

**Best Single Welcome Letter to New Subscribers**  
**Silver B2C**  
**ALCO Rewards Program Welcome**

Brand/Client Side Team:  
Brent Streit

Vendors/Agencies:  
ER Marketing

**MarketingSherpa Summary – Why They Won:**

Marketers for the regional retailer ALCO had a challenge with their customer rewards program. Because signups were collected in stores on paper forms, there was a two-week lag before they could process registrations and send a welcome email. So, the welcome email had to remind subscribers that they'd signed up, remind them of the program details, and set expectations for future email volume such as a weekly circular and a weekly special offer email. Despite the long lag time, their utilitarian message achieved an average open rate of 35.5% and an average CTR of 14.8%

**From Their Nomination Form:**

This email is effective because it sets expectations and provides an opportunity to update information, in a friendly voice that mirrors the ALCO store experience. It does not push them to buy, but maintains the friendly voice and also offers them the chance to connect with ALCO on Facebook and Twitter.

To view this email as a web page, go [here](#).



## Rewards - Welcome

Save time. Save fuel. Save money!

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[Locations](#)

[About ALCO](#)

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### ALCO Rewards

Dear Kyle,

Thanks for signing up to be a part of the ALCO Rewards program!

As a member of ALCO Rewards, you can expect to receive the following from ALCO via email:

- **Weekly Circular email** (delivered each Monday evening)
- **Rewards-Member Only special offers**
- **Weekly Special Offers**



If, at anytime, you no longer wish to receive email communications from us, just utilize the links at the bottom of each email to unsubscribe.

We know that emailing you is a privilege and we appreciate you for letting us do so.

Thanks for your continued business - we're glad to be part of your hometown.

Now that you've joined ALCO Rewards, why not follow us on:



Here's the information you submitted to us:

**Kyle Rohde**  
6031 N Jeffers on Street  
Apt 6  
Kansas City, MO 64118  
785-550-6921  
Birthday: 8/30

My Preferred Store: KS -  
Louisburg (Store #380)

**Need to update this information?**

Click the button below to update your profile

[Update Profile](#)

**Questions about ALCO Rewards?** Click the button below to review how the program works

[ALCO Rewards](#)

This email was sent to: [kmrohde@gmail.com](mailto:kmrohde@gmail.com)

This email was sent by: ALCO Stores, Inc.  
401 Cottage Avenue Abilene, KS 67410

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