

# SendFox Conversion Review

Prepared by Kareem Mayan for Noah Kagan  
[k@reemer.com](mailto:k@reemer.com) | [www.reemer.com](http://www.reemer.com)

# Goals

- Increase conversion from free to paid plans
- Identify “quality of life” UX improvements

# TL; dr-

- Make it clear there are two plans and Empire Add-On is not a “plan” but an add on
- Provide more info on how features are different if you upgrade (example: “Normal” sending server vs. “Upgraded”)
- Add features page to marketing site
- Make upgrade offer after signup more compelling
- Add more CTAs throughout experience to drive upsets
- Opportunities for a bunch of quality of life UX improvements

## Let's get some email marketing...



**Free** email marketing  
for content creators.



**Am I a content  
creator?**

Let's do this! >

**Not sure I fit  
into this  
bucket.**

55,002,877  
Emails Delivered

10,284,148  
Email Subscribers



**Social Proof:** 



**Free** email marketing  
for content creators.

Let's do this! [>](#)

55,002,877  
Emails Delivered

10,284,148  
Email Subscribers

**People be sendin' emails tho**

Part of the Sumo family with AppSumo and KingSumo. © 2020 Sumo Group, Inc. All rights reserved. [Terms of Service](#).

I want embedded signup forms and drip email sequences. But there's no features page

Maybe clicking “Blog” will tell me something?

## Using **automations** to repurpose content and save time

Using automations, Rob has created a “Welcome Dad Podcast Series”. This automation introduces new subscribers to his content and re-purposes the tips his guests have shared. ♻️

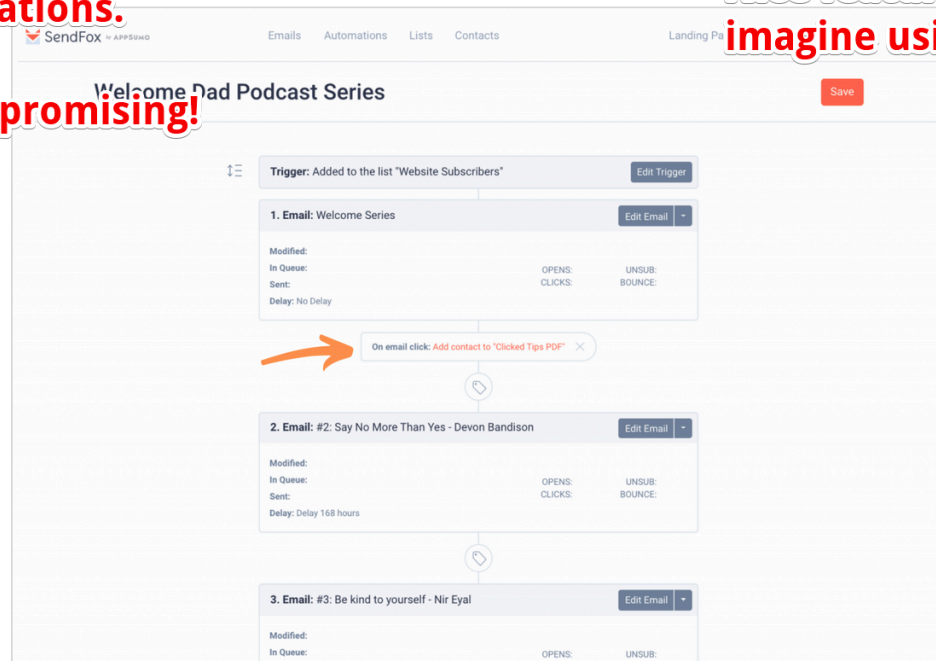
Rob has also used the tagging feature in automations, which helps him **segment customers** into specific lists.

For example, in his “Welcome Dad Podcast Series”, Rob shares an awesome PDF with his favorite Dad tips. He wants to have a special list dedicated to people that have clicked on the PDF. That way he can send them related content that he knows these subscribers will love. 💙

**Automations.**

**Nice feature. I can imagine using this.**

**Seems promising!**



Hm.. the blog just looks like case studies. Maybe call it that?

MARCH 18, 2020

## Customer Stories: How the busy podcaster, Rob Roseman, makes the most out of email marketing 🕒

"Price, simplicity, and the big one...my trust in Noah Kagan, were my main reasons for giving it (SendFox) a whirl. **I've been happy with how easy it is to use, especially for people like me, who don't have much time to dedicate to marketing.**"

- Rob Roseman, The Dad The Best I Can Show



Rob Roseman is the busy father of three behind the actionable and funny podcast [The Dad the Best I Can Show](#). 🎙️

The podcast started when the former Chicago futures trader and Las Vegas professional poker player decided he wanted to reinvent himself.

Since starting the podcast he has booked 80+ high-performing entrepreneurs like Jesse Itzler and David Cancel (CEO of Drift.com) to come on the show and talk about Dad life. 😎

He told us that through his podcast, he wants to let Dads know *"that any Dad (new or old), can take some peace knowing that we're all winging it, going through the same ups and WTF downs of fatherhood and that we're all just trying to Dad the Best I Can"*.

I'm a consultant. I guess consultants create content?

Looks like some good benefits to SendFox vs. Mailchimp, but they're buried in a wall of text.

Wise Owl Media provides actionable advice — with articles and newsletters — based on the founder, Garrett Petticrew's quest to be wise, healthy and wealthy. 🧠💪🧘

Garrett is passionate about self-improvement. For this reason, he decided to start Wise Owl Media to bring others along for the ride.

Through his articles about improving people's mind, body, and bank accounts, Garrett was able to grow his audience of action-takers.

**Seems close to my scenario as a consultant**

Soon, he realized that to continue this growth, he would need to build a mailing list to communicate directly with his most devoted readers. 📣

So, his weekly newsletter Wise Owl Wednesday was born. Garrett started his newsletter on Mailchimp, but after decided to switch.

**Less testing emails? Awesome!**

We asked Garrett why he decided to move to SendFox:

*"SendFox formats my emails beautifully for mobile and web, and I don't have to do anything special as I did with Mailchimp. Honestly, that aspect alone save me probably 10-15 minutes per email because I don't have to test it multiple times to get images to look the right way across devices. What I need is a platform that I can send simple, beautifully formatted content to my readers."*

*"SendFox's desire to stay away from affiliate marketers and other spammy marketing efforts was a big plus for me. 99% of what I create is long-form written content, so deliverability is so critical. If my readers don't get my emails, what is the point?"*

Want to have a look at Garrett's emails? Check them out [here](#). 🔍

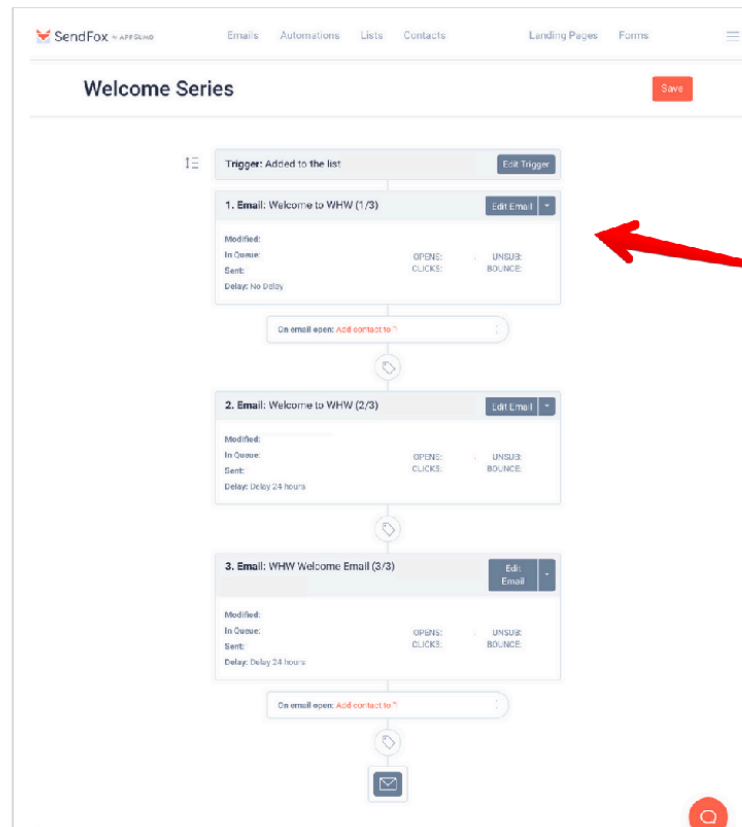
Landing pages: yep. Drip emails: definitely.

