Your Guide for Personalized Email: Strategies, Tactics, Tools

In today's overstuffed inboxes, generic emails are about as exciting as waiting in line at the post office.

Enter email personalization: the secret sauce that transforms ho-hum messages into tailored experiences your subscribers can't resist. It's time to make every send count.

What is email personalization?
Types of email personalization
10 email personalization strategies & tactics
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Personalized email marketing examples & success stories
Powering up your personalization: Tools and platforms for email success
What are you waiting for?
Email personalization glossary

What is email personalization?

Email personalization is the strategic use of subscriber data and dynamic content to create highly relevant, individualized email experiences. It goes beyond basic tactics like inserting a recipient's name into the subject line or body text. Instead, true email personalization involves tailoring the entire email content, including images, product recommendations, time of send, and offers, based on a recipient's preferences, behaviors, and characteristics.

Key components of email personalization include:

1. **Dynamic Content:** Elements that change based on subscriber data or real-time conditions.
2. **Behavioral Targeting:** Customizing content based on past interactions and purchase history.
3. **Predictive Personalization:** Using AI and machine learning to anticipate and serve the most relevant content.
4. **Contextual Personalization:** Adapting content based on factors like location, time, or device.

Effective email personalization can involve:

- Product recommendations based on browsing or purchase history.
- Content tailored to the recipient's industry or job role.
- Offers that reflect the subscriber's loyalty status or lifetime value.
- Images or language that resonate with the recipient's demographic.
- Real-time content updates like countdown timers or live inventory status.
- Employing send-time optimization based on past subscribers email engagement behavior.

By leveraging these techniques, marketers can create email experiences that feel uniquely crafted for each recipient, driving higher engagement, conversions, and customer loyalty.

Why personalization matters

The numbers speak volumes:

- 76% of buyers expect personalized attention from marketers. They're practically begging you to get to know them better.
- 83% of customers willingly share their data for a more personalized experience. That's digital gold, folks.
- 80% of customers are more likely to purchase from brands offering personalized experiences. Ka-ching!

However, effective personalization involves more than just sprinkling a customer's name in email subjects. Chad White, Head of Research at Oracle Digital Experience Agency, sheds light on a common pitfall: *"Research has shown that emails personalized with just the first name—and not carried through the body of the email—are actually as likely to hurt performance as to help it. People see through this trick; they feel tricked when the personalization is only surface deep."*

Courtney Grab, Senior Customer Marketing Manager at Litmus, emphasizes the essence of true personalization: *"There's a misconception about what email personalization is. It's not just about using someone's name; it's about asking users what they want and need, and how they'd like to be engaged with, then delivering that. This level of personalization truly differentiates your emails from the masses."*

In a world where attention spans are shorter than a TikTok video, personalization is your golden ticket to inbox stardom and conversion glory.

Ready to transform your email marketing from snooze-worthy to scroll-stopping? Let's dive in and explore how personalization can revolutionize your email marketing campaigns and drive results that'll make your competition green with envy.

"Research has shown that emails that are personalized with just the first name and it's not continued into the body of the email are actually as likely to hurt email performance as it is to help it. People have seen this trick. So most consumers see this as a big disconnect when they encounter it on one level and then dig down deeper, and it seems like it's just content for everybody. They don't like that. They they feel tricked."



Chad S. White, Head of Research at Oracle

The role of personalization in email marketing

Personalization is a critical component of effective email marketing strategies.

It transforms generic messages into tailored communications that resonate with individual recipients, driving significant improvements in engagement, conversions, and customer loyalty.

Boosting engagement through personalization

Email personalization significantly increases open rates and click-through rates.

By tailoring content to individual preferences and behaviors, marketers create more relevant, engaging experiences that capture and retain subscriber attention.

Key benefits:

- Higher open rates
- Increased click-through rates
- Improved overall engagement metrics

Driving conversions with tailored content

Personalized emails directly address recipient needs and interests, leading to higher conversion rates.

When subscribers receive content that speaks to their specific situations or preferences, they're more likely to take desired actions.

Personalization impacts:

- Increased click-to-purchase rates
- Higher average order values
- Improved ROI on email campaigns

Building customer loyalty

Consistent delivery of personalized content fosters stronger relationships with subscribers.

This approach demonstrates understanding and value, leading to increased customer satisfaction and loyalty.

