



## Brand Transition Announcement Email

**From Name:** Valerie DeVol

**From Email:** vdevol@letsassemble.com

**Subject Line:** We're excited to unveil WrapManager's new brand!

**Preview Text:** We're changing our name to Assembly Wealth.

**Campaign:** Brand Announcement

Dear {personalization: First Name/Friend},

I am reaching out with some exciting news - WrapManager is unveiling a new name and brand identity - [Assembly Wealth!](#)

WrapManager, Inc. is still here, but moving forward we will be doing business as Assembly Wealth. This rebranding reflects our commitment to crafting customized financial solutions for you.

Everything but our name and look remains the same. You can expect the same dedicated service and trusted guidance you have come to rely on from [our team](#). You will notice our new branding rolled out across documentation and platforms in the coming weeks.

Rest assured, this transition will be seamless for you. You will notice our team using new email addresses, but our WrapManager email will continue to function.

[Follow this link to our new client center](#) where you can schedule a meeting, upload a document or link to your accounts at Charles Schwab.

The inspiration behind the rebranding is to fully embrace our holistic approach to financial planning. Assembly Wealth captures how we seamlessly integrate all aspects of your financial life to help you achieve your personal goals.

Please feel free to reach out if you have any questions. I am happy to provide any clarification or additional details.

We look forward to continuing to support your financial success and prosperity under our new name - Assembly Wealth.



All my best,  
Val



Valerie DeVol  
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Assembly Wealth  
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## Email Performance

**Subject**  
We're excited to unveil WrapManager's new brand

**Sent date**  
April 17, 2024 11:13 AM UTC-07:00 by Valerie De Vol

[See details](#)

**Business Unit**  
Included lists  
**Clients - Active - Seton**  
Simple workflows (0)


**Performance** Recipients ● Bot filtering is currently OFF

Sent to **230**, delivered to **230**

**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 100%** ⓘ

Including bots



(Excluding bots, this open rate would be **100%**)

Unique reliable opens ⓘ **230**

Total opens ⓘ 1071

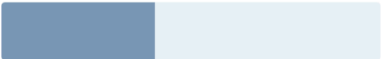
DESKTOP 69% MOBILE 4% OTHER 27% ⓘ

**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 40.43%** ⓘ

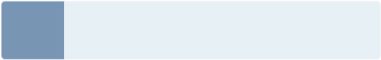
Including bots



(Excluding bots, this click rate would be **40.43%**)

**Click-through rate 16.52%** ⓘ

Including bots



Excluding bots, this click-through rate would be **16.52%**

Unique reliable clicks ⓘ **38**

Total clicks ⓘ 60

DESKTOP 65% MOBILE 35% 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

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# Delivery

## SUCCESSFUL DELIVERIES

230

100%

## BOUNCES

0

0%

## UNSUBSCRIBES

0

0%

## SPAM REPORTS

0

0%

## HTML click map



View larger

## Top clicked links

Combined HTML Plain text

LINK	CLICKS
<a href="https://www.letsassemble.com/client-service-...">https://www.letsassemble.com/client-service-...</a>	25
<a href="https://www.letsassemble.com/team">https://www.letsassemble.com/team</a>	9
<a href="https://www.letsassemble.com/">https://www.letsassemble.com/</a>	6
<a href="http://www.wrapmanager.com/">http://www.wrapmanager.com/</a>	2

< Prev 1 2 Next >

## Top engaged contacts

Opens Clicks

CONTACT	
<a href="mailto:gyongyi.plucer-rosario@umgc.edu">Gyongyi Plucer-Rosario &lt;gyongyi.plucer-rosario@umgc.edu&gt;</a>	30+
<a href="mailto:jaiminashah@gmail.com">Jaimin Shah &lt;jaiminashah@gmail.com&gt;</a>	30+
<a href="mailto:novatorick@comcast.net">Rick Nowicky &lt;novatorick@comcast.net&gt;</a>	21
<a href="mailto:ritchcutts@aol.com">Rebecca Cutting &lt;ritchcutts@aol.com&gt;</a>	20

< Prev 1 2 3 4 Next >