Maybe embeddable signup forms too?

Garrett also shared with us what he loves about our tool:

*"Landing pages, basic automations, and list building feel much simpler on SendFox than on other platforms I have used. The new blog feed URL is amazing and allows me to easily share older newsletter content with new subscribers. I'm impressed with SendFox for reaching out and caring about its users. Your team is doing great work, thank you."*


Maybe  
SendFox  
has forms  
too?



Looks like  
a drip  
email  
sequence  
builder to  
me!

# Let's hit up Pricing

Hm... I've definitely got some questions about what I get!

 SendFox by APPSUMO

Login

## Pricing

Recommended!

**Lifetime Plan**

Sends Per Month:  
Up to 75,000

Sending Server:  
Normal

SendDouble Opt-ins:  
Required

SendFox Branding:  
Yes

\$49 /month  
(single tier, 10k contacts)  
+ \$10 each additional 1k contacts

Buy Now!

**Free Plan**

Sends Per Month:  
Up to 30,000 (throttled)

Sending Server:  
Normal

SendDouble Opt-ins:  
Required

SendFox Branding:  
Yes

\$0 /month

Get Started!

**Empire Add-On**

Sends Per Month:  
Unlimited

Sending Server:  
Upgraded

SendDouble Opt-ins:  
Optional

SendFox Branding:  
No. Use your brand!

\$10 /month  
For every 10k sends above 75k

← Requires Lifetime Plan

How are sends throttled?

Not sure what this means. Will my emails still be delivered?

Why no single opt in?

Where does the branding appear?

**You could remove this friction with simple hoverable tooltips (hit play)**

Feature
Track feature requests from Slack ?
Track feature requests from Intercom or Help Scout ?

# Which plan should I choose?

At first I thought I could choose between three plans...

## Pricing

<h3>Free Plan</h3> <p>Sends Per Month: <b>Up to 30,000 (throttled)</b></p> <p>Sending Server: <b>Normal</b></p> <p>SendDouble Opt-ins: <b>Required</b></p> <p>SendFox Branding: <b>Yes</b></p> <p><b>\$0</b> /month</p> <p><a href="#">Get Started!</a></p>	<div>Recommended!</div> <h3>Lifetime Plan</h3> <p>Sends Per Month: <b>Up to 75,000</b></p> <p>Sending Server: <b>Normal</b></p> <p>SendDouble Opt-ins: <b>Required</b></p> <p>SendFox Branding: <b>Yes</b></p> <p><b>\$49</b> Single Payment (5k contacts) + \$10 each additional 1k contacts</p> <p><a href="#">Buy Now!</a></p>	<h3>Empire Add-On</h3> <p>Sends Per Month: <b>Unlimited</b></p> <p>Sending Server: <b>Upgraded</b></p> <p>SendDouble Opt-ins: <b>Optional</b></p> <p>SendFox Branding: <b>No. Use your brand!</b></p> <p><b>\$10</b> /month For every 10k sends above 75k</p> <p>← Requires Lifetime Plan</p>
---	---	---



But then I saw the Empire Add On requires the Lifetime Plan

## Pricing

Things just got more complicated...

<b>Free Plan</b>	<b>Lifetime Plan</b> <small>Recommended!</small>	<b>Empire Add-On</b>
Sends Per Month: Up to 30,000 (throttled)	Sends Per Month: Up to 75,000	Sends Per Month: Unlimited
Sending Server: Normal	Sending Server: Normal	Sending Server: Upgraded
SendDouble Opt-ins: Required	SendDouble Opt-ins: Required	SendDouble Opt-ins: Optional
SendFox Branding: Yes	SendFox Branding: Yes	SendFox Branding: No. Use your brand!
\$0 /month	\$49 Single Payment (5k contacts) + \$10 each additional 1k contacts	\$10 /month For every 10k sends above 75k
<a href="#">Get Started!</a>	<a href="#">Buy Now!</a>	<a href="#">← Requires Lifetime Plan</a>

The visual framing doesn't seem quite right. I'm choosing between two plans, not three.

Because I can't buy the Empire Add On without the Lifetime Plan.

## Pricing

Free Plan	<b>Lifetime Plan</b>	Empire Add-On
<b>Sends Per Month:</b> Up to 30,000 (throttled)	<b>Sends Per Month:</b> Up to 75,000	<b>Sends Per Month:</b> Unlimited
<b>Sending Server:</b> Normal	<b>Sending Server:</b> Normal	<b>Sending Server:</b> Upgraded
<b>SendDouble Opt-ins:</b> Required	<b>SendDouble Opt-ins:</b> Required	<b>SendDouble Opt-ins:</b> Optional
<b>SendFox Branding:</b> Yes	<b>SendFox Branding:</b> Yes	<b>SendFox Branding:</b> No. Use your brand!
<b>\$0</b> /month	<b>\$49</b> Single Payment (5k contacts) + \$10 each additional 1k contacts	<b>\$10</b> /month For every 10k sends above 75k
<a href="#">Get Started!</a>	<a href="#">Buy Now!</a>	<a href="#">← Requires Lifetime Plan</a>

## Maybe simplify to two choices?

### Pricing

#### Free Plan

---

Sends Per Month:  
Up to 30,000 (throttled)

---

Sending Server:  
Normal

---

SendDouble Opt-ins:  
Required

---

SendFox Branding:  
Yes

---

\$0 /month

Get Started!

Recommended!

#### Lifetime Plan

---

Sends Per Month:  
Up to 75,000

---

Sending Server:  
Normal

---

SendDouble Opt-ins:  
Required

---

SendFox Branding:  
Yes

---

\$49 Single Payment (5k contacts)  
+ \$10 each additional 1k contacts

Buy Now!

And maybe pull the add-on into an upgrade box below the pricing grid?

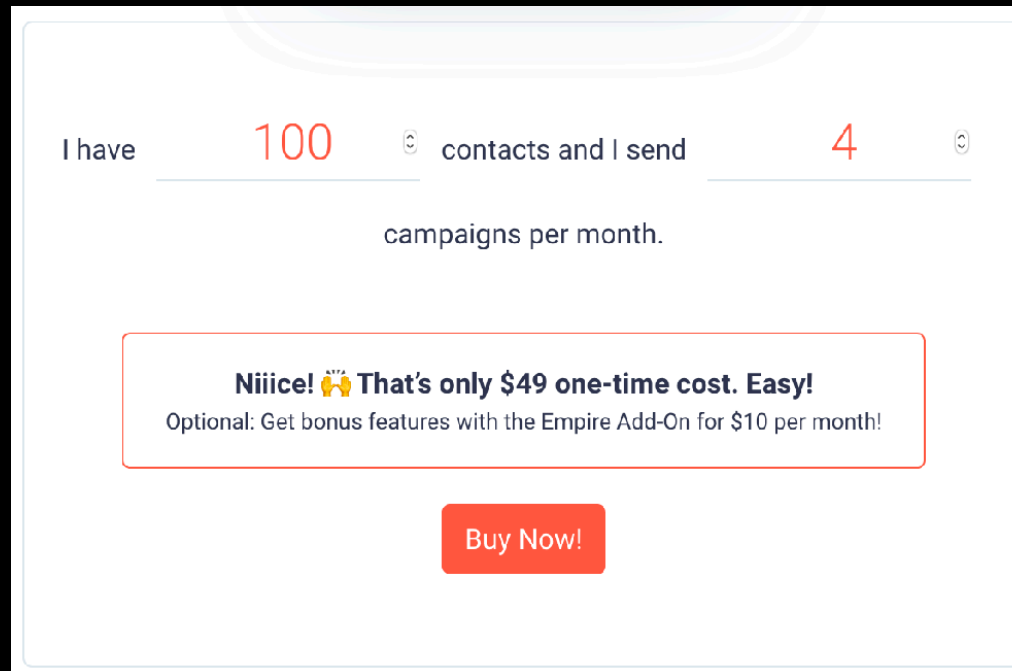
Or let people choose it as a plan on its own?

