

OPTIONAL CONTROL4 X4 UPGRADE CAMPAIGN OVERVIEW

Audience

Control4 end users who meet controller requirements, but may require a Connect subscription or minimal software update to upgrade to X4.

Opt-In Deadline

June 27, 2025

Launch Date

July 8, 2025

What It Is

This is an opt-in email campaign that Control4 sends on your behalf to your eligible customers. Each segment receives a three-part email journey over three weeks, personalized based on their upgrade path. Messages drive users to learn more by visiting control4.com or contacting you directly.

Why It Matters

This campaign helps generate upgrade leads by educating and motivating customers – without requiring you to send the emails yourself. It's designed to make X4 upgrade and hardware upgrade conversations easier and more effective.

Segments

Segment	Customer Type
1	Connect users who meet controller requirements, and may or may not need a software update
2	4Sight users who meet controller and software requirements, but need Connect
3	Users without a service who meet controller and software requirements, but need Connect

Email Message & Timing

1. Upgrade to X4 – Overview of benefits and required steps (Sent 7/8/25)
2. User Testimonial – Quote from a user's experience (Sent 7/10/25)
3. Top FAQs – Answers to common objections and link with more FAQs (Sent 7/17/25)

What You Need to Do

- [Complete this form](#) to opt in by June 27, 2025
- Update your support contact information on snapav.com using [these instructions](#)
- Review the [X4 Partner Tools](#) to preview the emails, find other resources, or use the resources for your own outreach

FAQs

How do I opt in to the End User X4 Upgrade Campaign?

To have Control4 send upgrade communications on your behalf, simply complete [this form](#) by June 27, 2025. If you prefer to manage outreach yourself, you can access all campaign assets and tools in the [X4 Partner Tools](#).

How can I see which customers will receive each message?

Use the Control4 Account Dashboard in OvrC to view your customers by segment. You'll find the criteria for each segment outlined in the guide. For step-by-step instructions on how to use the dashboard, refer to [X4 Partner Tools](#).

What tools can I use with my customers for X4 upgrades?

You'll find everything you need in the [X4 Partner Tools](#) for various segments of end users, including:

- Email copy and images
- Social media copy and images
- Talking points for follow-up conversations