Long-term benefits:

- Higher customer retention rates
- Increased customer lifetime value
- Improved brand perception and advocacy

"We need to talk about personalization. Email is both at an all-time high in volume and in return on investment. The roller coaster of the past few years has grown our dependence on email in more ways than we could have ever imagined."



Cynthia Price, SVP of Marketing at Litmus

The evolution of personalized emails

Buckle up, email time travelers! We're zooming from the days of clunky "[FirstName]" tags to the wonderland of "Open-Time Personalization" faster than you can hit "send."

As our own SVP of Marketing, Cynthia Price points out in her enlightening blog post, We Need to Talk About Personalization: Evolution & Trends, this evolution isn't just a tech upgrade—it's a full-blown email revolution.

We've gone from emails about as personal as a telemarketer's script to dynamic content that adapts on the fly, serving up relevance like a short-order cook at a 24/7 diner.

It's not just email anymore; it's a mind-reading, preference-predicting powerhouse that makes each recipient feel like the star of their own inbox show.

Stand out in crowded inboxes

Create 1:1 experiences at scale with Litmus Personalize. Use live polls, countdown timers, and more to captivate subscribers.

Create & engage →



Types of email personalization

Alright, email enthusiasts, it's time to dive into the personalization playground!

We're not just talking about slapping a person's name on a subject line here—oh no, we're about to explore a smorgasbord of personalization techniques that'll make your emails work harder than a caffeinated squirrel. Let's break it down:

Segmentation: The art of divide and conquer

Think of your audience as a fancy cheese board—it's all about the right pairings. Slice and dice your audience based on:

- Demographic deets (age, gender, location)
- Behavior bonanzas (past purchases, website stalking sessions)
- Psychographic peculiarities (interests, values, lifestyle)

Dynamic content: The shape-shifter of emails

This is where the magic happens. Dynamic content helps your email transform like a chameleon based on who's opening it and when:

- Product recommendations tailored to their browsing history (because we know they've been eyeing those snazzy sneakers)
- Location-based content (No more promoting swimwear to your customers in Alaska... in December)

- Social media feeds (because who doesn't want to stay up-to-date?)

Buyer journey personalization: The "we get you" approach

- Awareness stage: "Hey, did you know this thing exists?"
- Consideration stage: "Here's why our thing is better than their thing"
- Decision stage: "Buy our thing! Look, other cool people bought our thing!"
- Post-purchase: "Here's how to use the thing you just bought (and hey, wanna buy another thing?)"

Dig into customer journey personalization and what that means for your customer experience.

LEARN MORE

Content automation & triggers: The "right place, right time" champions

- Onboarding email series (because first impressions matter)
- Abandoned cart reminders (we saw what you did there... or didn't do)
- Birthday emails (everyone loves a good birthday treat)
- Re-engagement campaigns (we miss you... and here's 15% off to prove it)

Behavioral personalization: The "we're watching you (in a non-creepy way)" tactic

- Browse abandonment emails (those shoes miss you too)
- Purchase history-based recommendations (if you liked that, you'll love this)
- Email engagement-based content (opens = love, clicks = double love)

Predictive personalization: The crystal ball of email marketing

- Dynamic product feeds (it's like having a personal shopper)
- Predictive send-time optimization (because 3 AM might be someone's prime email-checking time)
- Churn prediction and prevention emails (we're not letting you go without a fight)

Live content: The "always fresh" approach

- Countdown timers (nothing motivates like FOMO)
- Live social media feeds (because your Instagram is too cool to miss)
- Real-time inventory updates (only 2 left! Quick, before they're all snapped up!)

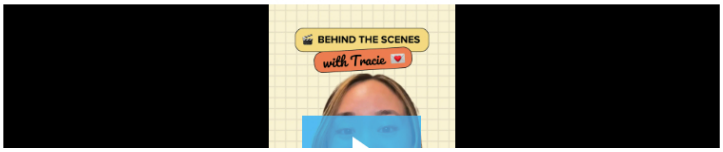
"Customers want to receive more relevant, personalized emails, and delightful emails—but marketers struggle to find the right data points to create these experiences. Using a tool like Litmus Personalize, marketers can go beyond the limitations of their ESP to create truly personalized emails customers expect, while also providing the perfect opportunity to collect critical zero- and firstparty data to help inform future campaigns."