## Pricing

<b>Free Plan</b>	<b>Recommended!</b> <b>Lifetime Plan</b>	<b>Empire Add-On</b>
Sends Per Month: Up to 30,000 (throttled)	Sends Per Month: Up to 75,000	Sends Per Month: Unlimited
Sending Server: Normal	Sending Server: Normal	Sending Server: Upgraded
SendDouble Opt-ins: Required	SendDouble Opt-ins: Required	SendDouble Opt-ins: Optional
SendFox Branding: Yes	SendFox Branding: Yes	SendFox Branding: No. Use your brand!
\$0 /month	\$49 Single Payment (5k contacts) + \$10 each additional 1k contacts	\$10 /month For every 10k sends above 75k
<a href="#">Get Started!</a>	<a href="#">Buy Now!</a>	<a href="#">← Requires Lifetime Plan</a>

The pricing calculator doesn't work as I expected it to. It never tells me to sign up for the free plan.

Which makes me question whether it's trying to help me decide between plans or whether it's masquerading as a helpful tool but is really pushing me to upgrade.



I have  contacts and I send  campaigns per month.

**Niiice! 🙌 That's only \$49 one-time cost. Easy!**  
Optional: Get bonus features with the Empire Add-On for \$10 per month!

[Buy Now!](#)

The image shows a pricing calculator interface. At the top, there are two input fields: 'I have' followed by a text box containing '100', and 'contacts and I send' followed by a text box containing '4'. Below these fields is the text 'campaigns per month.' In the center, there is a red-bordered box containing the text 'Niiice! 🙌 That's only \$49 one-time cost. Easy!' and 'Optional: Get bonus features with the Empire Add-On for \$10 per month!'. At the bottom, there is a red button with the text 'Buy Now!'.

Also I'm a little surprised there's no tiering based on list size.

That seems like a straightforward value metric that I'm used to seeing that could easily push me from free to paid.

## Pricing

Free Plan	<b>Lifetime Plan</b> <small>Recommended!</small>	Empire Add-On
Sends Per Month: <b>Up to 30,000 (throttled)</b>	Sends Per Month: <b>Up to 75,000</b>	Sends Per Month: <b>Unlimited</b>
Sending Server: <b>Normal</b>	Sending Server: <b>Normal</b>	Sending Server: <b>Upgraded</b>
SendDouble Opt-ins: <b>Required</b>	SendDouble Opt-ins: <b>Required</b>	SendDouble Opt-ins: <b>Optional</b>
SendFox Branding: <b>Yes</b>	SendFox Branding: <b>Yes</b>	SendFox Branding: <b>No. Use your brand!</b>
<b>\$0</b> /month	<b>\$49</b> Single Payment (5k contacts) + \$10 each additional 1k contacts	<b>\$10</b> /month For every 10k sends above 75k
<a href="#">Get Started!</a>	<a href="#">Buy Now!</a>	<a href="#">← Requires Lifetime Plan</a>

OK, let's Sign Up. I think this is how I do that.

I'm gonna pay \$0 for now anyways!



**Free** email marketing  
for content creators.

Your email address

Let's do this! >

54,960,050  
Emails Delivered

10,282,802  
Email Subscribers

**I think this means "Sign  
Up?"**

It does indeed only take a second 👍



## It only takes a second!

Create your account below to start using SendFox for **free**:

What's your name?

Create your password:

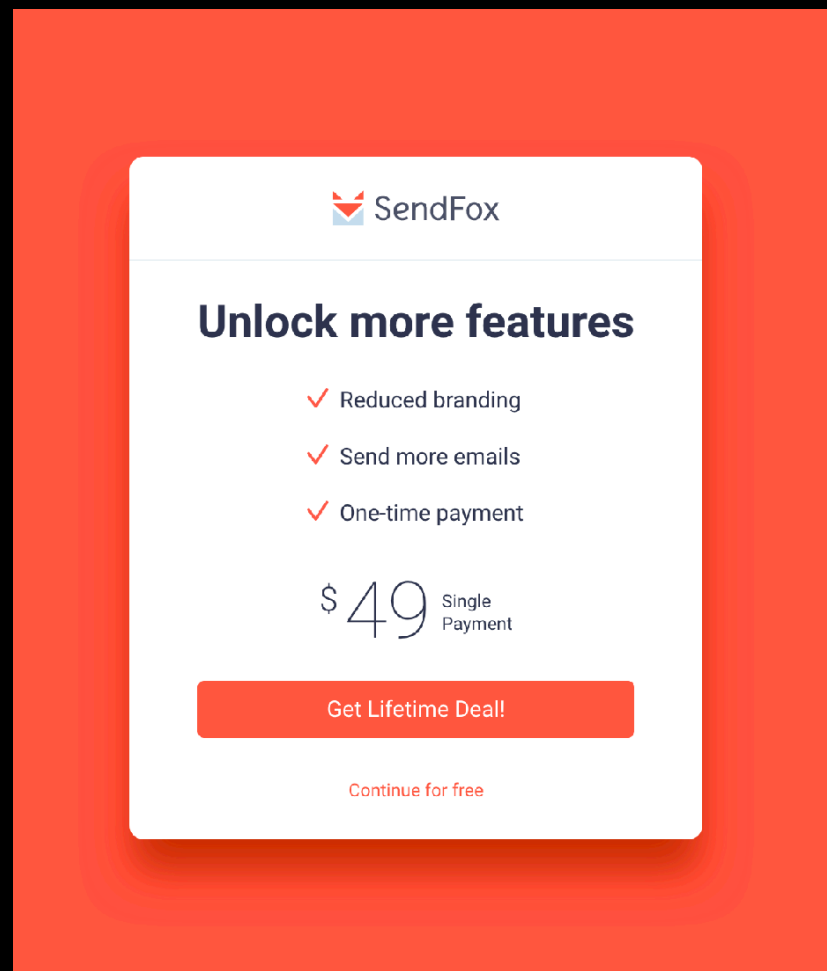
Create My Account!

△ By clicking the button above you agree to the terms of service,  
including no spammy affiliates or other spammy emails.



**This is a bit like asking me to jump into bed without dating first. Some people do it #nojudgement**

**And I did just commit to trying SendFox out (so I commend you for asking)... but it seems like this sales page could work harder in a few ways to get me to convert...**





## Unlock more features

- ✓ Reduced branding
- ✓ Send more emails
- ✓ One-time payment

\$49 Single Payment

Get Lifetime Deal!

[Continue for free](#)


1. Describe the benefits more thoroughly (Reduced branding or NO branding? Where? Send how many more emails?)
2. Describe other features that I get. I recall from the pricing page there was something around deliverability?
3. One time payment isn't that compelling since I signed up for \$0/m. Maybe time-limit this to e.g. \$39 now only?
4. Basically, help me understand how my world will be better if I take this offer now vs if I don't


I'm gonna pass on this offer for now since I can get the same offer later...

