



# AGV Live Demo Event

Emails for the Sales Team to Promote the Event

## EMAIL #1: AGV Demo Event at Lilly's Richland Dealership

**From Name:** John Wofford

**From Email:** john@lillyforklifts.com

**Subject Line:** Get Ready for a Hands-On Live AGV Experience!

**Preview Text:** Drop in anytime during our 2-day automation demo event

Dear {Personalization: First Name},

You're invited to witness the future of warehouse automation. On July 31 and August 1, we'll offer live AGV demonstrations in Richland, Mississippi.

Drop by anytime during the event to see and experience the latest advancements in automated guided vehicles (AGVs) and robot technology.

- **Automated Guided Vehicles (AGVs):** See these robust AGVs in action, designed for efficient material transport and optimized for high-performance operations.
- **Compact and Versatile Robots:** Witness the flexibility and maneuverability of these advanced automated vehicles, perfect for a variety of warehouse applications.
- **Robotic Floor Scrubbers:** Discover the impressive cleaning skills of these autonomous floor scrubbers, crafted to keep things fresh with just a hint of human touch.

### Event Details:

- **Dates & Times:** 1 PM to 4 PM on July 31st & 8 AM to 4 PM on August 1st.
  - Feel free to come and go as your schedule allows!
- **Location:** Our Richland Dealership, [101 Sanders Cove, Richland, MS 39218](#)

Don't miss this opportunity to experience the latest technology and gain the confidence to discuss automation solutions with your team.

We hope to see you there!

Best regards,  
John

John Wofford

[844-LILLYCO](tel:844-LILLYCO)

Email: [john@lillyforklifts.com](mailto:john@lillyforklifts.com)

The Lilly Company: [www.lillyforklifts.com](http://www.lillyforklifts.com)



## AGV Live Demo Event

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### EMAIL #2: AGV Demo Event at Lilly's Richland Dealership

**From Name:** John Wofford

**From Email:** john@lillyforklifts.com

**Subject Line:** Live Warehouse AGV Demo!

**Preview Text:** Don't miss your chance to see the latest AGVs in action in Richland, MS.

Dear {Personalization: First Name},

See warehouse automation live and in action! We're hosting a [two-day demo](#) in Richland, Mississippi, on July 31 and August 1, and we want you to attend!

#### What to Expect:

- **Automated Guided Vehicles (AGVs):** See these robust AGVs in action, designed for efficient material transport and optimized for high-performance operations.
- **Compact and Versatile Robots:** Witness the flexibility and maneuverability of these advanced automated vehicles, perfect for a variety of warehouse applications.
- **Robotic Floor Scrubbers:** Discover the impressive cleaning skills of these autonomous floor scrubbers, crafted to keep things fresh with just a hint of human touch.

#### Event Details:

- **Dates & Times:** 1 PM to 4 PM on July 31st & 8 AM to 4 PM on August 1st.
  - Feel free to come and go as your schedule allows!
- **Location:** Our Richland Dealership, 101 Sanders Cove, Richland, MS 39218

Can't wait to see you there!

Best regards,  
John

John Wofford  
[844-LILLYCO](tel:844-LILLYCO)  
Email: [john@lillyforklifts.com](mailto:john@lillyforklifts.com)  
The Lilly Company: [www.lillyforklifts.com](http://www.lillyforklifts.com)

**P.S.** Get ready to confidently handle a streamlined, automated warehouse. [Join us](#) and see firsthand how automation can streamline your operations and reduce costs.



## AGV Live Demo Event

Emails for the Sales Team to Promote the Event

### EMAIL #3: AGV Demo Event at Lilly's Richland Dealership

**From Name:** John Wofford

**From Email:** john@lillyforklifts.com

**Subject Line:** We hope to see you there!

**Preview Text:** Witness the latest AGVs and robotic solutions in person on July 31 & August 1.

Dear {Personalization: First Name},

Don't miss this [unique opportunity](#) to witness the latest automated guided vehicles and robotics LIVE and IN ACTION.

