

*Last updated: September 2022*

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## Template 1

Subject line: You're invited!

At X (company), we appreciate you as a customer, so we've invited you to join our customer research panel.

### **What is it?**

A customer research panel is a group of customers we'll contact for customer research. Studies could be an interview with you where we walk you through new product ideas or just a simple 5-minute survey.

### **Why join?**

Your feedback is precious to us, and we want to ensure we build a product you'll continue to love.

Each time you participate in our research, we'll say thank you through gift cards, product discounts, or even some cash.

Link: insert your link here

## Template 2

Subject line: Hey X, fancy \$X for your time?

At X (company), we appreciate you as a customer and your opinions. That's why we want you to join our customer research panel.

Join us to share your thoughts and opinions on our products and services via surveys and interviews.

Your opinions and thoughts will help us develop our product and improve your customer experience.

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And, of course, you'll be duly compensated for your time. Each time you participate in a survey or interview, we'll offer you \$X.

Link: Sounds good? Sign up here: insert your link here.

## Template 3

Subject line: Let's talk about us!

Validate your customer: At X (company), we care about your thoughts and feelings.

We want to know firsthand what you think about us as a company. How do you feel about our product and service?

### **The request**

Knowing how you feel about us will help us build a better product for you, one that you'll love. So, we want you to join our customer research panel, where we can send you special surveys and speak with you one-on-one.

### **The reward**

Oh, and how can we forget to mention that each time you talk to us, we'll give you a small token of appreciation for your time.

Want to talk? Sign up here: insert your link here.

## Additional subject lines for A/B Test

1. Help improve (Product/Company X)
2. Provide feedback & get rewarded
3. Everyone deserves a great experience- join us