

Pre-Pre-Launch: Email 1 (Warm-Up)

Subject: Are you a rule breaker?

Preview: Data compliance is hard

Hi (First name),

Keeping up with data compliance requirements feels like an endless challenge.

The rules change, the stakes are high and the tools meant to help you can't keep up with ever-evolving requirements.

Truth is most firms are breaking rules. They *want* to be compliant - to control data entitlements and file accurate usage reports, but technology and resources are stacked against them.

✗ **Do you dread the auditors turning up?**

✗ **Are you facing hefty fines?**

Compliance doesn't have to be difficult.

What if an entitlement tool could

- control **ALL of your data sources**,
- across **ALL platforms**,
- handling **ALL the scenarios** vendors expect you to manage,
- **AND integrate** with your existing systems?

At Datagum we're here to bridge the gaps:

👉 We've worked with the exchanges, building solutions they approve of.

👉 We've worked with the clients, getting them compliant..

Our team of experts sat where you sit. We know the issues you face and the struggles you have to solve them.


Stay tuned to see how your data entitlement headaches can be eliminated.

Helping you stay ahead,
Team Datagum

P.S. What's the biggest data compliance issue you're struggling to fix? Hit reply and let us know.

Pre-Launch: Email 8 (Opt-In)

Subject: A smarter way to control data

Preview:  Get your data 100% compliant

Hi (First name),

Traditional access control systems are not enough to keep data compliant.

As each data provider creates new rules with increasing complexity, the industry needs fine-grained, adaptable solutions making data controls smarter.

If your looking to:

- Automatically comply with your **licensing rights**
- Control data entitlements across **ALL vendors**
- Have **one tool** to adminstate all data access
- Run approved **audit reports**
- Be **adaptable** as the industry evolves




You're in the right place.

Register for our live session on **19th February 12.00 - 12.45pm** to see how you can get ahead of the auditors with robust data controls.

We'll be walking through DGE - Datagum Entitlements tool that addresses industry wide challenges around data compliance.

 [Register Here](#) 

What to expect:

-  Live demo of Datagum's DGE Entitlement tool (20 mins)
-  Hear what the exchanges venues had to say (5 mins)
-  Get your questions answered (20 mins)

Did you know maintaining data access controls through entitlement software **reduces market data costs on average by 50%** (Source: GM Insights).

Helping you stay ahead,
Team Datagum

P.S. If you have a question you'd like answered on the live session, hit reply and send it in.

Pre-Launch: Email 8b (Confirmation Email)

Subject: We'll see you soon

Preview: Live demo details

Hi (First name),

Thank you for signing up! We're thrilled to have you join us for our live session on Wednesday 19th.

Get ready for an informative session packed with insights and solutions for data entitlement challenges.

During the 45 minutes you'll learn:


- ⇒ How to set up entitlements across all your data sources
- ⇒ How to automate compliance
- ⇒ How Exchange Venues feel about DGE

Then we'll open up for Q & A (Reply to this mail with your question or ask on the day).

Here's everything you need to know for the session:

 **Date: Wednesday 19th February 2024**

 **Time: 12.00 - 12.45pm**

 **Link:** Will be sent out 24 hours prior to the event

We'd love for you to get even more out of this experience by inviting your network! If you know anyone who might benefit from the session, feel free to **share the invite**.

Stay tuned for reminders, and get ready for a high-energy session. We're looking forward to an engaging session and sharing insights to help you tackle data compliance challenges.

Helping you stay ahead,
Team Datagum

PS. Add the invite to your calendar [HERE](#)

Pre-Launch: Email 13 (Reminder Email)

Subject: We're live in 24 hours


Preview: Finally! Fit for purpose tools

Hi (First name),

We are just ONE DAY away from our Data Entitlements session.

...Are you ready?

 Date: **Wednesday 19th February 2024**




 Time: **12.00 - 12.45pm**

Here's the Link to join the call:

 Link: [addthelinkinhere](#)

 **The session will last approximately 45 minutes, including time for Q and A** 

We know you're ready to embrace new technologies that take market data to the next level.....you'll see how DGE does just that with:

-  Precise data controls, keeping you compliant
-  Approved audit reporting, meeting your obligations
-  Instant Entitlements, automating your process

See you Tomorrow!

