



Email Marketing

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

Nexxt has more than 85 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

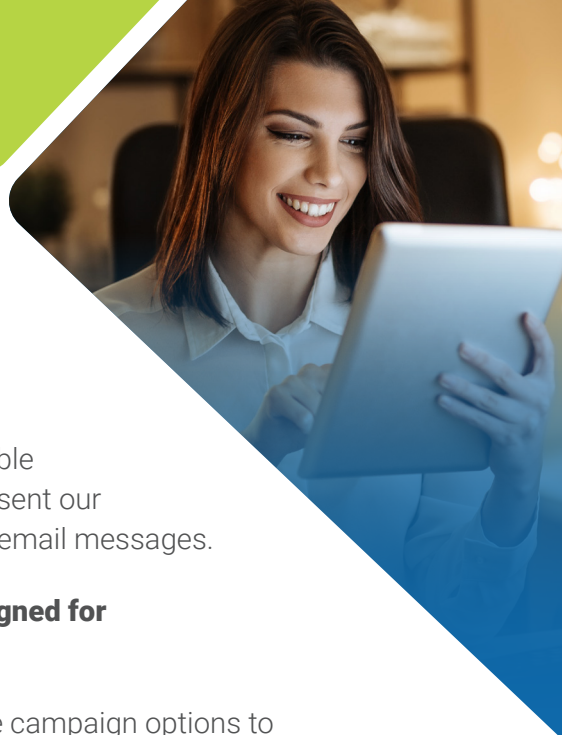
These campaigns are one-time sends targeting a niche audience of qualified candidates.

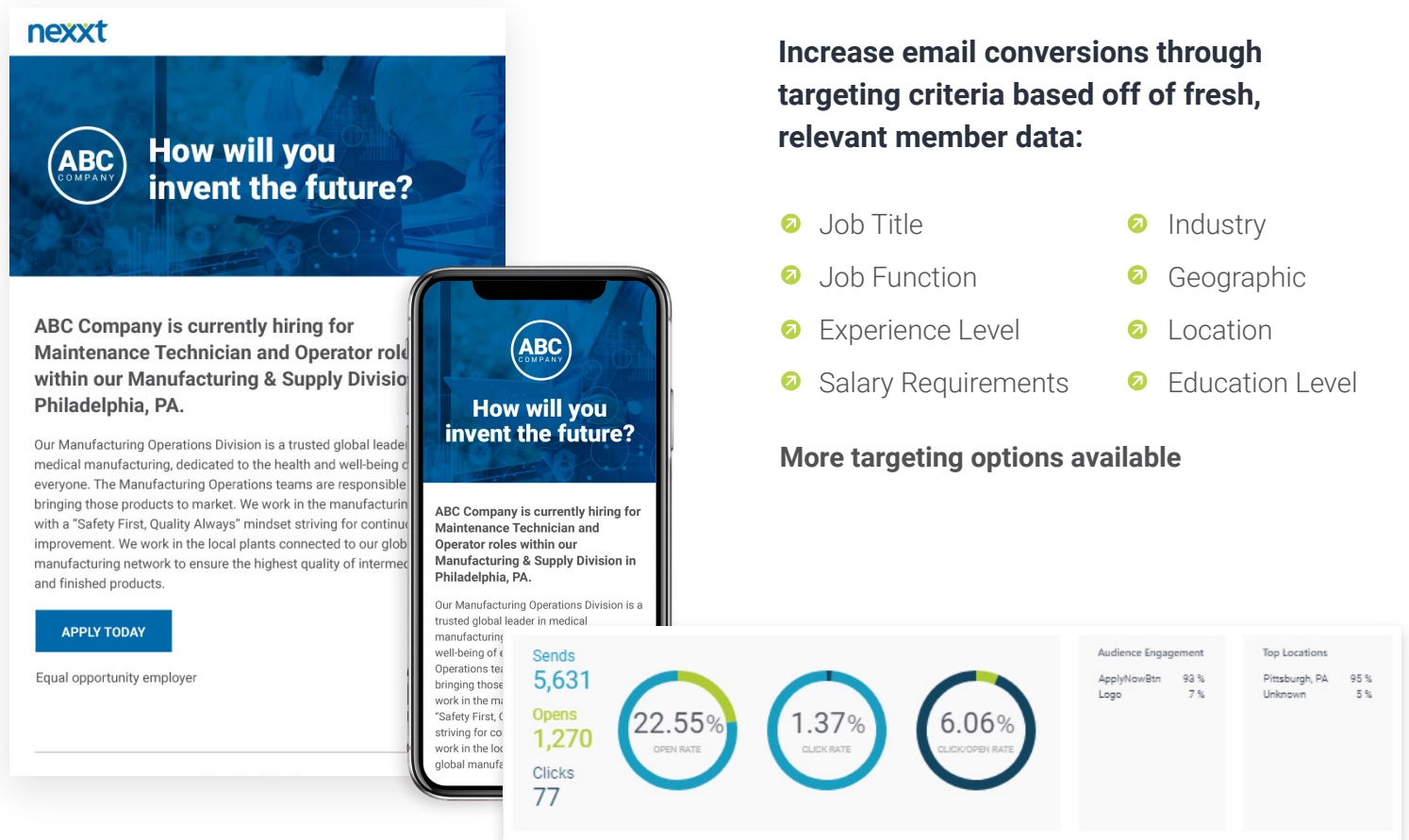
DRIP EMAIL CAMPAIGN

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.





Increase email conversions through targeting criteria based off of fresh, relevant member data:

- Job Title
- Job Function
- Experience Level
- Salary Requirements
- Industry
- Geographic
- Location
- Education Level

More targeting options available

INDUSTRY	CTR	INDUSTRY	CTR
Customer Service	5.0%	Manufacturing & Production	3.9%
Healthcare & Medical	5.3%	Merchandising, Purchasing & Retail	5.3%
Insurance	8.1%	Sales & Sales Management	3.8%

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.

Contact us today to learn more and get started.

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