

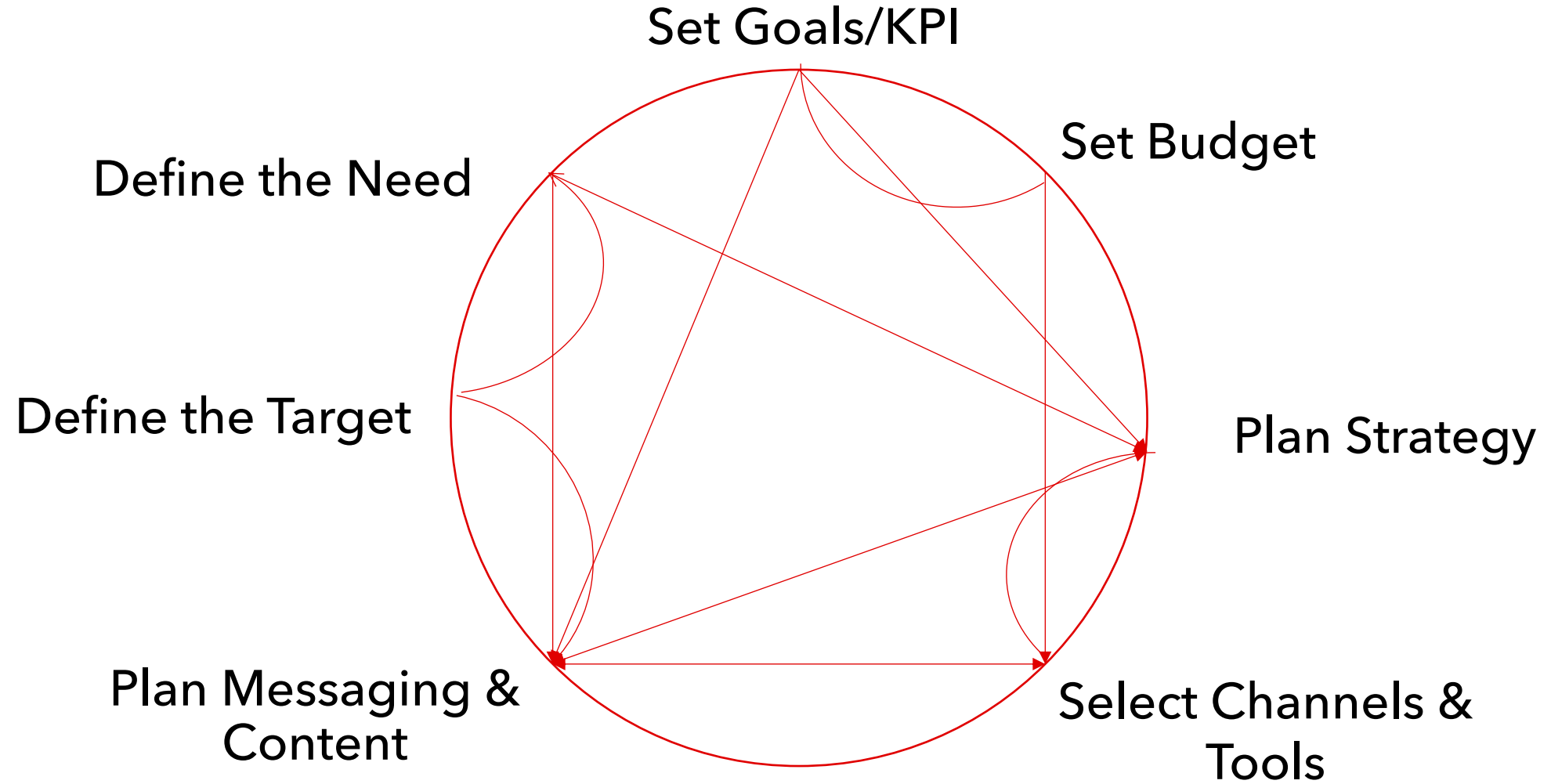
Email Marketing 201:

*Leveling Up with Segmentation, Automation,
and Optimization*

But first...

The Email Marketing 101 Checklist

Email Marketing Roadmap to a Plan



Our Email Marketing Checklist: Roadmap

1. Set goals & budget
2. Target a market / Market research / Find customer insight
3. Planning (workflows, content calendar, segmentation approach)
4. Select the right tools (email, surveys, mobile, testing, analytics)
5. Plan messaging/content (including personalization, testing & optimization)

Our Email Marketing Checklist – 101 Completed

- ✓ Choose an email marketing platform
- ✓ Create prominent signup forms/page(s) on our website
- ✓ Create a Welcome email or series
- ✓ Create a cross-channel content plan
- ✓ Create an inactive subscriber re-engagement campaign

Ask Jess at the break for the 101 slides if you missed 2016, 2017, or 2018 workshop

Our Email Marketing Checklist... Continued

- ☐ Monitor deliverability & mitigate inbox placement issues
- ☐ Upgraded (high-speed) list growth
- ☐ Onboarding Series (for new buyers/users/members) and other automation opptys
- ☐ Segmentation & personalized content approach
- ☐ Data Integrations (&/or tools)
- ☐ Budgeting for Email Marketing program boosters
- ☐ Reporting & optimization approach
- ☐ Creating and maintaining a testing strategy/plan
- ☐ Birthday Campaign (if appropriate)
- ☐ Email platform migration checklist (if/when needed)

Deliverability

Monitoring and then Mitigating

Email Marketing Conversion



DIRTY LITTLE SECRET

of email marketing is that
15% of email marketing
never makes it to an inbox

Source: ReturnPath, 2018

Deliverability // Inbox Placement

What's green, minty and upside down?

	Inbox	Spam	Missing	Sending IPs
	96.3%	0.2%	3.5%	1

Consumer Mailbox Providers B2B Providers Sending IPs

United States

Mailbox Provider	Inbox %	Spam	Missing	Popula
AOL	98.7	1.3	-	
ATT	100	-	0.0	
Cablevision	100	-	0.0	
Comcast	100	0.0	0.0	
Cox	100	0.0	0.0	
Gmail	92.5	7.5	-	
iCloud	100	0.0	0.0	
Road Runner	100	0.0	0.0	
SBC	100	0.0	0.0	
USA.net	100	0.0	0.0	
Verizon	100	-	0.0	
Windows Live Hotmail	100	0.0	0.0	
Yahoo!	99.4	0.6	-	
Average	99.4	0.6	0.0	

THIS SATURDAY, find your inspiration

	Inbox	Spam	Missing	Sending IPs
	62.2%	18.5%	19.3%	1

Consumer Mailbox Providers B2B Providers Sending IPs Diagnostics

United States

ISP (Click for profile)	% Inbox	Spam	Missing	
AOL	100	0.0	0.0	
BellSouth	0.0	100	0.0	
Cablevision	0.0	-	100	
Comcast	0.0	100	0.0	
Compuserve	100	0.0	0.0	
Cox	0.0	100	0.0	
Earthlink	0.0	100	0.0	
Excite	0.0	0.0	100	
Gmail	0.0	0.0	100	Details ▾
iCloud	100	0.0	0.0	Details ▾
Netscape	100	0.0	0.0	Details ▾
Road Runner	0.0	100	0.0	Details ▾
SBC	0.0	100	0.0	Details ▾
USA.net	0.0	20.0	80.0	Details ▾
Windows Live Hotmail	95.5	0.0	4.5	Details ▾
Yahoo!	0.0	0.0	100	Details ▾
Average	31.0	38.8	30.3	

Consumer Mailbox Providers B2B Providers Sending IPs

Hosted Email

ISP	% Inbox	Spam	Missing
IBM SmartCloud	0.0	100	0.0

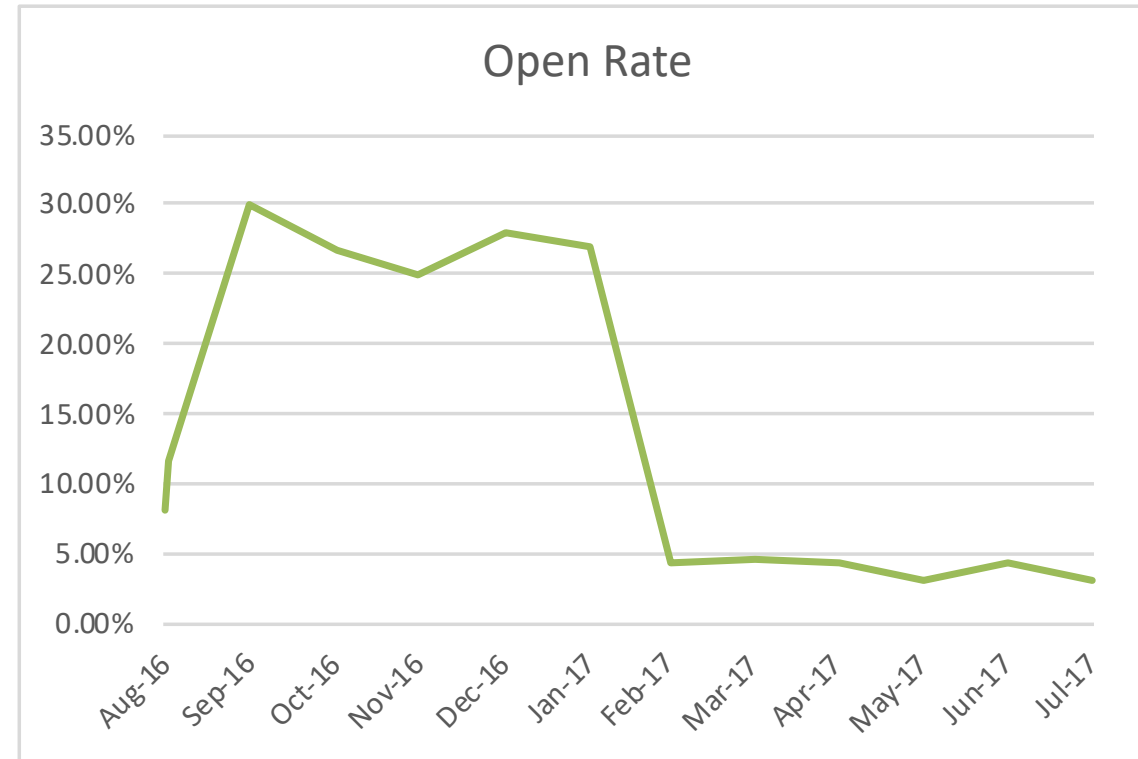
Hosted Filtering

ISP	% Inbox	Spam	Missing
MessageLabs	100	0.0	0.0
Postini	0.0	0.0	100
Average	50.0	0.0	50.0

Return Path

Deliverability Sleuthing 1.0

- You may have a deliverability problem if...



Your open rate takes a nose dive!

Deliverability Sleuthing 2.0

- You may have a deliverability problem if...

Domain	Sent	Views		Clicks			Bounces	Unsubs	Complaints
		Unique	Total	Unique	Total	CTV			
yahoo.com	63,477	5,858 9.2%	7,223 11.4%	600 0.9%	865 1.4%	10.2%	14 0.0%	202 0.3%	113 0.18%
gmail.com	48,133	8,504 17.7%	10,909 22.7%	838 1.7%	1,136 2.4%	9.9%	27 0.1%	135 0.3%	2 0.00%
hotmail.com	36,859	7,423 20.1%	9,176 24.9%	621 1.7%	827 2.2%	8.4%	121 0.3%	189 0.5%	93 0.25%
aol.com	23,062	4,491 19.5%	5,653 24.5%	609 2.6%	810 3.5%	13.6%	39 0.2%	99 0.4%	57 0.25%
comcast.net	11,820	3,757 31.8%	5,070 42.9%	469 4.0%	607 5.1%	12.5%	4 0.0%	72 0.6%	28 0.24%

Your open rate at just ONE domain takes a nose dive.

Deliverability Sleuthing 3.0 (paid)

- You can tell if you're most likely having even subtle deliverability/inbox placement issues using seeding services like [ReturnPath](#), [250ok](#) or [GlockApps](#).

THIS SATURDAY, find your inspiration

Inbox	Spam	Missing	Sending IPs
62.2%	18.5%	19.3%	1

Consumer Mailbox Providers B2B Providers Sending IPs Diagnostics

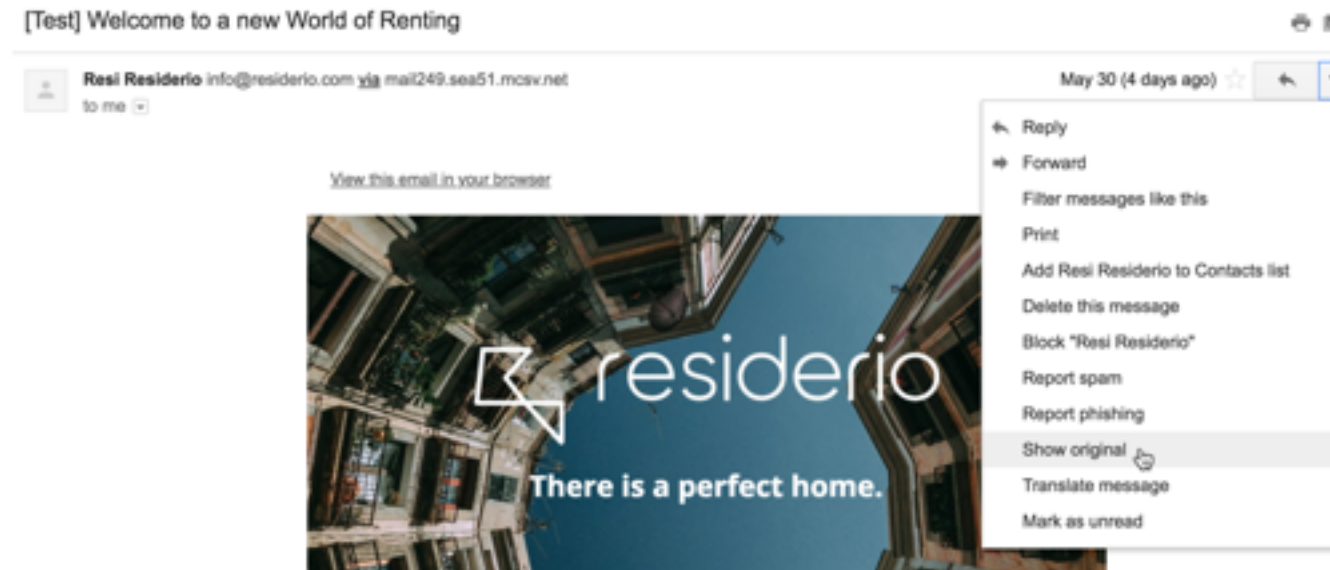
United States

ISP (Click for profile)	% Inbox	Spam	Missing	
ADL	100	0.0	0.0	Details ▾
BellSouth	0.0	100	0.0	Details ▾
Cablevision	0.0	-	100	Details ▾
Comcast	0.0	100	0.0	Details ▾
CompuServe	100	0.0	0.0	Details ▾
Cox	0.0	100	0.0	Details ▾
Earthlink	0.0	100	0.0	Details ▾
Excite	0.0	0.0	100	Details ▾
Gmail	0.0	0.0	100	Details ▾

iCloud	100	0.0	0.0	Details ▾
Netscape	100	0.0	0.0	Details ▾
Road Runner	0.0	100	0.0	Details ▾
SBC	0.0	100	0.0	Details ▾
USA.net	0.0	20.0	80.0	Details ▾
Windows Live Hotmail	95.5	0.0	4.5	Details ▾
Yahoo!	0.0	0.0	100	Details ▾
Average	31.0	38.8	30.3	

Checking Your Authentication

1. Send yourself a proof at a Gmail or Inbox by Google address
2. Open the email
3. Go to the more arrow (next to Reply) and click Show Original



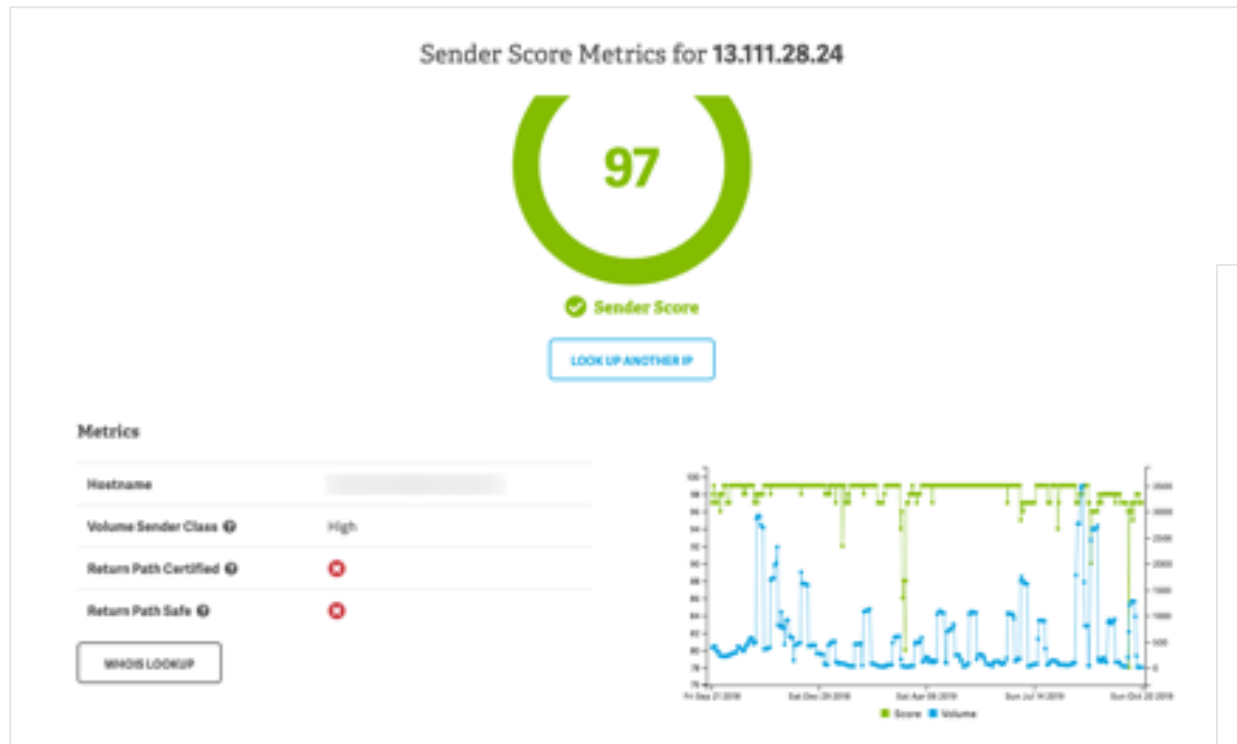
Checking Your Authentication

1. Send yourself a proof at a Gmail or Inbox by Google address
2. Open the email
3. Go to the more arrow (next to Reply) and click Show Original
4. Find "SPF" and "DKIM" at the top and be sure they both say "passing"

SPF:	PASS with IP 148.105.13.249 Learn more
DKIM:	'PASS' with domain mail249.sea51.mcsv.net Learn more

Check Your Send Score

- ❑ Check your IP address' Sender Score (free with a free account) at [SenderScore.org](https://senderscore.org)



Reputation Measures

Measure	Impact on this score
✓ Blacklists	Low
✓ Complaints	Low
✓ Infrastructure	Low
ISP Bulk Rate	Contact us for details
✓ Message Filtered	Low
✓ Sender Rejected	Low
Spam Traps	0
✓ Unknown Users	Low

Sending Domains

Domain	T

Showing 1 to 2 of 2 entries

Other IPs

Other IPs with the same hostname	T
No data available in table	

Showing 0 to 0 of 0 entries

PREVIOUS 1 NEXT

More Tips for Correcting Issues

- ❑ Contact your ESP to determine if there's an issue with your entire IP address/block of addresses.
- ❑ Slow your sending throttle manually down to 50,000/hour for 24 hours and watch to see if inbox placement improves.
 - ❑ If it doesn't, you may want to go as low as 50,000 in a day and WAIT 24 hours before sending the follow up batch.
- ❑ Send to ONLY your engaged subscribers (known openers/clickers) for a while until the problem resolves itself.
 - ❑ NOTE: If this works, you may need to cleanse your list as you may have gotten a spam tram on your list by accident

Upgraded List Growth

Paid Acquisition for Faster Growth

Growing Emails by Email: Referrals

INDIGO WILD
Any more natural and you'd be naked.*



Word of mouth works wonders.
Well, here's the word from the mouth of Jessica:

Indigo Wild is all about all-natural products with Zum Bar soaps and Zum lotions, rubs, bath salts, lip balms, mists, candles, even products for babies, men, dogs and athletes. So Jessica here wants to spread the good juju of Indigo Wild to YOU. And if you happen to purchase some Indigo Wild products online within the next month, you both get a FREE Zum Bar. Is there an echo or was that WAA-WILD?

