**The ‘Analytics’ Template**

Subject line: So you like [insert topic], hey?

Hi [Dave],

I couldn’t help but notice that you’ve read my previous email and had a peek around a certain website, [insert url] (What a time to be alive, eh?).

That’s a very popular [software] you’re interested in. Do you know we offer free trials?

Let me know if you’re free later on for a call and I’ll tell you more about that product.

Thanks,

Gina.