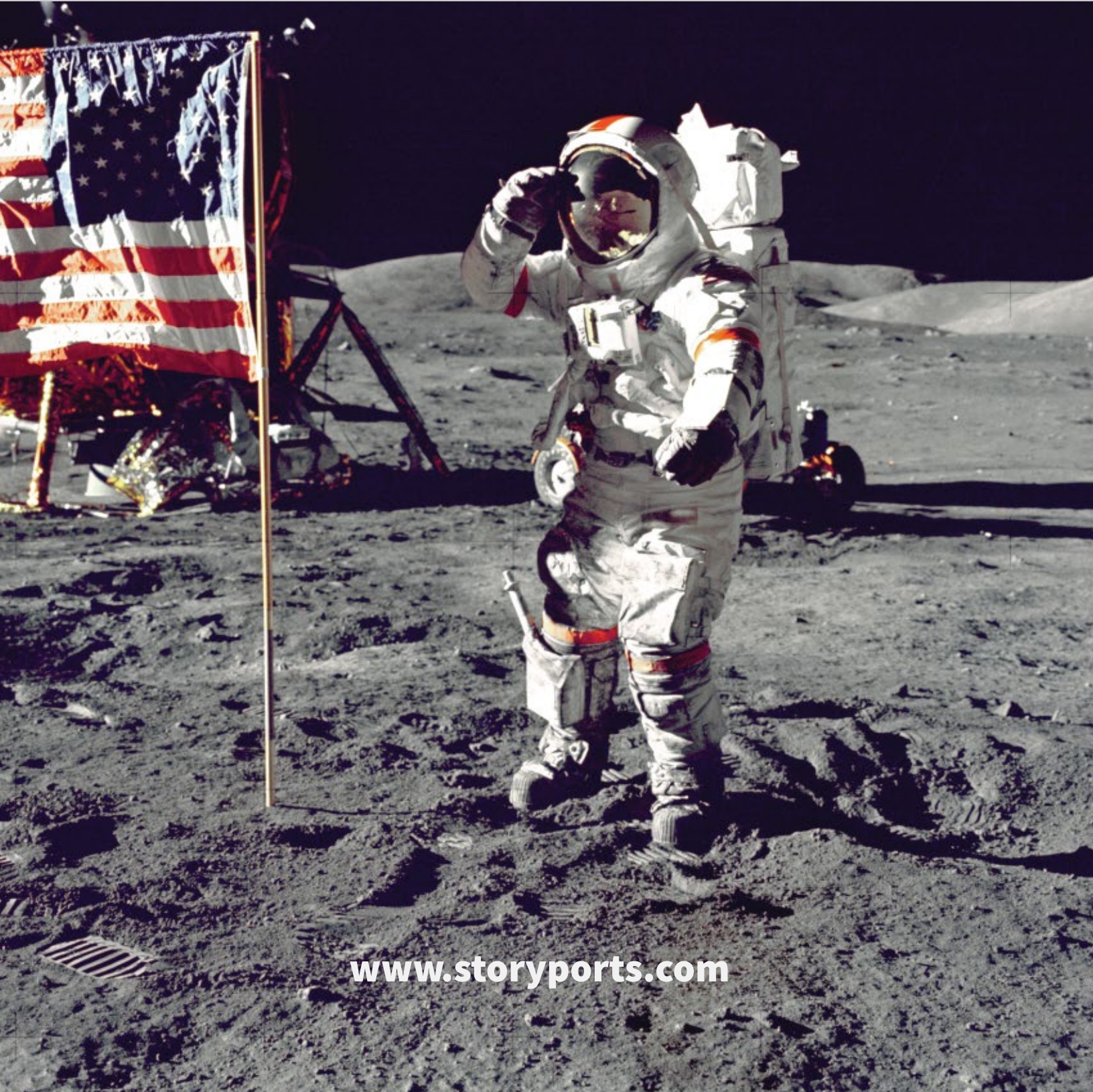


Client LookBook

Automation & Workflows Edition

Email productivity, content automation and interactive modules.



www.storyports.com

The Email Marketer's Dilemma

90% of Marketers Say Content is Their Biggest Dilemma.

Creating regular emails can be a challenge. It takes a lot of time to dream up, write, design and then program relevant email campaigns. In fact 76% of email marketers cite developing and coding content as their biggest pain points. 62% of marketers say it takes more than 2 hours to build a single email campaign.

Email Tasks:



Copywriting

690 respondents

For each email that your company sends, how long is typically spent on copywriting?

Design

751 respondents

For each email that your company sends, how long is typically spent on graphics and design?

