

C1

Education + Reintroduction

SEND DATE
Tuesday, Jan. 6, 2026
at 2:00 PM

★ TOP WIN

Resend achieved 5.86% CTOR with new subject — vs 2.37% on original send

Resent Jan 13 · Why Education Changes Everything at Donaldson

SUBJECT LINE
"Love Your Body More, Understand It Better"

PREVIEW TEXT
A Fresh Year. A Refreshed You. And a Reintroduction to Why We Do What We Do at Donaldson.

BELOW '25 AVG

AT A GLANCE

OPEN RATE

18.1%

▼ -6.2%

vs. last year

CTOR

2.37%

▼ -5.4*

vs. last year

TOTAL LEADS

8

▲ +6 vs 2025

leads year over year

STRATEGY NOTE
Jan surgical peak. Sent Jan 6 — 4 days before the Jan 10–23 high-intent window.

GLOSSARY
CTOR: Click-to-Open Rate
YoY: Year over Year vs. 2025
C1: Conversion-focused send
C2: Authority & education send
Baseline: 2025 annual avg: ~22% open

View this email in your browser

DONALDSON

It's All About You at Donaldson

We are here to guide more informed decisions about your health and appearance. And it all begins with the greatest service we provide: Education.

EPISODE 05:
What You Need To Know About Tummy Tuck, Liposuction & Diastasis Recti

That procedure you've been considering may offer more than aesthetic refinement

Host (& tummy tuck patient) Carrie Esposito sits down with Dr. Sieffert, Dr. Weston & Olivia Woliver, PA-C, to explore how plastic surgery can support strength, comfort & long-term health.

The conversation is candid, it's personal. And showcases that surgery isn't solely about appearance — it can be about wellness, too.

WATCH IT ON YOUTUBE

How to Prevent & Reverse "Dull" Skin

Our skin health experts curated the science-backed solutions to restore hydration and your glow.

FROM THE EXPERTS

EXCLUSIVE OFFER

Bring Life Back to Your Skin with Our 2026 Winter Laser Special

PURCHASE 1 HALO TREATMENT

Receive 1 BBL Laser Treatment

FREE

*all BBL laser areas

PURCHASE 1 MOXI TREATMENT

Receive 50% off 1 BBL Laser Treatment

*all BBL laser areas

"Can I Bring My Spouse to a Consultation?"

You sure can! This is about you, your health and your comfort. We welcome partners, friends or anyone else you trust. Our schedule is designed to be flexible — because more thoughtful decisions happen in supportive environments.

YOUR CONSULT EXPERIENCE

The Benefits of Botox Are More Than Skin Deep

Neurotoxin does more than just smooth out fine lines (which they're great at doing). They can address functional concerns, too, like excessive sweating, teeth grinding, migraines and even muscle tension in the shoulders.

MORE BOTOX BENEFITS

A More Intentional Approach to GLP-1 Weight Loss

These injections are a powerful tool for long-term weight loss, especially when paired with lifestyle changes, personalized dosing, diagnostic testing and direct collaboration with a credentialed care provider.

MORE ABOUT GLP-1S

Botox 11 clicks 5

1 AFAF YouTube 28 clicks

3 Treat Dull Skin 15 clicks

2 Laser Promo 26 clicks

4 GLP-1s 13 clicks

C1 · Tue Jan 6, 2026 · 2:00 PM

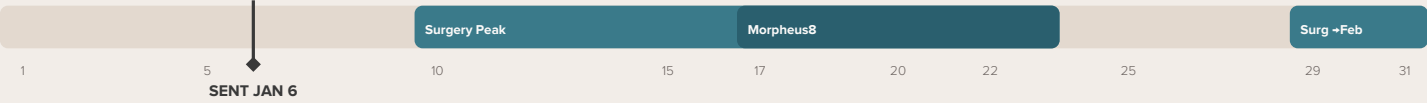
Education + Reintroduction

BELOW '25 AVG

STRATEGY ALIGNMENT: Jan surgical peak (Jan 10–23 high-intent window). C1 sent Jan 6 — 4 days before peak. Educational focus correct for month.

SEND TIMING vs. HIGH-INTENT WINDOWS · JANUARY

MISSED PEAK WINDOW



2025 EQUIVALENT CAMPAIGN

Tired of Losing/Gaining the Same Weight? (Jan 2025 C1)

OPEN	CTOR	LEADS	EST. ROI	LEADS YoY
24.4%	7.80*	2	\$4,000	+6 vs 2025

CONTACTS SENT

15,359

OPEN RATE ▼ -6.2% YoY

18.1%

2,783 opens · 2025: 24.4%
▼ BELOW '26 GOAL

CTOR

▼ -5.4% YoY

2.37%

clicks ÷ opens · 2025: 7.8% (est.)
▼ BELOW '26 GOAL

TOTAL CLICKS

66

1st hour opens: 555

TOTAL LEADS

8

5 calls · 3 forms · incl. resend
▼ BELOW '26 GOAL

UNSUB RATE

0.10%

16 of 15,359 sent · 50% clear of 0.2% danger threshold

ENGAGEMENT VELOCITY

19.9%

555 of 2,783 opens in 1st hour · bar = % toward 25% strong target

CONTENT SPLIT

72% edu

educational vs 28% promotional by clicks

VS 2026 OPEN TARGET

18.1%

C1 target 25–30% · bar = % of 27.5% midpoint achieved

CONVERSIONS

5

calls

3

forms

OTHER STATS

1st Hour Opens: 555
Unsubscribes: 16
Complaints: 1

RESEND · Tue Jan 13, 2026 · 1:59 PM

Sent: 12,477 Open: 2.46% (307)
CTR: 5.86% Clicks: 18
Bounces: 38 · Unsubs: 2 · Complaints: 0

✓ WHAT WORKED

Education beats promo — AFAP & skin content led clicks
Resend CTR: 5.86% on new subject — above original 2.37%
Strong 1st-hour opens: 555 (19.9% of total opens)
Unsub rate 0.10% — healthy, well under 0.2% threshold

✗ WHAT DIDN'T

Open rate 18.1% — 3.9pts below 2025 baseline
CTOR 2.37% — well below 5–6.5% 2026 target
Spam filter triggered by 2 back-to-back YouTube links
Promo block underperformed vs. editorial content

TOP PERFORMING CONTENT

- 1 AFAP YouTube Episode
educational
- 2 Laser Special Promo
promotional
- 3 Treat Dull Skin
educational

28 clicks

26 clicks

15 clicks

- 4 More About GLP-1s
educational
- 5 Botox Versatility
educational

13 clicks

11 clicks

RECOMMENDATIONS FOR NEXT SEND

- Fix YouTube links: use linked thumbnail images instead of direct YouTube redirects.
- Time Jan C1 send to Jan 10–23 surgical peak window per 2026 strategy calendar.
- Lead with one clear surgical CTA — education as proof, not the whole email.
- Test curiosity vs. authority subject lines — resend achieved 5.86% CTR (vs 2.37% original).