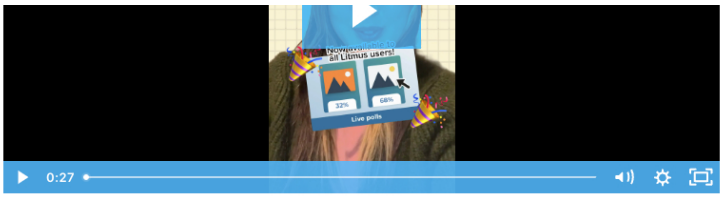


Daniel Rosen, Snr. Account Manager at Litmus

Interactive personalization: The "choose your own adventure" emails

- Live polls and surveys (because we actually care what you think)
- Interactive product selectors (it's like window shopping, but in your inbox)
- Gamification elements like email scratch-offs (who says emails can't be fun?)





By mixing and matching these personalization techniques, you'll create emails so tailored, your subscribers will think you're reading their minds. (You're not, right? ... Right?)

So go forth and personalize with confidence! Your engagement rates will thank you, your revenue will love you, and your subscribers? They'll be clicking faster than you can say "dynamic content."

Check out these dynamic content examples to see how these work in the wild.

LEARN MORE

10 email personalization strategies & tactics

The '[FirstName]' fallacy is so last decade. Welcome to the era of truly personal emails.

It's time to wake up your email marketing with content that turns each send into a personalized experience. Here are some powerful strategies and tactics that'll make your audience click, convert, and return for more.

1. Countdown timers: FOMO in digital form

Create a sense of urgency that'll have subscribers reaching for their wallets. Perfect for:

- Flash sales (Like Bulk's 48-hour protein powder extravaganza)
- Event countdowns
- Limited-time offers

2. Live polls: give them a voice (and data for you)

Engage your audience and gather valuable insights in real-time. Use for:

- Product feedback
- Content preferences
- Quick surveys

3. Add-to-calendar: make it easy to remember you

Boost event attendance and keep your brand top-of-mind. Great for:

- Webinar reminders
- Sale dates
- Appointment scheduling

4. Rule-based images: a picture worth a thousand clicks

Show different images based on subscriber data or behavior. Think:

- Gender-specific product images
- Location-based visuals
- Interest-tailored graphics

5. Interest signals: because social proof works

Interest signals display live click totals, showing subscribers what their peers are loving most. Use to:

- Highlight popular products (Rael's skincare bestsellers)
- Showcase trending content (Curio's most-listened podcasts)
- Personalize offers based on collective behavior

6. Product feeds: your personal shopping assistant

Showcase products that'll make subscribers say, "How did they know?" Perfect for:

- Abandoned cart reminders
- "You might also like" sections
- New arrivals based on past purchases

7. Location-based content: be their local guide

Deliver relevant information based on the recipient's location. Great for:

- Store locations and events (à la Starbucks)
- Weather-based product recommendations
- Regional promotions

8. Weather-responsive imagery: forecast: high chance of conversions

Adapt visuals to match local weather conditions. Use for:

- Seasonal product promotions
- Travel recommendations (Airbnb's beach scene)
- Outfit suggestions

9. Dynamic pricing: the right price, right now

Show real-time, personalized pricing or offers. Perfect for:

- Loyalty program discounts
- Personalized bundles
- Limited-time flash sales

10. Behavioral triggers: the right message at the right time

Send targeted emails based on specific user actions. Think:

- Welcome series
- Cart abandonment reminders
- Re-engagement campaigns

Harnessing data for personalization magic

To make these strategies work, you need the right customer data. Here's what you should be collecting:

1. **The Basics:** Email address (duh!), name, date of birth.
2. **Location:** For those geo-targeted gems.
3. **Industry/Job Role:** Tailor content to their 9-to-5.
4. **Shopping Behavior:** On-site activity, purchase history, abandoned carts.
5. **Email Engagement:** Opens, clicks, preferred content.
6. **Preferences:** Stated interests, communication preferences.
7. **Device & Time:** When and how they're reading your emails.

Remember, with great data comes great responsibility. Always collect and use data ethically and transparently.

Bring it all together with Litmus Personalize

Ready to transform your emails from "meh" to "magnificent"?

Litmus Personalize lets you implement all these strategies without getting lost in a sea of complex code.

Our drag-and-drop simplicity means you can create dynamic, personalized experiences that'll have your subscribers thinking you're reading their minds.

Don't let your emails get lost in the inbox abyss. Stand out, engage, and convert with personalization that packs a punch.

Drive engagement with dynamic content

Design emails with live polls, personalized images, scratch-offs, and more with Litmus Personalize. No coding experience required.

