

CONTROL4 X4 AWARENESS CAMPAIGN OVERVIEW

Audience

- All existing Control4 customers in the U.S.
- Email and in-app (for Connect users only)
- All Control4 social media followers (Facebook & Instagram)

Launch Date

June 12, 2025

What It Is

A Control4-led marketing campaign that introduces customers to the new X4 experience. Delivered via email, in-app message (for Connect users), and social media, the campaign highlights the benefits of upgrading and directs customers to the Control4 website to learn more.

Why It Matters

This campaign builds awareness and excitement, helping you to start upgrade conversations with your customers.

Key Dates

June 12, 2025

- Email sent
- In-app message sent to Connect users
- Social posts begin

What You Can Do

- Follow and share posts from Control4's social channels ([Facebook](#) and [Instagram](#))
- Use the post copy and images in the [X4 Partner Tools](#) to post directly from your business account.