NOTE: Spam filter: back-to-back YouTube redirects suppressed open rate. Root cause identified — fully preventable next send.

C2

Winter Functional Medicine

SEND DATE

Thursday, Jan. 22, 2026

at 12:00 PM

★ TOP WIN

Best open rate of the month — 22.8%,
above 2025 baseline

Resent Jan 26 · Functional Medicine vs. Seasonal Affective Disorder

SUBJECT LINE

"A More Functional Approach to Winter"

PREVIEW TEXT

PLUS: An Exclusive Laser Skin Therapy Offer & Our
"Better Sleep" Prescription!

MEETS '25 AVG

AT A GLANCE

OPEN RATE
22.8% ▲ +0.5%
vs. last year

CTOR
3.53% ▼ -4.1%*
vs. last year

TOTAL LEADS
6 ▲ +5 vs 2025
leads year over year

STRATEGY NOTE

Functional seeding for March/April peak.
Intentional per 2026 strategy — correct role for Jan
C2.

GLOSSARY

CTOR: Click-to-Open Rate**YoY:** Year over Year vs. 2025**C1:** Conversion-focused send**C2:** Authority & education send**Baseline:** 2025 annual avg: ~22% open

View this email in your browser.

DONALDSON

Let's Feel Better, All Year 'Round

Functional medicine
doesn't chase trends.

It doesn't restrict.

It doesn't give up.

Functional medicine provides *real* answers to the health
concerns that have been holding you back. And the slower
winter months? They're the perfect time to start.

DISCOVER FUNCTIONAL

Shedding Some Light on Seasonal Affective Disorder

Shorter days. Colder weather.
Drier air. Winter profoundly affects
our energy and cognitive function.

Colleen Bush, RDN, explains what
Seasonal Affective Disorder really
— & how functional approaches
like light therapy, nutrition
support &, in some cases, Botox
can help relieve your symptoms.

HOW TO REDUCE SAD

EXCLUSIVE OFFER

Bring Life Back to Your Skin with Our 2026 Winter Laser Special

PURCHASE
1 HALO TREATMENT
Receive 1 BBL
Laser Treatment
FREE
*all first-time users

PURCHASE
1 MOXI TREATMENT
Receive 50% off
1 BBL Laser
Treatment
*all first-time users



GLP-1s & Weight Loss: What You Should Know

With GLP-1s in the spotlight, it's important to understand their role. They are
a reliable weight loss tool that is safer and more effective when paired with
lifestyle changes, diagnostic testing, personalized dosing and one-on-one
guidance with a credentialed provider.

ACHIEVE SUSTAINABLE RESULTS



Our Prescription for Good Sleep

Sleep is foundational for good
health. From strategic behavioral
shifts to supplements that
actually work, here's what to focus
on this winter to support that
elusive, restorative sleep.

WHAT REALLY WORKS

When You Think About Functional Medicine ...

Do you envision clearer skin? A more toned physique?
A well-rested, natural glow?
When your body performs at its best, it shows.

COSMETIC BENEFITS OF FUNCTIONAL

f @

Discover Functional

45 clicks

Combat SAD

41 clicks

Laser Promo

58 clicks

GLP-1s

37 clicks

Get Better Sleep

54 clicks

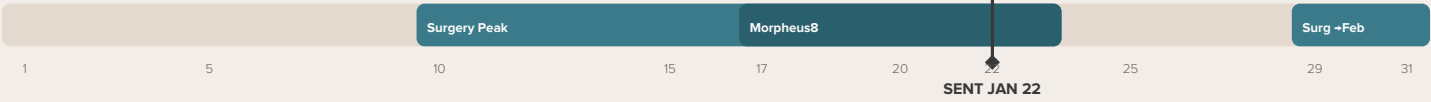
C2 · Thu Jan 22, 2026 · 12:00 PM

Winter Functional Medicine

MEETS '25 AVG

STRATEGY ALIGNMENT: Jan = surgical peak. C2 ran as A/B test: Test A led with Better Sleep, Test B led with Laser Promo. Laser Promo won in Test B (37 clicks) but Better Sleep won unique contacts in Test A (31). Combined: Laser #1 overall.

SEND TIMING vs. HIGH-INTENT WINDOWS · JANUARY



2025 EQUIVALENT CAMPAIGN

Don't Miss Us This Monday — W&W Event Promo (Jan 2025 C2)

OPEN	CTOR	LEADS	EST. ROI	LEADS YoY
22.3%	7.58%*	1	\$2,000	+5 vs 2025

CONTACTS SENT

15,523

OPEN RATE

22.8%

3,545 opens · 2025: 22.3%
▼ BELOW '26 GOAL

CTOR

3.53%

clicks ÷ opens · 2025: 7.6% (est.)
▼ BELOW '26 GOAL

TOTAL CLICKS

125

1st hour opens: 769

TOTAL LEADS

6

5 calls · 1 form · incl. resend
▼ BELOW '26 GOAL

UNSUB RATE

0.10%

16 of 15,523 sent · 50% clear of 0.2% danger threshold

ENGAGEMENT VELOCITY

21.7%

769 of 3,545 opens in 1st hour · bar = % toward 25% strong target

CONTENT SPLIT

78% edu

educational vs 22% promotional by clicks

VS 2026 OPEN TARGET

22.8%

C2 target 24–28% · bar = % of 26% midpoint achieved

CONVERSIONS

5

calls

1

forms

OTHER STATS

1st Hour Opens: 769
Unsubscribes: 16
Complaints: 2

RESEND · Mon Jan 26, 2026 · 1:59 PM

Sent: 11,877 Open: 4.35% (517)
CTR: 8.12% Clicks: 42
Top: SAD 29 · Functional 27 · Cosmetic Benefits 23

✓ WHAT WORKED

Best open rate of month: 22.8% — above 2025 baseline
Highest click volume: 125 total — edu content led
Thu noon send: 769 first-hour opens (21.7% velocity)
Seasonal wellness (SAD, sleep) resonated strongly

