



**MOLINA RANA**

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## EMAIL LIFECYCLE & NURTURE DESIGN

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# Nurture engines that sell tickets and book demos.

The sequence architecture behind my email programs at HighRadius (Radiance conference funnel, +\$75K attributed) — including the 2023 World Series wager campaign and the FINsider educational series.

*Prepared by Molina Rana. Sequences shown are representative reconstructions of live programs; confidential performance breakdowns and verbatim copy are abstracted.*

## SEQUENCE ARCHITECTURE · EVENT FUNNEL

### E0 · SIGNAL

Persona-scored audience pull: past attendees + lookalikes from 10K+ analysed titles.

V

### E1 · HOOK (D0)

Speaker reveal + one sharp claim. Subject A/B: curiosity vs. named-peer social proof.

V

### E2 · VALUE (D3)

Agenda-by-persona: 'the 4 sessions built for AR leads like you'. Segmented CTAs.

V

### E3 · PROOF (D7)

Last year's numbers + attendee quotes + FOMO clip. Soft deadline introduced.

V

### E4 · CONVERT (D10)

Offer window opens: team-pass pricing, manager-convincer template attached.

V

### E5 · URGENCY (D13)

48-hour close. Plain-text, human sender. Highest CTR of the sequence.

Branching: non-clickers get a re-angle variant; registrants exit to a warm-up track. Exits on register / unsub / fatigue cap.

# Win or lose, the prospect hears about Radiance.

October 2023. Rangers vs. Diamondbacks. Instead of another "quick call?" email, enterprise finance prospects got a wager on the World Series — a nurture built on a game their whole office was already watching.

## IF THEIR TEAM WINS

They take the winner's call: a 1:1 session where we walk through exactly what Radiance (and the platform behind it) would get their team — agenda hand-picked for their AR stack.

### The "prize" was the meeting.

Booking the demo was framed as winning. Reply rates behaved accordingly.

## IF THEIR TEAM LOSES

A Starbucks gift card lands in their inbox — consolation coffee on us — wrapped in a short note that still introduces Radiance and leaves the door open.

### No dead ends.

Every branch of the sequence ends with Radiance in the conversation.

## THE KICKER

Radiance 2024 was then hosted at Globe Life Field — the Texas Rangers' own stadium (Feb 13–14, 2024). The campaign's sports hook became the event itself.

# Teach first. The pipeline follows.

Between event pushes, the nurture never went quiet: a LinkedIn content engine and the FINsider newsletter kept 483K company-page followers and the email base learning — and clicking through to HighRadius.

## FINsider · monthly newsletter

O2C & treasury stories told through pop culture: Taylor Swift's live-music economics, the Paris 2024 Olympics funding model, John Deere's O2C metrics, Dell vs. HP showdowns. Live on the HighRadius LinkedIn page with 44–71 reactions per edition.

## LinkedIn insight posts

Radiance takeaways ("5 statements that made headlines"), AI-in-finance provocations (Will AI kill 300Mn jobs? Is DSO dead?) — each post driving traffic to gated content and the newsletter.

## Webinar tie-ins

Wild West of AI series and product webinars fed by the same segments: attendees entered shorter, warmer sequences with direct asks.

Loop logic: newsletter reader -> site visit -> persona segment update -> the next event sequence opens warmer. Education is the top of the same funnel that sells the tickets.

## SEGMENTATION & MEASUREMENT

### SEGMENTS, NOT BLASTS

HOT — engaged in 30 days: shorter sequence, direct ask, human sender.

WARM — engaged in 90 days: full 6-touch narrative arc.

COLD — dormant: 2-touch re-permission track before any campaign joins.

Every audience scored against persona intelligence (title, function, seniority, past behaviour) before a single subject line is written.

### WHAT GETS MEASURED

Sequence-level: registrations/demos attributed per touch, not opens. Closers like E5 are consistently the revenue senders.

Creative-level: subject A/Bs promoted on click-to-open only.

List health: fatigue caps and sunset rules protect deliverability.

**Radiance outcome: 120 registrations · +\$75K attributed event revenue.**