**FANTASTIC screen.**

**Straightforward, clear, and gives me presumably easy actions to take.  
I love checklists for onboarding.**

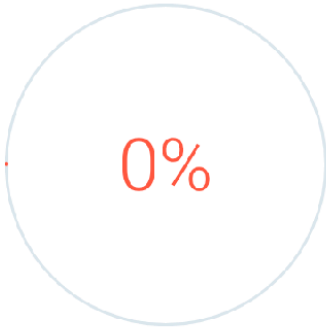
**Let's create a landing page...**

 SendFox by APPSUMO



# Oohay! Welcome Kareem!

Complete your onboarding checklist to get the most out of SendFox:




0%

- ☐ Single click landing page
- ☐ Upload your first subscribers
- ☐ Add an RSS feed to auto create campaign drafts
- ☐ Schedule your first campaign
- ☐ Create your first automation

**This is promising a lot of value with a little bit of work. A whole landing page just from my URL?**

**Let's see how this goes...**

 **SendFox** by APPSUMO

EmailsAutomationsListsContactsLanding PagesForms

## Landing Page Assistant

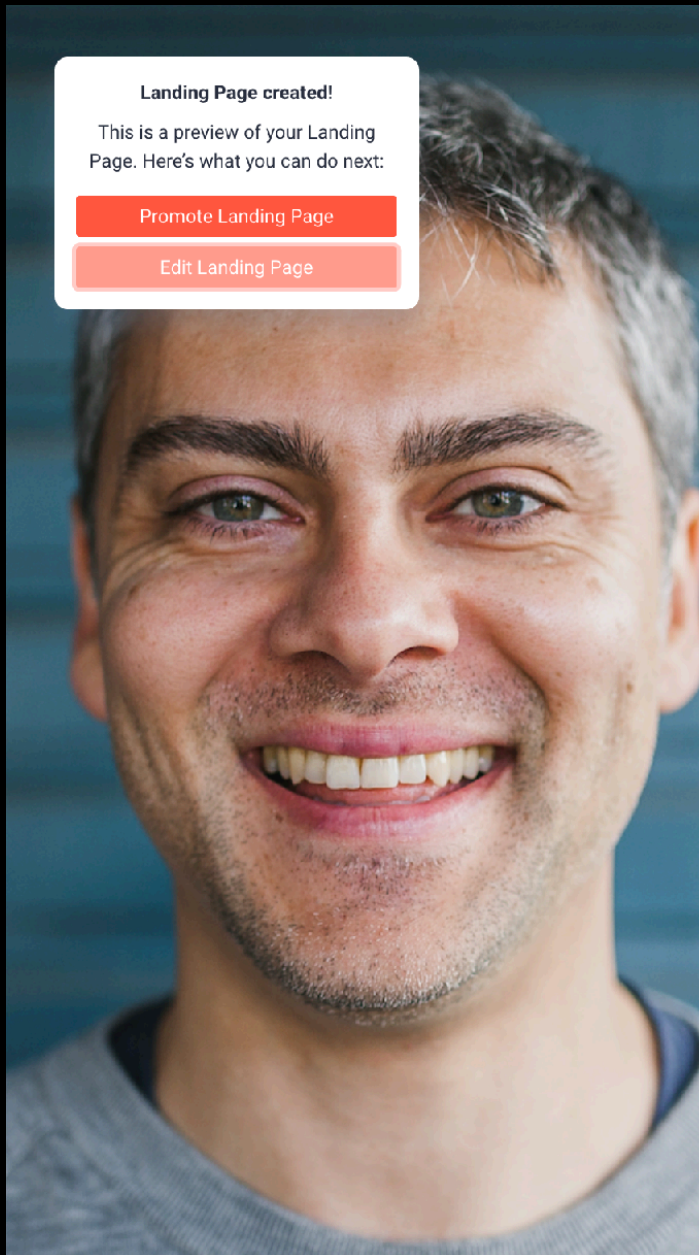
Ok! Just answer one question and we'll automatically create a landing page for you:

**What's your website URL?**

Create Landing Page →

I don't have a website 🤖

**Daaamn. That's awesome!**



**Landing Page created!**

This is a preview of your Landing Page. Here's what you can do next:


Promote Landing Page

Edit Landing Page

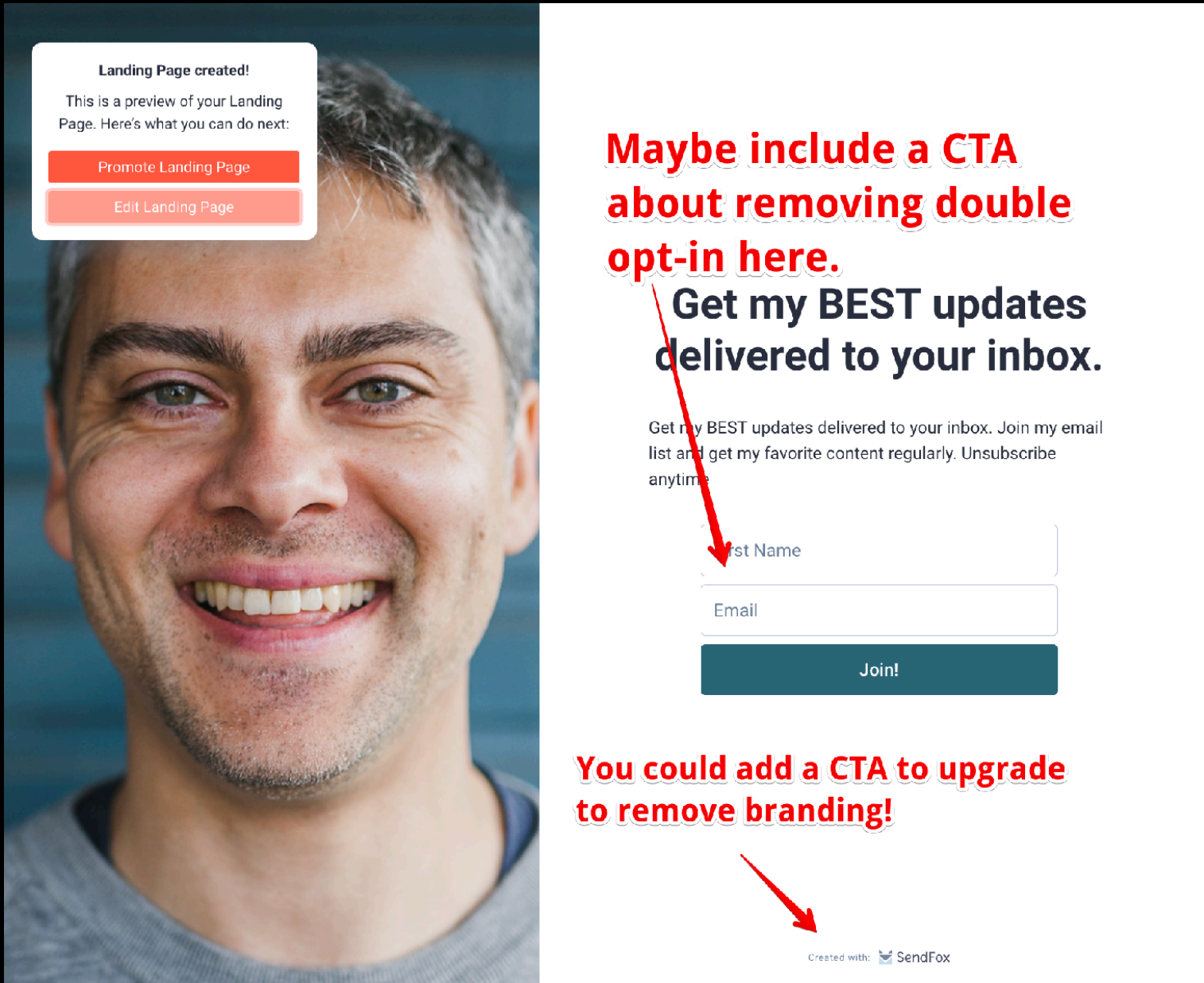
## Get my BEST updates delivered to your inbox.

Get my BEST updates delivered to your inbox. Join my email list and get my favorite content regularly. Unsubscribe anytime

Join!

Created with:  SendFox

There are a couple of opportunities to upsell here.



**Landing Page created!**

This is a preview of your Landing Page. Here's what you can do next:

Promote Landing Page

Edit Landing Page

**Maybe include a CTA about removing double opt-in here.**

**Get my BEST updates delivered to your inbox.**

Get my BEST updates delivered to your inbox. Join my email list and get my favorite content regularly. Unsubscribe anytime.

First Name

Email

Join!

