



Melissa Suzuno <msuzuno@aftercollege.com>

Fwd: Welcome to AfterCollege

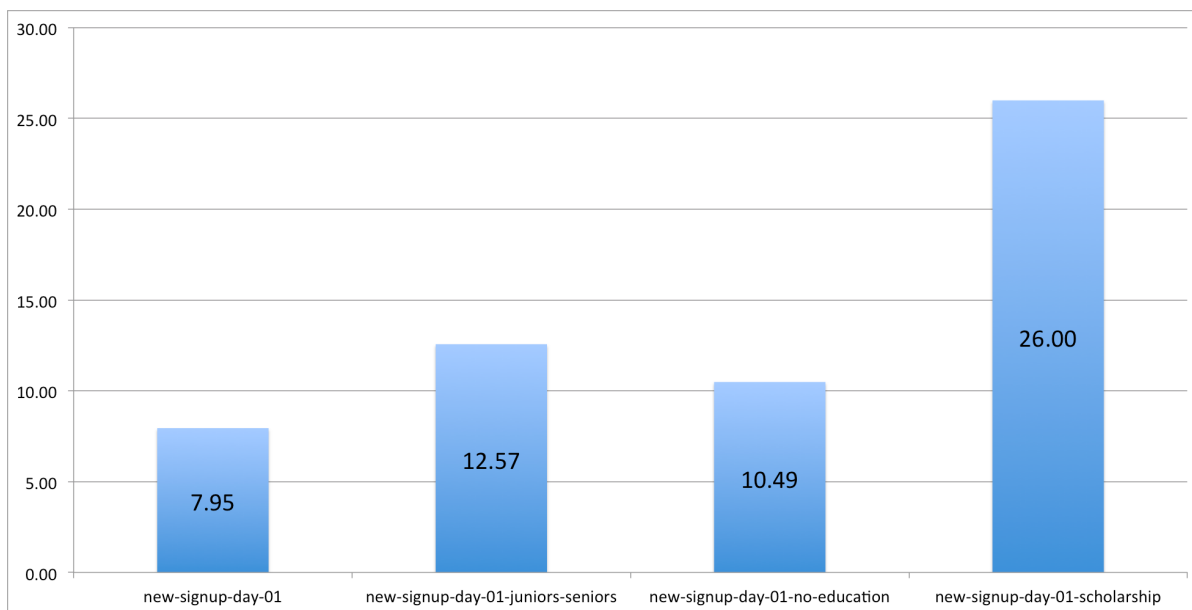
1 message

Steve Girolami <sgiolami@aftercollege.com>
To: Melissa Suzuno <msuzuno@aftercollege.com>

Mon, Aug 11, 2014 at 4:45 PM

This is an example of the email to juniors and seniors.

Here is a chart of the Welcome Email Changes. On the left we have the original welcome email, 7.95% click thru rate. Then we started creating targeted welcome emails and their respective click through rates over time. These are averages. The "control" is from Sept 2013 before we started creating custom email. The others are averages for 2013/2014 holding.



----- Forwarded message -----

From: **AfterCollege** <welcome@aftercollege.com>
Date: Wed, Jan 29, 2014 at 7:01 AM
Subject: Welcome to AfterCollege
To: Steve Girolami <sgiolami+scu-history@aftercollege.com>



where your career begins

Welcome to AfterCollege

Hi there,

Thanks for stopping by AfterCollege. We're really excited to help you with your job search.

When you signed up, you said that you're currently a junior or senior. Awesome—congrats on surviving college so far!

Most of the juniors and seniors we know are interested in at least a few of the following things (though not necessarily in this order): money, finding a job after graduation, changing the world, and finding the best party to hit this Friday night.

If that sounds like you, we can help! We regularly post scholarships, internships, jobs, and recruiting events that'll take place on your campus. Just [stop by the Explore tab and see what's cooking](#) near you.

We've got everything you need to get money, get a cool internship, and get a meaningful career under way. For Friday night parties, though... sorry, you're on your own.

[Start Exploring](#)

We look forward to seeing you on AfterCollege again soon!

The AfterCollege Team

About AfterCollege

AfterCollege matches college students and recent graduates with jobs and internships based on their field of study, allowing them to explore future career paths. Offering 400,000 job opportunities at 25,000 employers, AfterCollege reaches students in 45,000 departments at 3,000 colleges and universities.

You are receiving this email because you signed up to AfterCollege.

AfterCollege, Inc. 98 Battery St. Suite 502 San Francisco, CA 94111

—
Steve Girolami
AfterCollege
VP of Engineering

SGirolami@aftercollege.com



Explore jobs and internships based on your field of study and discover opportunities that match your personal interests. Give feedback over time and watch your job matches get better with each visit.