

Marketing Email Template

Positioning The Upgrade

Dear Customer,

In line with our continued to commitment to keeping your business safe from cyber-attacks, we have decided to upgrade you to a more advanced email security platform.

It is estimated that **more than 90% of cyber-attacks begin with email** – making it by far the easiest, and most successful way for cybercriminals to gain access to your business.

Now more than ever, small businesses are being specifically targeted, as they are seen as soft targets and easy wins.

Sadly, **60% of small businesses permanently close after falling victim to a cyber-attack**, according to [this report](#) by Inc.

We've partnered with Mesh, an email security platform powered by machine learning that protects businesses against the full spectrum of email attacks, and over the next few weeks, we will implement your upgrade.

In order to cover the additional licensing cost, you will notice a small increase in your monthly bill of **[INSERT AMOUNT]** per user.

We appreciate your continued business,

MSP Name