**You could add a CTA to upgrade to remove branding!**

Created with: SendFox



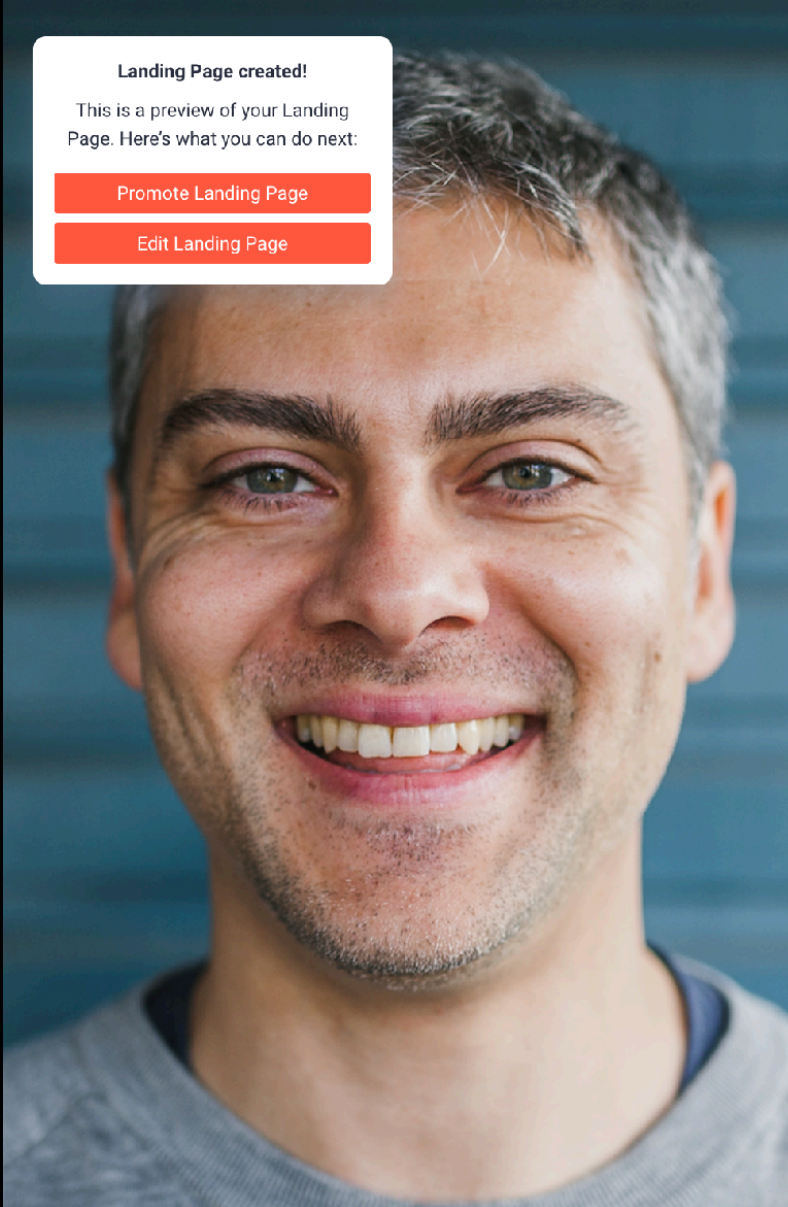
**Is this thing on? Let's see what the signup experience is like.**

**Landing Page created!**

This is a preview of your Landing Page. Here's what you can do next:


Promote Landing Page

Edit Landing Page



## Get my BEST updates delivered to your inbox.

Get my BEST updates delivered to your inbox. Join my email list and get my favorite content regularly. Unsubscribe anytime

Created with:  SendFox

Could use a Magic link: <https://bit.ly/magic-link-example> and sniper link: <https://bit.ly/sniper-link-technique> to drive opt-ins.

(both tips from the guys at growth.design)

**Thank you for subscribing!**

Help to spread the word:



**Most important thing is for users to opt in.**

**Could use CTA with Magic Link and Sniper Link techniques to make opting in a lot easier.**



**Very clean. Love the sharing built in.**

**Thank you for subscribing!**

Help to spread the word:



**These share my landing page. Nice!**

**Another upsell opportunity.**

**Thank you for subscribing!**

Help to spread the word:

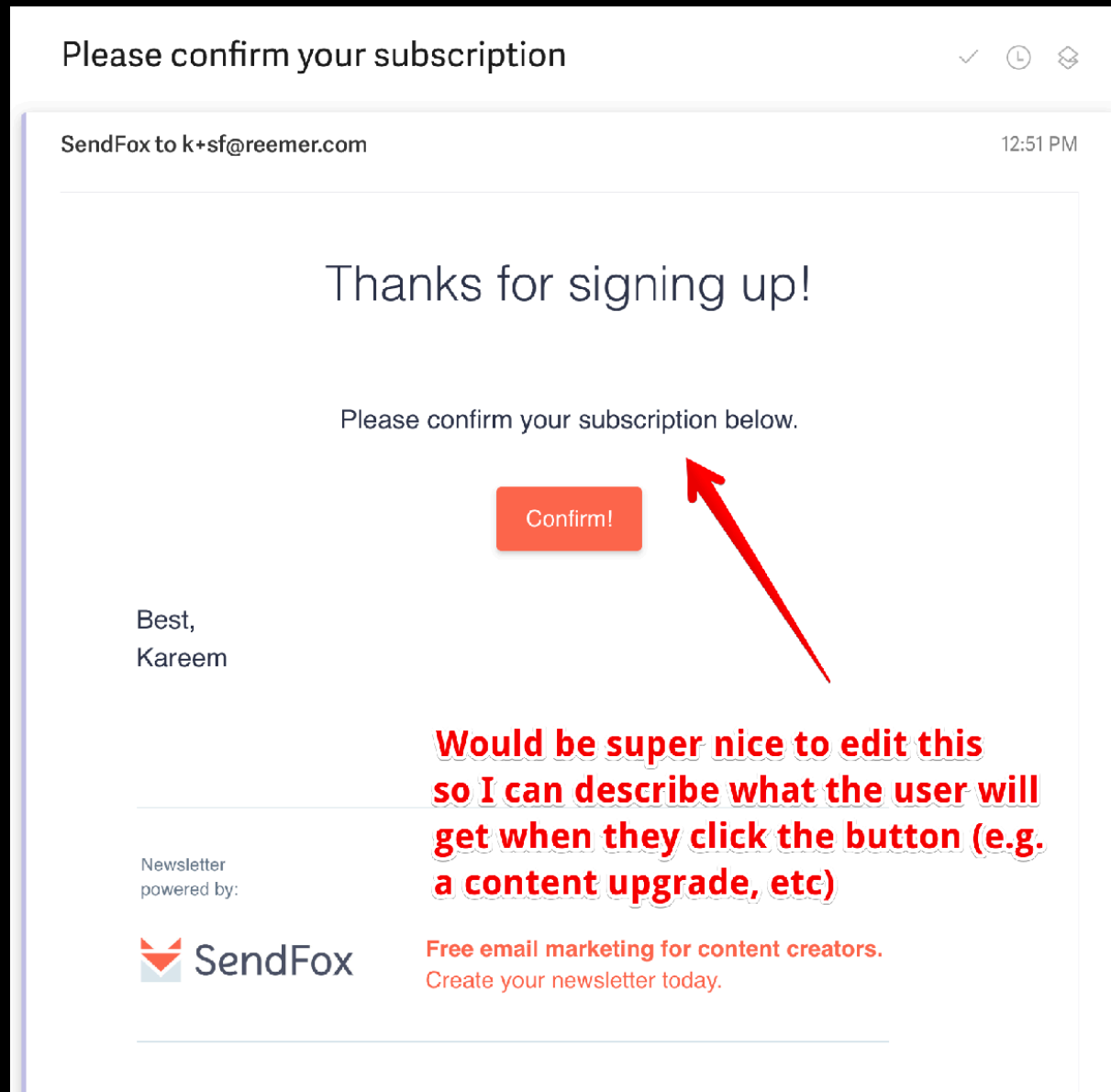


**If this is success page is from my SendFox account,  
you could add CTA to upgrade to remove this.**



Created with:  SendFox

## Let's go check out the email I received



**Pretty sparse. Again would be nice to edit this so I can provide value (e.g. a link to a content upgrade or whatever else I promised users for signing up).**

**Confirmed!** 😊

Thanks for confirming your subscription.