✗ WHAT DIDN'T

CTOR 3.53% — below 5.5–7% 2026 C2 target
Promo got only 5 clicks on resend vs. 58 on original
Resend unsubs (15) unusually high — possible fatigue
Zero form conversions despite strong open performance

TOP PERFORMING CONTENT

1 Laser Special Promo (A+B) promotional	72 clicks	4 Combat SAD Symptoms (A+B) educational	41 clicks
2 Get Better Sleep (A+B) educational	54 clicks	5 All About GLP-1s (A+B) educational	37 clicks
3 Discover Functional (A+B) educational	45 clicks	6 Cosmetic Benefits of Functional educational	27 clicks

RECOMMENDATIONS FOR NEXT SEND

- Anchor C2 on SAD/sleep/wellness — audience responds to seasonal functional framing.
- Promo as supporting block only — educational content should always anchor C2.
- Segment resend to non-openers only to reduce unsub risk on educational sends.
- Test a single strong CTA per C2 — zero form conversions suggests CTA clarity gap.

C2.1

We Don't Do That Here.

SEND DATE
Wednesday, Feb. 4, 2026
at 11:58 AM

★ TOP WIN

Strongest 1st-hour engagement yet — 903 opens in first hour (26.1%)

SUBJECT LINE
"We Don't Do That Here."

PREVIEW TEXT
(Because We Have Something Better for You — & Your Health!)

MEETS '25 AVG

AT A GLANCE

OPEN RATE
22.2%
vs. last year ▼ -2.9%

CTOR
3.87%
vs. last year ▲ +0.4%

TOTAL LEADS
5
leads year over year ▲ +3 vs 2025

STRATEGY NOTE
Feb research/decision month. Sent Feb 4 — inside the Feb 1–6 surgical peak window.

GLOSSARY
CTOR: Click-to-Open Rate
YoY: Year over Year vs. 2025
C1: Conversion-focused send
C2: Authority & education send
Baseline: 2025 annual avg: ~22% open

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DONALDSON

We Aren't Afraid to Tell You
No

... And That's a Good Thing

Over-exaggerated results? Unreal expectations? Chasing medical trends we heard about on TikTok?

That's not us!

We do offer real answers. **Real solutions. Backed by real science.** Take a look at a few things we'll confidently say "no" to.



Brazilian Butt Lifts (BBL's) Are Off the Table

The risks are high & the outcomes are unpredictable (at best). Dr. Michelle Sieffert explains why she doesn't perform Brazilian Butt Lifts — & why hip dip dip fat transfer could give you some of the shape you're after.

WHY TO AVOID BBLs



Birth Control Isn't the Only Answer

Menopause. Perimenopause. PCOS. There's a good chance you've been handed a pack of pills & a shrug.

But you have more options.

Functional Medicine offers tailored lifestyle interventions designed to help you navigate this phase with greater clarity, comfort & control.

LET'S FIGURE THIS OUT



We've Retired Renuvion for Skin Tightening

Some patients still ask for it by name, but we've moved on. There are stronger, more precise ways to tighten skin, refine contours & achieve the results you're truly after.

Think: surgical solutions after weight loss, the deep-plane facelift for lasting lift & non-surgical methods for targeted tightening with undeniable contours.

GET IT RIGHT & TIGHT



Chest Lipo Isn't What You're Looking For

The Internet sure can be misleading. (Hi, Reddit!)

When men come to us asking about "chest liposuction," what they're often seeking is actually gynecomastia surgery. We're here to correct what ChatGPT got wrong & guide you to the right solution.



EPISODE 14
Gynecomastia Surgery & Men's Health: A Patient's Journey

In the latest episode of the *Asking for a Friend* podcast, our experts recently sat down with a patient to talk about his gynecomastia surgery experience, the rise in plastic surgery among guys & why good health information changes everything!

f @

1 Why Avoid BBLs
57 clicks

2 Birth Control Alt.
58 clicks

3 Skin Tightening
98 clicks

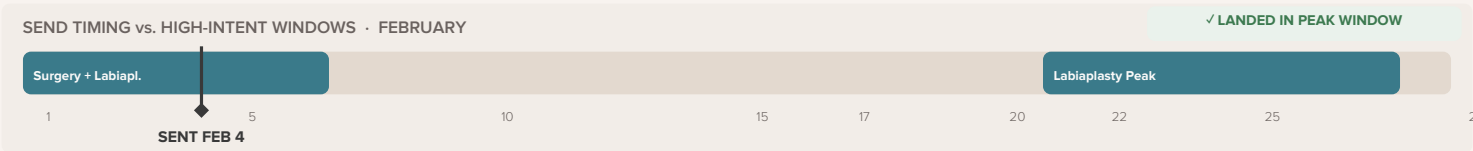
4 AFAP Ep. 14
46 clicks

C2.1 · Wed Feb 4, 2026 · 11:58 AM

We Don't Do That Here.

MEETS '25 AVG

STRATEGY ALIGNMENT: Feb = research & decision month. Authority-first "we don't do X" framing reduces cognitive load. Sent inside Feb 1–6 surgical peak — well-timed.



CONTACTS SENT

15,594

OPEN RATE ▼ -2.9% YoY

22.2%

3,465 opens · 2025: 25.1%

▼ BELOW '26 GOAL

CTOR ▲ +0.4% YoY

3.87%

clicks ÷ opens · 2025: 3.5%

▼ BELOW '26 GOAL

TOTAL CLICKS

134

1st hr opens: 903

TOTAL LEADS

5

4 calls · 1 form

▼ BELOW '26 GOAL

UNSUB RATE

0.08%

12 unsubs of 15,594 sent · best unsub rate so far

ENGAGEMENT VELOCITY

26.1%

903 of 3,465 opens in 1st hour · best velocity yet

CONTENT SPLIT

100% edu

all content clicks went to educational topics

VS 2026 OPEN TARGET

22.2%

target 24–28% · gap: –1.8 to –5.8 pts

CONVERSIONS

4 calls

1 forms

OTHER STATS

1st Hour Opens: 903

Unsubscribes: 12

Complaints: 1

RESEND

No resend this campaign.

