

# BRILLIUM EMAIL TEMPLATES UPGRADE to V.9

Email 1...

**SUBJECT LINE: BRILLIUM VERSION 9... SOMETHING'S COMING,  
SOMETHING GOOD!**

As a Brillium customer you already know that perfecting the ways in which you deliver assessments and analyze data is our highest priority. That's why we've been working so diligently on a respondent engine upgrade, which is now nearly complete.

Our goal was to design a sleek new look for the Brillium respondent interface and enhance mobile delivery, both of which we nailed. The new respondent experience has a more modern appearance, a cleaner layout that's delightfully simple to interact with and a robust back end that organizes the software flawlessly on any mobile device because we know that when we look good, you look good.

Should we have waited to share the great news with you? Maybe, but we're getting close and we couldn't keep it under wraps any longer. Naturally we will keep you in the loop as we get closer to sharing this upgrade with you. In the meantime, we hope you're as excited as we are.

Signed,  
The Brillium Team

Email 2...

**SUBJECT: WE CALL IT BRILLIUM VERSION 9, BUT YOU'LL JUST CALL IT  
WONDERFUL.**

We told you it was coming, and now it's almost here: the new respondent interface with a look so refined and function so superior

(even on mobile devices) that we're sure it will upgrade not only your software but your respondents's test taking experience as well.

Announcing Brillium Version 9, with an expected completion date of \_\_\_\_\_!

Of course we'll be in touch before then to confirm that the upgrade is complete and apprise you of the exact day and time when it will occur, with ample notice so you can prepare for a very brief period of time - at an off time! - during which your software will be unavailable.

But once the upgrade is complete, uploading it into your accounts and taking advantage of its many benefits will require only a few easy steps, steps that you are most likely already familiar with.

Upgrades that are simple and superior... because at Brillium, we're always looking out for you!

Signed,  
The Brillium Team

---

---

---

Email 3...

**SUBJECT: BRILLIUM VERSION 9... YOUR ENHANCED USER INTERFACE IS READY NOW!**

Meet Brillium Version 9, a respondent interface modernization and enhancement that will be fully upgraded on \_\_ (date) \_\_ at \_\_ (time) \_\_.

As mentioned in our previous email, to capitalize on V.9's new features, you will have to follow a few simple steps, which are outlined below:

- > From the **Home Screen** select the assessment you wish to edit.
- > Select **Basic Assessment Options** from the Assessment Control Panel.
- > Scroll down to **Misc. Assessment Options**.
- > Open the **Assessment Theme** dropdown and choose any theme not labeled "(Old Version)."

That's all there is to it. We hope - and expect - that once you begin utilizing the upgrade you'll tell us that it's as beneficial and intuitive as we thought it would be, but of course we're eager to hear from you with any feedback, particularly if you encounter any issues or unearth any bugs that we missed. (We're working hard to catch them all, but if you find any we want to know so we can fix them immediately.)

Wishing you a wealth of happy respondents, The Brillium Team

---

## TRIAL ACCOUNTS/ONBOARDING

Create...

**SUBJECT LINE: CREATE BRILLIANT \*SELECTED INTEREST\* RIGHT AWAY**

Hello \*First Name\*,

Many customers know the 3 steps essential to any successful assessment process - create, deliver and analyze - but only Brillium customers are armed with the best tool for executing all three.

Welcome to Brillium, the world's most brilliant software for gathering the kind of human data that gives your team the competitive edge.

As you begin creating \*Selected Area of Interest\* within your trial account, know that we are here to guide you along. That's why you'll hear from us in the coming days and weeks with valuable tips and links to short articles and videos all designed to bolster your experience, minimize your effort and highlight Brillium's most utilitarian features.

Can't wait? We understand. To explore our trove (wealth, collection, stockpile, compilation, assortment) of helpful articles and videos, simply click below.

Button  
Shaun James Signature

Deliver...

**SUBJECT LINE: RELIABLY DELIVER \*SELECTED INTEREST\* TO YOUR DESIRED AUDIENCE**

Hello \*First Name\*,

---

By now we hope you've had time to explore your Brillium trial account and create dynamic \*Selected Interest.\* If so, you are probably already thinking about how, when and to whom you will deliver them. Good. This is a vital step.

While Brillium is delightfully intuitive, we know some people feel bewildered, even apprehensive, about the technical complexities of reliable delivery. But you can breathe easy; we've got you covered. Our goal is to make each step of the assessment process as silky smooth as possible. That's why below you will find a link to several informative articles and videos that will help you manage assessment delivery like a pro in no time at all.

Brillium.... helping you succeed every step of the way. Button  
Shaun James Signature

Analyze...

**SUBJECT LINE: DEEPLY ANALYZE \*SELECTED INTEREST\* WITH EASE**

Hello \*First Name\*,

At Brillium, we understand that the ultimate goal of creating and delivering meaningful assessments is to generate meaningful data, data that can vitally improve your organization's intellectual landscape.

If you've delved far enough into your trial account, then perhaps you've already generated results and encountered the unparalleled excellence of Brillium's results analysis. If not, you'll soon experience for yourself just how robust our summaries and reports are, and how they can unearth valuable insights that will inevitably lead to content improvement and identification, even elimination, of knowledge gaps.

To help you fully realize and optimally utilize the wealth of data Brillium has to offer, we have compiled a few short how-to articles and videos that will introduce you to our mighty analysis features.

Simply click below to learn more. Button  
Shaun James Signature

---

---

New Account...

