

# Email

## Subject line:

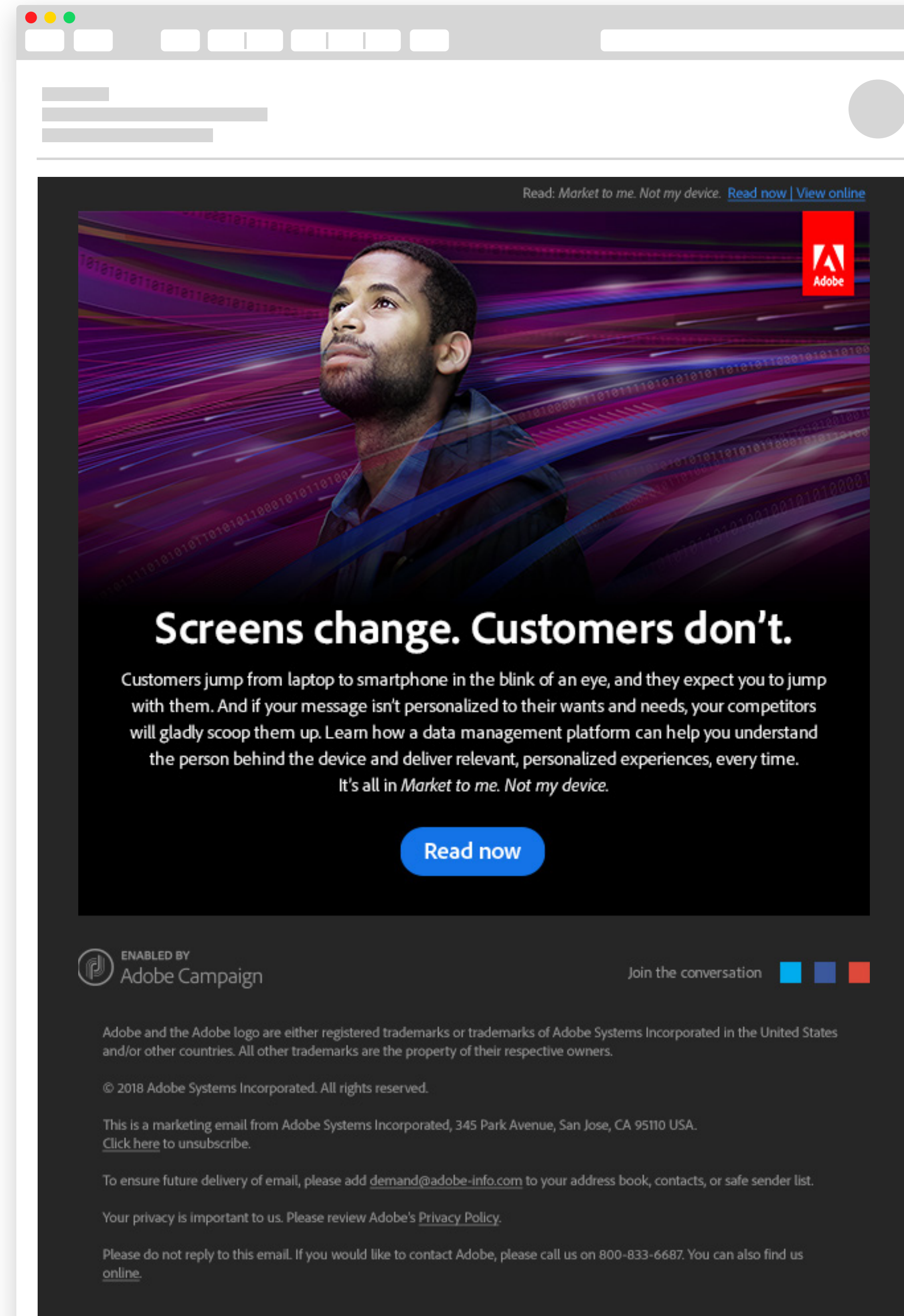
There's more to your customer than their device.

## Pre-header text:

Read *Market to me. Not my device.*

## Headline:

Screens change. Customers don't.



Read: *Market to me. Not my device.* [Read now](#) | [View online](#)

**Screens change. Customers don't.**

Customers jump from laptop to smartphone in the blink of an eye, and they expect you to jump with them. And if your message isn't personalized to their wants and needs, your competitors will gladly scoop them up. Learn how a data management platform can help you understand the person behind the device and deliver relevant, personalized experiences, every time.

*It's all in *Market to me. Not my device.**

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# Autoresponders

## Standard

**Subject line:**

If you enjoyed your article, try this one too.

**Copy:**

Thanks for reading *Market to me. Not my device*. For a deep dive into technologies that can help you manage your data, read *The Forrester Wave™: Data Management Platforms, Q2 2017*. Here you'll learn how 11 different data management platforms (DMPs) stack up when it comes to targeting your best customers, and why Forrester calls data management the differentiator for customer-obsessed brands.

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## Generic

**Subject line:**

Enjoy your content. Try this article too.

**Copy:**

Thanks for reading our article. To learn more about how to get a complete view of your customers, take a look at *Market to me. Not my device*. You'll discover how a data management platform (DMP) helps you get to know the customer behind the device so you can deliver more relevant, personalized experiences.

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