

Emails and Landing Pages for Cylance Campaign (unformatted content)

Email #1:

[subject line]

Improve your network quality by reducing PIM



[preheader]

Our infographic illustrates the impact of today's hyper-connected wireless subscribers on PIM.

[headline]

PIM happens. Learn what you can do to reduce it.

[body]

Dear <First name>,

In today's world of hyper-connectivity, wireless users demand always-on service, wherever they might be. Anything less and loyalties can waiver.

As a result, operators must focus on delivering the highest quality wireless experience, which means minimizing passive intermodulation (PIM) in their networks.

Download our infographic to discover your best defense against PIM — and learn why reducing it can help grow your subscriber base.

Defending Against PIM



Emails and Landing Pages for Cylance Campaign (unformatted content)

Landing Page #1:



[headline]

Looking to improve network quality?

[body]

Start by reducing PIM.

Discover the importance of minimizing PIM in order to help improve network quality.

Fill out this brief form to access our infographic.

[cta]

For more information about how to solve for PIM and expand your subscriber base, contact Tania Patrone at WirelessMarketingNAR@commscope.com.

To learn more about our high quality passive components, visit our [product webpage](#).

[gated form info]

Infographic Request Form

- First name
- Last name
- Company
- Email
- What best describes your function?

Commented [JS1]: Link to: <http://www.commscope.com/Product-Catalog/Wireless/Product/Distributed-Coverage-and-Capacity/Passive-Devices/>

Emails and Landing Pages for Cylance Campaign (unformatted content)

Email #2:

[subject line options]

Expand your DAS system *without* delays
Add indoor capacity quickly and efficiently. Really.
Accelerate DAS system expansions



[preheader]

Important tips for avoiding delays when adding capacity for your indoor facility or venue

[headline]

Avoid delays when scaling your DAS network

Dear <First name>,

[body]

Interference – including passive intermodulation (PIM) – degrades data throughput, a strain on network performance.

PIM occurs in a number of situations, including:

- PIM products fail in the receiver band
- Multiple transmitter channels share an antenna
- Transmitter and receiver are duplexed
- Transmitter signal levels are high

Why Quality Passive Devices Matter



As a result isolating a PIM issue can take considerable time, a strain on resources and a prolonged compromise of the subscriber experience.

Selecting quality passive components is an important step in reducing PIM, while aiding in the efficient scaling of your DAS network

[cta]

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Learn how to expand capacity while reducing PIM. Download our tip sheet, [5 Tips to Avoid Delays in Scaling Your DAS network](#).

Emails and Landing Pages for Cylance Campaign (unformatted content)

Landing Page #2:



[headline]

Looking to speed deployment of DAS expansions?

[body]

Start by adding quality passive components, which helps reduce PIM, thus accelerating your time-to-market.

Discover how to minimize PIM as you add capacity to your indoor facility or venue.

Fill out this brief form to access our tip sheet.

[cta]

For more information about how to solve for PIM and speed DAS deployments, contact Tania Patrone at WirelessMarketingNAR@commscope.com.

To learn more about our high quality passive components, visit our [product webpage](#).

[gated form info]

Tip Sheet Request Form

- First name
- Last name
- Company
- Email
- What best describes your job function?

Commented [JS2]: Link to: <http://www.commscope.com/Product-Catalog/Wireless/Product/Distributed-Coverage-and-Capacity/Passive-Devices/>

Emails and Landing Pages for Cylance Campaign (unformatted content)

Email #3:

[subject line options]

Don't let PIM degrade the QoS of your DAS
Why reducing PIM is critical to the performance of your DAS



[preheader]

Protect your DAS from PIM

[headline]

Reduce PIM and improve network quality

[body]

Dear <First name>,

Wireless networks, including the complex distributed antenna systems (DAS) that support them, are evolving to address soaring data usage. The changes are introducing a greater probability of passive intermodulation (PIM), interference that can impact network performance.

To ensure optimal performance, select high-quality passive components. You'll realize a reduction in interference and an overall boost in network quality, bottom-line benefits that:

- Position your network for sustained long-term success.
- Deliver long-term value to your subscribers
- Minimize the need for future investments in the battle against PIM.