In order to receive your FREE Zum Bar you must place your online order by 12/08/2011. And be sure to place your order by clicking on this link. Otherwise, offer no works.

http://www.indigowild.com/referral_pickup.php?id=R3713819854515628075

JESSICA BEST

Email

From: EBY empowerment & style store
Sent: Sunday, January 22, 2012 10:04:40 PM
To: Jessica Best <jessica@indigowild.com>
Subject: Thanks For Your Order (Your Best Best Thanks, 'Tis)

EBY

Thank you!
FOR YOUR ORDER.



**BORN FIERCE.
RAISED RESILIENT.
WELCOME TO
THE EBY FAM.**

Only Members
can see this content

We got your order! We'll send you a confirmation when your box has shipped.

At EBY, we empower and enable women on the cusp of greatness while putting you in-gods-that-view. We're a small but mighty team, and are excited to have you along for the ride.

At EBY, we empower and enable women on the cusp of greatness while putting you in-gods-that-view. We're a small but mighty team, and are excited to have you along for the ride.

It's more than a party. It's a mission. 10% of EBY net sales empower women into business.



BRAND:
COUNTRY: NICKARAGUA
BUSINESS: WOODWORKER
EMPOWERED BY A LOAN OF \$200

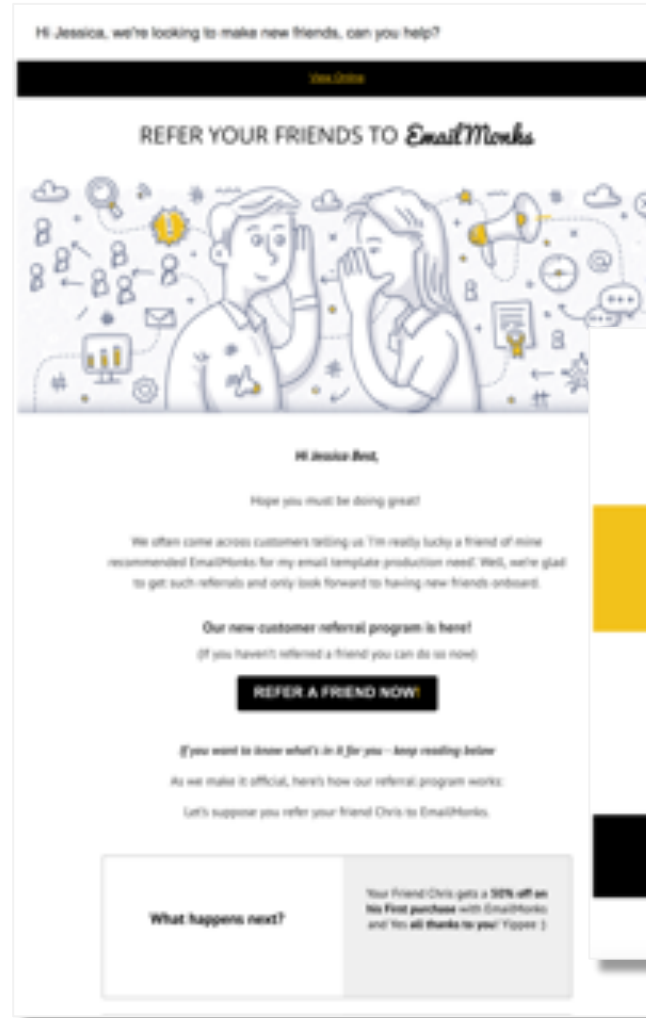
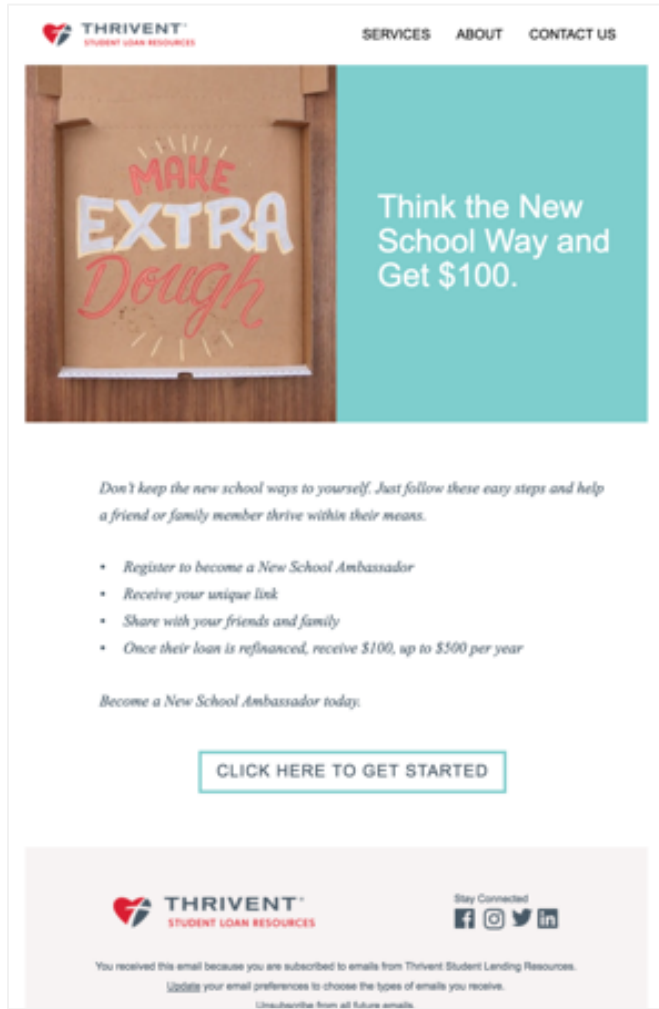
WATCH THEIR STORY >>>

Now you can empower more than women by spreading the word! Give your girls 50% off their first EBY order and you'll get 50% off when they sign up.

START INVITING >>>



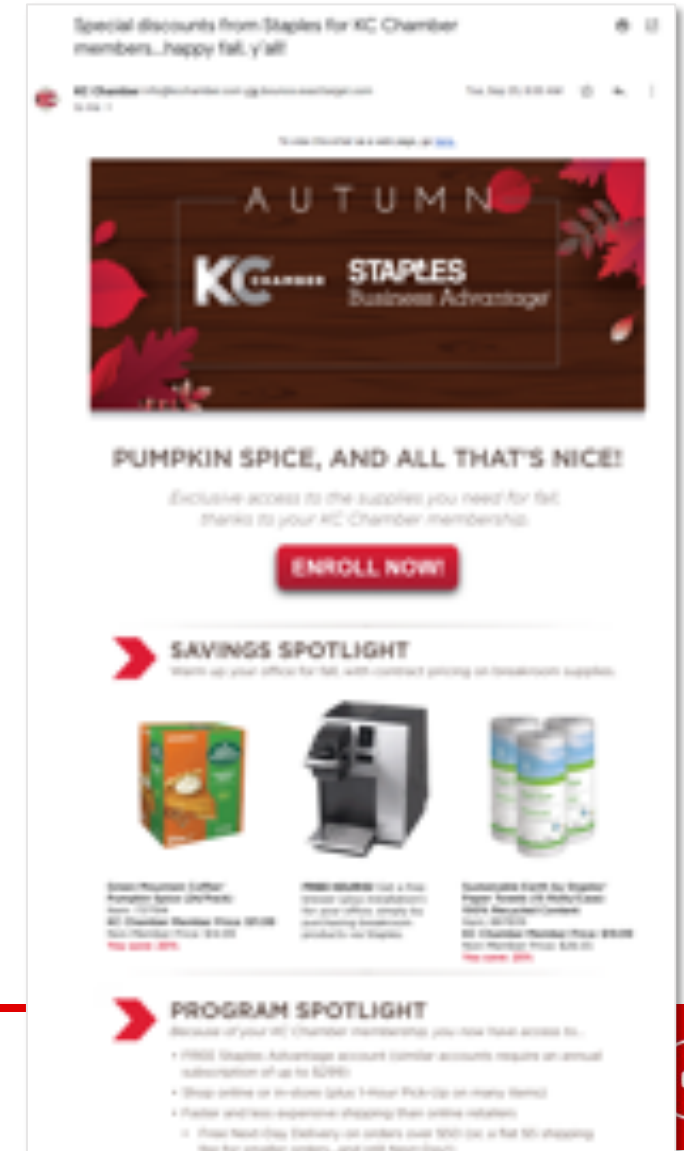
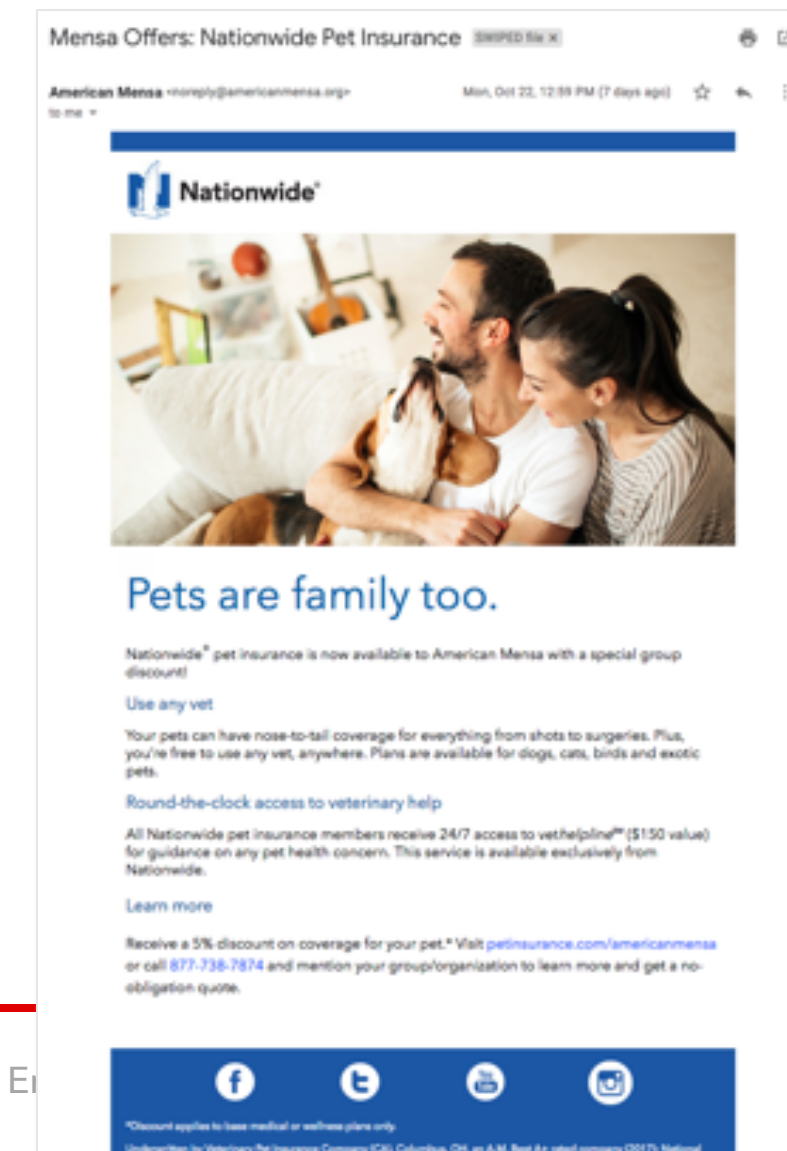
Growing Emails by Email: Referrals



Growing Emails by Email: Partners

- ✓ Choose a relevant, symbiotic partner who has the attention of your target audience
- ✓ Swap content, not lists
- ✓ Offer value and entice subscribers to opt in directly for your emails
 - ✓ Swapping offers may not always fit
 - ✓ Exclusivity of the offer matters

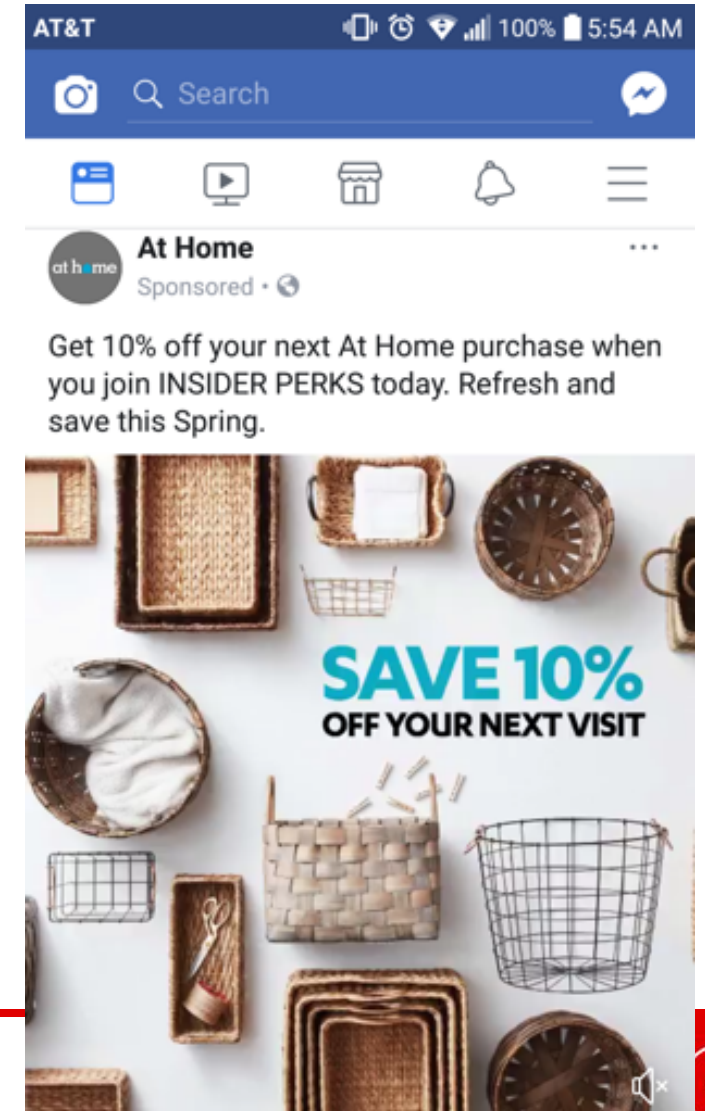
Growing Emails by Email: Partners



Growing Emails with Paid (Media)

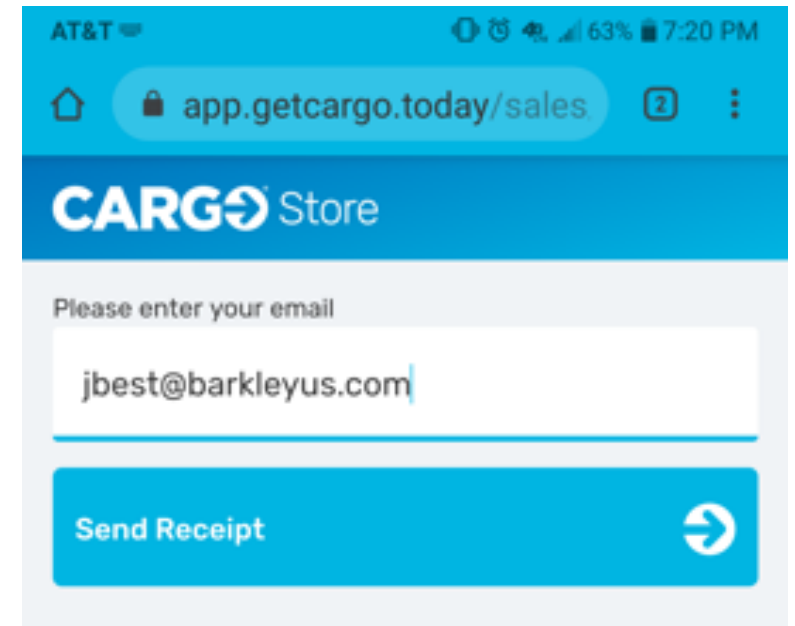
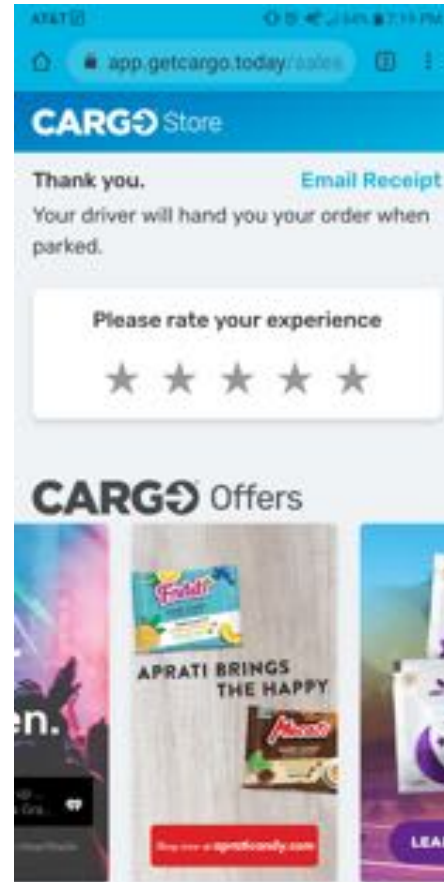
- ✓ Unless you offer ecommerce, garnering an email opt-in should be a goal for media campaigns
- ✓ Pay-per-acquisition email ad placement
- ✓ Custom audience targeting
(Pair with your existing email list to find more people like your best subscribers/customers)
- ✓ Partner with data vendors (where possible)

[Jess' Onlyinfluencers.com Article: Why You Should Befriend the Media Team](#)



Growing Emails with Paid (Media)

Where does your audience spend time? How ELSE can you reach them?