Personalize emails →



Tackling email personalization challenges: Your path to success

Personalization isn't always smooth sailing. But don't worry, by leveraging email personalization best practices and leaning into content automation, we can turn those hurdles into stepping stones.



Ready to leap over these challenges like an Olympic email marketer? Let's go!

Data quality management

Challenge: Maintaining accurate and up-to-date subscriber data is crucial for effective personalization.

Solutions:

- Implement regular data audits and cleaning processes
- Use double opt-in to ensure accurate subscriber information
- Provide user-friendly preference centers for subscribers to update their own data

Technical implementation

Challenge: Implementing personalization features often requires technical expertise.

Solutions:

- Utilize user-friendly tools like Litmus Personalize for easy implementation
- Start with basic personalization techniques and gradually increase the complexity
- Leverage available tutorials and resources to build technical skills

Content creation and management

Challenge: Producing sufficient varied content for personalized campaigns can be resource-intensive.

Solutions:

- Develop a content repurposing strategy to maximize existing assets
- Implement dynamic content blocks for efficient content management
- Incorporate user-generated content to diversify and scale content production

Effective segmentation

Challenge: Balancing segmentation to achieve personalization without over-fragmenting the audience.

Solutions:

- Focus on key segments that align with business objectives
- Utilize behavioral data for more meaningful segmentation
- Continuously test and refine segmentation strategies

Data privacy compliance

Challenge: Navigating data privacy regulations while personalizing email content.

Solutions:

- Maintain transparency in data collection and usage practices
- Prioritize first-party and zero-party data collection
- Stay informed about evolving data privacy regulations and adapt strategies accordingly

Measuring ROI

Challenge: Accurately measuring and demonstrating the return on investment for personalization efforts.

Solutions:

- Set clear, measurable goals for personalization campaigns
- A/B test like your email marketing ROI depends on it (because it does)
- Track key performance indicators including engagement rates, conversion rates, and customer lifetime value

"To announce the release of Litmus Live Polls to our newsletter audience, we decided to show subscribers exactly what a Live Poll in an email could look like and asked subscribers to vote whether they were "team cat" or "team dog." Live Polls typically result in high email engagement. This specific scenario resulted in 17.3% clickthrough rate in the newsletter—that's an increase of 19.1% compared to newsletters that don't feature a Live Poll."



Tracie Pang, Email Marketing Manager at Litmus

Bust those myths, build those relationships

Don't let these challenges scare you off from personalization greatness. With the right moves, you'll be crafting emails so personal, your subscribers will think you're psychic.

Hungry for more myth-busting action and helpful resources?

Dive into our Common Email Personalization Myths article or Personalized Email Templates.

It's like Mythbusters, but for your inbox.



Stunning emails, big results

Explore our top picks for emails that can help your brand get more clicks, more revenue, and provide better in-email experiences.

Get inspired



Personalized email marketing examples & success stories

Let's take a tour of personalization perfection across industries. These success stories are so good, they'll make you want to personalize everything (yes, even your cat's food bowl).

Retail & eCommerce: Pond Planet's personalization triumph

Pond Planet didn't just dip their toes into personalization—they dove in headfirst. Using Litmus Personalize, they built an ecosystem of emails that convert:

- Live social feeds (because FOMO is real)
- Device-specific CTAs (tap here, click there, buy everywhere)
- Time-dependent banner images (early bird gets the koi)
- Personalized countdown timers (urgency, meet pond supplies)

The result? A splashing 61% increase in click-through rates and a 14.5% boost in conversions.

As Tim Savage, Director at Pond Planet, gushed...

"Our email content has been brought to life through advanced personalization and relevancy..."

Looks like they've found the secret sauce to make subscribers' inboxes as exciting as a fish feeding frenzy!

Travel & hospitality: icelolly.com's personalization breakthrough

icelolly.com, the UK's fastest-growing holiday comparison site, went from static to dynamic faster than you can say "bon voyage."

Their secret weapon? Litmus Personalize. They turned browsing data into personalized paradise:

- Automatically displaying searched and abandoned deals (no FOMO left behind)
- Tailored content based on customer interests (because not everyone wants to vacation in igloos)

The results were hotter than a tropical beach:

- 35% higher open rate (hello, sunshine!)
- 201% increase in click-through rate (that's not a typo, folks)
- 45% boost in conversions (cha-ching!)

Jon Kirk, Email Manager at icelolly.com, couldn't help but rave...

"The Litmus team supported us throughout the process... to deliver dynamic content to our customers."

Looks like they've found the all-inclusive package of email success!