✓ WHAT WORKED

Strongest 1st-hour engagement yet — 903 opens, 26.1% velocity

Lowest unsub rate so far at 0.08% — topic resonated strongly

Open rate 22.2% — meets 2025 baseline for first time this month

Sent inside Feb 1–6 surgical peak window — timing aligned

✗ WHAT DIDN'T

CTOR 3.87% — below 5.5–7% C2 target despite strong opens

Bounce rate 0.97% — still elevated, list hygiene still needed

Social footer links drove significant clicks — dilutes content data

Leads (5) remain below conversion target for list size

TOP PERFORMING CONTENT

1 Skin Tightening educational 98 clicks

2 Birth Control Alt. educational 58 clicks

3 Why Avoid BBLs educational 57 clicks

4 AFAF Ep. 14 (YouTube) educational 46 clicks

5 Better Sleep educational 42 clicks

RECOMMENDATIONS FOR NEXT SEND

- "We don't do X" framing drives opens — replicate authority-denial structure in future C2s.
- Skin tightening content (98 clicks) is a clear patient interest — develop a dedicated C1 around it.
- Run list hygiene before next send — bounce rate (0.97%) has been elevated two sends in a row.
- Add a single clear conversion CTA to C2s — strong opens aren't converting to leads at target rate.

C1

Your Hormone Symptoms Aren't "Just In Your Head!"

SEND DATE
Thursday, Feb. 19, 2026
at 11:58 AM

★ TOP WIN
4 of 5 leads converted within 2 weeks of send

SUBJECT LINE
"Your Hormone Symptoms Aren't "Just In Your Head!"

PREVIEW TEXT
FINALLY: Real Answers to Your Symptoms & Science-Backed Solutions to Take Back Control of Your Body.

BELOW '25 AVG

AT A GLANCE

OPEN RATE

21.2%

▼ -3.6%

vs. last year

CTOR

3.39%

▼ -0.3%

vs. last year

TOTAL LEADS

5

▲ +0 vs 2025

leads year over year

STRATEGY NOTE
Feb research/decision month. Hormone angle seeds March conversion. Send missed both high-intent windows.

GLOSSARY
CTOR: Click-to-Open Rate
YoY: Year over Year vs. 2025
C1: Conversion-focused send
C2: Authority & education send
Baseline: 2025 annual avg: ~22% open

View this email in your browser.

DONALDSON

Your Hormones *Should* Work For You — Not Against You

When "normal" labs don't explain how you feel, we look deeper.

FIND REAL SOLUTIONS

Fatigue. Weight gain. Hot flashes. Mood swings.

If you're experiencing these symptoms, you're not alone. And you don't have to live with them any longer.

Functional medicine treats hormone health at the source, empowering you to optimize how you show up every day.

GET YOUR BALANCE BACK

Birth Control *Isn't* the Only Answer

Yes, it can be effective, but it comes with its own side effects. And if fertility is a priority? Birth control becomes a non-starter. HRT, gut health optimization & even GLP-1s are all alternatives that prioritize your health & respect your goals.

FIND OTHER SOLUTIONS

You Don't Have to Suffer Through Menopause

Gone are the days of silently suffering through hot flashes & night sweats. We're not going to normalize these symptoms any longer! With a focus on restoring natural balance, our menopause care is tailored to your body, your biology & your life.

YOU HAVE OPTIONS

PCOS is *So Much More* Than Just Missed Periods

No two patients experience this condition the same way. Which is why our providers take the time to get to know you — the person — before curating a care plan that addresses the root cause of PCOS instead of just masking the symptoms.

LET'S FIGURE THIS OUT

Ready To Get Real Answers?

Your hormone health experts are right here. Let's talk about it today.

SCHEDULE YOUR APPOINTMENT

f i y

1 HRT Hero
79 clicks

2 Menopause
66 clicks

Birth Control Alt.
59 clicks 3

PCOS
54 clicks 4

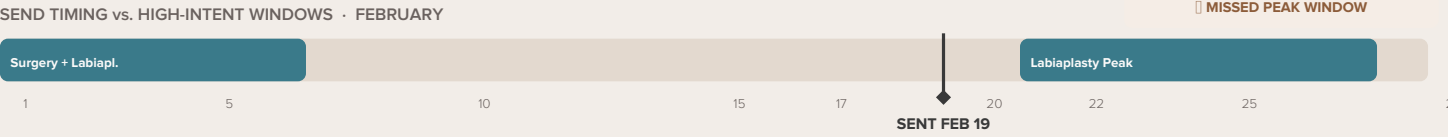
5 Schedule Appt.
47 clicks

C1 · Thu Feb 19, 2026 · 11:58 AM

Your Hormone Symptoms Aren't "Just In Your Head!"

BELOW '25 AVG

STRATEGY ALIGNMENT: Feb = research & decision-making month. Hormone/functional angle correct — seeds March/April conversion. Labiaplasty peaks Feb 21–27; send missed both windows.



2025 EQUIVALENT CAMPAIGN

Allow Us to Reintroduce Ourselves (Feb 2025 C1)

OPEN	CTOR	LEADS	EST. ROI	LEADS YoY
24.8%	3.66%	5	\$10,000	+0 vs 2025

CONTACTS SENT

15,760

OPEN RATE

21.2%

3,336 opens · 2025: 24.8%
▼ BELOW '26 GOAL

CTOR

3.39%

clicks ÷ opens · 2025: 3.7%
▼ BELOW '26 GOAL

TOTAL CLICKS

113

1st hr opens: 728

TOTAL LEADS

5

1 call · 4 forms · 4 of 5 converted in 2 wks
▼ BELOW '26 GOAL

UNSUB RATE

0.10%

16 unsubs of 15,760 sent · ✓ under 0.2% threshold

BOUNCE RATE

0.96%

151 bounces · 0.96% of 2% danger threshold (bar = severity)

CONTENT SPLIT

85% edu

educational vs 15% schedule CTA by unique clickers

VS 2026 OPEN TARGET

21.2%

target 25–30% · gap: –3.8 to –8.8 pts

CONVERSIONS

1

calls

4

forms

OTHER STATS

1st Hour Opens: 728
Unsubscribes: 16
Complaints: 3

RESEND

No resend this campaign.