Data Logic

688 respondents

For each email that your company sends, how long is typically spent on data pulls and logic?

Testing

770 respondents

For each email that your company sends, how long is typically spent on testing and troubleshooting?

Coding

782 respondents

For each email that your company sends, how long is typically spent on coding and development?

Common Friction:

Technical Skills | Design Chops | Content Sourcing | Copy Writing | HTML Coding | Testing and Quality | Legal Compliance | Last Minute Changes | Data and Segmentation | Timing and Consistency | Coding | Approvals | Great Design | Stuff to Talk About | Ad Management | Targeting | Analytics | Organizational Knowledge

Content Creation Automation

September 07, 2015

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records



2015 MTV VMAs // Republic's BIG Winners, Photos, Videos + More...

The 2015 MTV VMAs were a hit! See which Republic artists won big, watch the performances that literally got everyone on their feet, ...[Read More](#)

4 days ago

[VIEW](#) [SHARE](#)



Republic's MTV VMAs After Party // Behind The Scenes Photo Recap!

Get behind the scenes with Republic artists and some of your other favorite musicians, celebs, comedians, and more VIPs at last night's massive event: **The Republic** ...[Read More](#)

4 days ago

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Overview:

Creating regular emails can be a challenge. It takes a lot of time to dream up, write, design and then program relevant email campaigns. StoryPorts powers fully automated emails with rich content using feeds from anywhere online.

Automating email content has a fantastic ROI. Not only does it save 90% of the time to build email campaigns, it reduces errors and drives better subscriber engagement.

Attributes:

Send	<i>Manual, Automated</i>
Stream	<i>Real-Time News and Social</i>
Sources	<i>Wordpress, Drupal, Facebook, Twitter, YouTube, Etc.</i>
Used By	<i>Media, Publications, Sports Record Labels, Social Brands</i>

On-Brand Design

THE WESLEYAN CONNECTION

WESLEYAN UNIVERSITY'S NEWSLETTER

February 03, 2016



Wesleyan Recognizes Family's \$20M Gift with Naming of Boger Hall

Wesleyan University President Michael Roth '78 has announced a \$20 million gift from outgoing Board of Trustees Chair Dr. Joshua '73, P'06, P'09 and Dr. Amy Boger P'06, P'09 to the university's THIS IS WHY fundraising campaign. In recognition of the Boger family's generosity and leadership, the building located at 41 Wyllys Avenue on the university's College Row will be named Boger Hall. The Bogers are the largest donors to the campaign.

[Read More](#)



Record Number of Applications Received for Class of 2020

As of Feb. 1, more than 12,000 students had applied to Wesleyan, marking a 22 percent increase over the previous year and a 10 percent increase over the previous all-time high.

[Read More](#)



Wesleyan Hires 8 New Tenure-Track Faculty

The new faculty, who will start during the Fall 2016 semester, will teach classes in African American studies, sociology, physics, psychology, film, East Asian studies and French.

[Read More](#)



Herman Receives Dropkin Postdoctoral Fellowship

PhD candidate in biology Jacob Herman received a V. Dropkin Postdoctoral Fellowship to research the epigenetics of plant response to pathogen infection. Herman will begin the post-doctoral position after completing his dissertation defense this April.

[Read More](#)

EVENTS

FEB
03
WED

Panels on the Refugee Crisis

7 p.m. PAC 001. The Albritton Center for the Study of Public Life will host a series of three panels on the refugee crisis. The first panel is titled "The Development of the Crisis and the Response in Europe."

[Read More](#)

FEB
04
THURS

Athletics Reception in Boston

6 to 8 p.m. Learn about spring sports and talk with head coaches and Mike Whalen '83 at the Boston social.

[Read More](#)

FEB
04
THURS

Connect@WES on the Road: Bay Area

6:30 p.m. Connect@WES is coming to California! Strategizing your next career move? Get essential advice from an expert who literally wrote the book on how to do it best.

[Read More](#)

FEB

"Why Liberal Education Matters" Discussion in California

Can't see this email properly? [View Online](#)

Titleist

BALLS CLUBS GEAR TOUR TEAM TITLEIST



MAJOR TRUST.

THE #1 BALL AT THE 2016 PGA CHAMPIONSHIP.



[More PGA Championship Coverage](#)



GALLERIES: THE 2016 PGA CHAMPIONSHIP

Welcome to PGA Championship week! Team Titleist is on-site and bringing you a little closer to all the action from Baltusrol Golf Club.

Gallery: [Day 1](#) | [Hole-by-Hole](#)



MAJOR CONTEST

Titleist is again the #1 ball at the PGA Championship, and to celebrate, we're giving Team Titleist members the opportunity to win an exclusive prize pack.