WORKSHOP: Perfect Partner Match Making

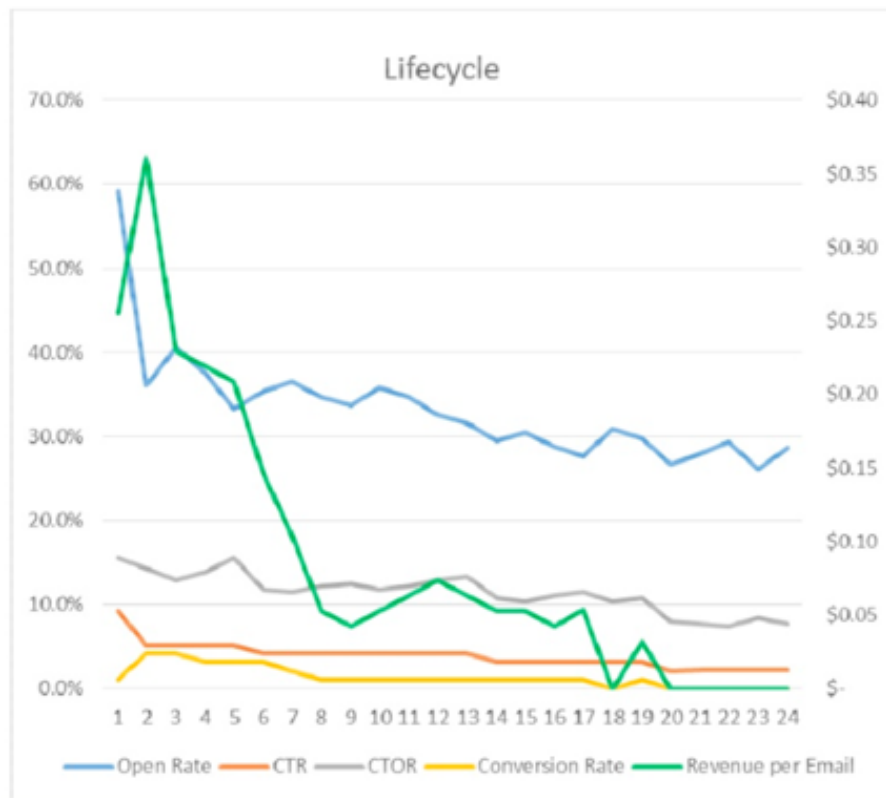
3:00

1. Partner up with someone next to you.
2. Learn about their product/service & buyer.
3. Brainstorm partners for each other that:
 - ✓ Are complements, not competitors
 - ✓ Have similar buyers or prospects
 - ✓ Have similar need states

Onboarding Series & *other automation opportunities*

Email Marketing Automation: Onboarding

The life cycle of a subscriber

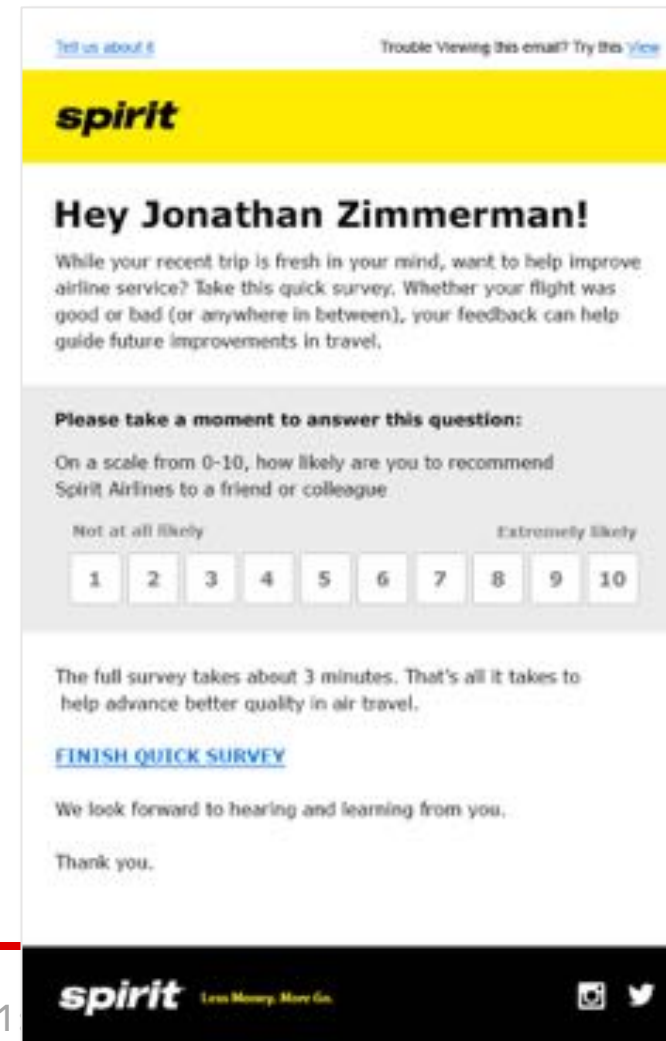
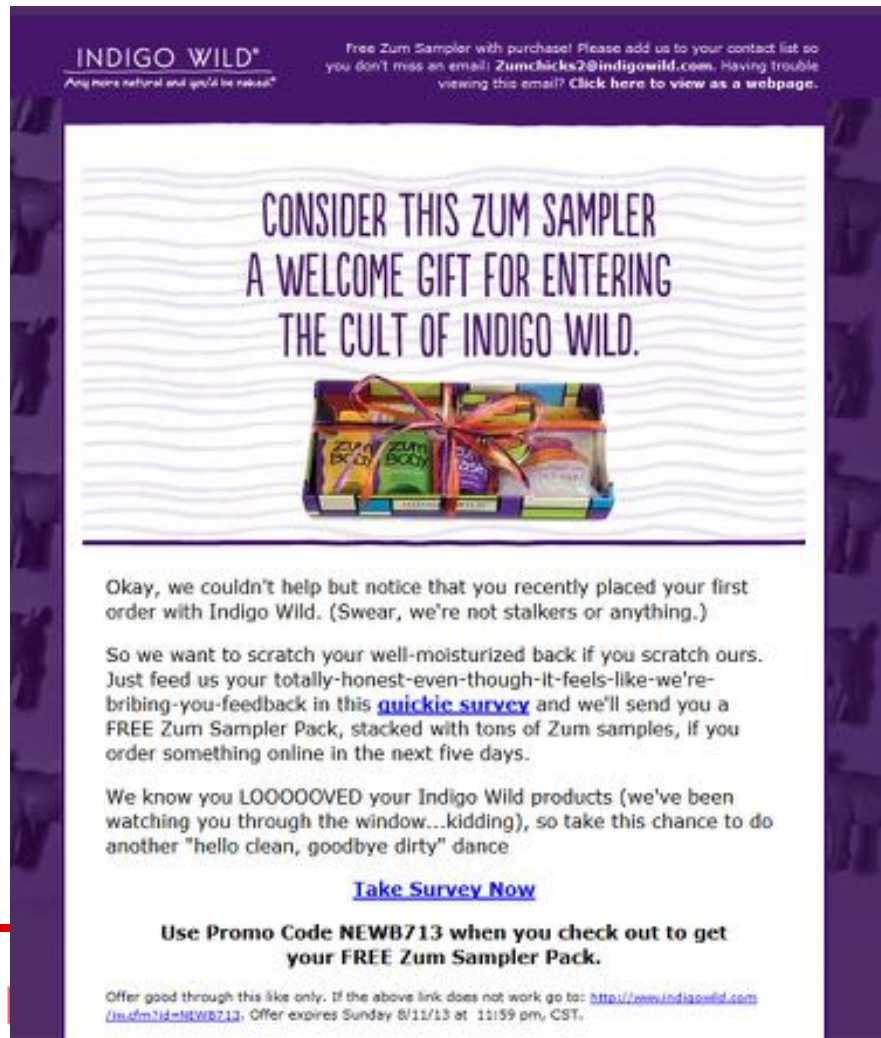


Use triggers and engagement indicators to determine how much to send to your subscribers over time.

Graph source: Jeanne Jennings

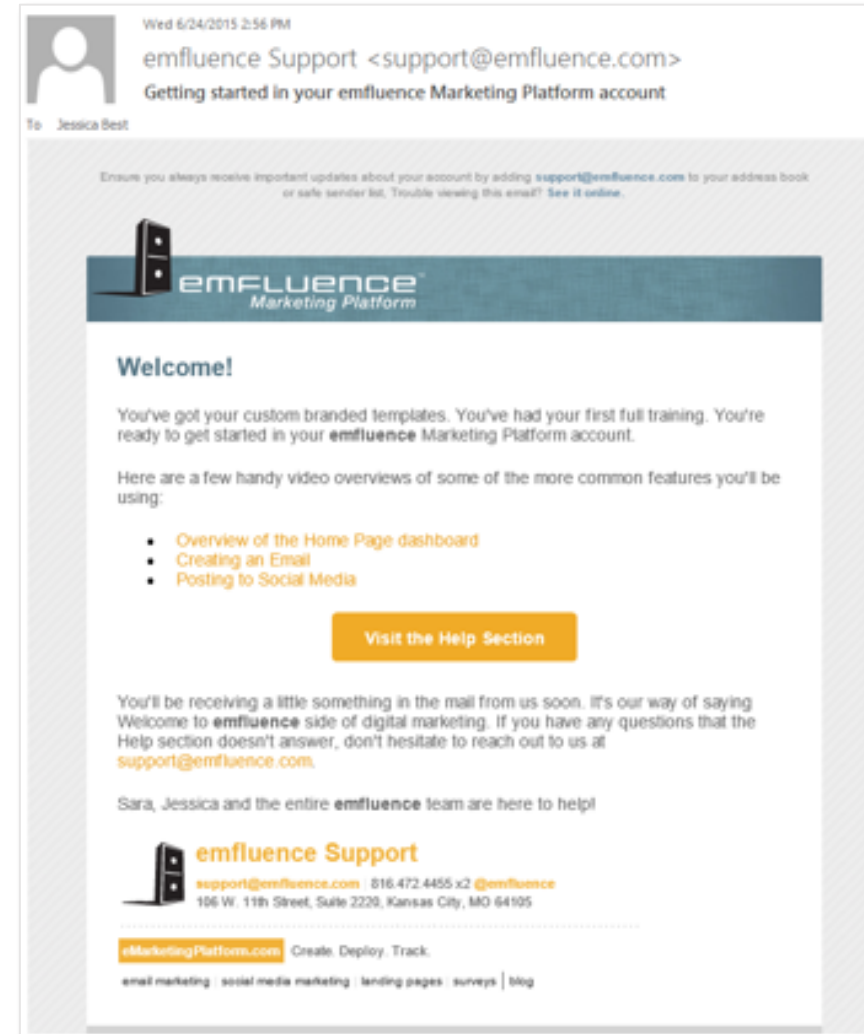
Email Marketing Automation: Onboarding

Post-Purchase Feedback Emails



Email Marketing Automation: Onboarding

Onboarding new partners or users



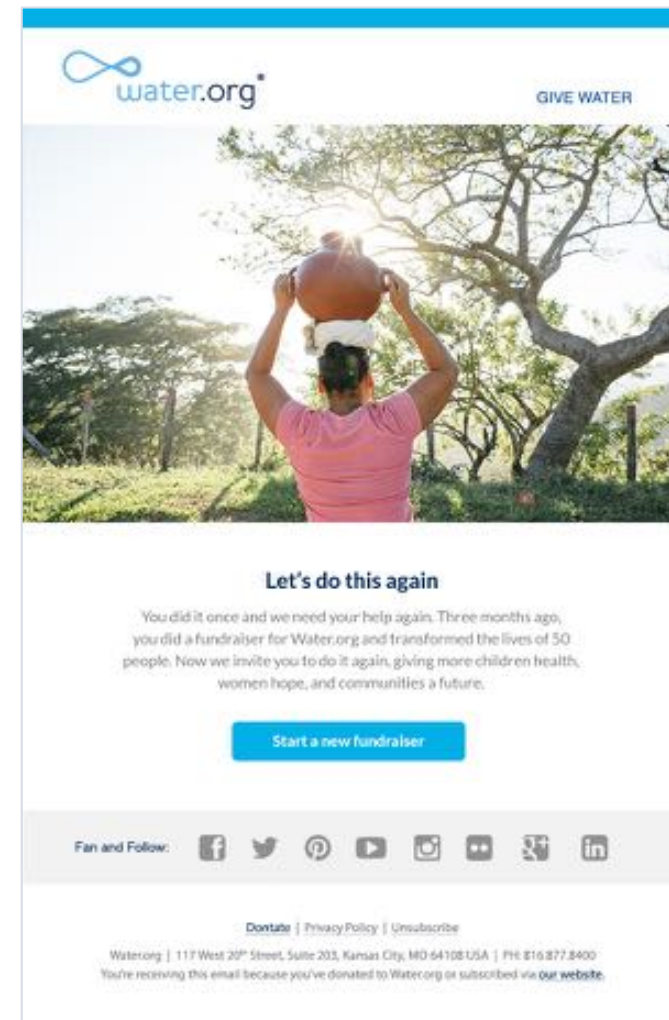
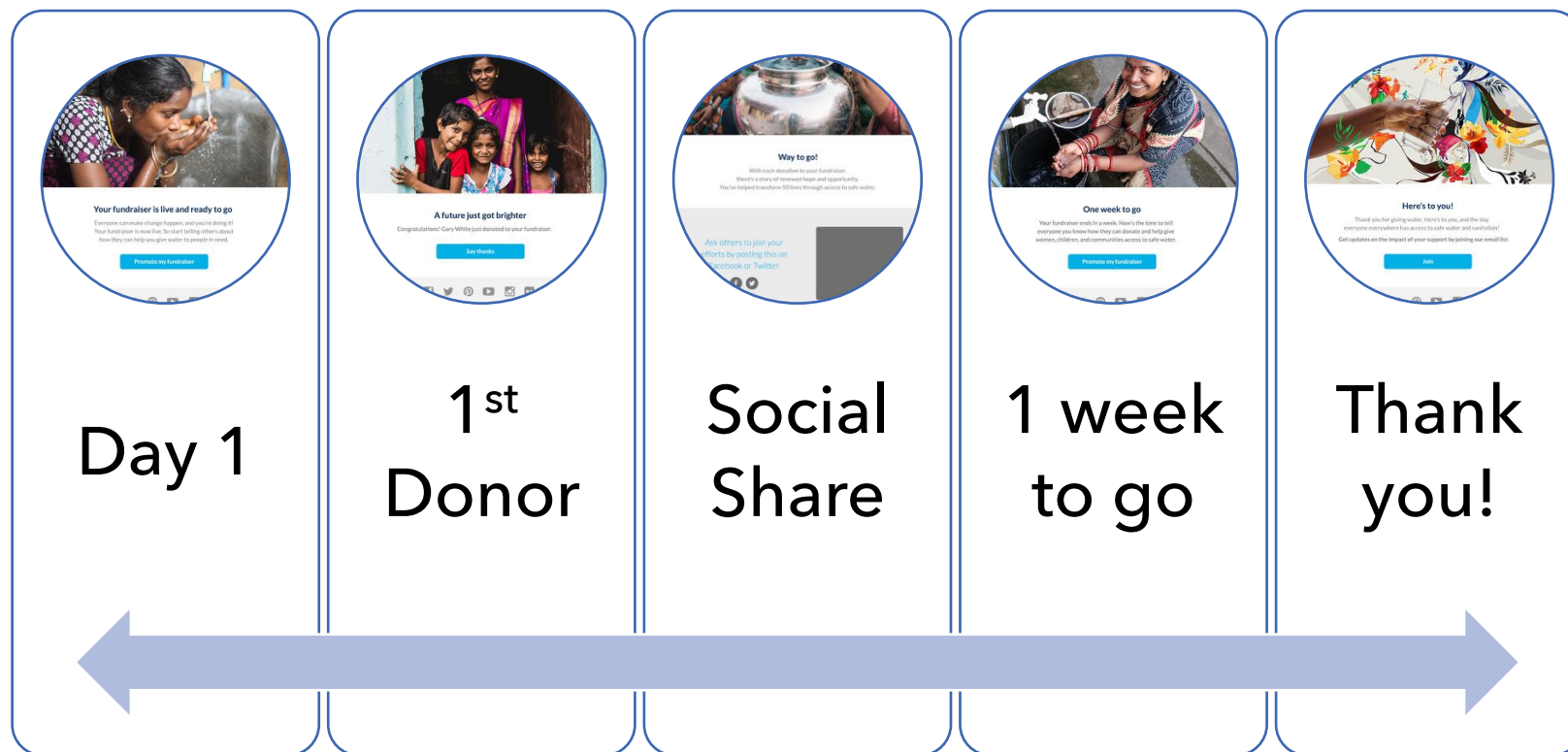
Email Marketing Automation: Onboarding

