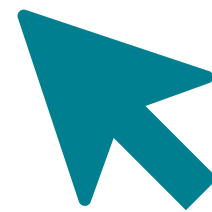


Newsletter Campaign Communications Goals

- Main goal: To drive traffic to company website or campaign landing pages
 - Enough information should be included to spark interest, but the communication itself should be brief and the call-to-action should be clear and quickly identifiable to the reader
 - Marketing emails are determined attention worthy in 0 to 3 seconds
 - Readers should immediately understand why this communication is important to them and why they should click through for more information
 - Key Performance Indicators We Track
 - Open Rates – Average 15 to 25%*
 - Click-Through Rate (CTR) – Average 2.5%*
 - Click-to-Open-Rate (CTOR) – Average 20 to 30%* (unique clicks divided by unique opens) *



*General marketing standard across all industries, not AE specific

Designing/Writing for Conversion

Best Practices We Implement

- **We Write Email Marketing Copy for Readers**
 - If you really want readers to click, then you have to sound like a real person.
 - **Avoid marketing speak and be conversational**, as if you're talking to someone who's sitting across the table from you.



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- **Artesyn LCM Product Focus**

- **It's important to:**
 - Follow a logical structure.
 - Keep paragraphs short.
 - Include **one main idea per paragraph**.
 - Use bullets and subheadings to break up blocks of text and make your emails **scannable**.
 - Avoid all caps and multiple exclamation marks in both the subject line and body of the email.
 - Have **a call-to-action at the beginning of the email** so people start interacting with your email.
 - Try to link not only to PDFs, instead, link to website or landing pages so **people can browse on the AE website to receive more information**.

Newsletter Content Guidelines

	Character Limits	Goal	Content Guideline
Subject Line	Approx. 25 to 50 characters	Drive reader to open the communication	<ul style="list-style-type: none"> • Self explanatory • Written in first and second person • Personalized if possible • Brief. • Create a sense of urgency or ask an important question. • Get rid of spammy language.
General Newsletter Intros	Approx. 40 to 150 characters	Explain what the reader will find within the newsletter and why it is valuable/beneficial to the reader	<ul style="list-style-type: none"> • Audience-driven value proposition • Written in active voice and in first or second person • Text is action oriented (e.g., Read, Learn how, etc.)
Market Overviews (full article should be linked to if over 300 characters, displayed as an article)	Approx. 300 characters or less	Engage the reader with relevant market insights, explain how these insight help the reader	<p>Answer:</p> <ul style="list-style-type: none"> • What does the reader need to know right now about the market and why? • How does this help reader sell our products, strategize, or solve a problem? • What can the reader do with this information?
Article Intros	Approx. 200 characters	Spark the reader to click through to the marketing asset or web page	<ul style="list-style-type: none"> • Briefly describe article and why it's valuable to the reader <p>Answer:</p> <ul style="list-style-type: none"> • What problem does it solve for our readers? • What insights can one gain? Why are they valuable?
Product Spotlights	Approx. 300 characters or less	Drive the customer to website product page	Explain why this product is valuable to the reader, what problem does it solve?
CTAs	<ul style="list-style-type: none"> • The ideal CTA length is between two to five words. • Use a button or image 	The use of CTAs should always serve the end goal: a click.	<p>Self Explanatory Action Oriented</p> <p>CTAs should appear in the top third of the communication . Do not bury CTAs in the middle of the body or just before the email signature.</p>

Newsletter Content Examples

	Character Limits	Example
Subject Line	Approx. 25 to 50 characters	Medical Market Insights: Power Your Revenue
General Newsletter Intros	Approx. 40 to 150 characters	Read how your customers can use Advanced Energy's medical power supplies in real-life medical equipment applications. Also learn about key product features that fuel buying decisions
Article Intros	Approx. 200 characters	Learn how Advanced Energy's rugged UltraVolt High Power C power supply can withstand demanding lithotripsy system requirements. Also discover how our collaborative approach helps customers expedite systems through testing trials.
Market Overview Intro (full article should be linked to if over 300 characters, displayed as an article)	Approx. 300 characters or less	<p>What do your customers really want?</p> <p>In this Medical Market Overview, learn the top trends, power supply requirements and Medical certifications that are driving your customers' buying decisions.</p>
Product Spotlights	Approx. 300 characters or less	See how Advanced Energy's UltraVolt HVA is an ideal solution for medical equipment that requires high voltage, fast switching DC-DC power supplies. Watch the video.
CTAs	<ul style="list-style-type: none"> The ideal CTA length is between two to five words. 	<ul style="list-style-type: none"> Learn More Read More Explore Find Your Power Supply

Competitor Examples



Designing For Reliability in High Voltage Applications New XP Power Blog

High Voltage power supplies demand meticulous design and manufacture - longevity and reliability are key in critical and harsh operating environments.

