



| Campaign | Industry | Website |
|-----------------|-------------|--|
| Email Marketing | Health Tech | www.zynex.com/products/nexwave |

Objective: get leads from medical practitioners for Zynex's Nexwave product

19.2%

average email Open Rate

9.9%

average Click-Through Rate among those who opened

PROBLEMS AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

The primary requirement of the marketing campaign was to acquire more leads for the company's Nexwave product by providing quality services in Setup, Automation, Management, and Analysis of email marketing campaigns. The biggest challenge we faced while creating the campaign was fixed zip codes for finding leads and less content about the product.



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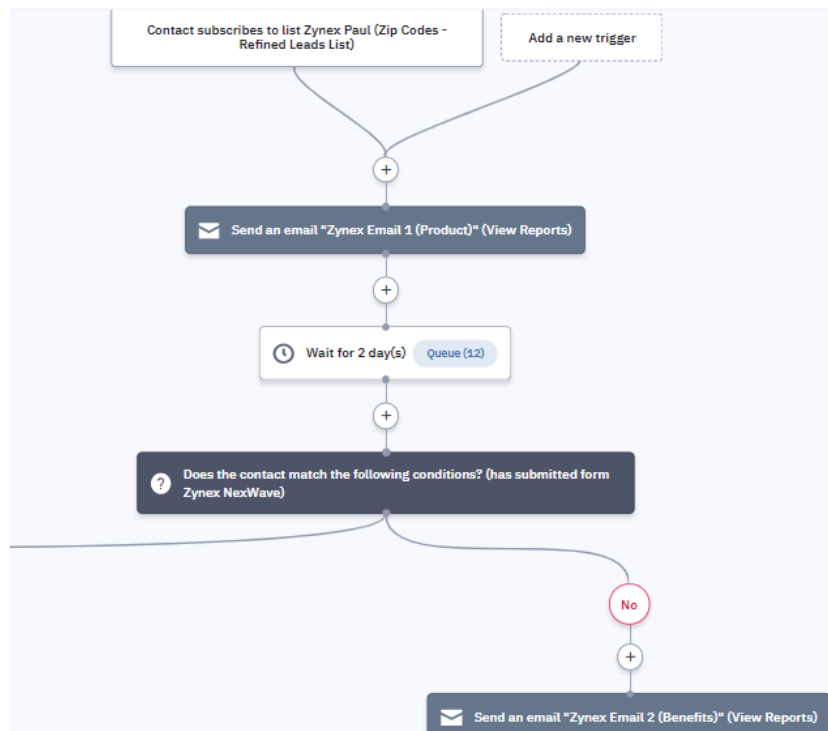
SERVICES, SOLUTIONS, AND OUTCOME

The email marketing strategy included finding a list of cold leads in the zip codes and providing all content, email copies, automation, landing pages, and integrations to convert the cold leads into successful customers.

Our process started by creating custom landing pages to collect leads for our email marketing campaign which focused on the benefits of the products. The next process included creating a list of laser-targeted audience and email copies. We have targeted physiotherapists, chiropractors, pain clinics, etc who were more likely to convert for his product. We also integrated our email marketing efforts with CRMs and tools to measure our performance and lead nurturing processes.