[Enter Contest](#)

THE LATEST ON TWITTER

[Follow Us](#)



One more day to dial in. Let it rip. [#TeamTitleist](#) [#PGACHamp](#) <https://t.co/Y2ky4.70j15>

13



Mobile First



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PREMIUM ACCESS: THE LATEST

HOT IN CLEVELAND SNEAK PEEK: CANOGA FALLS



Victoria's sister tricks her into coming home for a visit. She and the ladies find her mother Penny in an alarming state. Joy and Melanie re-visit the '70s. Elka gives Penny advice. Guest stars: Carol Burnett, Tim Conway, Jean Smart

[SEE MORE](#)

WHAT'S ON TONIGHT

June 20, 2013

9:00p et	Everybody Loves Raymond Party Dress
9:30p et	Everybody Loves Raymond Security
10:00p et	King of Queens King Pong
10:30p et	King of Queens Dreading Vows
11:00p et	King of Queens Doug Less (1)

[SEE FULL SCHEDULE](#)

THE EXES SNEAK PEEK: THE HOLLY'S BUDDIES STORY

TV LAND: TRENDING NOW

f FACEBOOK



The Soul Man

Can't join us? Then DVR US! Share if you DVR'd The Soul Man premiere TONIGHT at 11/10C on TV Land!



(148) Debra Tiny Thomas, Shenea Young, Dana Vault McPherson

about 2 hours ago.

[SHARE](#) [VIEW](#)



Hot In Cleveland

Hot In Cleveland added a new photo.



(3990) Delma Rodriguez, Kathy-Dale Edwards, Mary Anne Fuller

about 7 hours ago.

[SHARE](#) [VIEW](#)

t TWITTER



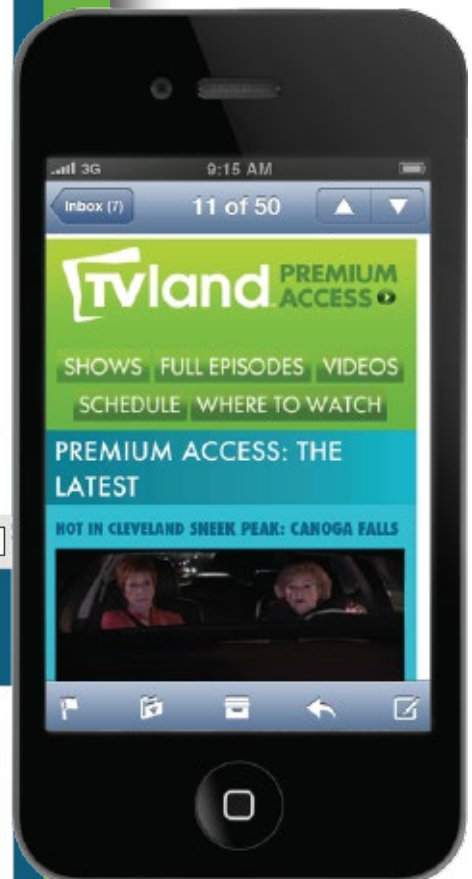
The Soul Mantv

Wait no longer! Live tweet w/ @CedEntertainer & @WesleyJonathan tonight 9:30ET/8:30PT & during the premiere @ 11ET/8PT using #THESOULMAN !

