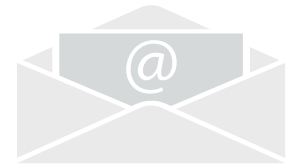
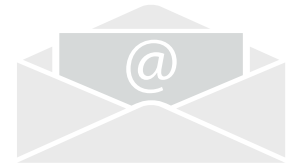


Open rate after applying functional title data.

**45%**



# TITLE TARGETING BOOSTS OPEN RATES

Don't pander to the possible.  
Stick with the probable.

To increase the correct interaction with one client's target list, Red House used function-based title response data to improve open rates from 5% to 45%.

This was done by eliminating unresponsive functional titles.

This should be your first step to improve engagement results and reduce unsubscribes.

Open rate before functional title data.

**5%**

