

The top right corner of the slide features a decorative arrangement of geometric shapes. It includes a dark blue triangle pointing down and to the left, a light blue triangle pointing up and to the left, and a dark blue triangle pointing down and to the left, all overlapping and partially cut off by the edge of the slide.

# **BritBox**

## **Lead Nurture Series**

# Summary

Goal: Get non-subscribers who have gifted a subscription to others to sign up for BritBox themselves.

- Audience: People who entered via winter sweeps either with a purchase or non-purchase entry.
- Date: Feb 3 – 11th 2023; consisting of 3 emails
  - Annual promo subscriptions: 40% off an annual subscription. This promo was only available to new subscribers.
- Sent to 6,851 people, Resulted in 57 new subs

# Templates

britbox

TREAT YOURSELF TO BRITAIN'S **BEST TV** **40% OFF** FOR ONE YEAR

THE MIB STONE ISLAND GARDEN PRIDE

Britain's best TV awaits

Don't let your friends and family have all the fun - get Britain's most exciting new original and exclusive series for yourself! The best part? You'll get 40% when you sign up! But don't wait - this offer won't last forever. Use code ONEYEAR.

Start Streaming Now

britbox

5 Reasons to Try BritBox

SHERWOOD VERA SPENT

START STREAMING NOW

- 1 The best British entertainment**  
Get access to an unmatched selection of British TV
- 2 No one does TV like the Brits**  
Scratch the itch for premium Brits' mystery, drama, comedy, lifestyle and more
- 3 New and exclusive releases**  
Stream new original series and other exciting releases you won't find anywhere else
- 4 Curated experience**  
Choose from our hand-picked collections, whatever your mood
- 5 It's easy**  
Stream instantly and cancel anytime

Enjoy 40% off when you sign up for BritBox. Harry, offer ends soon! Use code ONEYEAR.

Start Streaming Now

britbox

TREAT YOURSELF TO A YEAR OF ENTERTAINMENT **40% OFF**

GET STREAMING NOW

Must see originals

KAREN PIKE SHERWOOD SPENT

GET STREAMING NOW

No one does mystery like BritBox

BAY GARDEN PRIDE VERA

GET STREAMING NOW

Get lost in Britain's most intriguing dramas

RESPONDER MOUSE CARDS TIME

GET STREAMING NOW

# Results

Subscription Starts US

- 36

Subscription Starts CA

- 21

Total Subscription Starts: 57

