

# Email Marketing

Targeted emails that get opened,  
get read, and get results.

nexxt

Nexxt has more than 75 million registered members who provide us with valuable information about their professional lives. We use these details and data to present our members with the right opportunities—and target all the right people with your email messages.

**Nexxt's industry-leading email campaigns are effective, affordable and designed for maximum performance.**

Choose the targeted email campaign that meets your needs. Nexxt offers three campaign options to engage with qualified candidates. You can choose between Dedicated, Drip, and Reminder campaigns. All three options give you access to the candidates you want to hire.

	DEDICATED EMAIL CAMPAIGN	DRIP EMAIL CAMPAIGN	REMINDER EMAIL CAMPAIGN
Niche audience of qualified candidates	✓	✓	✓
Make a large number of hires at once	✓	✓	✓
Drive quality traffic to career events	✓	✓	✓
Create brand awareness	✓	✓	✓
Seamless campaign execution	✓	✓	✓
Detailed reporting	✓	✓	✓
Follow up email sends to optimize your campaign performance		✓	✓
Customizable subject line for additional sends		✓	✓
Second and third emails to candidates who have yet to open your previous message(s)		✓	
Second email send to candidates who have yet to click on your call to action			✓

## DEDICATED EMAIL CAMPAIGN →

These campaigns are one-time sends targeting a niche audience of qualified candidates.

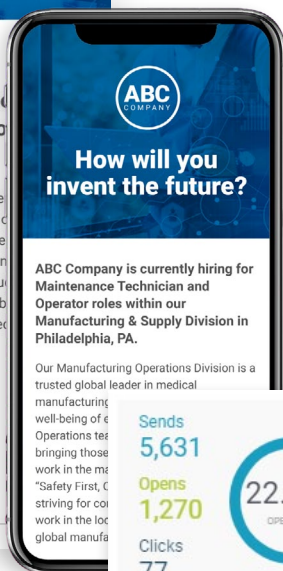
## DRIP EMAIL CAMPAIGN →

These campaigns can be set up to deliver up to three email messages to your target audience. All of these emails work together to drive your message home.

## REMINDER EMAIL CAMPAIGN →

These campaigns consist of two email sends working together. The first acts like a Dedicated Email Campaign and the second is a reminder email to all candidates who have yet to engage with your call to action.

**Contact us today** to learn more and get started.



🔗 Job Title	🔗 Industry
🔗 Job Function	🔗 Geographic Location
🔗 Experience Level	🔗 Education Level
🔗 Salary Requirements	🔗 Executive Level

## More targeting options available



Audience Engagement	
ApplyNowBtn	93 %
Logo	7 %

Top Locations	
Pittsburgh, PA	95 %
Unknown	5 %

Industry	CTR	Industry	CTR
Customer Service	5.9%	Merchandising, Purchasing & Retail	5.8%
Healthcare & Medical	5.1%	Sales & Sales Management	5.5%
Information Technology	6.8%	Transportation & Logistics	4.9%
Manufacturing & Production	8.0%	Travel, Hospitality & Restaurant	4.0%

## Many more industries available

The audience that may be reached through individual campaigns will vary based upon many factors including targeting criteria, frequency caps and other considerations. Email performance is highly dependent upon email creative.