✓ WHAT WORKED

All educational content dominated — HRT (79), Menopause (66), PCOS (54)
85% of clicks went to educational content — strategy fully validated
Delayed conversions: 4 of 5 leads converted within 2 weeks
Unsub rate held at 0.10% — audience welcomed this topic

⚠ WHAT DIDN'T

Open rate 21.2% — below 22% baseline & 25–30% target
CTOR 3.39% — below 5–6.5% 2026 C1 target
Sent Feb 19 — missed both high-intent windows (Feb 1–6 & 21–27)
Bounce rate 0.96% — elevated, list hygiene review recommended

TOP PERFORMING CONTENT

- HRT Hero
educational
- Menopause Solutions
educational
- Birth Control Alternatives
educational

81 clicks

70 clicks

59 clicks

- PCOS Resources
educational
- Schedule Appointment (CTA)
conversion CTA

54 clicks

47 clicks

RECOMMENDATIONS FOR NEXT SEND

- Align Feb sends to high-intent windows: Feb 1–6 (surgery/labiaplasty) or Feb 21–27 (labiaplasty).
- Functional/hormone content converts on a delay — track leads 2 weeks post-send, not just same-day.
- Address bounce rate (0.96%) — run list hygiene before next send to protect deliverability.
- Strong educational template — replicate HRT/hormone framing for March functional push.

NOTE: DELAYED CONVERSION INSIGHT: 4 of 5 leads from this send converted within 2 weeks. Functional content plants seeds — measure at 14 days, not day-of.

C2.2

Stay Awake & Look Great!

SEND DATE
Thursday, Feb. 26, 2026
at 1:58 PM

★ TOP WIN

Best CTOR (5.47%) + most leads (9) of any send this year

SUBJECT LINE
"Stay Awake & Look Great!"

PREVIEW TEXT
PLUS: An Exclusive MOXI Laser Offer & How to Get Your Hormones Back to Balanced

MEETS '25 AVG

AT A GLANCE

OPEN RATE
21.3%
vs. last year ▼ -3.8%

CTOR
5.47%
vs. last year ▲ +1.97%

TOTAL LEADS
9
leads year over year ▲ +7 vs 2025

STRATEGY NOTE
Cross-pillar send inside Feb 21–27 labiaplasty peak. Best CTOR and lead total of year.

GLOSSARY
CTOR: Click-to-Open Rate
YoY: Year over Year vs. 2025
C1: Conversion-focused send
C2: Authority & education send
Baseline: 2025 annual avg: ~22% open

View this email in your browser.

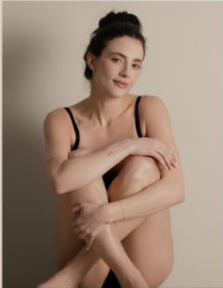


DONALDSON

Reclaim Your Time,
Your Comfort
& Your Body

Doing something for your health & confidence will never be selfish. And we think it's about time you do something just for you!

Get the treatments you've always wanted. On your timeline. In your comfort zone.



Plastic Surgery on
Your Time

From a one-hour labiaplasty to standalone chin liposuction to gynecomastia surgery, you may be surprised to learn what can be done right here in the office.

And the best part? They can all be performed under local anesthesia!

"Awake" procedures mean lower costs, reduced downtime & a more comfortable all around.

ALL AWAKE PROCEDURES

Laser Therapy Within
Your Comfort Zone

MOXI is quickly becoming one of our most-requested lasers — & for good reason! It's comfortable. Versatile. And effective across a wide range of skin types.

MOXI meets you where you are, whether you're addressing texture, tone, fine lines or sunspots (even on your hands).

MORE ABOUT MOXI



EXCLUSIVE OFFERS



Complimentary MOXI Hand Treatment with
Face Treatment Purchase

More patients are asking for hands that match the refreshed look they see in the mirror. MOXI works exceptionally well for both. We're including a complimentary MOXI hand treatment with every face treatment (single session or package) to help you feel confident everywhere.

Your face. Your hands. **Same energy.**

CLAIM THIS OFFER



Hormone Therapy to
Give You Control

Fatigue. Brain fog. Weight gain. Unbalanced hormones can lead to a host of symptoms that often get written off as "getting older."

You deserve better.

Through personalized hormone replacement therapy & natural lifestyle interventions, we can help you feel like yourself again!

GET BACK TO BALANCED

f @

1 Awake Procedures
128 clicks

2 More About MOXI
79 clicks

3 MOXI Offer
51 clicks

4 Hormone Therapy
52 clicks

C2.2 · Thu Feb 26, 2026 · 1:58 PM

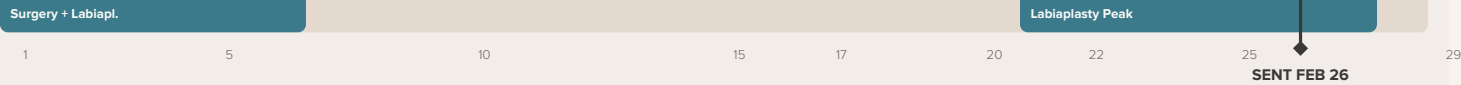
Stay Awake & Look Great!

MEETS '25 AVG

STRATEGY ALIGNMENT: Feb = research & decision month. Cross-pillar (surgical + aesthetic + functional) with clear CTAs. Sent inside Feb 21–27 labiaplasty peak — excellent timing.

SEND TIMING vs. HIGH-INTENT WINDOWS · FEBRUARY

✓ LANDED IN PEAK WINDOW



2025 EQUIVALENT CAMPAIGN

We're Sticking to It This Year (Feb 2025 C2)

OPEN	CTOR	LEADS	EST. ROI	LEADS YoY
25.1%	3.50%	2	\$4,000	+7 vs 2025

CONTACTS SENT

15,814

OPEN RATE ▼ -3.8% YoY

21.3%

3,365 opens · 2025: 25.1%
▼ BELOW '26 GOAL

CTOR ▲ +1.97% YoY

5.47%

clicks ÷ opens · best of year
■ MEETS '26 GOAL

TOTAL CLICKS

184

1st hr opens: 775

TOTAL LEADS

9

7 calls · 2 forms · best of year
■ MEETS '26 GOAL

UNSUB RATE

0.07%

11 unsubs of 15,814 sent · lowest unsub rate of year

BOUNCE RATE

5.75%

909 bounces · 5.75% — maxed severity bar, urgent list hygiene

CONTENT SPLIT

84% edu

educational + functional vs 16% MOXI promo offer

ENGAGEMENT VELOCITY

23.0%

775 of 3,365 opens in 1st hour · strong send timing

CONVERSIONS

7

calls

2

forms

OTHER STATS

1st Hour Opens: 775
Unsubscribes: 11
Complaints: 0

RESEND

No resend this campaign.