Nurturing new customers (and introducing new offerings)

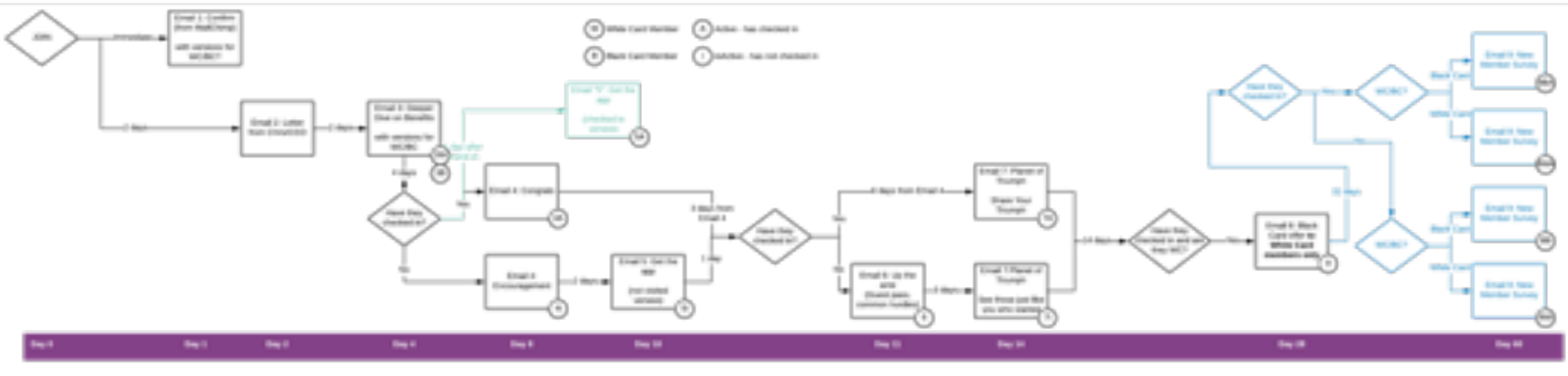


Email Marketing Automation: Nurture

Nurture series to support... supporters

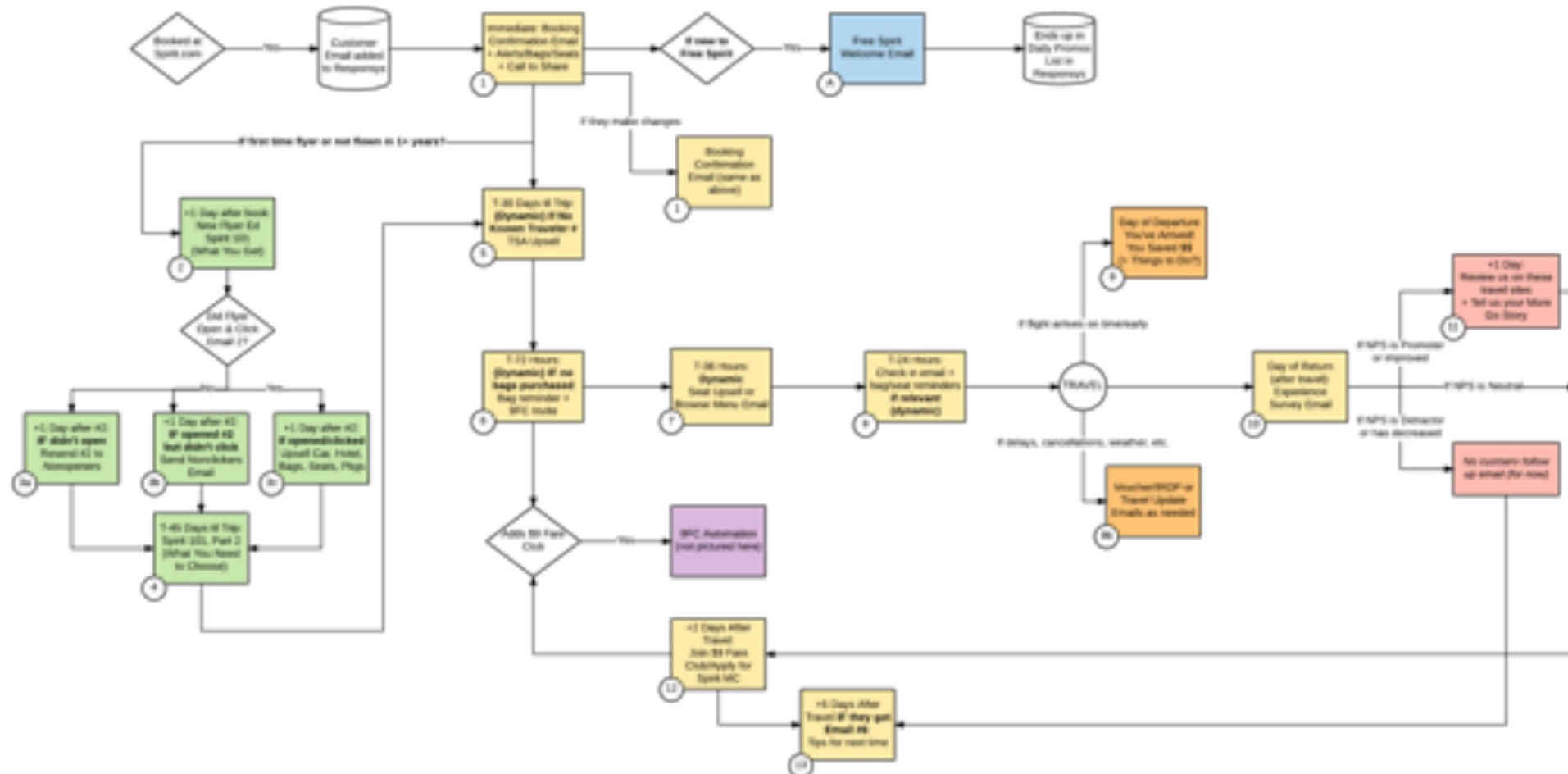


Sample Workflow: Onboarding



Email Marketing Automation: Post Purchase 2.0

Journey-based Email Series (literally)



Nurture series to nudge into action // automating sales tasks



Email Marketing Automation: Convert Nurture Series to nudge into action



Hi **%%first_name%%**,

Thank you for your interest in Northern Virginia Community College. You're about to take a bold first step toward an exciting future and career. NOVA offers a variety of programs that will enrich your life and give you confidence as you pursue your dreams.

NOVA's guaranteed admission agreements with over 50 top universities can help you save thousands in tuition expenses. Students have access to advisors and resources that will help plan your class schedule to make transferring to your future university seamless.

Ready to see what transfer programs and options are available?

[VIEW TRANSFER OPTIONS](#)



"NOVA really guided me through attending a four-year university."

- JENNIFER DIAZ-MARQUE

INTERESTED IN THE EDUCATION & PUBLIC SERVICE PROGRAM?

NOVA's Education & Public Service programs are the ideal choice for students who want to help others and serve their communities. In the next few years, this industry will be looking to fill over **350,000** new jobs. Are you a police officer, paraprofessional or teaching assistant. Will you be one of them?



Hi **%%first_name%%**,

Are you ready to take off on your path to success? Now's the time to take a look at what works best for you. The deadline to enroll comes up quickly! We recommend you begin the application process three months before you intend to start classes.

HERE'S A HANDY CHECKLIST TO HELP YOU GET STARTED:

- 1 Complete [FAFSA](#)
- 2 Schedule [enrollment testing](#)
- 3 [Browse for a Major](#)
- 4 [Get in touch!](#) We're here to help

HAVE QUESTIONS?

 [CHAT](#)

 [703-323-3000](tel:703-323-3000)

 [EMAIL](#)

NOVA | 8333 LITTLE RIVER TURNPIKE | ANNANDALE, VA 22003
P: 703.323.3000 | [Subscribe](#)



Hi **%%first_name%%**,

Getting a degree is important as you move toward your future, but not all degrees are created equal. At NOVA, we offer valuable degrees in a variety of studies to start you on your path.

At NOVA, you'll save thousands on a high-quality education while enjoying a diverse college experience that covers campus life, sports, and state-of-the-art facilities and technology.

Beyond our excellent campuses and facilities, we have knowledgeable advisors ready to help you get the most out of your college experience. They'll walk you through everything from career path selection and transfer options, to navigating financial aid, and even helping schedule classes at times that work for you.

Better yet, at NOVA, all of these resources cost a fraction of what you'd spend at a four-year university.



"To pay for my first semester tuition, I worked as a teacher's assistant for NOVA's ESL program."

- ROMMEL AGUILAR

[SEE TYPES OF FINANCIAL AID](#)

[START YOUR FAFSA APPLICATION](#)

HAVE QUESTIONS?

 [CHAT](#)

 [703-323-3000](tel:703-323-3000)

 [EMAIL](#)

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Hi **%%first_name%%**,

Don't let opportunity pass you by. NOVA offers a top-quality education in high-demand fields of study, at six different campuses or online, so NOVA is convenient for everyone.

Not only are we focused on your future, but also on bringing you a sense of community within NOVA. Our student population is constantly growing with local and international students, creating a diverse campus with a place for everyone. We want each and every student to have the best community experience during their time at NOVA.

Check out our [student life](#) options to see all the ways to connect.

What are you waiting for? [Apply today](#) to get a high-quality education, with class schedules that work for you, plus rich cultural diversity and a collaborative environment that will make your experience both memorable and successful.

Get started today!

[APPLY NOW](#)

HAVE QUESTIONS?

 [CHAT](#)

 [703-323-3000](tel:703-323-3000)

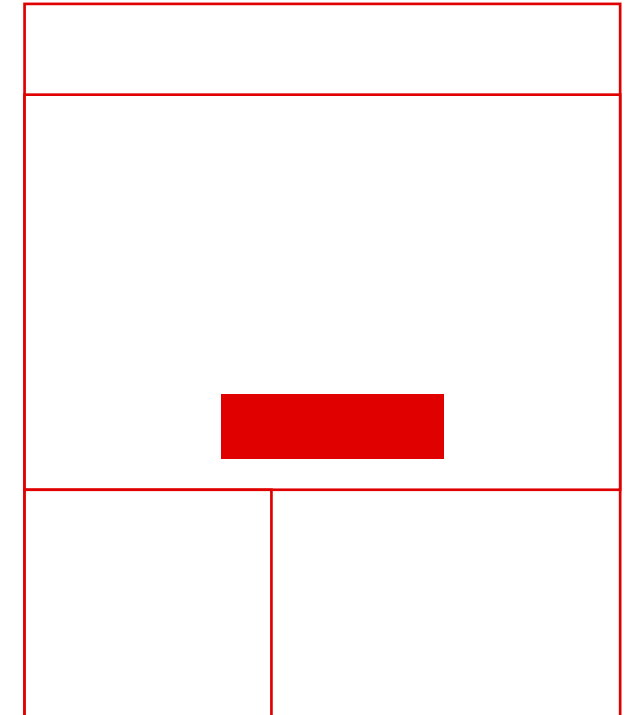
 [EMAIL](#)

NOVA | 8333 LITTLE RIVER TURNPIKE | ANNANDALE, VA 22003
P: 703.323.3000 | [Subscribe](#)

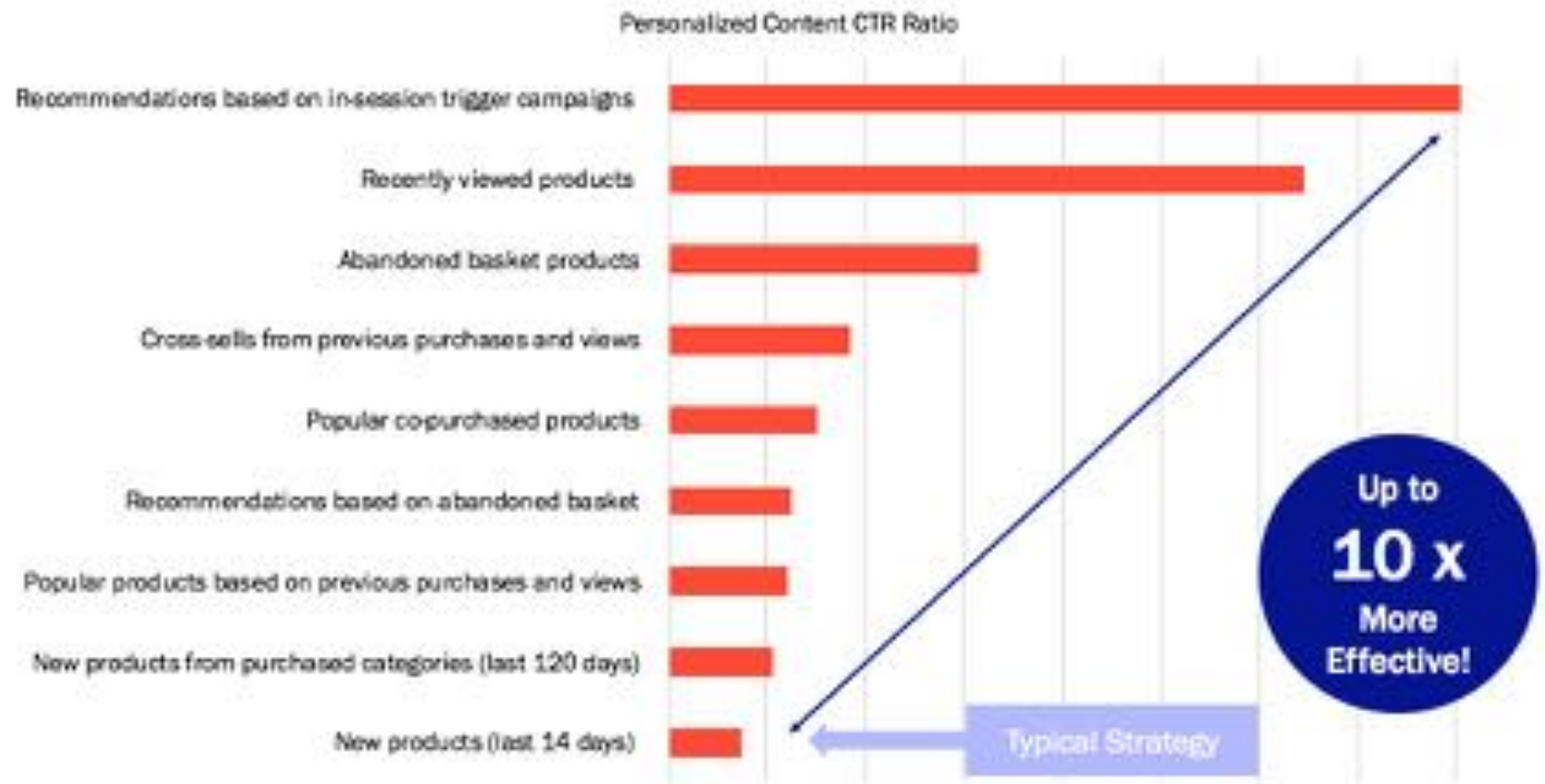
WORKSHOP: Email Series Workflow

- Create a workflow for a new customer or prospect automated series:
 - Who is the audience/segment?
 - What is the offer? (WIIFM?)
 - What is the subject + preheader?
 - What is your hero + headline?
 - What are your CTA(s)?
 - What are your supporting modules, if any?
 - How does it play with your cross channel strategy, i.e. social/web content?
 - How does data play a role in content, audience, decisions?



Personalization

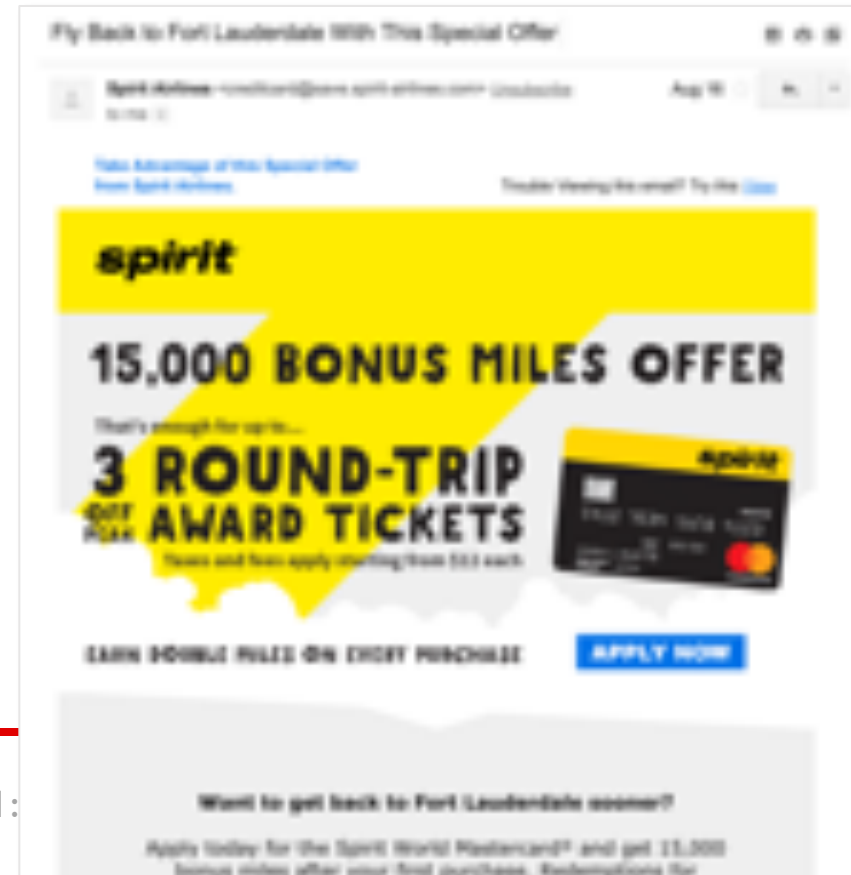
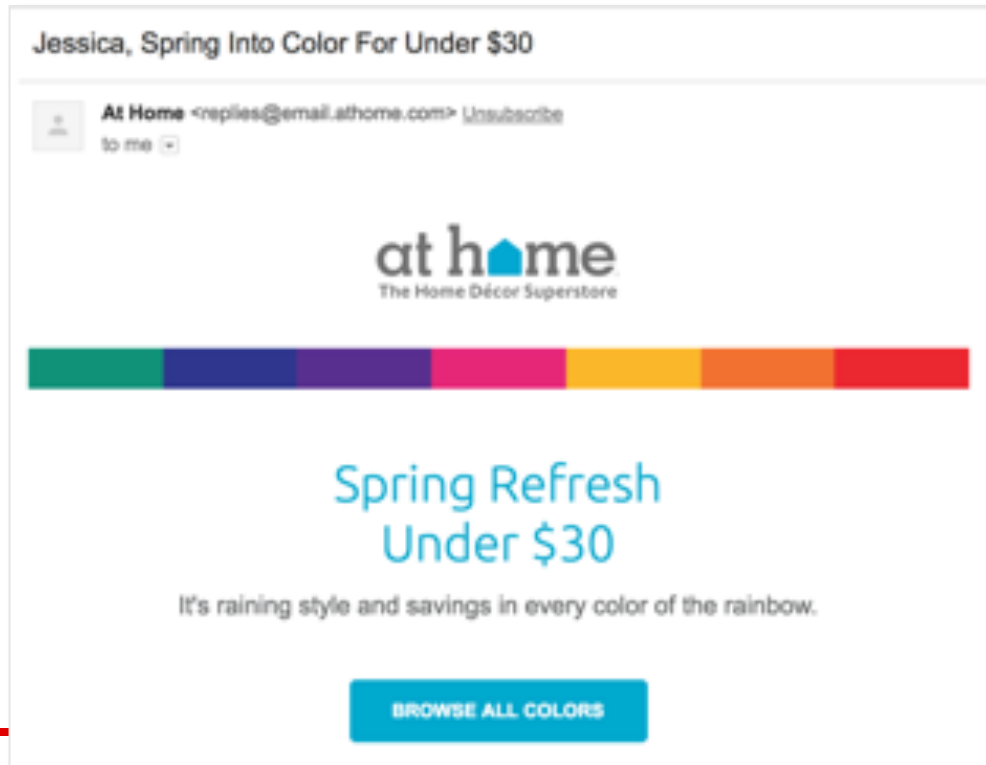
Using data to know our subscribers