**SUBJECT LINE: WHILE YOUR TRIAL ACCOUNT IS BEING PREPARED, EXPERIENCE BRILLIUM FOR YOURSELF**

Hello \*First Name\*,

We appreciate that you signed up for Brillium's free 30-day trial. We know 30 days from now - or even sooner!- you'll appreciate it as well.

While your trial account is being prepared, we thought it'd be helpful to introduce you to some of Brillium's brilliant capabilities, so we've created a special interactive assessment that will demonstrate just a few of Brillium's myriad customization features.

During this interactive assessment (approx. 10 mins.) you'll learn more about:

1. Customizing data collection from respondents to optimize reporting.
2. Brillium's wide array of question types and how best to use them.
3. Different assessment modes and the benefits of each.
4. The many options for presenting score and results to respondents.

Ready to experience Brillium for yourself? Just click the link below to get started. Shaun James Signature

Specific Features Plus Interest...

**SUBJECT LINE: A FEW BRILLIUM FEATURES THAT WILL OPTIMIZE YOUR \*SELECTED INTERESTS\***

Hello \*First Name\*,

Did you know you can dramatically improve your assessments with specific Brillium features that elevate the quality of your \*Selected Interests\*? For instance...

### ***HTML-Ready Questions***

Sometimes in order to collect the exact information you seek, you just need to format your question in the exact right way. Brillium offers a breadth of HTML-ready question formats to ensure you collect the data - and insights - you need.

### ***Conditional Feedback with Flexibility (Hyperlink)***

Want to provide dynamic feedback that changes in response to your test takers's answers? With Brillium not only can you provide differing feedback, you can even direct respondents to different informational resources chosen specifically for them based on their answers.

---

Those are among Brillium's most popular features, but below you'll find links to articles and videos that detail other ways to optimize the test-taking experience for both you and your respondents. As always, if you'd like more information, just be in touch.

Shaun James Signature

## General Feature Highlight...

### **SUBJECT LINE: GATHER MORE DATA & INSIGHTS WITH POWERFUL CUSTOM FIELDS**

Hello \*First Name\*,

The skillful application of Custom Fields puts one of Brillium's most powerful features in your hands; they allow you to better segment data and increase data variables in order to gain important insights about your respondents that can inform the decisions you make moving forward.

Click below to access a helpful how-to article and video that explain what Custom Fields can do and how to best utilize them in light of your assessment goals.

Button

Shaun James Signature

## How Can We Help...

### **SUBJECT LINE: GET THE SPECIFIC ANSWERS YOU NEED**

Hello \*First Name\*,

Every so often we reach out to you with links to helpful articles and videos that we know can greatly enhance your ability to author, deliver, and analyze assessments.

We try and cover all the bases, but maybe you have a question we haven't addressed yet. It could be about a feature, a plan, a process, or some other aspect of Brillium that's puzzling you. No matter the topic, we want to hear from you, so if you have a question please let us know.

Simply contact us at [support@brillium.com](mailto:support@brillium.com) and we'll help in any way we can.

Regards, Support

---

---

---

Not Respond 1...

**SUBJECT LINE: DID YOU FORGET ABOUT US?**

Hello \*First Name\*,

Recently, you signed up for a Brillium 30-day free trial, but we notice you haven't logged in to your account yet. (Perhaps your daily demands have taken precedence. We get it. We're really busy here too.)

But in case you just forgot, we wanted to remind you that Brillium, the world's most flexible, intuitive and robust assessment software platform, is right there waiting for you... as are we, if you need any help.

Here are your original trial details:

Secured Trial ID: RogueOne Temporary Password: qwerty123



So log in, and discover for yourself the many outstanding features and benefits Brillium has to offer.

Regards, Signature

15 Days Left...

**SUBJECT LINE: YOU'RE HALFWAY THERE!**

Hello \*First Name\*,

Now that you've arrived at the halfway point in your Brillium 30-day free trial, we wanted to check in with you and see if you have any questions, issues, or general feedback for us. Hopefully, your trial account is proving valuable to you; however, if there is anything at all that we can do to make the remainder of your trial experience even more valuable, please let us know.

Simply contact us at [support@brillium.com](mailto:support@brillium.com) with your issues, concerns or feedback. Regards,  
Signature

---

---

1 Week Left...

**SUBJECT LINE: YOU CAN DO A LOT IN 7 DAYS!**

Hello \*First Name\*,

Did you know there are only 7 days remaining on your Brillium 30-day free trial? Still, 7 days is plenty of time to create and improve your \*Selected Area of Interest\*, especially given the wealth of powerful features Brillium puts at your disposal.

If you are just beginning to explore how Brillium can enhance your assessment process - or if you'd like a bit more time to dabble with the software - simply submit a trial extension request to [support@brillium.com](mailto:support@brillium.com) and we'll get you the time you need.

But... if you have already discovered that the robust features and functionality of Brillium are exactly what you've been looking for, then follow this link to learn more about our plans and pricing options. (Hyperlink)

Regards, Signature

Final Pitch...

**SUBJECT LINE: SECURE THE POWER OF BRILLIUM TODAY**

Hello \*First Name\*,

We noticed that you have been diligently working on your \*Selected Area Interest\*, and I have to say we are thoroughly impressed! Clearly, you are an assessment guru, so you deserve the kind of superior features and robust functionality that Brillium alone has to offer.

To continue on your journey of mastering \*selected interest\*, secure your data and upgrade your trial account to a full account today.

Pricing and Plans (Button)

If, however, you need a bit more time with your trial account, or you have a question that even a guru like you needs answered, reach out to us at [support@brillium.com](mailto:support@brillium.com)

Regards, Signature