✓ WHAT WORKED

Best CTOR of the year at 5.47% — first to approach 2026 C2 target (5.5–7%)
Most leads of any single send: 9 total (7 calls · 2 forms)
Lowest unsub rate of the year: 0.07% — cross-pillar content welcomed
Sent inside Feb 21–27 labiaplasty peak window — timing aligned

■ WHAT DIDN'T

Bounce rate 5.75% (909 bounces) — critically elevated, list hygiene urgent
Open rate 21.3% — below 2025 baseline of 25.1% (-3.8%)
Open rate still below 2026 target of 24–28%
CTOR narrowly missed 5.5% C2 target threshold

TOP PERFORMING CONTENT

- 1 All Awake Procedures
educational
- 2 More About MOXI
educational
- 3 Hormone Therapy / HRT
educational

128 clicks

79 clicks

52 clicks

- 4 MOXI Offer (Claim Now)
promotional

51 clicks

RECOMMENDATIONS FOR NEXT SEND

- Run list hygiene immediately — 5.75% bounce rate will harm deliverability if not addressed.
- Cross-pillar framing (surgical + aesthetic + functional) drove best CTOR — repeat this format.
- "Awake procedures" angle resonated strongest (128 contacts) — build a dedicated C1 around it.
- Feb 21–27 is a validated high-intent window — plan next year's Feb C2 to land here.

C1

Let's Talk About Weight.

SEND DATE
Thursday, Mar. 5, 2026
at 11:58 AM

★ TOP WIN
First C1 to hit 2026 CTOR target — 5.52% vs 5–6.5% goal

Resent Mar 11 · Weight Management Looks Different On Everyone

SUBJECT LINE
"Let's Talk About Weight."

PREVIEW TEXT
Gaining? Losing? Or Simply Feeling Stuck? We Have All the Tools to Help!

BELOW '25 AVG

AT A GLANCE

OPEN RATE

21.9%

▼ -1.7%

vs. last year

CTOR

5.52%

▲ +1.5%

vs. last year

TOTAL LEADS

5

▼ -1 vs 2025

leads year over year

STRATEGY NOTE
March surgical peak. Weight management = cross-pillar C1. Sent Mar 5 inside peak window.

GLOSSARY
CTOR: Click-to-Open Rate
YoY: Year over Year vs. 2025
C1: Conversion-focused send
C2: Authority & education send
Baseline: 2025 annual avg: ~22% open

View this email in your browser

DONALDSON

No Guilt,
No Guesswork.

Some patients want to gain weight. Others want to lose it. But almost every patient we talk to simply wants to feel more in control of their health.

FIND REAL SOLUTIONS

Skip the trend-hopping & midnight supplement shopping. Manage your weight in a way that feels sustainable, personalized & rooted in real science!



The Smartest Way to Manage Weight

Our 6-month weight loss program combines personalized GLP-1 dosing, lab testing, nutrition coaching & lifestyle optimization to support long-term success. Build better habits. Achieve your goals. Improve your metabolic health.

LOSE WEIGHT IN 6 MONTHS

For Those Feeling Stuck Near the Finish Line...

Sometimes nutrition and training get you 90% of the way there, but those small pockets of unwanted fat remain.



Liposuction Surgery

This straightforward procedure precisely removes stubborn fat deposits to refine body contours with minimal downtime & long-lasting results.

DISCOVER LIPOUSCTION



CoolSculpting

CoolSculpting uses controlled freezing technology to reduce targeted fat deposits, making it a great option for patients looking to avoid surgery.

YOU HAVE OPTIONS

EXCLUSIVE OFFER:

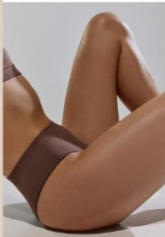
Receive One Full Complimentary  Area When You Treat Two Areas.

Purchase Two, Freeze Three

Receive 1 full complimentary CoolSculpting area when you treat 2 areas. During your consultation, Nikki will determine the most strategic way to apply your bonus area based on your goals & overall treatment plan!

*Limited availability

CLAIM THIS OFFER



With Success May Come Excess Skin

Many patients who lose a significant amount of weight feel proud of their progress yet still struggle with loose or excess skin. Our surgeons specialize in procedures that safely remove excess tissue, support comfort & further enhance your weight loss achievements.

LOOSE SKIN SOLUTIONS

6-Month Program

135 clicks

Liposuction

116 clicks

CoolSculpting

115 clicks

CoolSculpting Promo

104 clicks

Loose Skin Solutions

125 clicks

Donaldson · Email Performance Report · January 2026

11

C1 · Thu Mar 5, 2026 · 11:58 AM

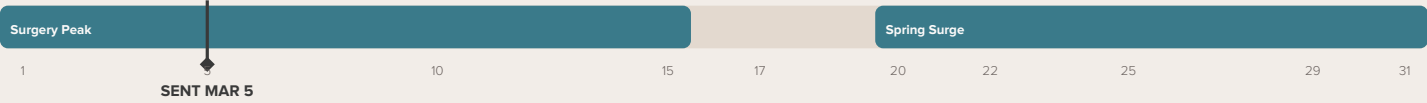
Let's Talk About Weight.

BELOW '25 AVG

STRATEGY ALIGNMENT: March = peak surgical month. Weight management is cross-pillar (functional + surgical + aesthetic). Sent Mar 5 inside Mar 1-15 surgical peak.

SEND TIMING vs. HIGH-INTENT WINDOWS · MARCH

✓ LANDED IN PEAK WINDOW



2025 EQUIVALENT CAMPAIGN

You've Got Better Things To Do (Mar 2025 C1)

OPEN	CTOR	LEADS	EST. ROI	LEADS YoY
23.6%	4.00%	6	\$12,000	-1 vs 2025

CONTACTS SENT

15,876

OPEN RATE

21.9%

3,480 opens · 2025: 23.6%

▼ BELOW '26 GOAL

CTOR

5.52%

clicks ÷ opens · first C1 to hit target!