Inline Personalization in Email

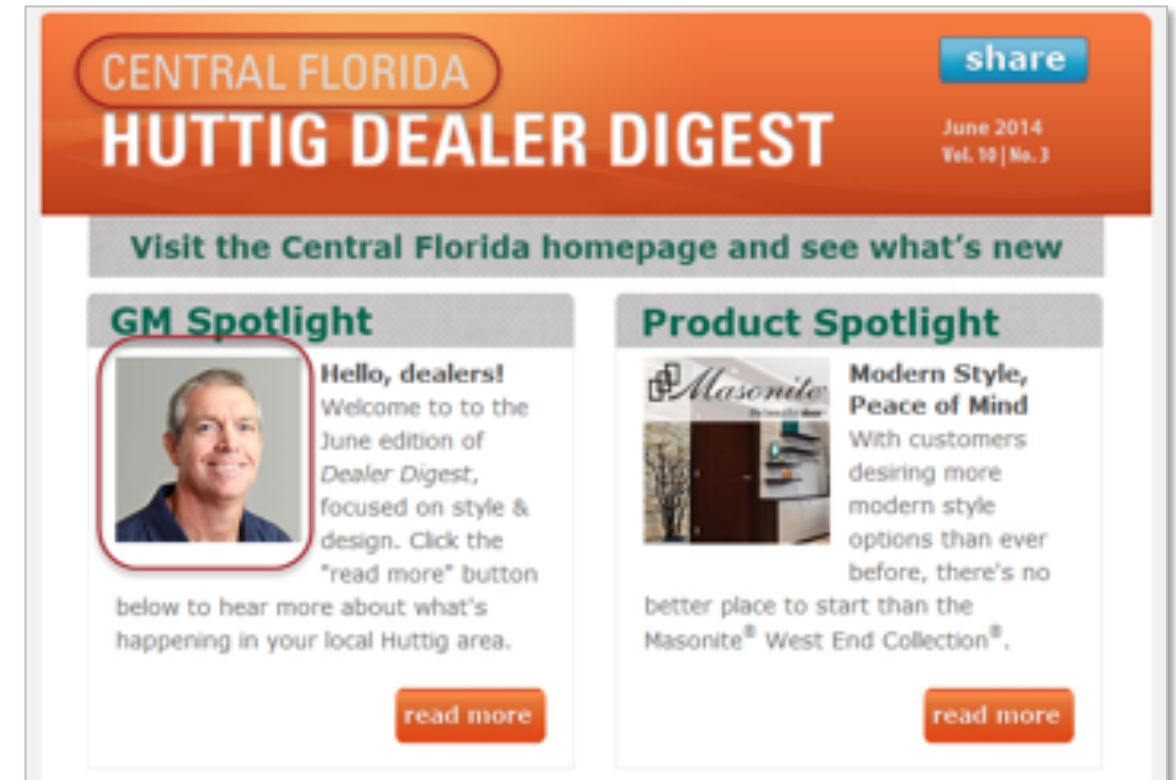
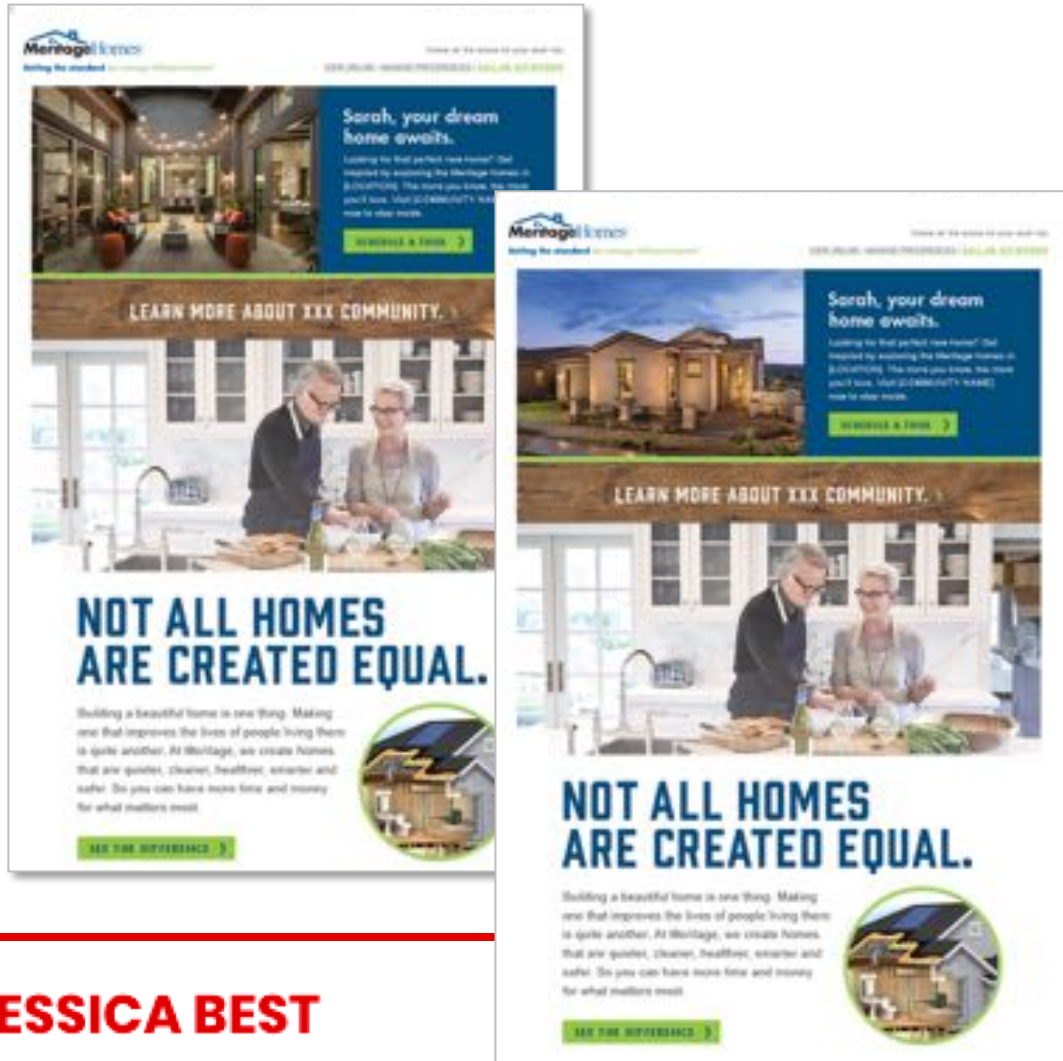
Profile data, purchase data, etc.

At Home	Spring Into Color For Under \$30 - It's All About Color This Spring at home The Home Decor Superstore Spr	Feb 3
At Home	Jessica, Spring Into Color For Under \$30 - It's All About Color This Spring at home The Home Decor Super	Feb 1



Customized Email Content

Self-reported data, engagement tracking (clicks), etc.





Customized Email Content

Partner company or 3rd party data*

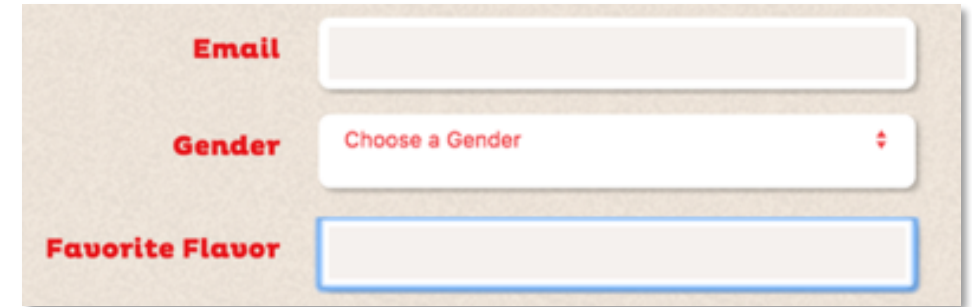


Email Marketing Segmentation Approaches

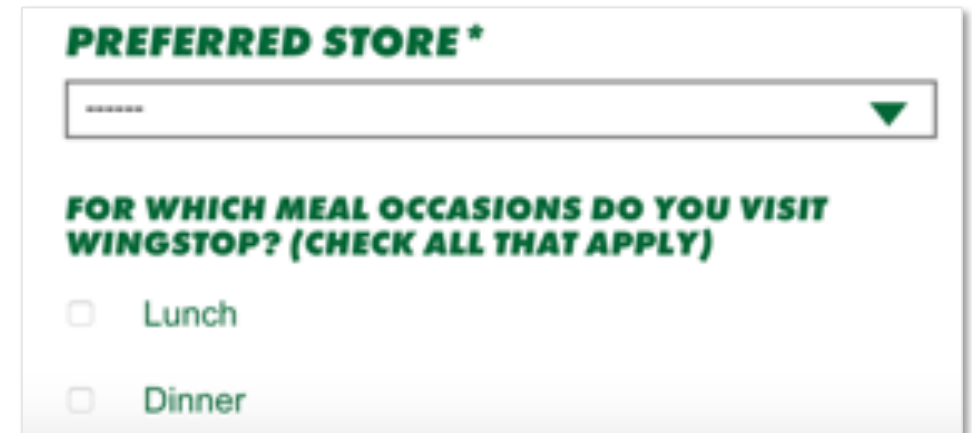
Legend:  Requires automated database integration
 Requires additional investment/tools

Segmentation by Interest (Content/Product)

- ❑ Defined by customer (s/he opts in by topic)
- ❑ Can include geographic/location based targeting when asking the customer which zip/store is closest to them.



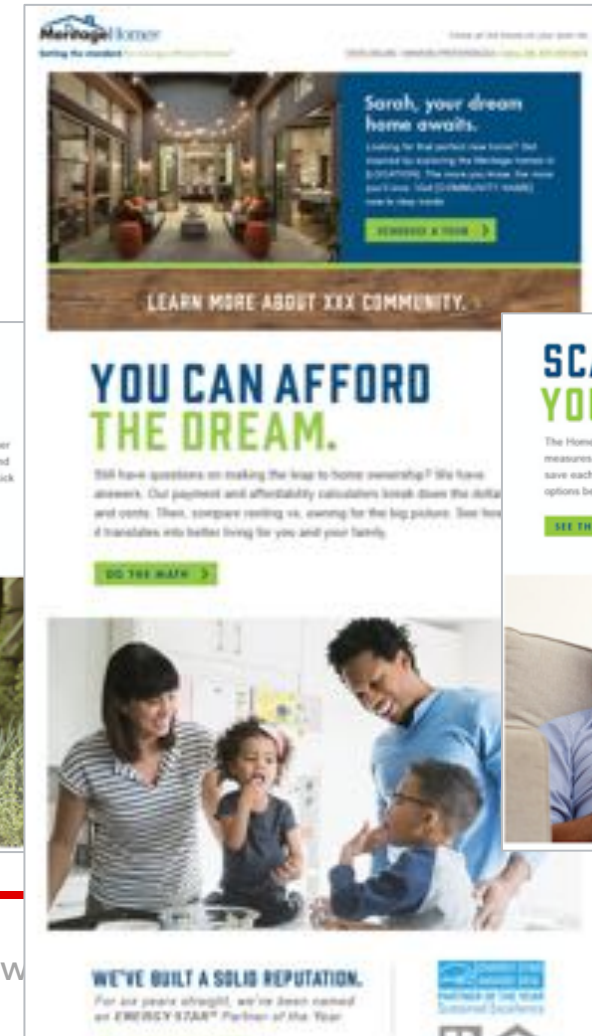
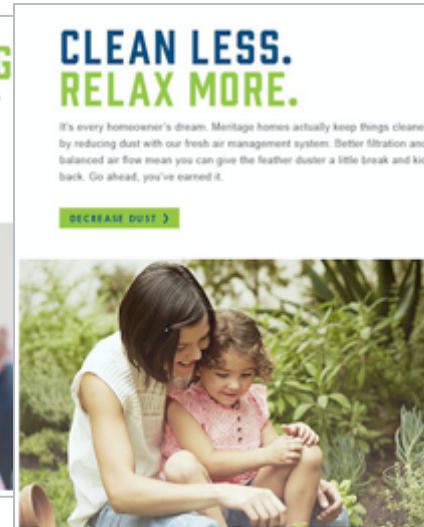
A form with three input fields on a light beige background. The first field is labeled 'Email' in red text and is an empty text box. The second field is labeled 'Gender' in red text and is a dropdown menu with the text 'Choose a Gender' and a small red up/down arrow icon. The third field is labeled 'Favorite Flavor' in red text and is an empty text box with a blue border.



A form with two sections. The first section is titled 'PREFERRED STORE *' in bold green text and contains a dropdown menu with a green downward arrow icon. The second section is titled 'FOR WHICH MEAL OCCASIONS DO YOU VISIT WINGSTOP? (CHECK ALL THAT APPLY)' in bold green text and contains two radio button options: 'Lunch' and 'Dinner'.

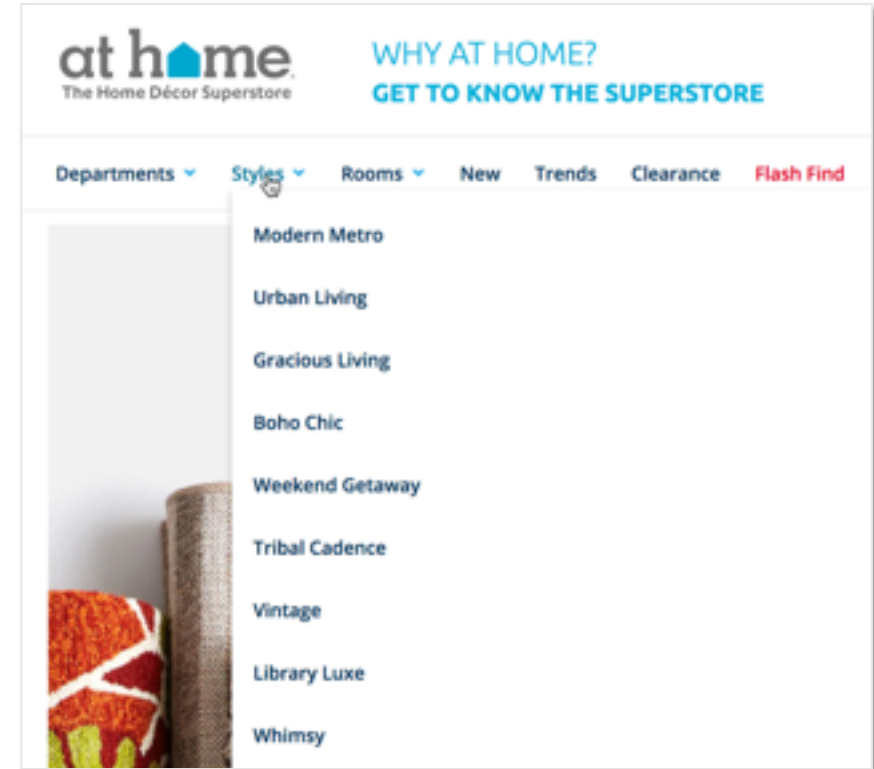
Segmentation by Interest (Content/Product)

- ❑ Defined by email engagement (opens, clicks, etc.)



