

# Personalization Increases Sales



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Get More Sales and Better Response From Your Email Marketing Campaigns" The thing is, this technique of increasing sales is no secret. It has been proven to work and almost everyone knows about it... 'Personalization Increases Sales' There's no doubt about it. If you send an email to someone saying, 'Hi Joe, How are you doing today? I was thinking of you...' rather than, "Hi Fellow Internet Marketer, How are you doing today?" Which one do you think will bring in more sales? If you say both will perform almost equally or maybe the second one might perform marginally better, you will be dead wrong. It has been tested by marketers (like Corey Rudl, Gary Halbert and many others) that personalization can increase sales by as much as 300... So almost everyone uses personalization in emails (while sending out ezines and newsletter mails etc). But what almost nobody knows is that you can also personalize your websites and boost-up your sales even more. Just by adding a few lines of code to your website, you can now... "Instantly Improve The Response Rate of Your Website, Autoresponder Series Or Mailing List By 40-300"

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