▮ MEETS '26 GOAL

TOTAL CLICKS

192

1st hr opens: 700

TOTAL LEADS

5

5 calls · 0 forms

▼ BELOW '26 GOAL

UNSUB RATE

0.11%

17 unsubs of 15,876 sent · under 0.2% threshold

BOUNCE RATE

0.99%

157 bounces · approaching 1% — list hygiene still needed

CONTENT SPLIT

85% edu

5 educational sections vs 1 CoolSculpting promo offer

ENGAGEMENT VELOCITY

20.1%

700 of 3,480 opens in 1st hour · solid send timing

CONVERSIONS

5

calls

0

forms

OTHER STATS

1st Hour Opens: 700
Unsubscribes: 17
Complaints: 2

RESEND · Mar 11, 2026 · 10:00 AM

Sent: 12,323 Open: 4.08% (503)
CTR: 5.17% Clicks: 26
Unsubs: 5 · Bounces: 18 · Complaints: 0

✓ WHAT WORKED

First C1 to hit 2026 CTR target — 5.52% vs 5–6.5% goal
CTOR up +1.5% YoY — weight content drove genuine click intent
Cross-pillar (functional + surgical + aesthetic) drove even spread across all links
Sent inside Mar 1–15 surgical peak window — timing correct

▮ WHAT DIDN'T

Open rate 21.9% — below 2025 baseline of 23.6% and 2026 goal of 25–30%
Bounce rate 0.99% — third consecutive month above 0.9%, list hygiene overdue
Leads (5) down from 2025 equivalent (6) despite better CTR
Complaints (2) — highest of the year, monitor carefully

TOP PERFORMING CONTENT

- 1 6-Month Weight Program
educational
- 2 Surgery After Weight Loss
educational
- 3 Liposuction
educational

135 clicks

125 clicks

116 clicks

- 4 CoolSculpting
educational
- 5 Weight Loss Insight
educational
- 6 CoolSculpting Promo
promotional

115 clicks

113 clicks

104 clicks

RECOMMENDATIONS FOR NEXT SEND

- CTR target met — weight framing works, repeat cross-pillar structure for Apr C1.
- Address bounce rate before next send — 3 consecutive months above 0.9% is a pattern.
- Open rate still lagging — test stronger subject line; "Let's Talk About Weight" was flat.
- Liposuction and CoolSculpting tied in clicks — consider a dedicated dual-option C1.

C2

Why So Many of Our Patients Choose March

SEND DATE

Thursday, Mar. 19, 2026
at 11:59 AM

★ TOP WIN

8 leads — second best of year, +7 vs same month 2025

Resent Mar 24 · The Emotional Impact of Plastic Surgery

SUBJECT LINE

"Why So Many of Our Patients Choose March"

PREVIEW TEXT

PLUS: An Exclusive CoolSculpting Offer Before Spring Events Begin

BELOW '25 AVG

AT A GLANCE

OPEN RATE
20.1%
▼ -3.6%
vs. last year

CTOR
2.39%
▼ -5.5%*
vs. last year

TOTAL LEADS
8
▲ +7 vs 2025
leads year over year

STRATEGY NOTE

March surgical peak. Authority scheduling framing.
Sent Mar 19 inside spring surge window.

GLOSSARY

CTOR: Click-to-Open Rate
YoY: Year over Year vs. 2025
C1: Conversion-focused send
C2: Authority & education send
Baseline: 2025 annual avg: ~22% open

VIEW THIS EMAIL IN YOUR DEVICE

DONALDSON

Your Decision is the Right One

The Emotional Impact of Plastic Surgery

Dr. Michelle Sieffert has witnessed procedures like the Mommy Makeover profoundly impact both a woman's appearance & sense of control.

While many mothers pursue these procedures, the deeper motivation is almost universal: A desire to reclaim time, energy & a body that feels aligned with how you show up in the world.

LEARN MORE

Why So Many Patients Choose March

Recovery timing aligns exceptionally well with spring schedules! It's that perfect calm period between the holiday hustle & the flood of summer events you already have planned.

More importantly: It gives you the space to plan thoughtfully, intentionally. Without pressure.

LET'S TALK TODAY

What Actually Happens During Liposuction?

Liposuction is a precise body contouring procedure designed to remove targeted fat deposits and refine shape. While it is not a weight-loss procedure, it is a precise solution to reduce stubborn pockets of fat & enhance your natural contours.

LIPU: WHAT TO EXPECT

Are You Worried About Scars?

Scarring after a procedure is a valid concern. While our surgeons employ techniques to minimize scars, some procedures do leave behind a visible reminder.

Andie Schroeder, LME, offers cosmetic tattooing to tone-match & camouflage scars with exceptional precision for a more seamless refinement.

ABOUT SCAR CAMOUFLAGE

Lipo Procedure 30 clicks

Scar Camouflage 36 clicks

Lipo vs. CoolSculpt.

35 clicks

EXCLUSIVE OFFER:

Receive One Full Complimentary  Area When You Treat Two Areas.

Receive one full complimentary CoolSculpting area when you treat two areas. During your consult, your provider will determine the most strategic way to apply your bonus area based on your goals and overall treatment plan!

Limited availability.

CLAIM THIS OFFER

CoolSculpting Promo 28 clicks

Plastic Surgery & BMI Requirements

There are established safety guidelines associated with going under controlled anesthesia.

But BMI is not a cutoff for care.

Functional medicine offers personalized weight solutions to help patients safely reach the range recommended for surgery.

Sometimes? Patients discover they feel so good after optimizing their health that they choose to postpone or even opt out of surgery altogether!

EXPLORE THESE OPTIONS

f @

1 Emotional Impact
38 clicks

2 Why Choose March
25 clicks

4 Scar Camouflage
36 clicks

5 Lipo vs. CoolSculpt.
35 clicks

6 CoolSculpting Promo
28 clicks

C2 · Thu Mar 19, 2026 · 11:59 AM

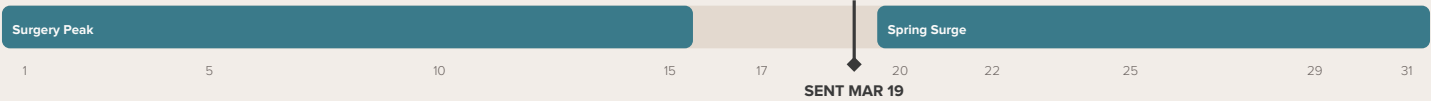
Why So Many of Our Patients Choose March

BELOW '25 AVG

STRATEGY ALIGNMENT: March = surgical peak month. Authority framing (why patients choose March) drives scheduling intent. Sent Mar 19 — landing in spring surge window.