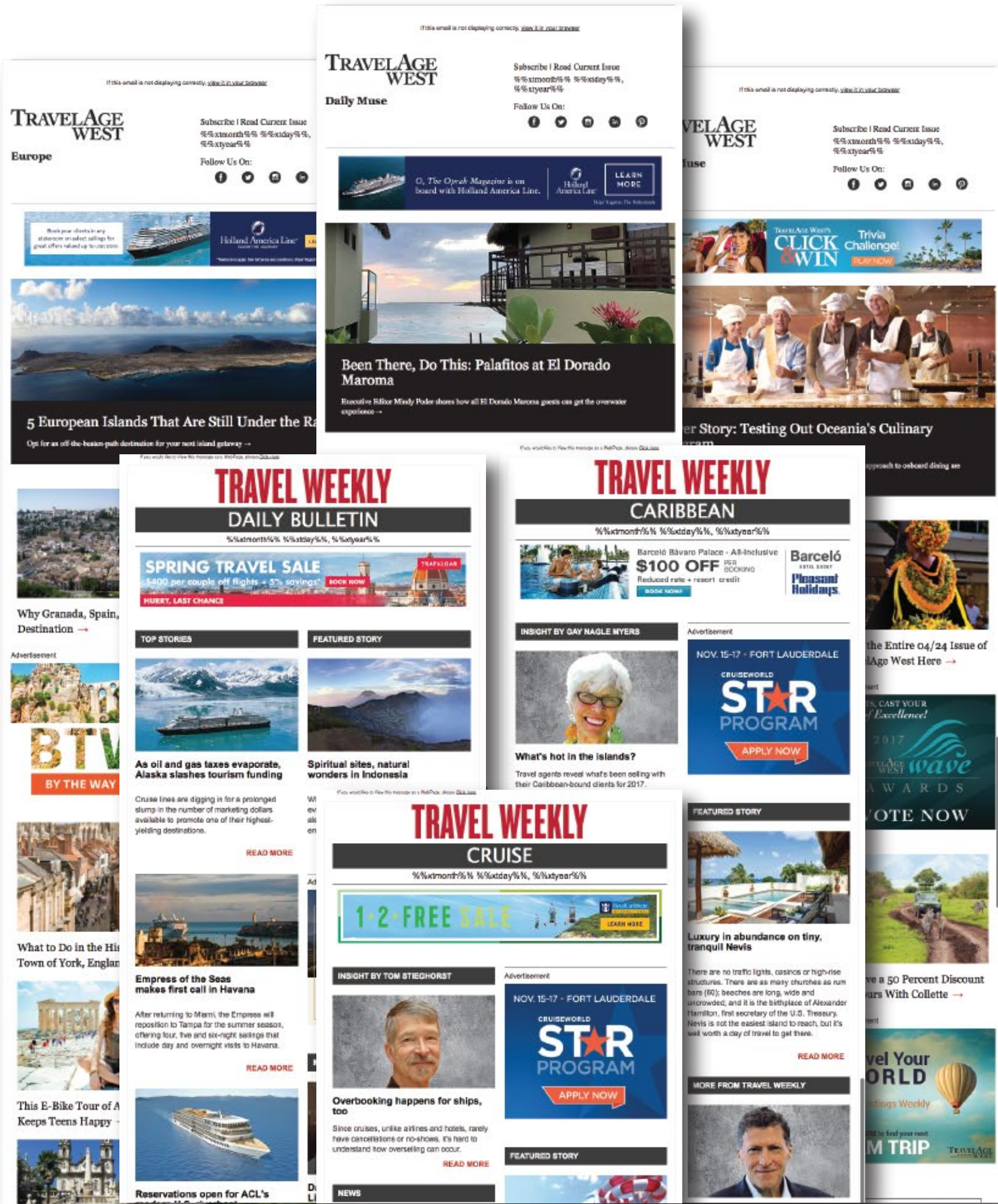
about an hour ago.

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SNOW CONDITIONS



 PARK CITY



24-hr Snow Total: 5 in
Overnight Snow Total: 2 in
7-day Snow Total: 6 in
Snow Total YTD: xxx in
Summit Base: xx in
Mid-Mountain Base: 43 in



CURRENT CONDITIONS:

Surface Conditions: Packed Powder
Secondary Surface Conditions: Spring Conditions

5 a.m. Temp:
25F-4C

LIFTS & TERRAIN

Lifts Open: 9 of xx
Trails Open: 68 of 120
Terrain Park Features: 41
Bowls open: 1
Natural Halfpipes Open: 3
Groomed Trails: 23
Groomer's Pick: Snow Dancer

28%
Percent of Terrain Open

What's Happening On The Mountain



Farmers' Market

June 03, 2015 - October 28, 2015

Each Wednesday, Canyons will once again host Park City's Farmers' Market from 12:00pm - 6:00pm in the Cabriolet parking lot. Stop by for fresh produce, fresh baked bread and arts and crafts from local vendors.

Canyons Cabriolet will run for Farmers' Market beginning June 24 thru Aug. 26... [Read More](#)

Your trip is finally here!

 **VAIL** Like nothing on earth.

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ADVENTURE AWAITS YOU IN VAIL!

Thanks for booking your trip, we can't wait to see you in Vail so soon! With tons of great activities to enjoy while you're here, we know you'll have a great time. There's no place like Vail for year-round recreation, outdoor pursuits and cultural activities in the heart of the Rockies. **Adventure Ridge**, located at over 10,000 ft on top of Vail Mountain, offers ziplining, ropes courses, guided hiking and mountain biking and disc golf. This summer, experience events like the new Vail Summer Bluegrass Series, GoPro Mountain Games, Vail Jazz Festival, the Vail International Dance Festival, Bravo! Vail, Gourmet on Gore culinary festival and much more.