Team Datagum

P.S. If you have any questions before we start tomorrow, hit '*reply*' to this email. We'd love to hear from you.

Launch: Email 16 (Launch Email)

Subject: The Lids been lifted

Preview: You CAN control ALL your data

Hi (First Name)

Last week we had our live Data Entitlements session. Don't worry if you missed it, the replay is [HERE](#).

We saw how DGE (Datagum Entitlements) solves your data access challenges:

- ★ Easy to use
- ★ Covers complete data universe
- ★ Offers scalability & flexibility
- ★ Drives operational efficiency
- ★ Optimises your costs
- ★ Provides rigorous data controls
- ★ Keeps you compliant
- ★ Integrates with your existing systems

Now, it's over to you!

The tools are at your fingertips. Hop on a call with one of our experts and see how DGE works in your environment.

Let go of outdated technology that's holding you back. DGE is designed to **scale and adapt** as your requirements grow or get more complex.

In 3 months time you could be running your entitlements more efficiently, have cost savings in the bag and be compliant with all your contractual obligations.

[CTA BUTTON] Schedule a Call and speak to the team.

Every client has a unique setup, so we'll talk through **your specific needs** to see how DGE addresses those challenges.

Don't wait for your entitlements to get wildly out of control. Set the right governance in place now so you never have to think of manual, risky work-arounds again.

Helping you stay ahead,

Team Datagum

P.S. You've nothing to lose hopping on a call. If you're not yet ready to implement DGE, you'll have an insightful conversation at the very least!

Cart Close: Email 23

Subject: Last Chance - Grab 1 month free

Preview: Don't miss out

Hi (First Name)

Just a reminder that there's only 2 days left to get your 1st month of DGE free.

If you're ready to remove compliance risk and start saving data costs, schedule a call with the Datagum team.

[Speak to one of the team today](#)

- **Control over ALL your datasets** - Including realtime, historical, reference and index data.
- **Safeguards to keep you compliant** - A process to automate controls and manage all new data requests.
- **Avoid audit fines** - Exchange approved entitlements and reporting
- **Integrate with your existing systems** - Your inventory, request process and existing entitlement tools all integrate with DGE.

[Speak to one of the team today](#)

We'd love to show you how DGE works in your environment and makes your life easier:

.....Getting the right data to the right people at the right time.

Helping you stay ahead,

Team Datagum

P.S. Only 2 days left to claim your 1st month free.

[Let's talk](#) [BUTTON]

Downsell: Email 25

Subject: Ignoring the problem is costing you

Preview: Get expert advice and support

Hi (First Name)

Have you had thoughts like these?

*Our team is so busy fire-fighting we have no capacity to drive change
We need to save costs, but have exhausted our ideas*

...The truth is, you aren't alone.

Market Data teams around the globe struggle with lack of resources, fresh ideas and insights to make them more effective.

All this takes its toll. Teams become demoralised, lose interest or even worse burnout.

But, here's the thing: Bringing in outside support not only takes the pressure of an exhausted team, it **SAVES YOU MONEY**.

.....typically for every \$1 you spend on Datagum's Professional Services, we'll find you \$3 of cost saves.

Imagine:

- ✓ Boosting the teams moral
- ✓ Achieving your objectives
- ✓ Improving long term performance
- ✓ Building your team's knowledge
- ✓ Leveraging new strategic insights
- ✓ Implementing process improvements
- ✓ Smashing your cost save targets

Think of it as a short term investment that elevates your team's performance for years to come.

...Sometimes it takes *an outside pair of eyes* to see a clear way forward:

- ★ Unbiased objectivity
- ★ Alternative experience
- ★ Specialist knowledge
- ★ Change credibility
- ★ Vendor agnostic

[Schedule a call with the Datagum team](#) [BUTTON]

...and let's chat about the challenges you face. We have experts across all Market Data streams:

- **Commercial:** Clear and effective vendor strategy
- **Operations:** Automate workflows to drive efficiency
- **Technical:** Simplify and reduce technical debt
- **Compliance:** Implement controls and reduce audit liability

Are you ready to get your team on track and give them the support they *truly* deserve?

[Schedule a call](#)

Helping you stay ahead,

Team Datagum

P.S. Did you know that globally, financial institutions spend over \$30 billion per year on market data, with spending steadily rising.

Get the right support and tools to keep your spend in check: [Schedule a Call](#)
