



*Product Update Email*

# SCHOLARSHIPS FEATURE

# GOAL

Increase awareness and drive engagement with Tallo's enhanced scholarship search experience by encouraging students to explore relevant funding opportunities.

# SEGMENT

**8,371 users** → Active new users acquired via scholarship-focused partner sites (Sept–Nov 2024). Email sent on January 9<sup>th</sup>, 2025.

# STRATEGY

Target high-intent users (recent scholarship-focused signups) with a benefit-driven product update that emphasizes scale (\$1.6B in funding) and ease (smarter search tools).

Key strategic decisions:

- **Lead with value, not features:** "\$1.6B is waiting" vs. "we updated our platform"
- **Reinforce intent:** Audience already interested in scholarships → focus on speed and simplicity
- **Drive immediate action:** Single CTA ("Start Exploring") supported by scannable feature highlights
- **Design for engagement:** Numbered sections and bold visuals to guide reading

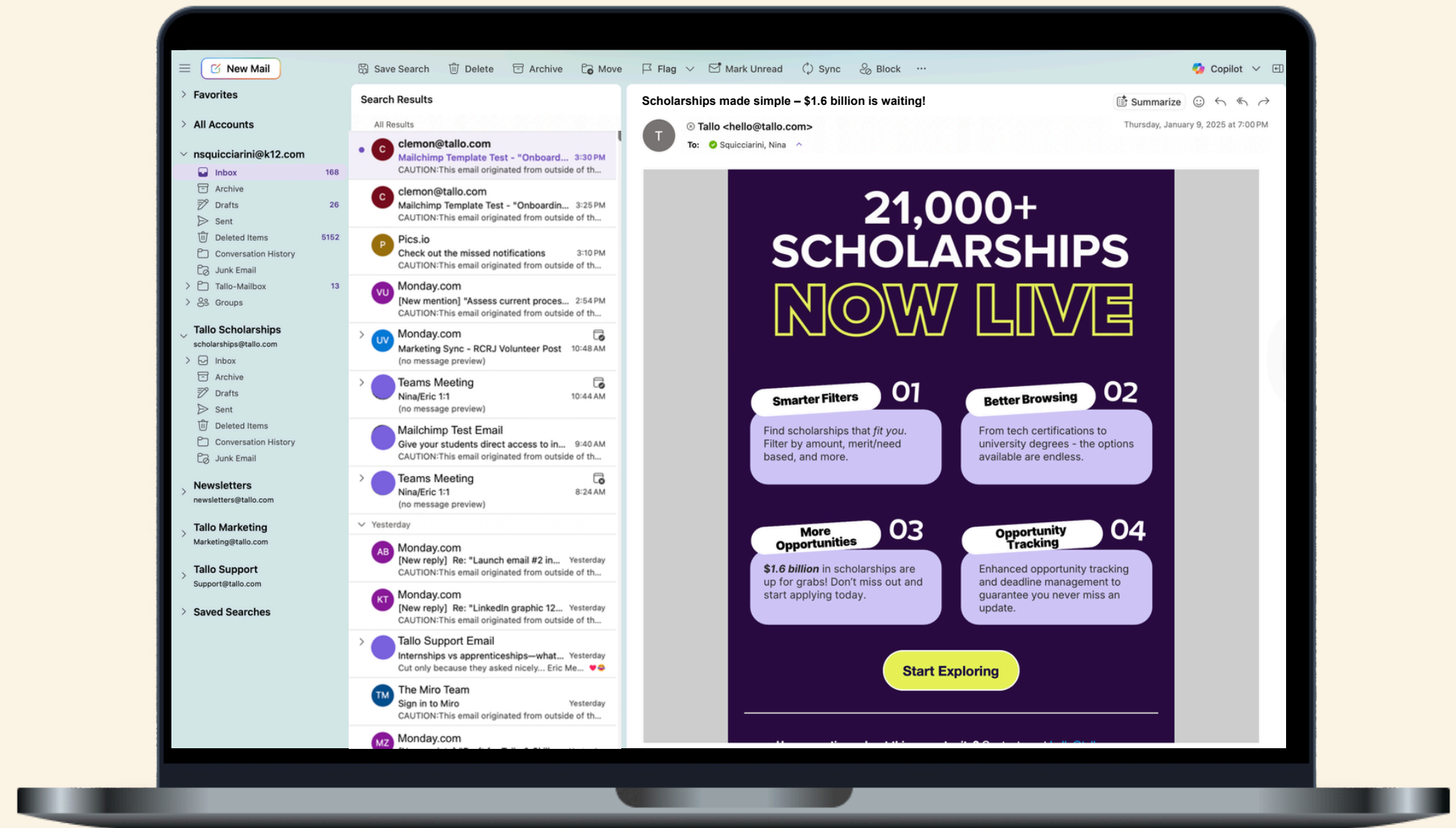
# EMAIL

## SUBJECT LINE

Scholarships made simple – \$1.6 billion is waiting!

## PREVIEW LINE

Start exploring with smarter searches and bigger scholarships.



VIEW FULL EMAIL

NINA SQUICCIARINI

# PERFORMANCE

- Achieved above-average click engagement, with a **23.1% click-to-open rate** (industry average 10–15%)
- Drove strong user interaction with scholarship discovery features, resulting in a **2.1% click rate**
- Maintained a **low unsubscribe rate (0.43%)**, indicating message relevance and audience alignment