

LinkedIn message & email for Press Release

LinkedIn Outreach message for journalists & editors

A/B testing

Version A

Hi [first name],

FRAMEN's latest press release is a must-read to understand how hot topics like Chat GPT, Elon Musk, Twitter and dynamic creatives are affecting marketers. Just this week, FRAMEN achieved 400+ million impressions from DOOH ads. I'd love to connect and chat with you.

[sign off]

Version B

Dear [First Name],

FRAMEN's latest press release is a must-read to understand how hot topics like Chat GPT, Elon Musk, Twitter and dynamic creatives are affecting marketers. Just last week, FRAMEN released its new forecast report feature - a first for the DOOH industry. I'd love to connect with you and share it.

[Sign off]

Email

Subject line: Press Release: FRAMEN Disrupts the UK DOOH Industry

Preheader: 400+ Million Impressions Achieved Per Week from Contextual, Programmatic Ads

Hello [First Name],

With the internet breaking at the sound of Elon Musk-founded Chat GPT, Twitter, third-party cookies, and dynamic creatives, FRAMEN's latest press release looks at how these aspects are shaping the advertising ecosystem, and how FRAMEN is disrupting and redefining it.

"FRAMEN created an exclusive DOOH network of 5500+ screens that generate over 440 million impressions per week. This network aims to meet the growing demand for DOOH advertising in the UK market. We believe in taking the guesswork out of advertising so that brands can focus on creating powerful campaigns that impact their bottom line." - Jeffrey King, UK Vice President at FRAMEN.

I'd love to share FRAMEN's press release with you as I know your readers are captivated by hot marketing trends and news, and this is a great AdTech story with a local angle of success even against all the odds.

All the best,
[Sign off]