

Email Sample 1: General Introduction to New Service

Subject: Introducing Elastic Delivery

Goal: Introduce two new services to potential clients.

Email:

[Name], meet Elastic Delivery.

We'd like to introduce you to Elastic Delivery, which includes two new services, Elastic Crew and Elastic Surge. These services are built to meet your unique data needs by increasing the size and shape of your organization's analytics capacity.

Do you...

Struggle to meet all your data requirements with your existing resources?

Elastic Crew is right for you. We'll provide a complete agile team with end-to-end responsibility for managing your entire data and analytics roadmap, or just a portion of it. Autonomous and scalable, our team works cohesively to provide you with perfectly customized analytics.

Have an analytics team in place but struggle to meet new challenges?

Elastic Surge is right for you. We'll provide an extension to your already-in-place analytics team. This semi-permanent option allows you to be more responsive to user needs by extending the capacity of your core team consistently, or only at key moments.

[Elastic Crew Button Link] [Elastic Surge Button Link]

We maintain partnerships with industry-leading data visualization, data engineering, and cloud data warehouse providers. From proof-of-concept to implementation to training your users, we can help. If you are interested in learning more about Elastic Surge or need guidance on any of your data or analytics projects, feel free to reach out to us anytime on our website or find us on Twitter, Facebook, and LinkedIn.

Email Sample 2: Event Follow-Up

Subject: Introducing Elastic Delivery – Event Attendee Follow-Up

Goal: Engage event attendees with personalized messaging and a relevant service introduction.

[Name], thanks for stopping by our booth at the Snowflake Summit. We'd like to introduce you to Elastic Delivery, which includes two new services, Elastic Crew and Elastic Surge. These services are built to meet your unique data needs by increasing the size and shape of your organization's analytics capacity.

Do you...

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Email Sample 3: Partnership Announcement

Subject: Transforming with Fivetran

Goal: Announce our partnership with Fivetran and highlight the benefits of Fivetran Transformations.

Email:

Transforming with Fivetran

We're pleased to announce a partnership with Fivetran for the release of Fivetran Transformations. Transformations is a new tool added to the Fivetran platform that offers a modern form of traditional analytics by allowing users to manage transformation within the warehouse. The spectacular outcome of this feature is that it allows analytics teams the freedom to manage the entire ELT pipeline.

Down to the "T" in the ELT Toolkit

Extracting and loading have become simplified, but once they are out of the way, SQL-based transformations can still be a painful experience. Although moving transformations to the end of the pipeline has helped, there are still quite a few obstacles to overcome.

With so many options for transformation tools, choosing the best one for your toolkit isn't always simple. Many solutions are complex, require extensive setup, and place additional burdens on already overextended engineering teams.

Thankfully, Fivetran Transformations simplifies the process. It offers a streamlined, efficient ELT solution that eliminates frustration and ensures a smooth, automated transformation workflow.

[[Learn More About Fivetran Transformations](#)]