VAIL'S FACEBOOK



It's a perfect June day in Vail, but some of us already have next winter on the brain. Introducing: [#VailSnow](#) Sundays. Here's one of our favorite shots from last winter, taken Feb. 5, 2015 by Daniel Mitchev.

[VIEW](#) [COMMENT](#) [LIKE](#)



Sunset, Vail style

[VIEW](#) [COMMENT](#) [LIKE](#)

FROM OUR BLOG



2015 GOPRO MOUNTAIN GAMES

We're kicking off summer with one of the most highly anticipated events of the year: the **GoPro Mountain Games**, June 4 - 7! The country's largest celebration of ...

[READ MORE](#)



VAIL MOUNTAIN OPENS FOR SUMMER OPERATIONS JUNE 5!

We're kicking off Vail's 2015 summer operations this Friday, June 5! Beginning at 9:30 a.m. Gondola One in Vail Village and the Eagle Bahn Gondola in ...

[READ MORE](#)



A SUMMER FULL OF MUSIC IN VAIL

Vail has become a live music destination, and summer is where this reputation for incredible concerts really shines. The gorgeous setting and temperate weather make for a perfect setting to enjoy ...

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Vail Resorts Management Company
350 Interlocken Crescent, Suite 1500
Broomfield, CO 80021 USA

On Time & On Target

[View in Browser](#)

GREG HOLDEN



[HOME](#) | [NEWS](#) | [TOUR](#) | [VIDEOS](#) | [MERCH](#)

Greg Holden On Tour

Greg is coming to your town soon!! Be the first to get tickets and mark your calendar now for this special evening.

APR
20
WED

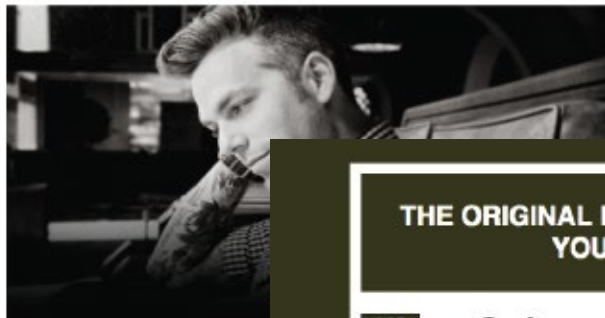
Knitting Factory - Brooklyn, NY

With Greg Holden and Elizabeth & The Catapult

Get Tickets

RSVP

[All Tour Dates](#)



@gregholden

ON TOUR IN THE US APRIL/MAY

4/20 BROOKLYN, NY
4/23 INDOLETTA, CT
4/24 ASHEVILLE, NC
4/24 NASHVILLE, TN
4/26 CHAPEL HILL, NC
4/27 ANNAPOLIS, MD
5/25 LOS ANGELES, CA
5/27 SAN FRANCISCO, CA
5/28 NAPV, CA

EXCLUSIVE: SHOW YOUR PETER PARKER WITH CLEAR PVE-ABANDON TICKET.



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Hey, thought you'd like to know we have a show coming up in your area

APR
17
SUN

House of Blues - San Diego, CA

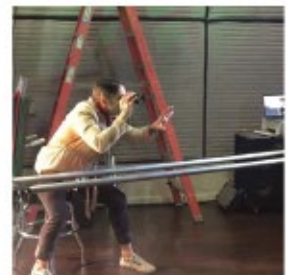
With Shinedown

Get Tickets

RSVP

[All Tour Dates](#)

@Shinedown on Instagram



Member_Address% Member_City% Member_State% Member_Country%

was sent to: %emailaddress%

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THE ORIGINAL HIGH TOUR IS COMING TO YOUR CITY SOON!