Segmentation by Interest (Content/Product)

- ❑ Defined by email engagement (opens, clicks, etc.)
- ❑ Defined by on-site engagement/browser history (if we are allowed to capture and can integrate cookies/browsing behavior)



Segmentation by Interest (Content/Product)

- ☐ Defined by email engagement (opens, clicks, etc.)
- ☐ Defined by on-site engagement/browser history (if we are allowed to capture and can integrate cookies/browsing behavior)
- ☐ Defined by purchase (if we can integrate with transaction database or import of one-time batched use)



CUSTOMIZE ✕



Wisconsin Mac & Cheese 470 | 940 Cal
A classic blend of cheddar and jack cheeses, cream and elbow macaroni
V

Choose Size

☒ Regular
(+ \$6.25)

☐ Small
(+ \$4.75)

Customize

☐ Add Vegetables

☐ Sauce

☐ Sub Noodle

☐ Additional Options

☐ Extra Meat or Tofu

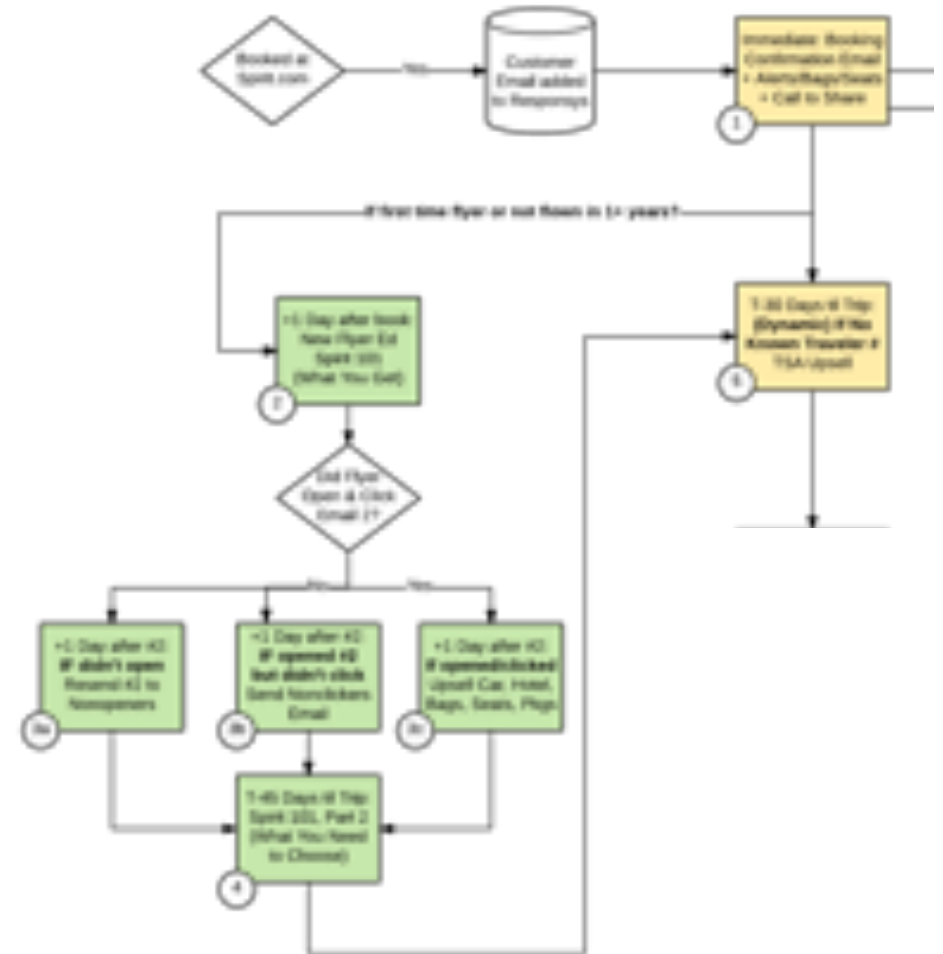
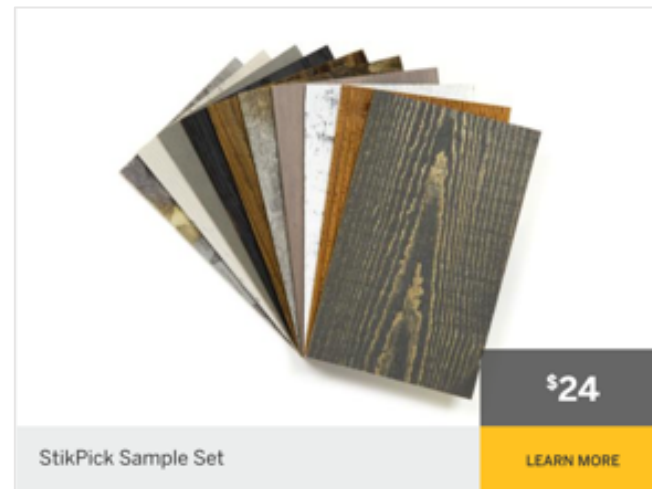
Segmentation by Value (Product/Customer)

- ❑ Best Customers - top 20%





Segmentation by Value (Product/Customer)

- ❑ Best Customers - top 20%
- ❑ Triers, first time buyers, samplers



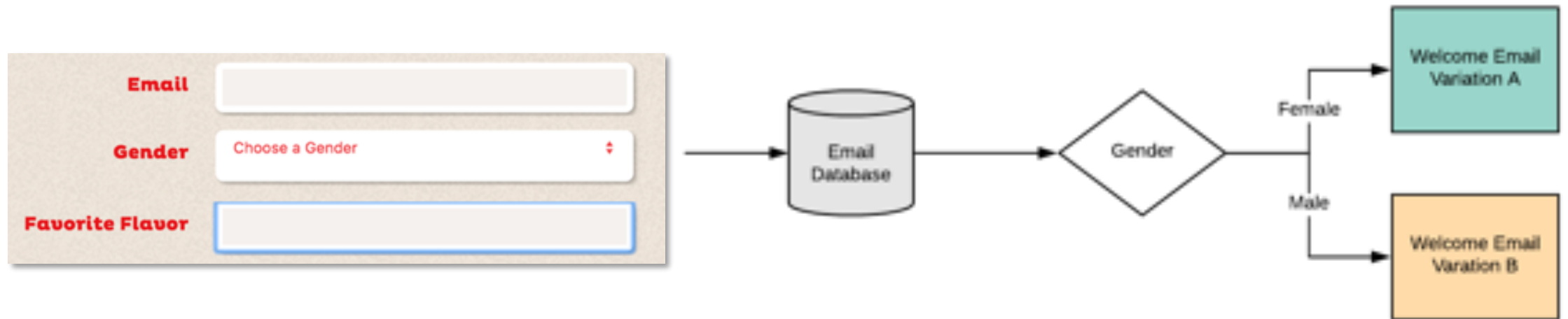
Segmentation by Value (Product/Customer)

- ❑ Best Customers - top 20%
 - ❑ Triers, first time buyers, samplers
 - ❑ Other more complex/real-time
-   Recency, Frequency, Monetary segmentation requires syncing purchase/transaction data and/or can be done as “look alike” segmentation, using demographics appended regularly or in real time to your database.

SEGMENT	DESCRIPTION
SUPER FANS (25.2% of database)	Fly frequently and have a good experience with our airline (measured by NPS). This is the airline's most profitable group.
LOOK ALIKES (16.1% of database)	This group looks to be 'Trending Toward Super Fans' based on memberships and good experiences, but haven't flown much... yet.

Segmentation by Demographics

If we know trends in our database by demographics, i.e. females tend to buy this way, this item, etc., we can collect demographics to begin segmentation from Day 1.



Warning: asking for gender adds a little friction to your sign up form!

Segmentation by Demographics

Emailing our engaged/VIPs more often



Emails						
Title	Date	Sent	Unique Views	Total Views	Unique Clicks	Total Clicks
Sweaters 30% off - 12.8 - 55+	12/8/14 4:00 PM	44,961	9,308 20.7%	11,407 25.4%	1,390 3.1%	7,305 16.2%
\$15 Reward - 11.18 - 55+	11/18/14 10:00 AM	36,919	12,545 34.0%	19,709 53.4%	3,806 10.3%	7,290 19.7%
50% Off Sale - 11.4 - 55+	11/4/14 10:13 AM	37,253	9,268 24.9%	12,019 32.3%	2,375 6.4%	6,903 18.7%
Winter Clearance - 12.38 - 55+	12/30/14 1:01 PM	43,810	9,483 21.6%	11,889 27.1%	2,297 5.2%	5,701 13.0%
Baby's First Xmas - 12.4 - 55+	12/4/14 4:00 PM	45,054	11,526 25.6%	15,091 33.5%	2,118 4.7%	5,461 12.1%
Baby's 1st Xmas - 11.25 - General	11/25/14 10:15 AM	21,803	5,231 24.0%	7,055 32.4%	1,366 6.3%	5,022 23.0%
40% off + Free Ship - 12/16 - 55+	12/16/14 12:30 PM	44,807	8,615 19.2%	10,919 24.4%	1,307 2.9%	4,931 11.0%

Warning: Secretly knowing demographic information can feel creepy! And might be illegal.

Segmentation by Activity Level

- Openers
- Clickers
- Silent Buyers (no email activity, but they've bought)
- Sleepy Subs (no email or purchase activity)*

*Campaigns to these folks can all be done manually/periodically or automatically.



Wednesday	Thursday	Friday	Saturday	
31 SALE ITEM FEATURE	1 SPRING COLLECTION	2 CLEARANCE TO FULL LIST	3 SPRING COLLECTION REMINDER	ENGAGED: 4 FULL LIST: 1
7	8 SALE ITEM FEATURE	9 CLEARANCE RESEND TO NON-OPENERS (FULL LIST)	10	ENGAGED: 2 FULL LIST: 1
14 PROMO REMINDER	15 NEW COLLECTION FEATURE TO FULL LIST	16	17	ENGAGED: 3 FULL LIST: 1
21 SALE ITEM FEATURE	22 NEW COLLECTION FEATURE REMINDER TO NON-OPENERS	23 CLEARANCE REMINDER	24 SALE ITEM REMINDER	ENGAGED: 4 FULL LIST: 1
28 PROMO ITEM	1	2 SPRING LIFESTYLE FEATURE TO FULL LIST	3	ENGAGED: 2 FULL LIST: 1

Segmentation by Journey Stage/Need State

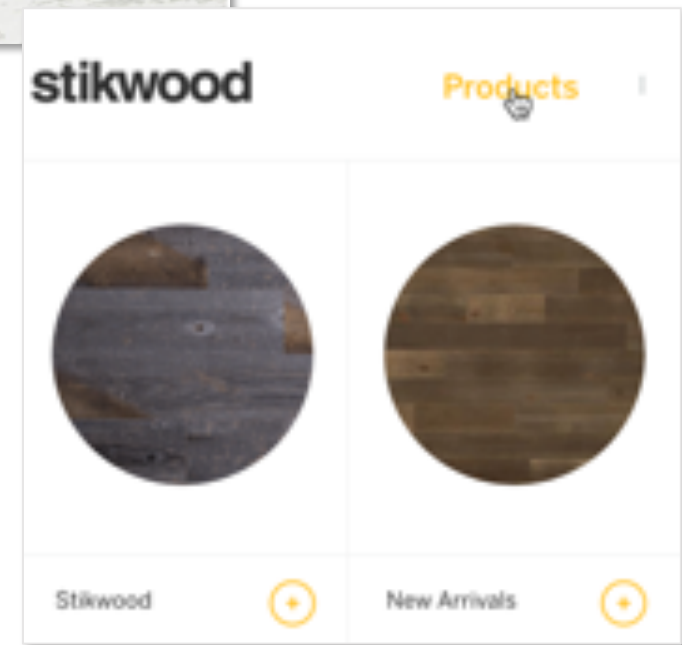
Content focused on:

Researching

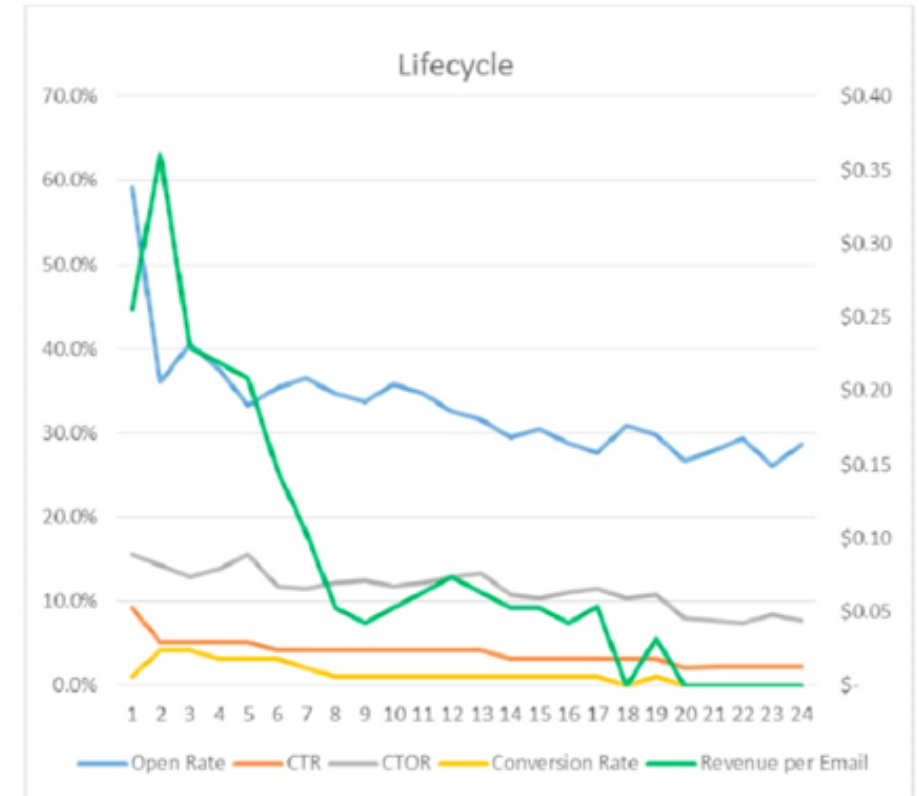
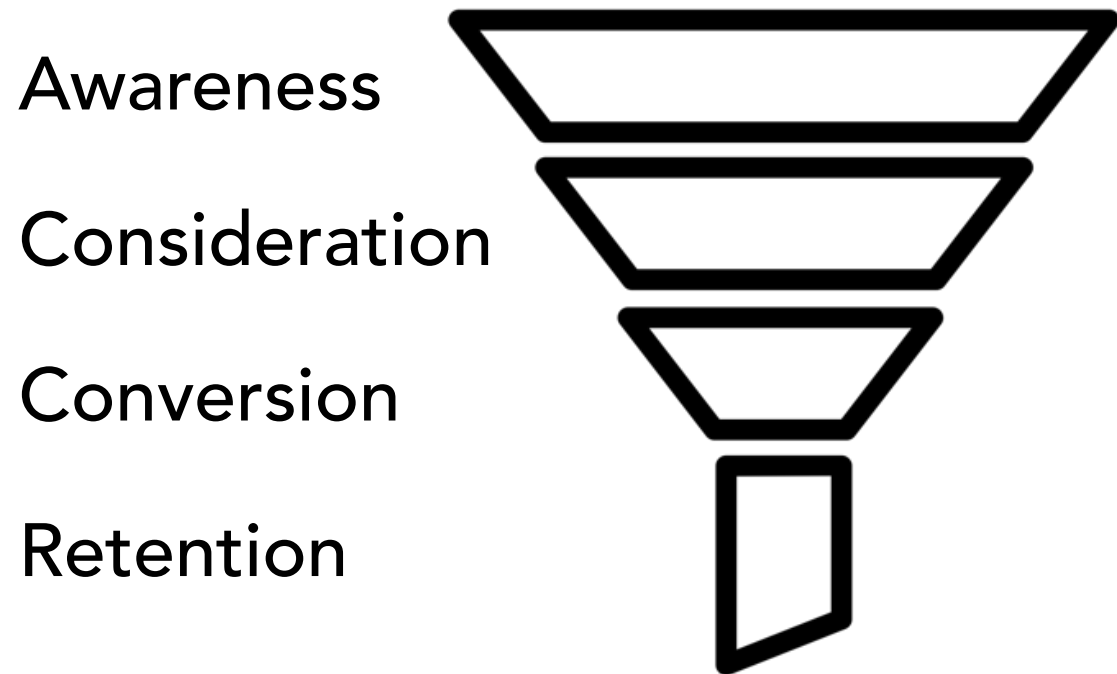
Pricing/Trying/
Shopping

Buying

Reordering

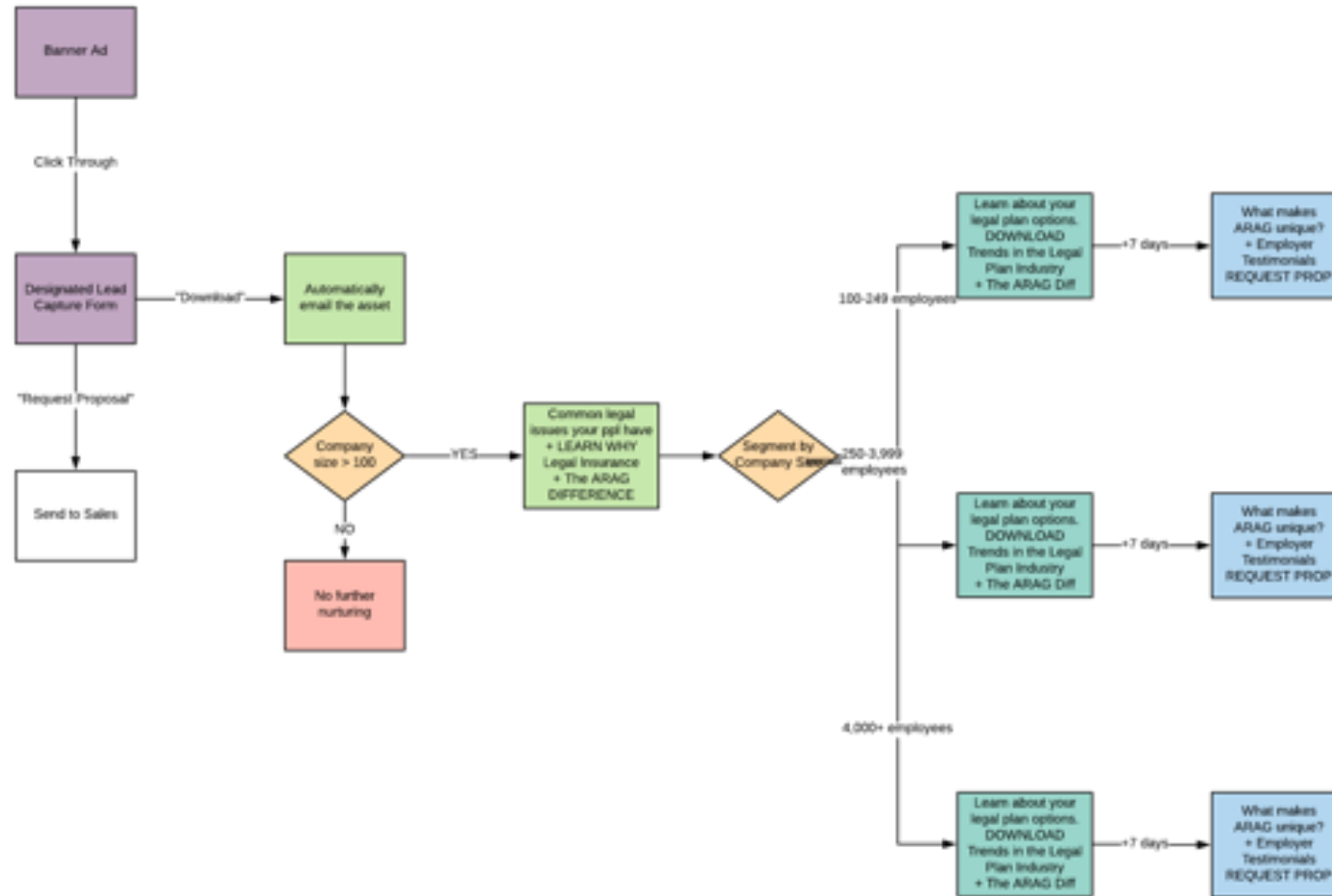


"Segmentation" by Buying Cycle Stage (Automated Emails)