Powered by:  SendFox

Now that we're done testing this new subscriber signup flow, let's take a look at our lists.

Lists 1

Create List

Search

	SUBSC.	UNSUB.	OPENS	CLICKS	BOUNCE	
<div>Landing Page Signups</div> <div>Created Mar 24, 2020 3:05 pm - 1 recipient</div>	1	0	0%	0%	0%	<div>Add Contact</div>

Guess this was created when I created a landing page. Awesome!

Lists

1

Create List

Search

SUBSC.

UNSUB.

OPENS

CLICKS

BOUNCE

Landing Page Signups

Created Mar 24, 2020 3:05 pm - 1 recipient

1

0

0%

0%

0%

Add Contact



Guess this was created when I created a landing page. Awesome!

I want to see my list of subscribers

Lists 1

Create List

Search

	SUBSC.	UNSUB.	OPENS	CLICKS	BOUNCE	
<b>Landing Page Signups</b>	1	0	0%	0%	0%	<div>Add Contact</div>
Created Mar 24, 2020 3:05 pm - 1 recipient - 0 emails						

This is begging to be clicked on. I expected that it would take me to a list of contacts. But it takes me to something else...

Huh. That's not what I expected....

Let's go back and try again.

## Edit List

List Name: \*

Landing Page Signups

Choose a list source:



Upload .CSV file



Auto-Import from MailChimp

Update List

**Reminder:** Lifetime plan charges \$10.00 for every 1,000 contacts over your current max of 3,000.

Clicking the name of the list promises to show me the list.  
But instead it takes me to upload a list of contacts.

Given uploading is less commonly done than viewing a list,  
you may want to point the list name link to the list of  
subscribers.

Lists 1

Create List

Search

	SUBSC.	UNSUB.	OPENS	CLICKS	BOUNCE	
<div>Landing Page Signups</div> <div>Created Mar 24, 2020 3:05 pm - 1 recipient - Kareem</div>	1	0	0%	0%	0%	<div>Add Contact</div>

Ahh, looks like I need to click the "subsc" link.





Let's go back to our onboarding checklist.

The screenshot shows the SendFox by AppSumo interface. The top navigation bar includes links for Emails, Automations, Lists, Contacts, Landing Pages, and Forms. The 'Lists' section is active, showing a 'Create List' button and a search bar. Below this is a table of email lists with columns for SUBSC., UNSUB., OPENS, CLICKS, and BOUNCE. The first list is 'Landing Page Signups', created on Mar 24, 2020, with 0 recipients. A red arrow points from the text 'LOVE this UX pattern...' to a modal onboarding checklist that shows a 40% completion progress and a 'Click here to continue!' link.

**Lists** 1 [Create List](#)

	SUBSC.	UNSUB.	OPENS	CLICKS	BOUNCE	
<b>Landing Page Signups</b>	0	0	0%	0%	0%	<a href="#">Add Contact</a> ▼
Created Mar 24, 2020 3:05 pm - 0 recipients - Kareem						

**LOVE this UX pattern. Helps me understand there's a checklist and gives me an easy way to get back to it.**

40%

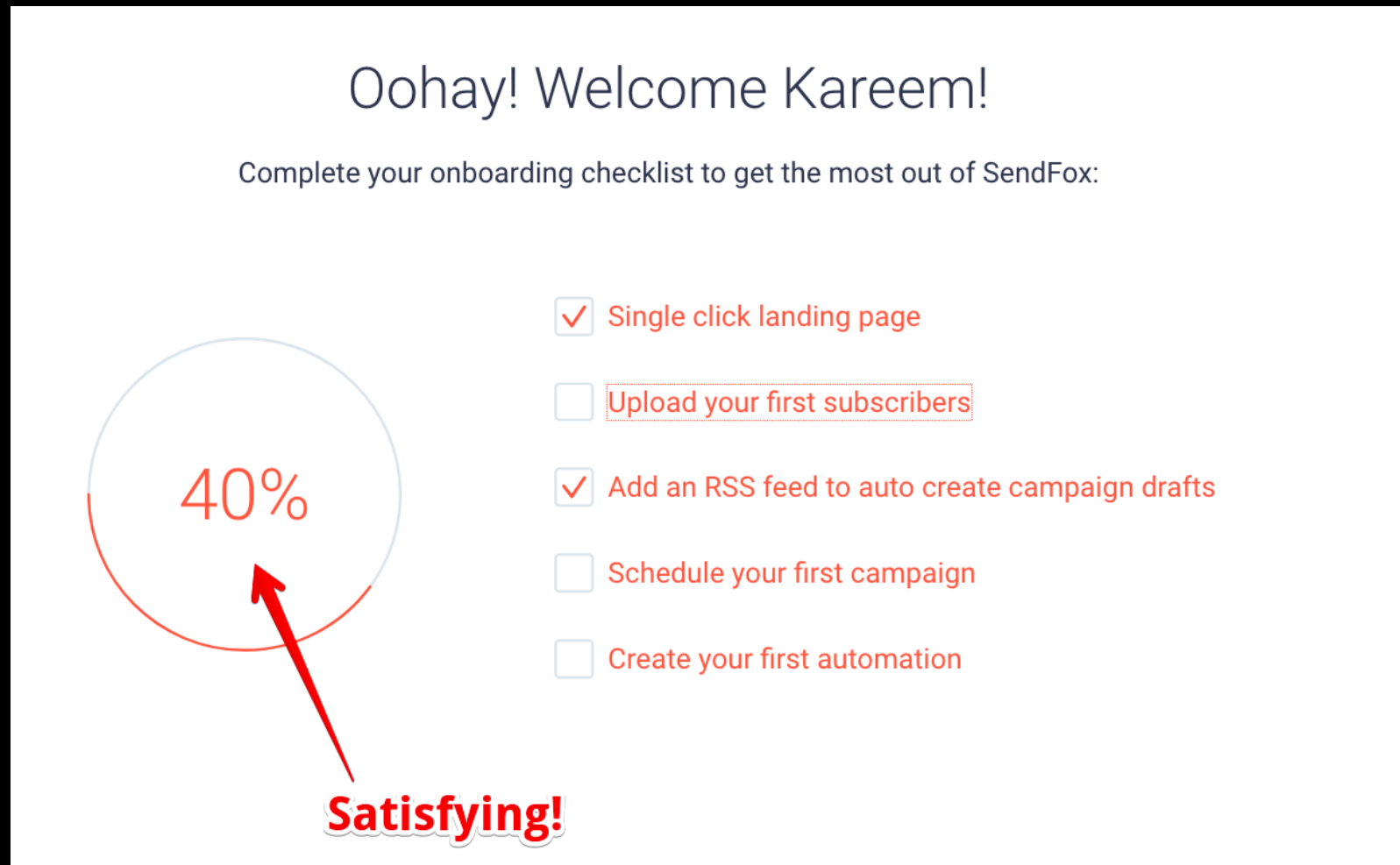
Your startup checklist is 40% complete! [Click here to continue!](#)

Part of the Sumo family with AppSumo and KingSumo. © 2020 Sumo Group, Inc. All rights reserved. [Terms of Service](#)

Back to the onboarding checklist...

Super satisfying to see some progress just by entering my site's URL!

Let's go upload some subscribers.



Oohay! Welcome Kareem!

Complete your onboarding checklist to get the most out of SendFox:

- ☒ Single click landing page
- ☐ Upload your first subscribers
- ☒ Add an RSS feed to auto create campaign drafts
- ☐ Schedule your first campaign
- ☐ Create your first automation

40%

**Satisfying!**

The image shows a circular progress indicator with a red outline and a light blue fill, containing the text '40%'. A red arrow points from the word 'Satisfying!' below to the progress circle. To the right of the circle is a checklist with five items, each with a checkbox. The first and third items are checked, while the second, fourth, and fifth are not. The second item, 'Upload your first subscribers', is highlighted with a red dotted border.