[cta]

Learn what you can do to minimize PIM and enhance the performance of your DAS. Download our article, [Why permit a preventable weakness in your network?](#)

[clickable thumbnail of the article]

PIM is preventable

Landing Page #3:

[headline]

Emails and Landing Pages for Cylance Campaign (unformatted content)



Improve the performance of your DAS

[body]

Start by reducing PIM, which can degrade the quality of the most sophisticated network.

Learn how in our free article, *Why permit a preventable weakness in your network.*

Fill out this brief form to initiate the download.

[cta]

For more information about how to solve for PIM and improve the performance of your DAS, contact Tania Patrone at WirelessMarketingNAR@commscope.com.

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[gated form info]

PIM Article Request Form

- First name
- Last name
- Company
- Email
- What best describes your job function?

Commented [JS3]: Link to: <http://www.commscope.com/Product-Catalog/Wireless/Product/Distributed-Coverage-and-Capacity/Passive-Devices/>

Emails and Landing Pages for Cylance Campaign (unformatted content)

Thank You Email #1

[subject line]

Thank you for downloading our PIM infographic.



[headline]

You've taken an important step on the road to reducing PIM

[body]

PIM matters. And your focus on addressing PIM will help position your network for long-term success.

Please feel free to revisit and download the [infographic](#) at any time.

Commented [JS4]: Hyperlink to download.

[cta]

The battle against PIM is a critical one. For additional information on the specific steps you can do to optimize your network, download our free white paper, "PIM Requirements Must Increase to Support Evolving DAS Systems."

Emails and Landing Pages for Cylance Campaign (unformatted content)

**Alternative for Thank You Email #1- Popup Landing Page
2nd version (for A/B testing)**

[headline]

Thank you for requesting our PIM infographic.



You've taken an important step on the road to reducing PIM

[body]

PIM matters. And your focus on addressing PIM will help position your network for long-term success.

Click this download button to access our PIM infographic.

Commented [JS5]: Hyperlink to download.

[cta]

The battle against PIM is a critical one. For additional information on the specific steps you can do to optimize your network, download our free white paper, "PIM Requirements Must Increase to Support Evolving DAS Systems."

Commented [JS6]: Hyperlink to download

Emails and Landing Pages for Cylance Campaign (unformatted content)

Thank You Email #2

[subject line]

Thank you for downloading our PIM tip sheet.



[headline]

You've taken an important step on the road to reducing PIM

[body]

PIM matters. And your focus on addressing PIM will help position your network for long-term success.

Please feel free to revisit and download the tip sheet [at any time.](#)

Commented [JS7]: Hyperlink to download.

[cta]

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Emails and Landing Pages for Cylance Campaign (unformatted content)

Thank You Email #3

[subject line]

Thank you for downloading our PIM article.



[headline]

You've taken an important step on the road to reducing PIM

[body]

PIM matters. And your focus on addressing PIM will help position your network for long-term success.

Please feel free to revisit and download the article [at any time.](#)

Commented [JS8]: Hyperlink to download.

[cta]

The battle against PIM is a critical one. For additional information on the specific steps you can do to optimize your network, download our free white paper, "PIM Requirements Must Increase to Support Evolving DAS Systems."

Emails and Landing Pages for Cylance Campaign (unformatted content)

Thank You Landing Page:



[headline]

Evolving DAS Systems Require an Increased Focus on Fighting PIM

[body]

Reducing PIM is a critical network concern, one directly related to performance and subscriber satisfaction.

At CommScope, we're an industry leader in helping companies around the world solve for PIM, with a comprehensive portfolio of advanced passive components that optimize signal quality.

Learn more about our passive components and their impact on improving network performance.

Fill out this brief form to download our free whitepaper, "PIM Requirements Must Increase to Support Evolving DAS Systems."

[cta]

For more information about how to solve for PIM, contact Tania Patrone at WirelessMarketingNAR@commscope.com.

[gated form info]

PIM Requirements Must Increase to Support Evolving DAS Systems Request Form

- [First name](#)
- [Last name](#)
- [Email](#)
- [Company](#)
- [Address](#)
- [City](#)
- [State](#)
- [zip](#)