

Hyper-Personalized Intro Lines. *Simplified.*



EGO BOOSTER



Problem



99% of cold emails
are going to Spam



Solution



- ✓ Boost engagement
- ✓ Hyper-Personalize

EgoBooster uses AI to come up with hyper-personalized compliments you can use as intro line ice breakers. Our users 2-3x their open and reply rates.



Samples

- Recommendation:** *I noticed Kass Sells and Payal Tiwana giving you stellar recommendations on your LinkedIn profile. Way to go!*
- Volunteering:** *Good to know that you participated in the Boys & Girls Clubs of King County. Nicely done!*
- Education:** *Glad to know that you graduated with honors from University of California, Berkeley, Haas School of Business. Well done!*
- Awards:** *Pleased to know that you won the 2017 MarTech "Stack" Award award. Impressive!*
- Certifications:** *Impressed to know you have a Conversational Marketing Certified certification. That's great!*



Impact

Our users experience:



2-3x improvement in open rates and reply rates



a drop of 90% in Spam complaints



80% reduction in burning domains