SEND TIMING vs. HIGH-INTENT WINDOWS · MARCH

✓ LANDED IN PEAK WINDOW



2025 EQUIVALENT CAMPAIGN

When You Think About Plastic Surgery (Mar 2025 C2)

OPEN	CTOR	LEADS	EST. ROI	LEADS YoY
23.7%	7.87%*	1	\$2,000	+7 vs 2025

CONTACTS SENT

15,653

OPEN RATE ▼ -3.6% YoY

20.1%

3,139 opens · 2025: 23.7%
▼ BELOW '26 GOAL

CTOR ▼ -5.5% YoY

2.39%

clicks ÷ opens · 2025: 7.9% (est.)
▼ BELOW '26 GOAL

TOTAL CLICKS

75

1st hr opens: 800

TOTAL LEADS

8

6 calls · 2 forms · +7 vs 2025
▼ BELOW '26 GOAL

UNSUB RATE

0.10%

16 unsubs of 15,653 sent · under 0.2% threshold

BOUNCE RATE

0.80%

126 bounces · improving — still watch closely

CONTENT SPLIT

87% edu

6 editorial sections vs 1 CoolSculpting promo offer

ENGAGEMENT VELOCITY

25.5%

800 of 3,139 opens in 1st hour · best velocity of year

CONVERSIONS

6

calls

2

forms

OTHER STATS

1st Hour Opens: 800
Unsubscribes: 16
Complaints: 1

RESEND · Mar 24, 2026 · 2:59 PM

Sent: 12,473 Open: 5.49% (685)
CTR: 7.74% Clicks: 53
Unsubs: 3 · Bounces: 24 · Complaints: 0

✓ WHAT WORKED

- 8 leads — second best lead total of year, +7 vs March 2025
- Best first-hour velocity of year: 800 opens (25.5%) — timing and subject resonated
- Authority framing "Why Patients Choose March" drove scheduling intent
- Bounce rate improving — 0.80% down from 0.99% previous send

✗ WHAT DIDN'T

- CTOR 2.39% — lowest of all C2 sends, well below 5.5–7% target
- Open rate 20.1% — below 2025 baseline and 2026 target
- Click spread too even across 7 links — no single content broke out
- Scar Camouflage top clicked (36) but off-strategy for a C2 lead driver

TOP PERFORMING CONTENT

- 1 Emotional Impact of Surgery
educational
- 2 Scar Camouflage
educational
- 3 Lipo vs. CoolSculpting
educational

38 clicks

36 clicks

35 clicks

- 4 Lipo Procedure
educational
- 5 BMI & Surgery
educational
- 6 CoolSculpting Promo
promotional

30 clicks

28 clicks

28 clicks

RECOMMENDATIONS FOR NEXT SEND

- CTOR was lowest C2 of year — too many links diluted click intent. Limit to 3–4 next send.
- Emotional impact content (38) + authority framing drove leads — build on this in Apr C2.
- Scar camouflage had strong interest — consider a dedicated C1 around this topic.
- Bounce rate trend is improving — continue list hygiene, aim below 0.5% by May.

Q1 2026 Email Performance Summary

January · February · March · 7 campaigns + 4 resends · 109,579 contacts reached

46

TOTAL LEADS Q1

+29 vs 17 in Q1 2025 (+171%)

21.1%

AVG OPEN RATE

Q1 2025 avg: 24.0% (–2.9 pts)

3.85%

AVG CTOR

Q1 2025 est: 5.75% (spam-inflated)

MONTHLY BREAKDOWN · leads, avg open rate, avg CTOR

JANUARY

Jan C1 + Jan C2

14

leads

vs 3 in 2025

Open 20.5% · CTOR 3.02%

FEBRUARY

Feb C2.1 + Feb C1 + Feb C2.2

19

leads

vs 9 in 2025

Open 21.6% · CTOR 4.24%

MARCH

Mar C1 + Mar C2

13

leads

vs 7 in 2025

Open 21.0% · CTOR 4.03%

C1 vs C2 · SEND TYPE PATTERNS

C1 · CONVERSION SENDS

Jan C1 · Feb C1 · Mar C1

SENDS	AVG OPEN	AVG CTOR	LEADS
3	20.4%	3.76%	18

· Mar C1 first to hit CTOR target: 5.52%

· CTOR improving each C1 send: 2.37 → 3.39 → 5.52

· Calls dominated: 11 calls vs 7 forms across all C1s

· Best open: Jan C1 18.1% — weakest of year

C2 · AUTHORITY & EDU SENDS

Jan C2 · Feb C2.1 · Feb C2.2 · Mar C2

SENDS	AVG OPEN	AVG CTOR	LEADS
4	21.6%	3.81%	28

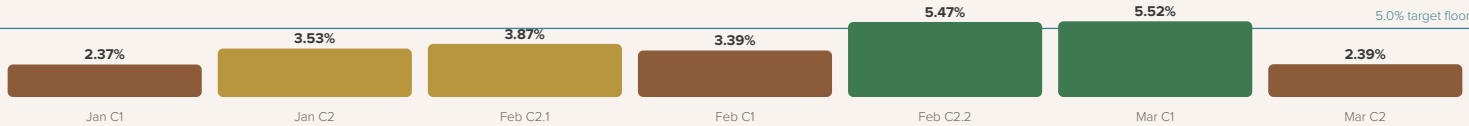
· Feb C2.2 best single send: 9 leads + 5.47% CTOR

· Cross-pillar C2s outperform single-topic (Feb C2.2 vs Mar C2)

· Authority framing drives engagement — lowest unsub rate of year (0.08% Feb C2.1)

· Mar C2 CTOR (2.39%) dipped when too many links used (7)

CTOR TREND · all 7 sends chronologically · target floor: 5.0%



KEY PATTERNS · what Q1 data tells us about maximizing leads

WHAT DRIVES LEADS

Leads up +171% YoY despite open rates declining — quality of content drives conversions, not volume of openers
Feb was peak lead month (19) — cross-pillar sends (surgical + functional + aesthetic) in one email outperformed single-topic
Resend CTOR consistently exceeded original: Jan C1 (5.86%), Jan C2 (8.12%), Mar C1 (7.74%) — new subjects unlock non-openers
Calls >> forms (33 vs 13) — audience prefers direct contact; consider adding more phone CTAs

WHAT TO FIX IN Q2

Open rates below 2026 targets all quarter — test stronger subject lines; curiosity + authority framing outperformed on resends
Mar C2 CTOR crashed to 2.39% with 7 links — limit to 3–4 content blocks per C2 to concentrate click intent
Bounce rate elevated Jan–Mar (0.80–5.75%) — list hygiene is non-negotiable before April sends

C1 sends underperforming on open rate (20.4% avg) — align send dates tighter to high-intent surgical peak windows

LIST HEALTH · bounce rate trend · 2% = danger threshold

