**Email Aptitude Launches New PRO Plan For Its Leading Competitive Intelligence Platform, Rival Explorer**

**Leading Email Strategy Firm Brings Powerful Creative Research Platform to Marketers With Addition of a Self-Serve Free Version.**

San Rafael, CA, DATE – Email Aptitude, a leading fast-growth email marketing agency, announced today a new self-serve plan option for their [Rival Explorer](http://www.rivalexplorer.com/) competitive intelligence platform. With Rival Explorer from Email Aptitude, marketers can access millions of emails from over 50,000 brands, and garner powerful insight and creative inspiration. The Rival Explorer platform allows marketers to search by brand, keywords in subject, special categories like Cart Abandonment and Holiday Themed Emails, and much more, and now, the core platform is free for brands.

Rival Explorer answers the need for marketers to understand the strategies and tactics other brands are utilizing for their email marketing campaigns in order to grow one-time buyers into repeat purchasers, and to retain valuable lifetime customers. “We are excited to now offer the leading creative research tool for email marketers, in a free, self-serve version.” said Andrew Christison, Director of Business Development at Email Aptitude. “ When merchants have access to creative insights and millions of data points, the possibilities for how they can innovate, customize, and optimize their email marketing programs are limitless.”

Rival Explorer provides insights for brands to understand the competitive email landscape, plus powerful creative inspiration.

**Key features include:**

* Access millions of emails from over 50,000 brands, including the IR 1000
* Unlimited search queries
* Advanced search filters by subject line content, email body content, day of the week, date range and more.
* Granular creative and strategy research- view full HTML on all devices including cadence stats and advanced sender stats.
* Ability to create custom watch groups, special tags, and save searches
* Capability to view a growing list of advanced triggers such as Cart Abandonment Emails, plus special category tags like Black Friday, Flash Sales and more

Hundreds of major brands are already improving their email programs with the sophisticated offering of Rival Explorer.

Fast growth retailer, Pura Vida Bracelets, leverages the Rival Explorer tool in order to garner insights for developing new and innovative email creative. “Rival is amazing and a tool we use every day!” said Griffin Thall, CEO - Pura Vida BRacelets. . “I highly recommend this for any marketer who wants to make their email program better.”

Rival Explorer Pro is available now for free for all brand marketers and includes all of the above features. In addition, to the Pro version, Email Aptitude also offers a paid Enterprise version of Rival Explorer, which includes options for email strategy development, full-service program management, and custom email program analysis, as well as a paid Agency license for ESPs, Saas Vendors, and Agencies.

**About Email Aptitude and Rival Explorer:**

Rival Explorer’s Competitive Intelligence Platform, is a product of Email Aptitude, the industry’s leading ESP-agnostic email strategy firm focusing on full-service management and strategic development. Email Aptitude works with brands ranging from fast-growth leaders like MVMT Watches and Casper to enterprise brands like the FICO, Eddie Bauer and Frederick’s of Hollywood. For more information, visit [http://www.emailaptitude.com](http://www.emailaptitude.com/). To learn more about Rival Explorer and sign up for a free account, please visit: <http://www.rivalexplorer.com>