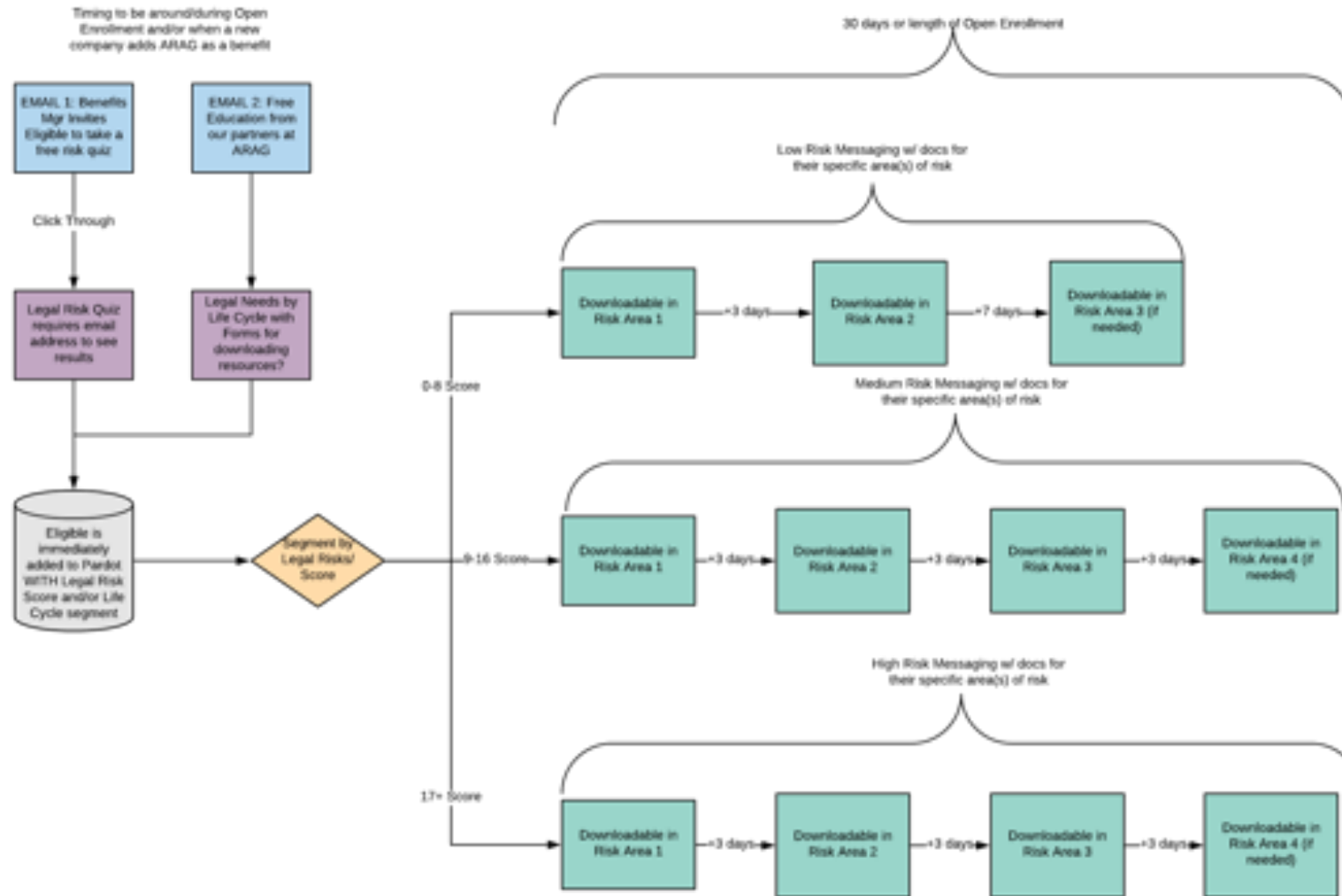


Graph source: Jeanne Jennings

Sample Automated Workflow: Product Fit



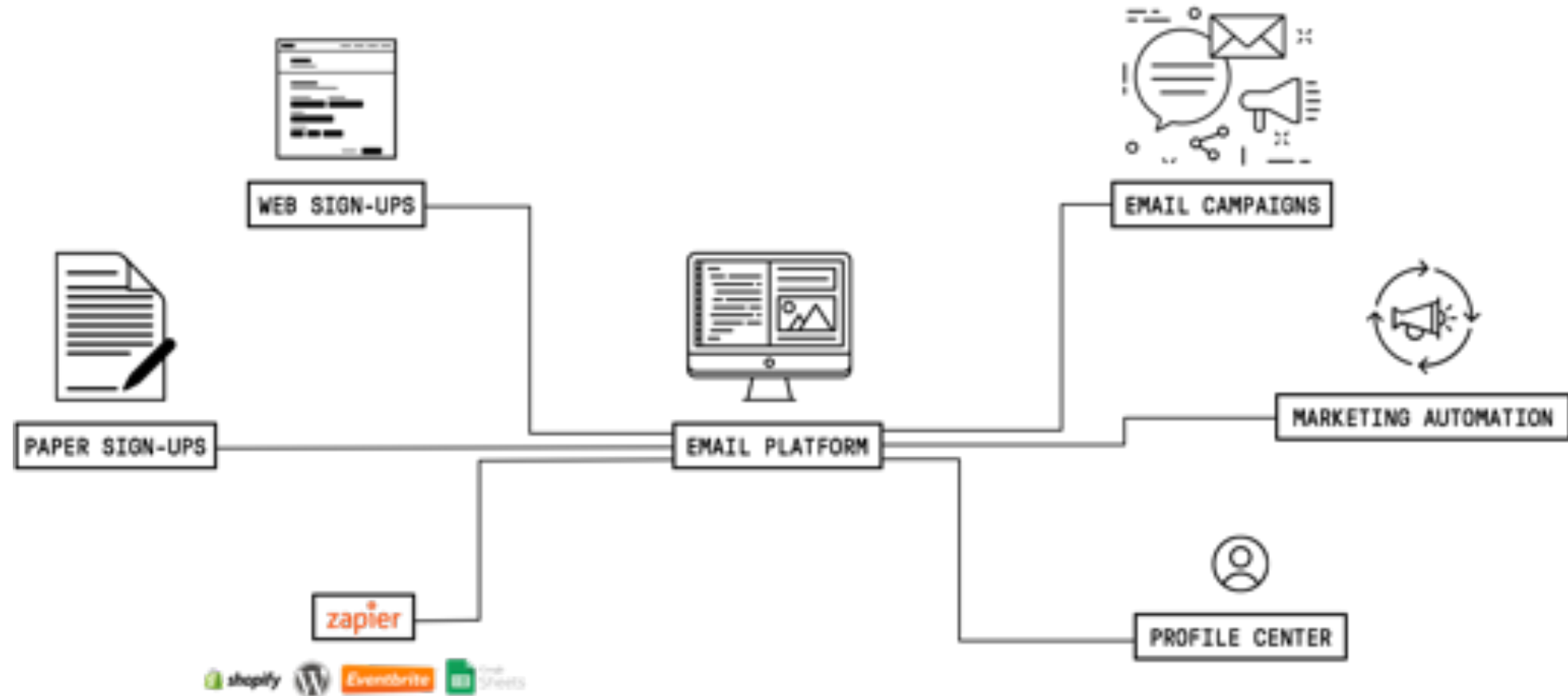
Sample Automated Workflow: Product Fit



In order to USE data, you have to have access to the right data in the right systems.

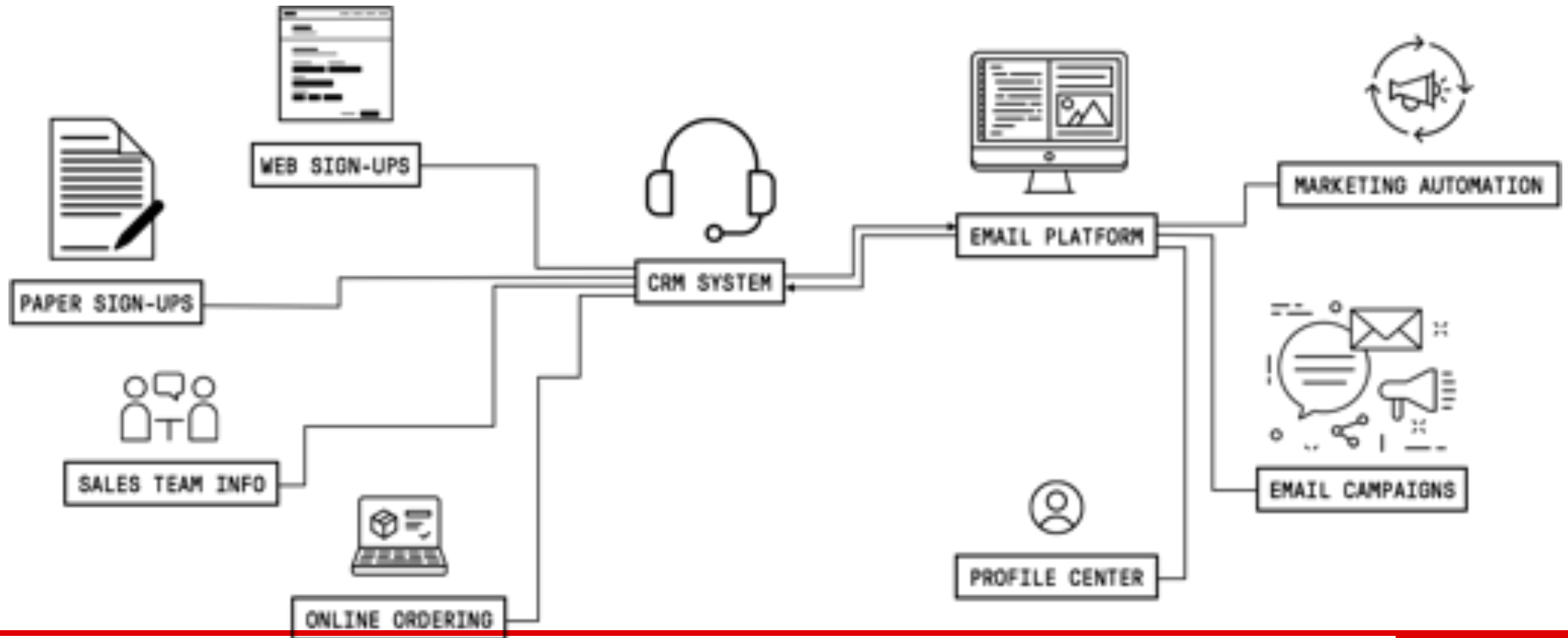
Setting Up for Success With Data in Email

Using your Email Service Provider as your Data Hub



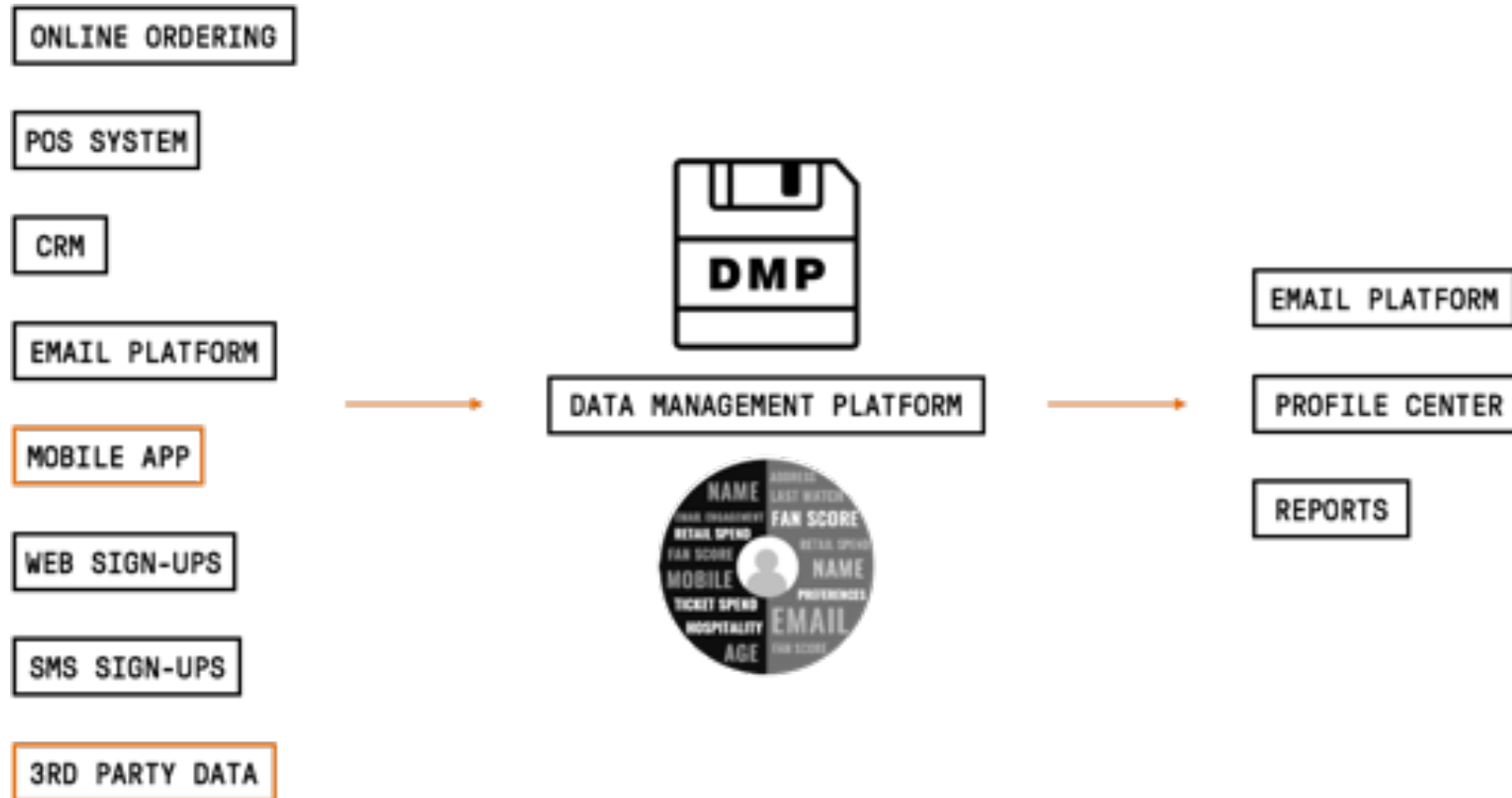
Setting Up for Success With Data in Email

Using your Customer Relationship Mgmt Platform as your Data Hub



Setting Up for Success With Data in Email

Using your Data Mgmt Platform (DMP/CDP) as your Data Hub



To view this email as a web page, click [here](#).



NOODLEGRAM

MENU LOCATIONS ORDER GIFT CARDS CATERING





GET YOUR GROWN UP MAC & CHEESE BEFORE IT'S GONE

Hi Jessica

Our Grown Up Macs won't be around much longer so come on down to get the nostalgic, creamy, cheesy dishes featuring adult flavors like Buffalo Chicken, Bacon Mac & Cheeseburger, or BBQ Pulled Pork. Bring your kid-at-heart appetite in for a bowl before the Grown Up Mac's are gone.