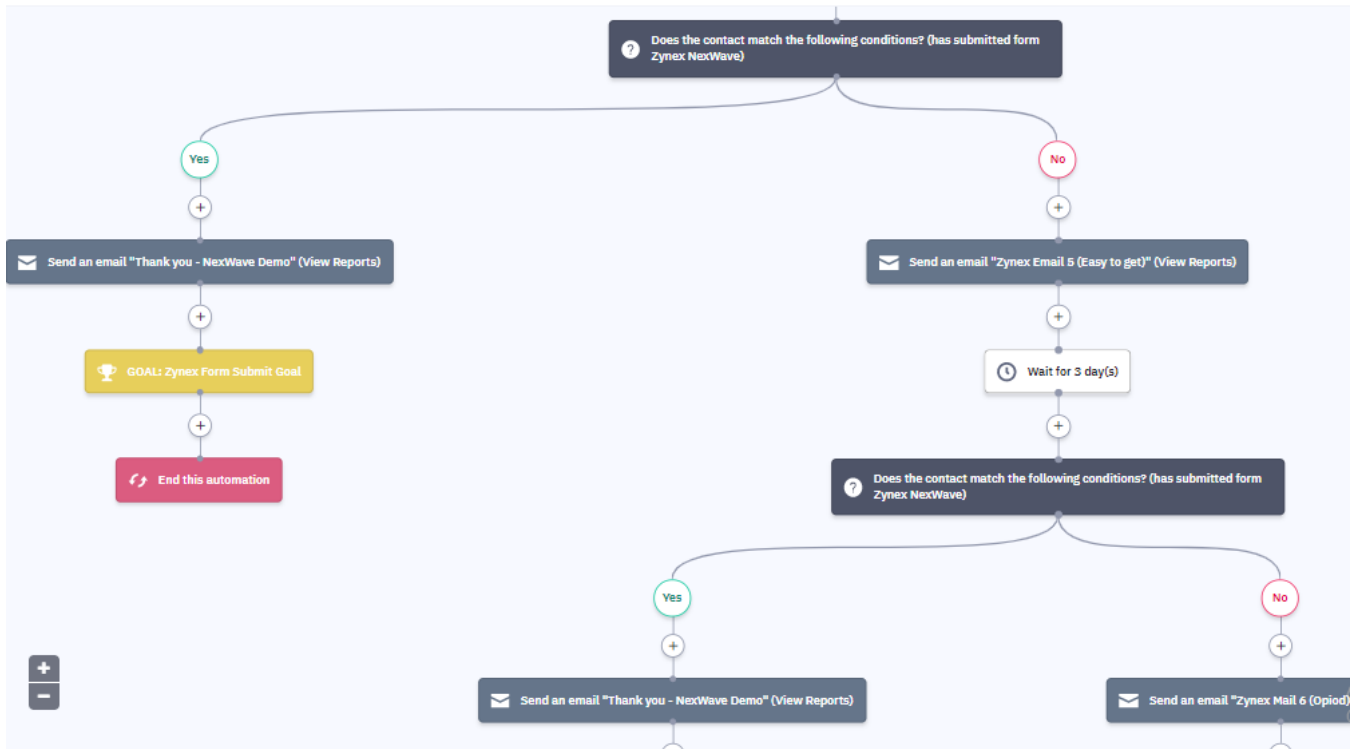
CAMPAIGN DELIVERABLES

Complex Email Automation with If/Else conditions



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CAMPAIGN DELIVERABLES

Mobile & Desktop friendly, Branded Email Designs

The NexWave is designed to bring relief from the pain cycle by:

- Managing symptomatic relief of chronic intractable pain, post-traumatic and post-surgical pain
- Relaxing Muscle Spasms
- Increasing local blood circulation
- Maintaining or Increasing Range-of-Motion
- Preventing or retarding disuse atrophy
- Re-educating muscles

*The Interferential, TENS, and NMES modalities have been proven to help manage pain symptoms for over 30 years

A Better and Safer Way to Manage Pain

Zynex is committed to serving our patients as they effectively treat their pain without side effects or reliance on excessive use of pain medications.



Zynex has helped over 500,000+ patients in pain find relief, but we refuse to stop there.

We are here to ensure your patients have the products & supplies they need while they are in the comfort of their own home, as well as to use



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CAMPAIGN RESULTS

Open & Click Rates

| Campaign Name ^ | Last Sent Date | # Sends | Revenue | # Opens | # Clicks | Open Rate | Click Rate |
|--|---------------------|---------|---------|---------|----------|-----------|------------|
| 1 Thank you - NexWave Demo | 0000-00-00 00:00:00 | 0 | 0.00 | 0 | 0 | 0.00% | 0.00% |
| 2 Zynex Email 1 (Product) | 2021-02-24 13:28:32 | 579 | 0.00 | 161 | 17 | 27.81% | 2.94% |
| 3 Zynex Email 2 (Benefits) | 2021-02-13 07:58:34 | 500 | 0.00 | 97 | 10 | 19.40% | 2.00% |
| 4 Zynex Email 3 (Insurance Company) | 2021-02-16 08:04:14 | 440 | 0.00 | 81 | 10 | 18.41% | 2.27% |
| 5 Zynex Email 4 (Testimonials) | 2021-02-19 08:07:48 | 429 | 0.00 | 76 | 6 | 17.72% | 1.40% |
| 6 Zynex Email 5 (Easy to get) | 2021-02-22 08:10:50 | 444 | 0.00 | 78 | 6 | 17.57% | 1.35% |
| 7 Zynex Mail 6 (Opiod) | 2021-02-25 08:13:32 | 433 | 0.00 | 62 | 4 | 14.32% | 0.92% |

| SMS Message | Last Sent Date v | # Sends | # Replies | # Unsubscribes | Replies Rate | Unsubscribe Rate |
|-------------|------------------|---------|-----------|----------------|--------------|------------------|
|-------------|------------------|---------|-----------|----------------|--------------|------------------|



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