Task	Status
Single click landing page	Completed
Upload your first subscribers	Pending
Add an RSS feed to auto create campaign drafts	Completed
Schedule your first campaign	Pending
Create your first automation	Pending

I'm surprised that I'm taken to a Create List page.

Especially since SF already created a list for me.

I'd expect that I could pick from my existing lists OR create a new one.

SendFox by APPSUMO


Emails Automations Lists Contacts Landing Pages Forms


## Create List

List Name: \*

Name

Choose a list source:

 Upload .CSV file

 Auto-Import from MailChimp

Create List

Reminder: Lifetime plan charges \$10.00 for every 1,000 contacts over your current max of 3,000.

Hmmm I already have a Landing Page list.

Can I choose that list?


Just noticed this - is there a limit to the number of contacts I can have on the free plan?


Seems like this is important enough to call out on the pricing page!

## Create List

List Name: \*

Choose a list source:

 Upload .CSV file

 Auto-Import from MailChimp

Create List

**Reminder:** Lifetime plan charges \$10.00 for every 1,000 contacts over your current max of 3,000.

**I'm going to go to Lists => Add Contact to add a contact to my Landing Page list.**

## Create Contact

**First Name:**

**Last Name:**

**E-mail:**

Save

Looks like it worked but this message is confusing. I'd expect it to say something like "Contact added to list!"

SendFox by APPSUMO

Emails Automations Lists Contacts Landing Pages Forms



Contact added to tag!

**Lists** / Landing Page Signups 1 Subscribers

Search

Add Contact ↓ Edit

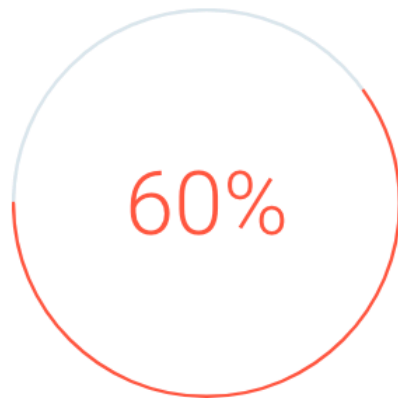
**I don't understand what this means**

E-MAIL	ENGAGEMENT	FIRST NAME	LAST NAME
 <b>k@reemer.com</b> Mar 24, 2020 3:40 pm	New	Kareem	

**Back to onboarding. Let's create an automation - that's one of the things I signed up to do.**

Oohay! Welcome Kareem!

Complete your onboarding checklist to get the most out of SendFox:



- ☒ Single click landing page
- ☒ Upload your first subscribers
- ☒ Add an RSS feed to auto create campaign drafts
- ☐ Schedule your first campaign
- ☐ Create your first automation

I want to send this to people who join my landing page list.

It would be nice to have an affordance or copy to let me know this is the thing I want to do e.g. “Send Email”.

# Untitled Automation Series

Save

Trigger: Added to the list "Landing Page Signups"Edit Trigger



I guess I click this?



Oh god I love the German minimalist interface. Everything I need and nothing I don't. Faaaantastic!

## Welcome email #1











Save

From Name: Kareem

From Email: k+sf2@reemer.com

Subject: Welcome to my list

Sans Serif ▾ Normal ▾

**B** *I* U          

Hi {{contact.email}},

Welcome!

Hugs,

Kareem

Let me send this email as a test. I'd expect to do that from the interface. But it doesn't appear to be here... Maybe it's on the automation page?

## Welcome email #1

Save

From Name: Kareem

From Email: k+sf2@reemer.com

Subject: Welcome to my list

Sans Serif ▾ Normal ▾ **B** *I* U ~~S~~ ” ≡ ≡ ≡ 🔗 📎 A ~~A~~ *I*

Hi {{contact.email}},

Welcome!

Hugs,

Kareem

If I have to send test emails a lot it'll be a pain in the 🍑 if it's not doable from the interface (because the workflow is usually send test => modify email => send test => modify email => etc)

Moving Send Test Email to the page where you write emails would be a cheap and good quality of life improvement.

The screenshot shows a workflow builder interface. At the top, there is a trigger block labeled "Trigger: Added to the list 'Landing Page Signups'" with an "Edit Trigger" button. Below it is an email step block labeled "1. Email: Welcome email #1" with an "Edit Email" button and a dropdown arrow. The email step block contains the following text: "Modified: 03/24/2020 15:47", "In Queue: 1", "Sent: 0", and "Delay: Delay 24 hours". A dropdown menu is open from the "Edit Email" button, showing three options: "Test", "Clone", and "Archive". A red arrow points from the "Test" option down to an email icon in the workflow diagram below the email step block. The email icon is a blue square with a white envelope symbol.

**There it is!**

**Clicking Test Email opened this up in a new tab. That was unexpected.**

## Welcome email #1

Send Test

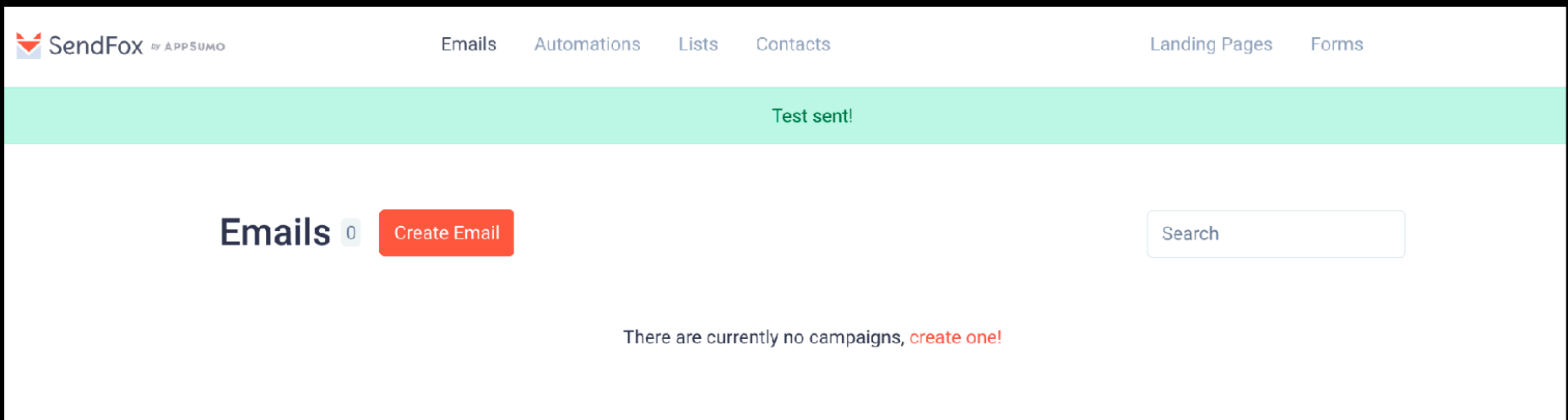
Email(s):