Financial services: Idaho Central Credit Union's personalization journey

Idaho Central Credit Union (ICCU) proved that even in the world of finance, a little personalization goes a

long way. Using Litmus Personalize Essentials, they added some pizzazz to their emails without losing that all-important trust factor:

- Countdown timers (because money waits for no one)
- Engaging over 300,000 members across nearly 100 promotional campaigns annually (that's a lot of zeros!)

Gloria Frandsen, ICCU's marketing maestro, summed it up perfectly...

"With Litmus, I knew if I put the countdown timer in my email, I could trust it to create an engaging, positive experience for our members."

Who said finance had to be boring?

Agencies: Epsilon's email workflow revolution with Litmus

Epsilon, the big cheese of outcome-based marketing, showed us how agencies can turn email production into a well-oiled machine. By integrating Litmus into their Epsilon PeopleCloud Messaging platform, they:

- Saved over 1,000 hours per month (that's a lot of coffee breaks)
- Tested emails across 100+ apps and devices (because no inbox left behind)
- Streamlined production for enterprise clients (happy clients, happy life)

Rhonda Johnson, VP of Digital Campaign Services at Epsilon, couldn't stop grinning...

"We're saving about 15 to 20 minutes per message. That certainly adds up exponentially..."

Time saved, clients amazed—now that's what we call a win-win!

Healthcare: Nonprofit healthcare company's email revolution with Litmus

A leading nonprofit healthcare company proved that even in the world of health, emails can get a clean bill of... well, health. With Litmus, they:

- Reduced review time from days to hours (faster than you can say "take two aspirin and call me in the morning")
- Sent 12 unique email campaigns to nearly 3 million recipients in a year (that's a lot of digital house calls)
- Improved click rates by about 2% (small change, big impact)

Christina Campo, their CRM and Email Automation Manager, put it best...

"Litmus allowed us to gain back visibility on opens and provided us with more detailed information on email performance..."

Who said you can't teach an old dog new tricks?

Want some more inspiration? Check out these email personalization examples that take personalization efforts to new heights.

LEARN MORE

Supercharge your emails for free

Add live polls, countdowns, and personalized content to your emails. Test our email personalization features at no charge.

Start a free trial →



Powering up your personalization: Tools and platforms for email success

It's time to upgrade your personalization toolkit! We're not talking about your grandpa's mail merge here. We're diving into the batcave of email marketing personalization, where every gadget turns your campaigns from "meh" to "holy personalization, Batman!"

Whether you're selling shoes, savings accounts, or subscriptions, there's a personalization tool with your name on it (see what we did there?).

Email service providers (ESPs): Your personalization launchpad 🚀

Think of ESPs as the Swiss Army knife of email marketing. They come with:

- Merge tags (Because "Hey you!" is so 1999)
- Basic segmentation (Cat people to the left, dog people to the right)
- Simple dynamic content (Product A for the early birds, Product B for the night owls)

Perfect for: Dipping your toes in the personalization pool without getting soaked.

Customer relationship management (CRM) systems: The data goldmine 🤩

CRMs are like that friend who remembers everyone's birthday, favorite color, and shoe size:

- Purchase history (No more "Buy this thing you already own!")
- Interaction data (They clicked, they saw, they conquered)
- Customer support interactions (Because selling right after a complaint is like offering ice cream in a snowstorm)

Perfect for: Creating emails so personal, your subscribers will think you're psychic.

Data management platforms (DMPs): The big data wizards 🧙‍♀️

DMPs are like having a super-computer that never sleeps, never eats, and never asks for a raise:

- Collect and analyze data faster than you can say "big data"
- Spot trends that would make Sherlock Holmes jealous
- Fuel campaigns so targeted, they hit the bullseye every time

Perfect for: When you're ready to go full-on data ninja with your personalization.

AI and machine learning platforms: The crystal ball 🔮

These cutting-edge tools are like having Nostradamus on your marketing team:

- Predict the perfect content for each subscriber (without the crystal ball)
- Optimize send times better than your local weatherperson
- Automate personalization faster than you can say "AI overlords"

Perfect for: Taking the guesswork out of data personalization to scale faster than a startup with unlimited funding.

Dynamic content engines: The chameleons 🦎

These specialized tools let your emails shape-shift faster than a superhero costume change:

- Swap content blocks like a pro DJ mixing tracks
- Create multiple email versions faster than you can say "segmentation"
- Deliver hyper-relevant content that makes subscribers go "How did they know?!"