#### Here's What You'll Experience:

- **Automated Guided Vehicles (AGVs):** See these robust AGVs in action, designed for efficient material transport and optimized for high-performance operations.
- **Compact and Versatile Robots:** Witness the flexibility and maneuverability of these advanced automated vehicles, perfect for a variety of warehouse applications.
- **Robotic Floor Scrubbers:** Discover the impressive cleaning skills of these autonomous floor scrubbers, crafted to keep things fresh with just a hint of human touch.

#### Event Details:

- **Dates & Times:** 1 PM to 4 PM on July 31st & 8 AM to 4 PM on August 1st.
  - Feel free to come and go as your schedule allows!
- **Location:** Our Richland Dealership, 101 Sanders Cove, Richland, MS 39218

We're excited to see you and help you explore the future of material handling technology.

Kind regards,  
John

John Wofford

[844-LILLYCO](tel:844-LILLYCO)

Email: [john@lillyforklifts.com](mailto:john@lillyforklifts.com)

The Lilly Company: [www.lillyforklifts.com](http://www.lillyforklifts.com)

**P.S.** If you want to manage a future-ready, modern warehouse with maximum operational efficiency, [join us](#) and see how automation can streamline your operation and reduce costs.



# AGV Live Demo Event

Emails for the Sales Team to Promote the Event

## EMAIL #4: AGV Demo Event at Lilly's Richland Dealership

**From Name:** John Wofford

**From Email:** john@lillyforklifts.com

**Subject Line:** REMINDER: Live AGV demo starts tomorrow!

**Preview Text:** {{ contact.firstname }}, looking forward to seeing you at our live and in-person warehouse AGV demo event on July 31 & August 1.

Hi {Personalization: First Name},

Our live warehouse automation showroom event starts tomorrow!

On July 31 and August 1, you can see and experience the latest advancements in automated guided vehicles (AGVs) and robotic floor scrubbers at our Richland, MS location.

Here's what you'll see LIVE and in action:

- **Automated Guided Vehicles (AGVs):** See these robust AGVs in action, designed for efficient material transport and optimized for high-performance operations.
- **Compact and Versatile Robots:** Witness the flexibility and maneuverability of these advanced automated vehicles, perfect for a variety of warehouse applications.
- **Robotic Floor Scrubbers:** Discover the impressive cleaning skills of these autonomous floor scrubbers, crafted to keep things fresh with just a hint of human touch.

### Event Details:

- **Dates & Times:** 1 PM to 4 PM on July 31st & 8 AM to 4 PM on August 1st.
  - Feel free to come and go as your schedule allows!
- **Location:** Our Richland Dealership, 101 Sanders Cove, Richland, MS 39218

See you there!

John

John Wofford

844-LILLYCO

Email: [john@lillyforklifts.com](mailto:john@lillyforklifts.com)

The Lilly Company: [www.lillyforklifts.com](http://www.lillyforklifts.com)

**P.S.** If you want to manage a future-ready, modern warehouse with maximum operational efficiency, here's a unique opportunity to [see how automation](#) can streamline your operation, improve safety, and reduce costs.



# AGV Live Demo Event

Emails for the Sales Team to Promote the Event

## Email Performance

Sent to 791, delivered to 791

**Adjusted open rate won't be available after August 16, 2024.**  
Use the new "excluding bots" metric to understand your open & click rates after we filter out bot activity for recent emails.

### Open rate 53.35%

Excluding bots

(Including bots, this open rate would be 59.92%)

Unique reliable opens 422  
Total opens 896

DESKTOP 80% MOBILE 19% OTHER 1%

**HubSpot's adjusted open rate**  
Removes unique bot opens from the total delivered, to give a better estimate of the percentage of emails opened by humans. [Learn more](#)

Calculate adjusted open rate

### Click rate 0.63%

Excluding bots

(Including bots, this click rate would be 1.26%)

### Click-through rate 1.18%

Excluding bots

Including bots, this click-through rate would be 2.11%

Unique reliable clicks 5  
Total clicks 7

DESKTOP 86% MOBILE 14% OTHER 0%

### Reply rate 0%

Unique replies 0

Make sure you're using a **HubSpot connected inbox** as your reply-to address to track replies

### Delivery

SUCCESSFUL DELIVERIES	BOUNCES	UNSUBSCRIBES	SPAM REPORTS
791 100%	0 0%	7 0.88%	0 0%



# AGV Live Demo Event

Emails for the Sales Team to Promote the Event

## HTML click map

Hi friend,

Our live warehouse automation showroom event starts **tomorrow!**

On July 31 and August 1, you can see and experience the latest advancements in automated guided vehicles (AGVs) and robotic floor scrubbers at our Richland, MS location.

