of the email is white with a light blue background. It starts with a personal greeting to Barb Chu, followed by a paragraph explaining the value of multiple online stores. A blue hyperlink is provided for a white paper. Below this, another paragraph introduces the white paper's content, followed by a bulleted list of key takeaways. The email concludes with a call to action to download the white paper. A section titled 'White Paper Excerpt' follows, featuring a quote from Forrester Research about online retail sales growth.

znode[®]

Dear Barb Chu,

Did you know that by using multiple online stores, **you can significantly increase profit margins, and customer acquisition, loyalty and conversion rates?** Find out how this multi-store strategy can work for your business by downloading our complimentary white paper:

[Using a Multi-Store Ecommerce Strategy to Significantly Increase Online Retail Sales and ROI](#)

Multi-store ecommerce technologies are quickly becoming a standard tool for leading online retailers. In this comprehensive white paper presented by Znode, you will:

- Learn what a Multi-Store strategy is, and how online retailers are using this strategy to manage multiple brands and launch targeted, effective marketing campaigns
- Understand the challenges and best practices for a Multi-Store strategy
- Find out how to maximize ROI with Multiple Stores
- Get an introduction to Multifront, a tool that makes it quick and easy for retailers to launch multiple stores by leveraging the efficiencies of a common database

Don't wait to find out how Multi-Store ecommerce strategies can put you miles ahead of your competition. Download our [complimentary whitepaper](#) now.

White Paper Excerpt

Forrester Research projects online retail sales to grow at least 10% each year for the next five years, exceeding \$229 billion in 2013. Many experts agree that the top trend in Ecommerce is a "move from popular markets and marketplaces to a more evenly spread distribution of sellers across niche markets and throughout what is called 'The Long Tail.'"¹