



# WHAT TYPE OF USER ARE YOU?

Everyone likes to receive information differently depending on the type of user they are. The great thing about Black Pearl Mail Email Insights, is there's truly something valuable for everyone.



## POWER USER

This user wants **immediate analytics** on *who's* opening their emails and *where* the recipient is clicking.

### Key Tools for this User:

- ▶ Real-Time Notifications
- ▶ Daily Digest



## ON-DEMAND USER

Wants to **go to the data**. Doesn't necessarily need an instant notification, but would like to analyze data or see a specific person's interaction with their email.

### Key Tools for this User:

- ▶ Track & Trace
- ▶ Export Clicks
- ▶ Leaderboard with People of Interest



## THE PLANNER

This user wants to see **trends** over a period of time and analyzes data to see where things declined or increased to create a plan of action.

### Key Tools for this User:

- ▶ Daily Digest
- ▶ Track & Trace
- ▶ Leaderboard with People of Interest

**DON'T SEND AND HOPE, SEND AND KNOW**