

**Best Single Welcome Letter to New Subscribers**  
**Gold B2B**  
**Covad Customer Welcome Email**

Brand/Client Side Team:  
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Vendors/Agencies:  
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**MarketingSherpa Summary – Why They Won:**

Telecom provider Covad uses this welcome message as part of its on-boarding process for all new customers. The messages are triggered daily for all new customers, but are segmented according to six different product types to be relevant to each customer’s account. Besides thanking them for choosing Covad, the welcome message features links to a Start Center microsite, where customers can learn how to manage accounts online, access the online support center for FAQs, apply for rebates, purchase additional email accounts, and more.

**From Their Nomination Form:**

This campaign reports an average 67.57% unique open rate and 13.77% unique CTR. The program has been quite successful in getting the customer started-off right in that the 30-day churn level has been reduced four percentage points.