Perfect for: Creating truly tailored experiences without cloning yourself.

Litmus Personalize: Your personalization one-stop-shop 🥰

Now, let's talk about the superhero of personalization tools. Litmus Personalize is like having a full personalization team, a mind-reader, and a time machine all rolled into one:

- Countdown timers (Because FOMO is the best motivator)
- Live polls (Turn your emails into a two-way conversation)
- Personalized images (Show them you care, with pictures!)
- Real-time content updates (Fresher than your local farmer's market)

What are you waiting for?

Remember, email rockstars: personalization isn't about having the fanciest tools in the shed. It's about using the right tools to craft emails that make your subscribers feel like VIPs at the world's most exclusive inbox party. Whether you're a personalization newbie or a seasoned pro, there's a tool out there to help you make every send count.

Ready to turn your emails into personalization powerhouses? Let's make some inbox magic happen. Your subscribers won't know what hit them (in the best way possible, of course).

Harness the power of email personalization

Discover how to better connect with your audience, deliver tailored content, and drive engagement with email personalization.

Personalize better



Email personalization glossary

Understanding the terminology is key to mastering email personalization. Here's a comprehensive glossary of important terms and concepts:

All I A B C D I L M P Q R S W

A/B Testing
A/B Testing is the practice of sending two variations of an email to determine which performs better, often used to optimize personalization strategies.

Add-to-Calendar
Add-to-Calendar is a feature that allows recipients to add an event directly to their calendar from within an email.

Behavioral Targeting
Behavioral Targeting consists of personalizing email content based on a recipient's past actions or behaviors, such as website visits or purchase history.

Content Automation Tag
Content Automation Tag is a code snippet that automates the insertion of personalized content into emails based on predefined rules or data.

Contextual Targeting
Contextual Targeting consists of tailoring email content based on the context in which it's opened, such as time, location, or device.

Countdown Timers
Countdown Timers are dynamic elements that display a live countdown to a specific date or time, often used to create urgency for sales or events.

Dynamic Content
Dynamic Content is email content that changes based on recipient data, behavior, or context.

Impressions
Impressions are the number of times an email is opened and viewed by recipients.

Instagram Feed
Instagram Feed is a live feed of Instagram posts embedded directly in an email, keeping content fresh and engaging.

Interactive Map
Interactive Map is a dynamic map within an email that recipients can interact with, often used for location-based promotions or store finders.

Interest Signals
Interest Signals are indicators of a subscriber's preferences or interests, derived from their interactions with previous emails or website behavior.

Live Poll
Live Polls are an interactive element allowing recipients to vote or provide feedback directly within the email.

Merge Tags
Merge Tags are placeholders in an email template that get replaced with personalized data when the email is sent.

Personalization Tag
Personalization Tag is a placeholder in the email that gets replaced with personalized information (like the recipient's name) when the email is sent.

Personalized Images
Personalized Images are images that are dynamically customized for each recipient, such as including their name in the image itself.

Product Feed
Product Feeds are dynamic lists of products in an email, often personalized based on the recipient's browsing or purchase history.

Progress Bar
Progress Bar is a visual indicator of a recipient's progress towards a goal, such as completing a series of onboarding emails.

Quick-start Templates
Quick-Start Templates are pre-designed email templates with personalization elements that can be quickly customized and deployed.

Ratings
Ratings are interactive elements allowing recipients to provide quick feedback or ratings within the email.

Real-Time Personalization
Real-Time Personalization is the ability to update email content at the moment the email is opened, ensuring the most up-to-date and relevant information.

Rule Builder
Rule Builder is a tool for creating complex personalization rules without needing to write code.

Rule-Based Images
Rule-Based Images are images that change based on specific rules or conditions, such as the recipient's location or time of email open.

Scratch-Offs
Scratch-Offs are interactive elements mimicking scratch-off tickets, revealing personalized offers or content.

Segmentation
Segmentation is the practice of dividing an email list into smaller groups based on specific criteria for more targeted messaging.

Sentiment Trackers
Sentiment Trackers are tools that analyze recipient responses or interactions to gauge sentiment towards your brand or content.

Weather-Based Content
Weather-Based Content is dynamic content that changes based on the current weather conditions at the recipient's location.

Make every email count

Deliver the 1:1 experiences subscribers expect–at scale–without the heavy lift

Learn how →

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What's New

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Hey Stephanie, thanks for stopping by! Would you like to speak to a teammate?

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