APR
03
SUN

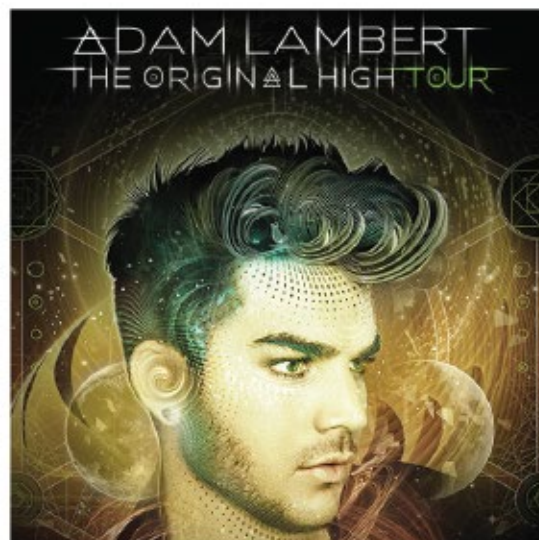
Orpheum Theatre - Los Angeles, CA

With Adam Lambert and Alex Newell

GET TICKETS

RSVP

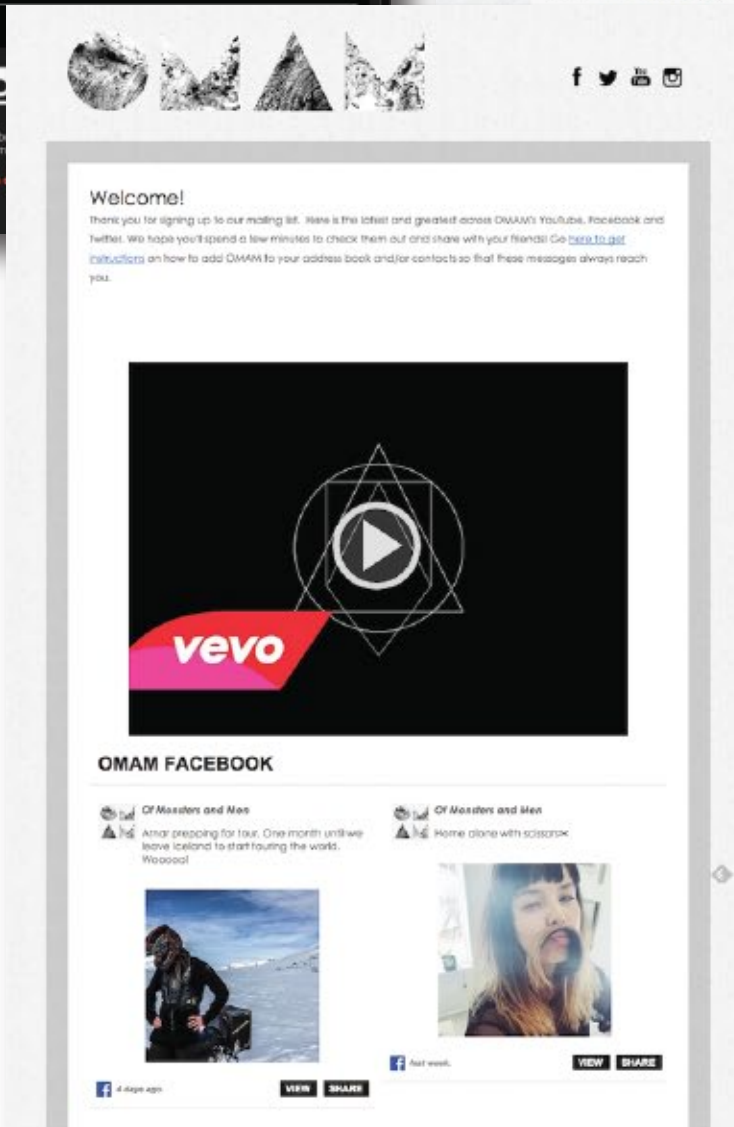
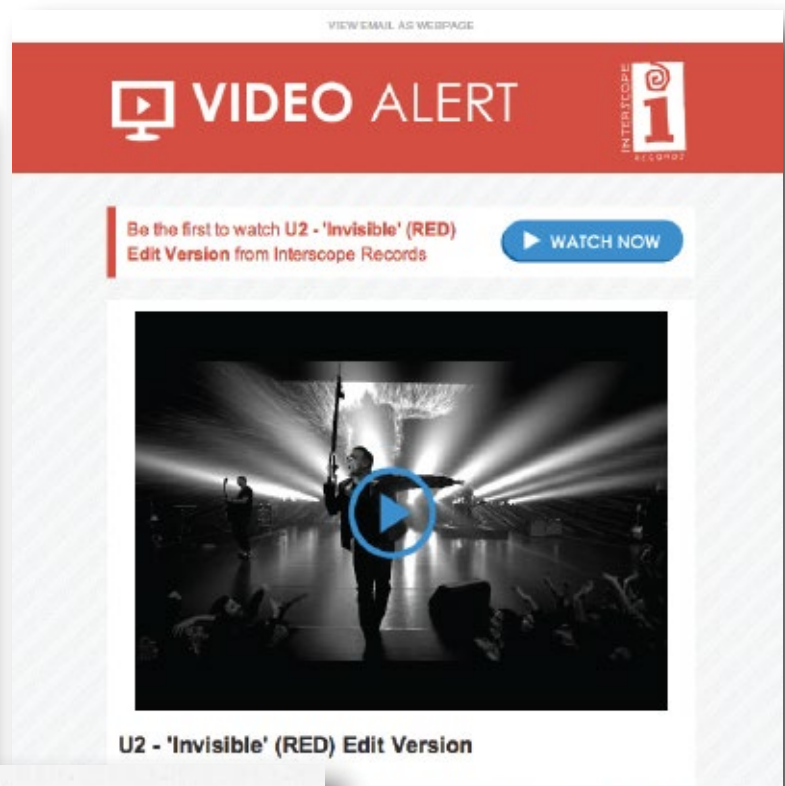
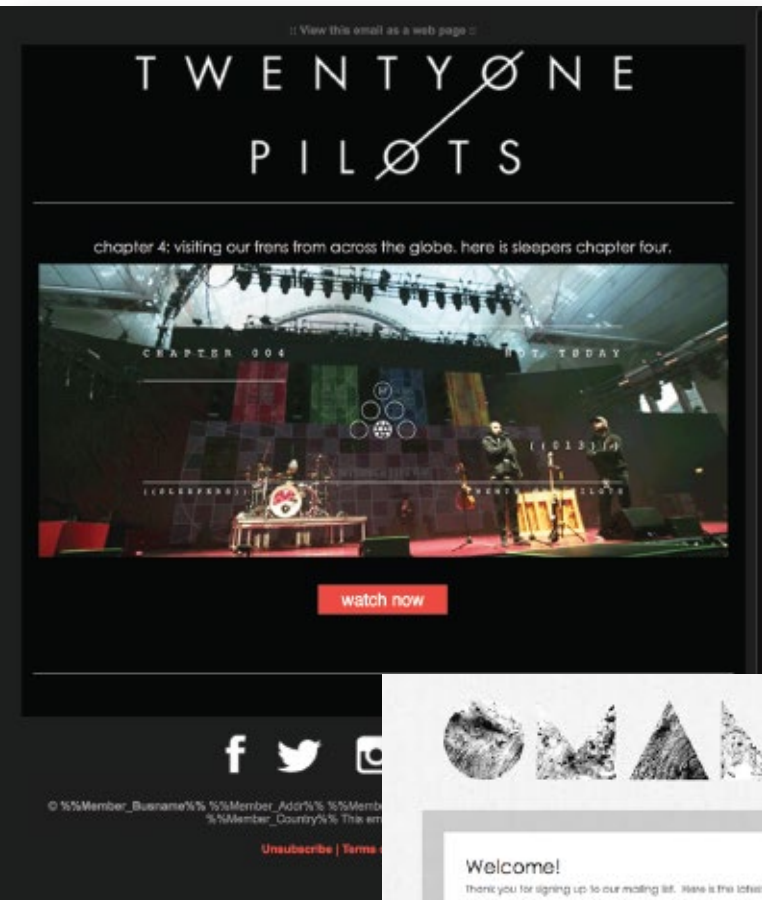
For more tour dates visit [AdamOfficial.com](#)