k+sf2@reemer.com

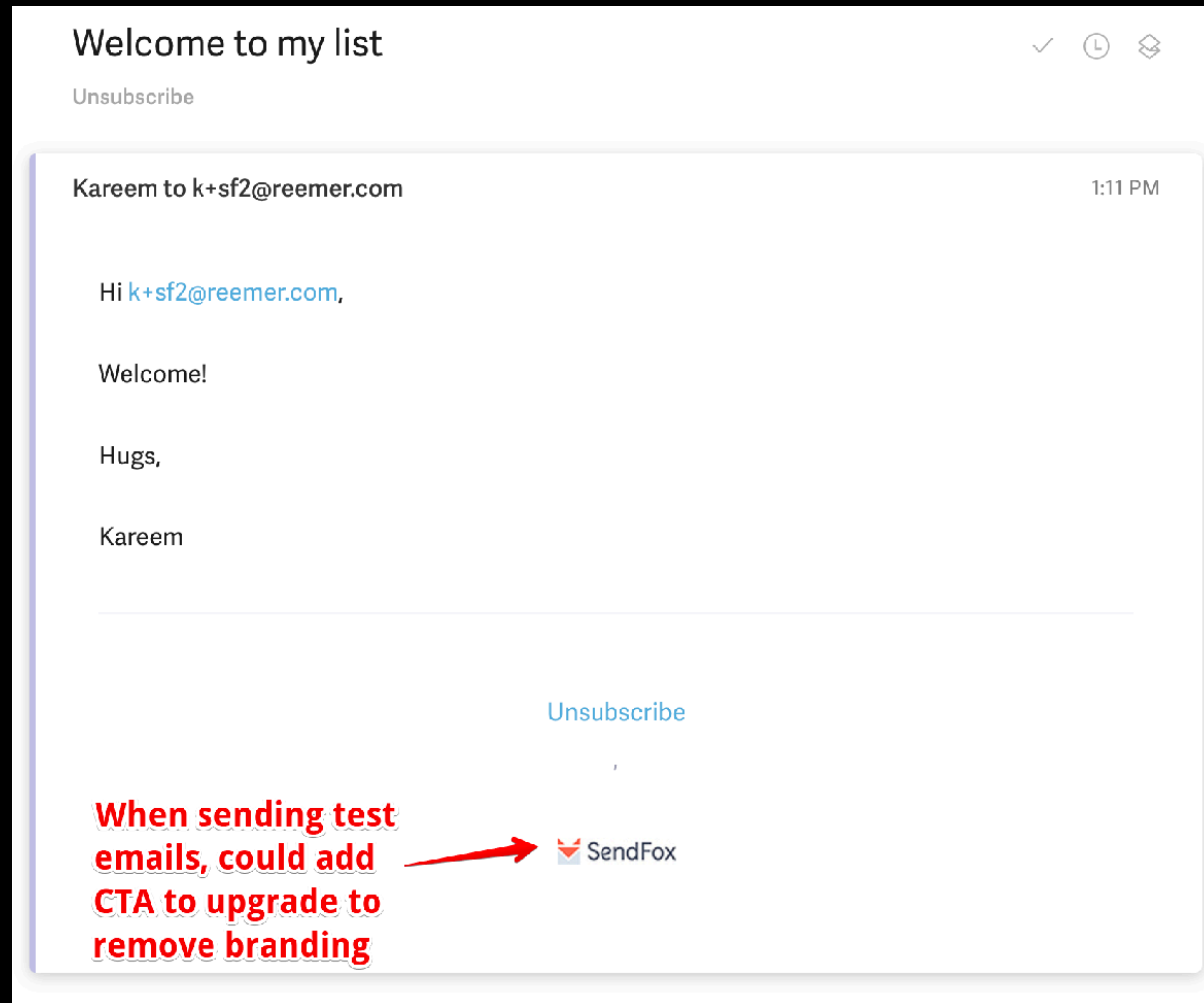
Separate multiple emails with commas.

Send

Hitting Send sent me to this page. Super confusing that I'm not back at the automations page. I guess I can just close the tab?



The test email's in my inbox. Along with a potential upsell opportunity.



Back to the UI. I recall something about upgraded sending.  
Maybe this page is a place to call out what that means and how  
I can pay you to get it.

And what about DKIM and SPF settings? Do I need to set those  
up somewhere? 🤔

## Welcome email #1

Save

From Name: Kareem

From Email: k+sf2@reemer.com

Subject: Welcome to my list

Sans Serif ▾ Normal ▾ **B** *I* U ~~S~~ ” ≡ ≡ ≡ 🔗 📎 A ~~A~~ *I*<sub>x</sub>

Hi {{contact.email}},

Welcome!

Hugs,

Kareem

**My Welcome Email looks good. Let's Save this automation.**

## Untitled Automation Series

Save

**Trigger:** Added to the list "Landing Page Signups"

Edit Trigger

**1. Email:** Welcome email #1

Edit Email ▾

**Modified:** 03/24/2020 15:47

**In Queue:** 0

**Sent:** 0

**Delay:** Delay 24 hours

OPENS: 0.00%    UNSUB: 0.00%

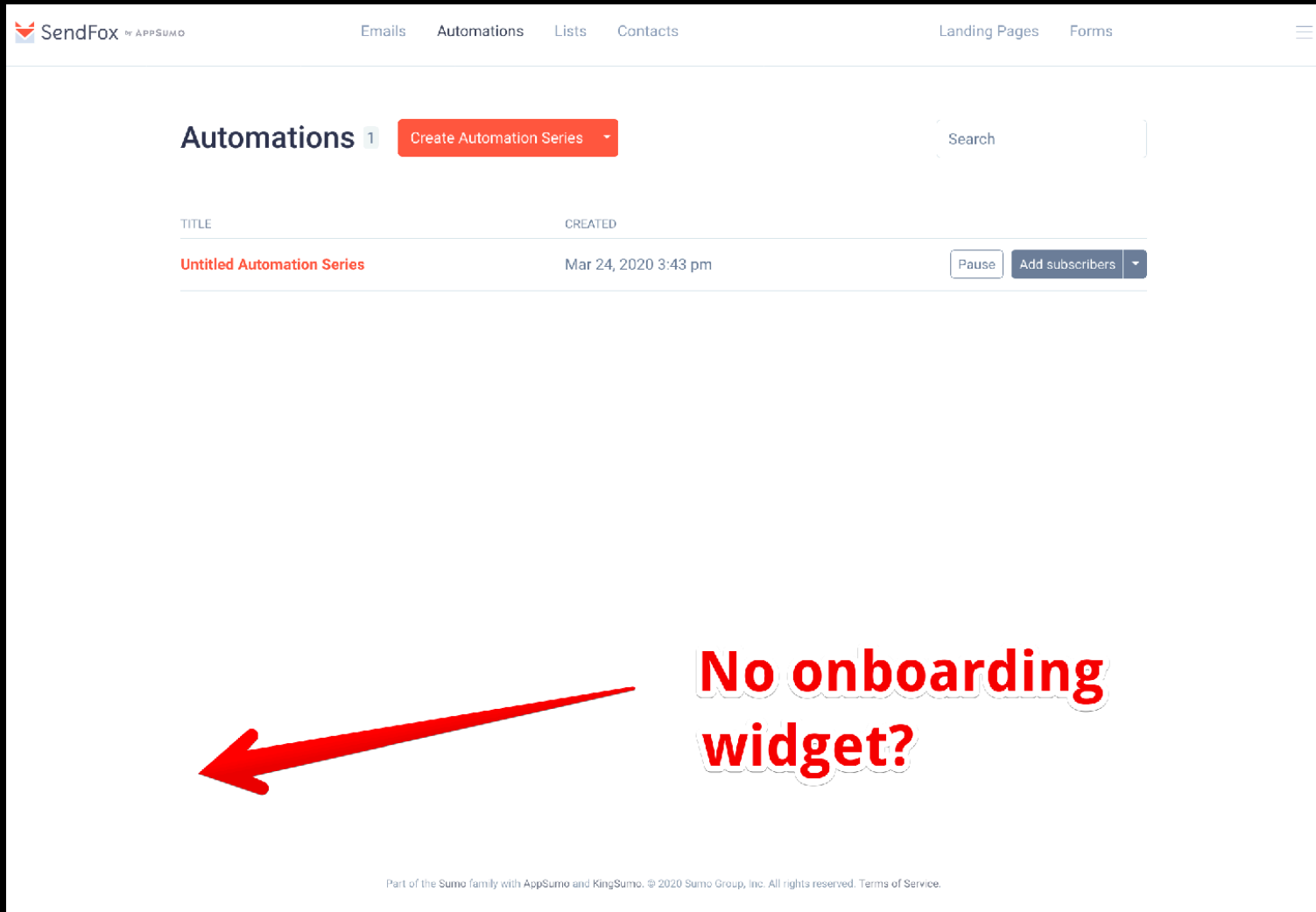
CLICKS: 0.00%    BOUNCE: 0.00%





Where's the onboarding widget? I guess I completed onboarding?

Would be an easy win to make me feel good about my progress!



# Questions?

- Email me: [k@reemer.com](mailto:k@reemer.com)