Communicating to your customers through email campaigns can raise awareness and interest in your Lexile measured offerings.

**Here is a template that you can use for an email campaign to your customers.**

[COMPANY NAME] is excited to announce that it now provides Lexile measures for many of its book titles.

[INSERT QUOTE FROM COMPANY]

Lexile measures are the world’s most used reading metric. Over 35 million learners from across the globe receive Lexile measures based on reading comprehension tests. They can then be connected to books in their Lexile range for just right reading matches. Lexile measures provide a powerful tool for measuring and tracking growth for learners of all kinds, ages and backgrounds.

[OFFER SAMPLE BOOK TITLES AND LEXILE MEASURES FROM YOUR COLLECTION AND WHERE TO ACCESS.] More than 100 million books, articles and websites have Lexile text measures.

**Want to view email campaign examples from our partners?**

Visit the ***See How Others Use the Measures*** section of the Toolkit at: <https://lexile.global/publisher-toolkit/partners/>.