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Engaging & Interactive



Curated



Houston

Fun Events This Week



Wonka Forever: A Beaver's Speakeasy

Celebrate all things Willy Wonka at this Beaver's Speakeasy and enjoy Wonka-inspired drinks and snacks, Everlasting Gobstopper Ice, and a Wonka costume contest for a \$100 Beaver's Gift Card.

Monday, September 19, 2016 | 5:00pm

[View](#)

[Share](#)

about 4 hours ago.



Kanye West World Tour Comes to Houston

The Saint Pablo Tour visits Houston! Come out to the Houston Toyota Center to see Kanye in all his glory!

Tuesday, September 20, 2016 | 8:00pm

[View](#)

[Share](#)

about 3 hours ago.



Mid-Autumn Festival Wonder Week

Join us at the Children's Museum of Houston as we celebrate Mid-Autumn Fest with a week full of fun activities that commemorates reunions among friends with harmony and unity!

Wednesday, September 21, 2016 | 10:00am

[View](#)

[Share](#)

about 3 hours ago.



The Princess and the Pea Live!

A brave princess faces dragons and ogres with no fear, but will a single pea prove her greatest challenge? Enjoy a children's performance of the classic tale, The Princess and the Pea at the Miller Outdoor Theatre.

Wednesday, September 21, 2016 | 11:00am

[View](#)

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about 3 hours ago.



Houston

Events This Week



Worldfest Houston – Where Films Take Off

WorldFest is the oldest Independent Film & Video Festival in the World. It evolved into a competitive International Film Festival in April, 1968. It was founded by award-winning producer/director Hunter Todd to present a quality film festival for the Independent filmmakers.

Monday, April 24, 2017 | Daily Through Sunday

[View](#)

[Share](#)



Playoffs Game 5: Houston Rockets vs. Oklahoma City Thunder

Come down to Toyota Center and cheer on your Rockets as they attempt to finish off the Thunder. Go get 'em Rockets and let's keep this playoff roll going!