In his latest blog [Designing for Reliability in High Voltage Applications](#) our Sr. Product Manager, Hafiz Khalid discusses six pitfalls that high calibre power supplies are designed to avoid. Getting these design principles right is key to ensuring trouble free operation.

6 High Voltage design pitfalls to avoid:

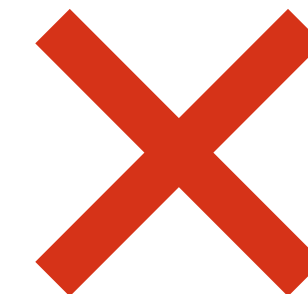
1. Poorly chosen insulation
2. Casual treatment of insulation
3. Leakage currents
4. Moisture absorption
5. Manufacturing process errors
6. Filament and dendrite formation



New website enhances user experience

We've just launched our brand new website at www.xppower.com - which delivers an enhanced user experience for specifiers, buyers and designers of power solutions used in many types of electronic equipment. The new website includes all products from our extensive range as well as a wealth of detailed technical documentation and expert resources that support the design and purchasing processes.

Considerably faster load times and a fully restructured navigation map enables you to reach your desired information more rapidly than ever before, while an enhanced product selector tool allows designers to 'drill down' to the ideal product for any application. Products can be displayed by series or by individual part number, allowing users to make comparisons of series, or products within individual series.



Newsletter Format Under New Guidelines

■ Current Format



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Medical Imaging - A Market Overview

Medical imaging is a vital part of the overall diagnostic process. From ultrasound and mammography to CT Scans and MRIs, radiologists use medical imaging to accurately diagnose and treat an ever-increasing number of conditions and diseases.

Although COVID-19 significantly impacted the medical imaging market in 2020, it is showing signs of recovery and is expected to return to growth rates of 5-6% starting in 2022. Social and technological changes driving market growth include:

- growing geriatric populations and the corresponding increase in age-related conditions
- increasing demand for earlier diagnosis, resulting in faster and more effective treatments
- growing number of decentralized treatment centers, bringing the point of care closer to the patient
- widening scope of clinical applications
- advancing technologies for imaging modalities, such as 3D and 4D capabilities
- improving digital and communications technologies, utilizing Big Data and Analytics
- expanding use beyond the field of diagnostics, into prevention and therapy

These macro trends require medical advancements such as more portable/mobile equipment, higher resolution images, digital communication capabilities, the implementation of new technologies and treatment modalities as well as regulatory compliance challenges.

Advanced Energy's proven track record of providing medical power includes a wide range of AC-DC, DC-DC, and high voltage power supplies. Our market-leading intelligent power supplies boast superior levels of power density, output precision, and digital communications. Coupled with our unrivalled applications experience, custom engineering know-how, and regulatory expertise we are uniquely positioned to be the complete power partner to medical imaging OEMs.

EXCELSYS CASE STUDY

Mobile X-ray Equipment Required Multi-Output, Non-Standard DC-DC Power Supply

A leading mobile x-ray equipment manufacturer needed a new power supply that maintained power while moving the system. Learn about power supply challenges in mobile medical imaging and how the medically-approved Excelsys CoolIX1800 power supply platform provides a reliable solution.

[Read More](#)



ULTRAVOLT CASE STUDY

High Voltage Power Supply Required for Use in Femtosecond Laser Surgery System

In this case study, a laser surgery system required a high voltage, fast switching DC-DC power supply to control an external energy modulator in line with a CO₂ laser. Learn how Advanced Energy's UltraVolt® HVA series, a precise, fast-switching DC-DC modular high voltage

Product Highlight - Artesyn LCM Series



VIDEO
[LCM Series Digital-Controlled AC-DC Power Supplies](#)

You can learn more about the LCM series in the new product brochure. [Download Here](#)

■ New Format



Equipment Services

Available 24 x 7 x 365, our worldwide service centers provide fast cycle times to keep downtime minimal. We use only Advanced Energy qualified parts. Available 24 x 7 x 365, our worldwide service centers provide fast cycle times to keep downtime minimal. We use only Advanced Energy qualified parts.

[Learn More](#)

Case Studies



CASE STUDY

Reducing Vibration Noise in a Medical Application

In this mini case study, learn how the CoolIX1800 helped to increase data accuracy and consistency by reducing vibration noise.

[Read More](#)

CASE STUDY

High Reliability Supply for Cutting-Edge Cell Sorting System

Learn how the UltraVolt V series high voltage power supply provided a robust solution in a small footprint that eliminated downtime caused by arcing.

[Read More](#)




Product Spotlight



Excelsys Low Voltage Products on the Website

Earlier this year, we completed our integration of the Excelsys portfolio into the broader Advanced Energy website. On the site, you'll find updated data sheets, application notes, and white papers in the Advanced Energy brand. Looking for something specific? Feel free to reach out by emailing us and we'll help to direct you to the best resource.

[Learn More](#)

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