**Here's what you'll see LIVE and in action:**

- **Automated Guided Vehicles (AGVs):** See robust AGVs in action, designed for efficient material transport and optimized for high-performance operations.
- **Compact & Versatile Robots:** Witness the flexibility and maneuverability of compact automated robots, perfect for a variety of warehouse applications.
- **Robotic Floor Scrubbers:** Discover the impressive cleaning skills of these autonomous floor scrubbers, built to clean with just a hint of human touch.

**Event details:**

- **Dates & Times:** 1 PM to 4 PM on July 31st & 8 AM to 4 PM on August 1st.
  - Live guided demonstrations every 30 minutes.
  - Feel free to come and go **42.9%** schedule allows!
- **Location:** [101 Sanders Cove, Richland, MS 39218](#)

See you there!

All my best,  
John

John Wofford  
844-LILLYCO  
Email: [john@lillyforklifts.com](mailto:john@lillyforklifts.com)  
The Lilly Co. **28.6%**  
[www.lillyforklifts.com](http://www.lillyforklifts.com)

P.S. If you want to manage a future-ready, modern warehouse **28.6%**um operational efficiency, here's a unique opportunity to [see how automation](#) can streamline your operation, improve safety, and reduce costs.

[View larger](#)

## Top clicked links

Combined HTML Plain text

LINK	CLICKS
<a href="https://www.lillyforklifts.com/richland-ms-39218...">https://www.lillyforklifts.com/richland-ms-39218...</a>	3
<a href="https://www.lillyforklifts.com/agv-demo">https://www.lillyforklifts.com/agv-demo</a>	2
<a href="https://www.lillyforklifts.com/">https://www.lillyforklifts.com/</a>	2

## Top engaged contacts

Opens Clicks

CONTACT	
<a href="mailto:jjohnson@sstlift.com">Jason Johnson &lt;jjohnson@sstlift.com&gt;</a>	30+
<a href="mailto:bburke@burkehandling.com">Robert Burke &lt;bburke@burkehandling.com&gt;</a>	15
<a href="mailto:stephen.deangelo@airbus.com">stephen DeAngelo &lt;stephen.deangelo@airbus.com&gt;</a>	15
<a href="mailto:donna.wills@tgmmissouri.com">Wills Donna &lt;donna.wills@tgmmissouri.com&gt;</a>	8

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# AGV Live Demo Event

## Emails for the Sales Team to Promote the Event

### HTML click map



[View larger](#)

### Top clicked links

Combined HTML Plain text

LINK	CLICKS
<a href="https://www.lillyforklifts.com/agv-demo">https://www.lillyforklifts.com/agv-demo</a>	22
<a href="https://www.lillyforklifts.com/richland-ms-39218...">https://www.lillyforklifts.com/richland-ms-39218...</a>	7
<a href="https://www.lillyforklifts.com/">https://www.lillyforklifts.com/</a>	1

### Top engaged contacts

Opens Clicks

CONTACT	
<a href="mailto:marty.bartlett@tmhu.toyota-industries.com">Marty Bartlett &lt;marty.bartlett@tmhu.toyota-industries.com&gt;</a>	26
<a href="mailto:John.Conrad@lillyco.com">John Conrad &lt;jconrad@lillyco.com&gt;</a>	23
<a href="mailto:Randy.Williams@orgill.com">Randy Williams &lt;rwilliams@orgill.com&gt;</a>	22
<a href="mailto:Alan.Gaylor@j.genterprise@outlook.com">Alan Gaylor &lt;j.genterprise@outlook.com&gt;</a>	13

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