Tuesday, April 25, 2017 | 7:00pm

[View](#)

[Share](#)



Da Camera Mix at the Match

Da Camera of Houston presents five nights of an innovative jazz, classical and contemporary, featuring international artists and outstanding local talent. Artists and audiences meet over drinks between sets.

Wednesday, April 26, 2017 | 7:30pm

[View](#)

[Share](#)



Bone Thugs N Harmony

See the legendary hip hop group Bone Thugs-n-Harmony with rapper Chamillionaire at Scout Bar. Bone Thugs-n-Harmony is an American hip hop group from the Glenville section of Cleveland, Ohio. They are best known for their fast-paced rapping style and harmonizing vocals.

Thursday, April 27, 2017 | 7:00pm

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Alton Brown Live: Eat Your Science

The follow-up to the smash "Edible Inevitable" tour, "Alton Brown Live: Eat Your Science," and fans can expect more comedy, more antics, multimedia presentations, and music.

How Does StoryPorts Do it?

About Us

StoryPorts slashes the time and effort to create great emails by 95%. Now, build effective emails without expensive design, time-consuming programming, or any technical help whatsoever.

Use StoryPorts in 3 Easy Steps

Activate	<i>All of the sources you love the most</i>
Search	<i>The content that connects you to your customers</i>
Publish	<i>Best of class email HTML for any Email Service Provider</i>

Contact Us

Online	www.storyports.com
Email	hello@storyports.com
Phone	415.295.2091



Testimonials

Award winning technology...

"StoryPorts has done wonders in supporting our efforts to increase engagement, practice relevant audience targeting and maximize operational efficiency so that we can focus on super-serving our broad roster of artists and their fans."

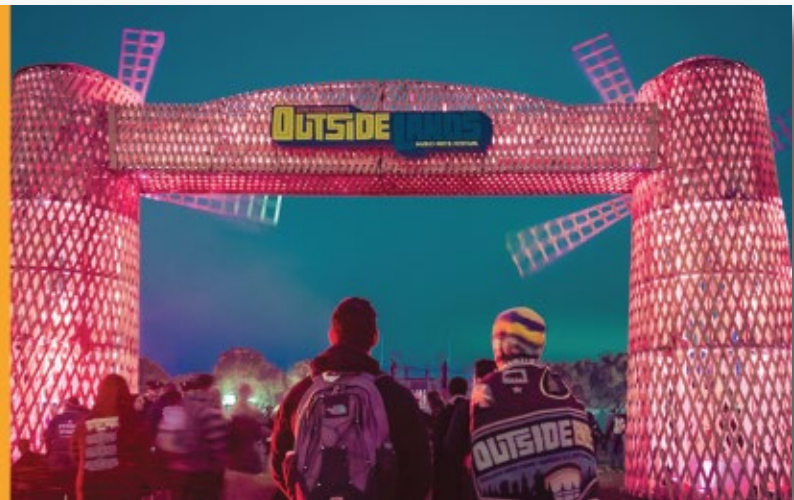
Itay Rahat - Director, CRM Product Solutions
Warner Music Group



"An incredible tool..."

"Outside Lands prides itself on being at the forefront of digital technology. We were able to deliver an automated digital digest the morning following each day of the festival. It was an incredible tool that used very little of our personal bandwidth to create during a time we were all stretched thin."

Bryan Duquette, Festival Producer
Another Planet Entertainment



"Absolutely amazing to work with..."

"The StoryPorts team was absolutely amazing to work with. They were there to guide and assist us from beginning to end, going above and beyond their scope of work. They gave us exactly what we needed and with such enthusiasm to help!"

Sue Cho, Email Marketing Manager
The Honest Company



Testimonials

"A digital marketer's dream..."

"StoryPorts has allowed us to create truly dynamic and responsive emails, saving us a considerable amount of time while delivering the most relevant, personal and engaging emails we've ever been able to create. It's a digital marketer's dream."

JM Chilgren, Digital Marketing Manager
TV Land | Viacom



"I'm extremely pleased..."

"I'm extremely pleased with your services. StoryPorts allows me to keep our newsletter content up to date and relevant."

Aaron Bugucki, VP of Digital Marketing Republic Records
Universal Music Group



"Thoughtful execution..."

"Seeking external help on customer-facing automation is extremely unnerving, but StoryPorts immediately calmed our worried minds with transparency, professionalism, and thoughtful execution"

David Callahan, Sr Manager Global CRM
Sonos





www.storyports.com