Grown Up Macs

Stay Connected











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[Unsubscribe](#)
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[FAQ](#)
[Privacy Policy](#)

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CUSTOMIZE



Wisconsin Mac & Cheese 470 | 940 Cal

A classic blend of cheddar and jack cheeses, cream and elbow macaroni

V

Choose Size

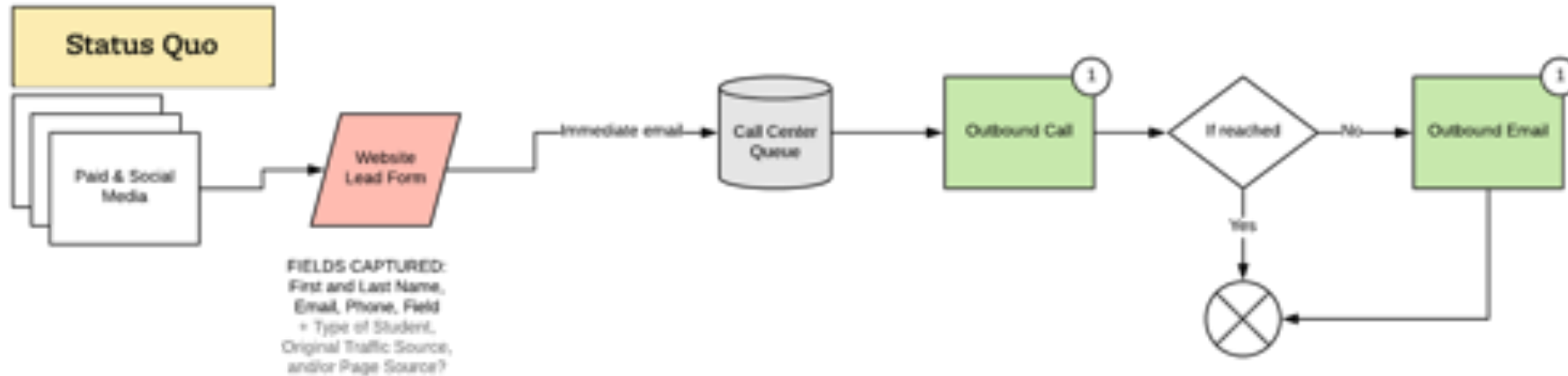
☒ Regular (+ \$6.25)
 ☐ Small (+ \$4.75)

Customize

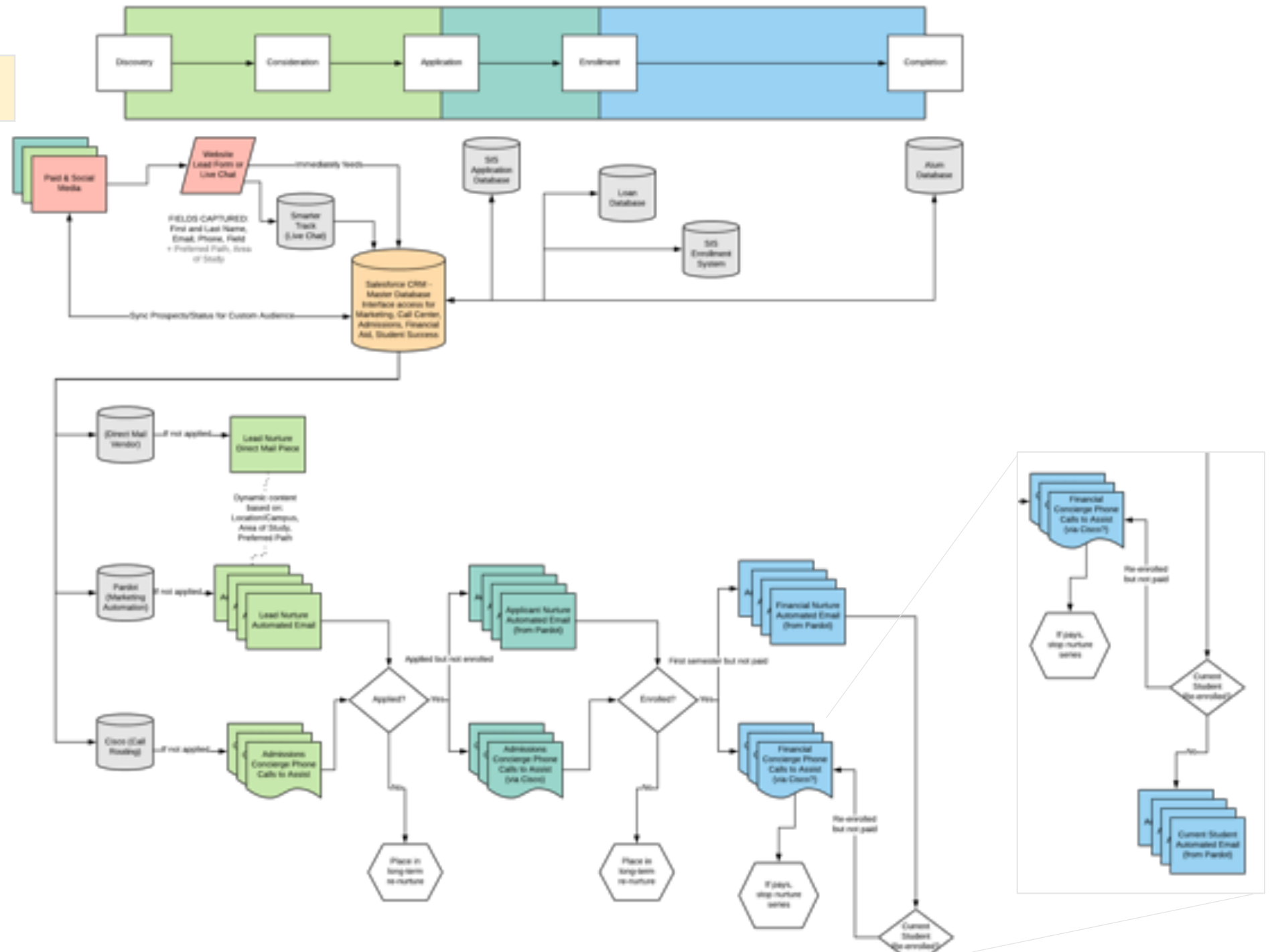
☐ Add Vegetables
 ☐ Sauce
 ☐ Sub Noodle

☐ Additional Options
 ☐ Extra Meat or Tofu

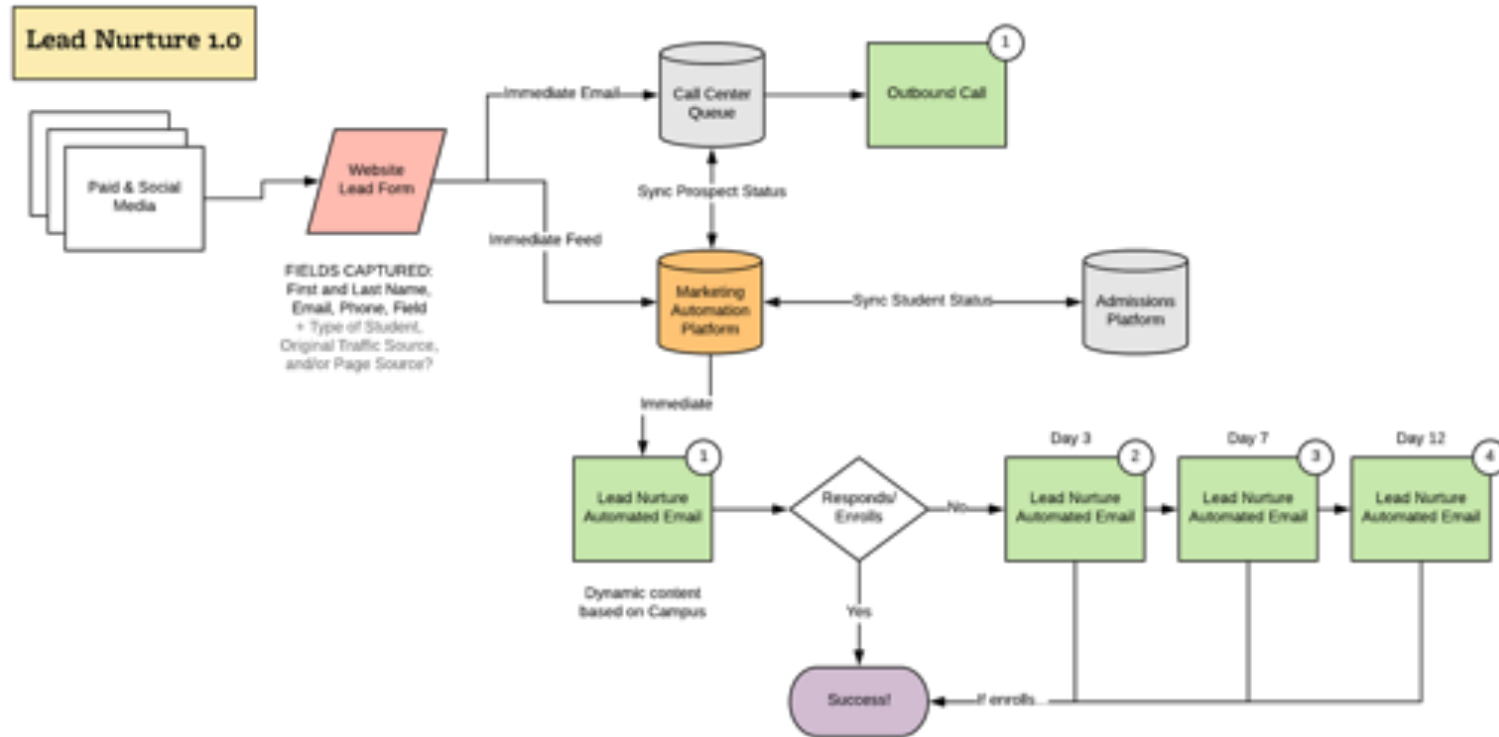
Integrated Data-Driven Marketing Plan



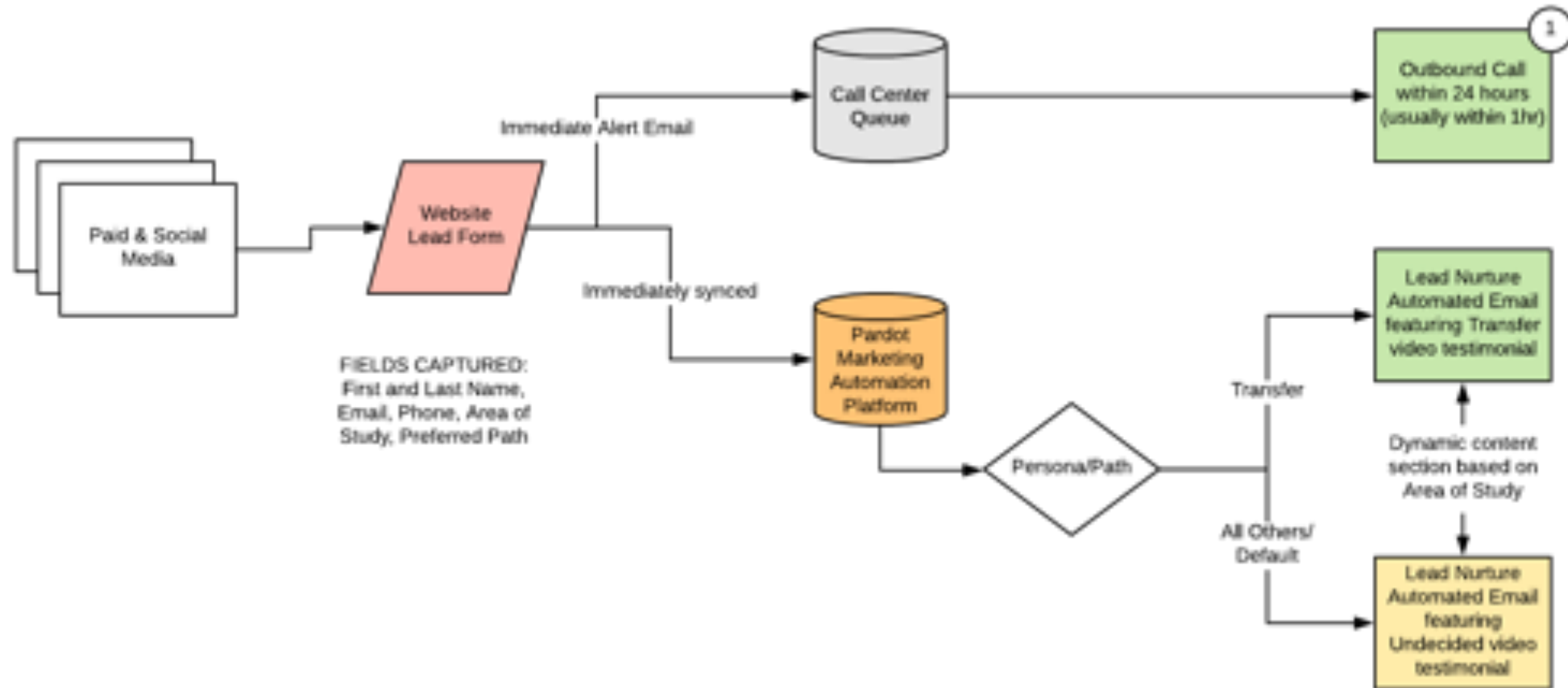
Ideal State



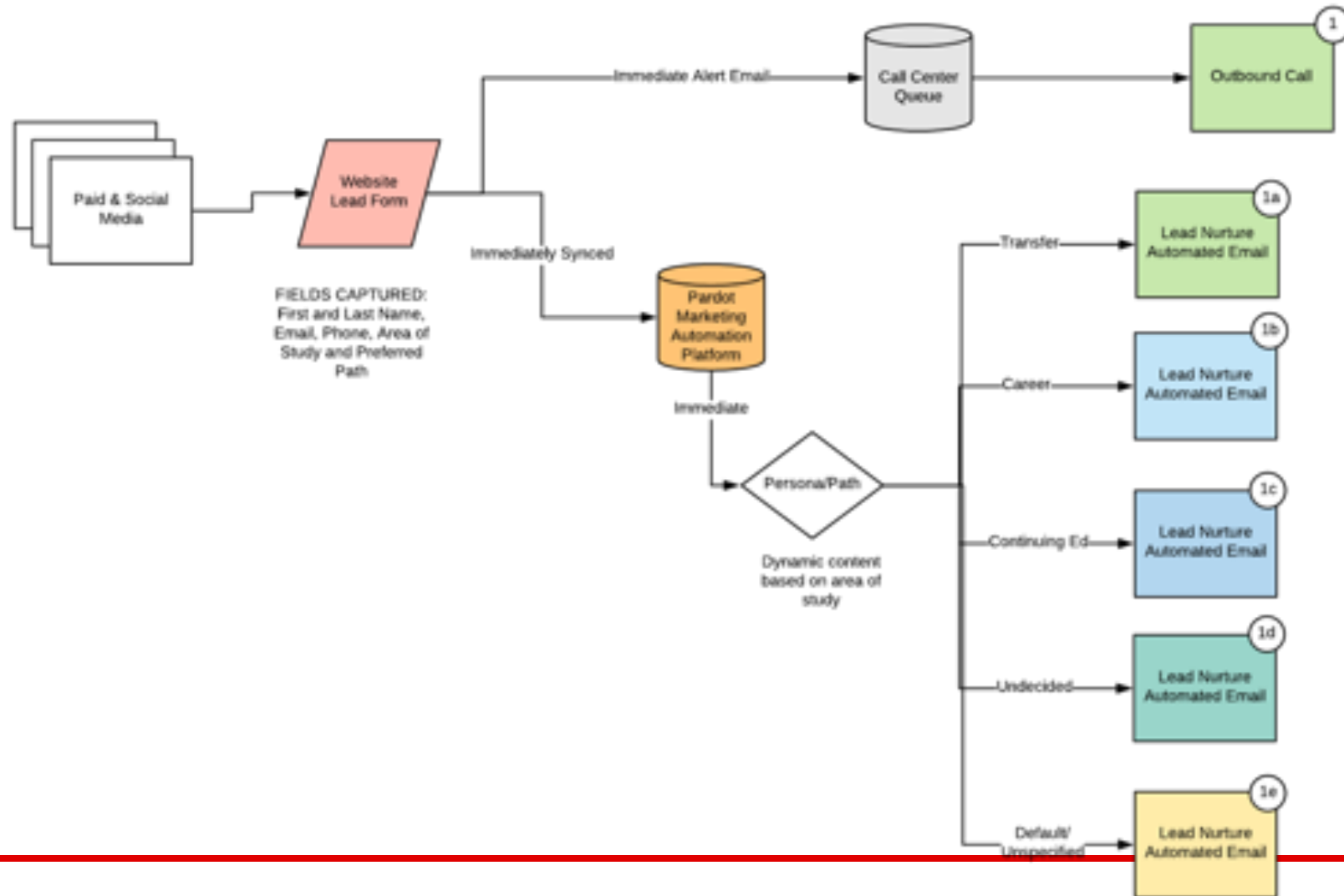
Integrated Data-Driven Marketing 1.0



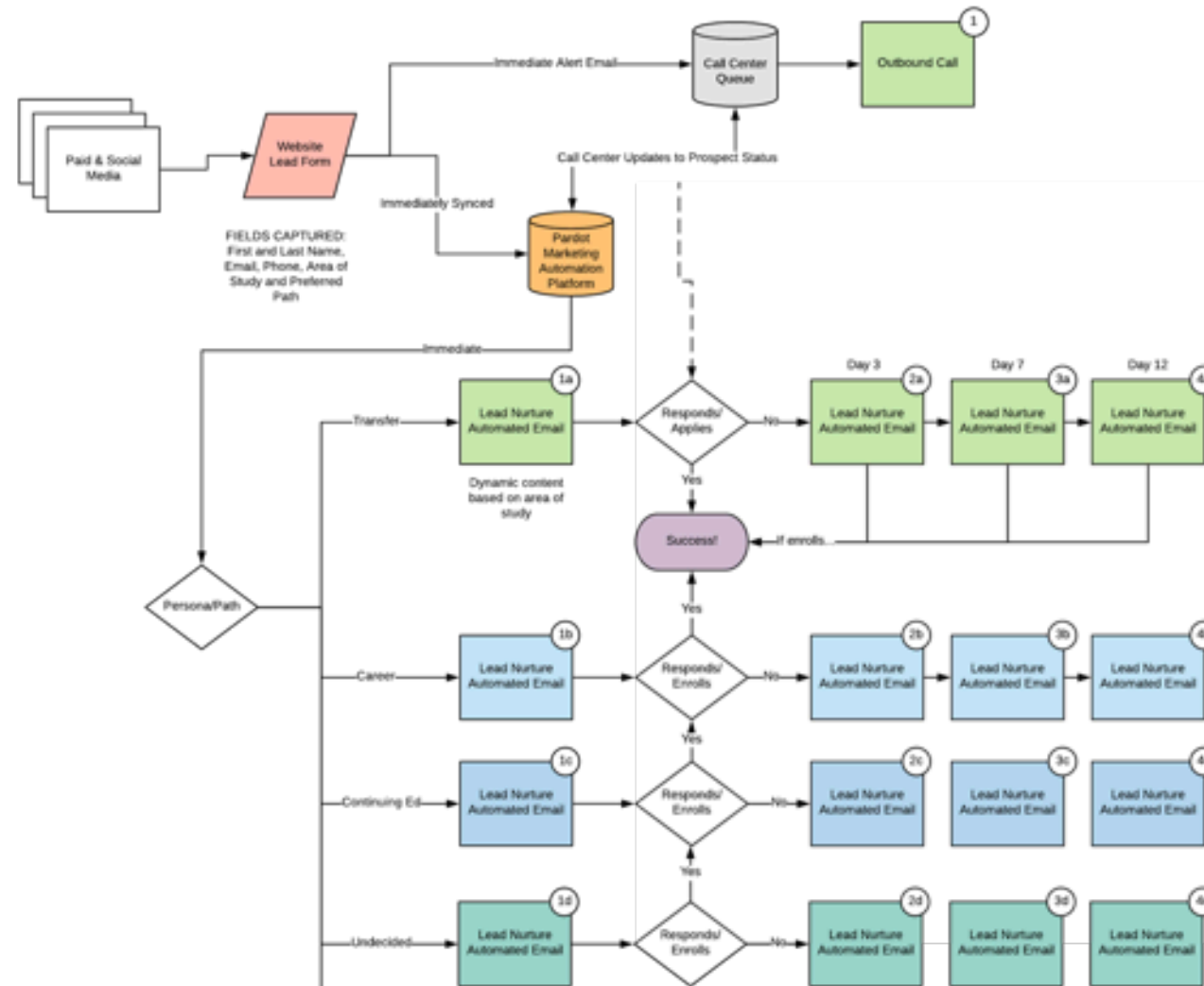
Integrated Data-Driven Marketing 1.0 Pivot



Integrated Data-Driven Marketing 1.1



Integrated Data-Driven Marketing 1.2



Budgeting for Add-Ons in your Email Marketing





What's the Value of a Subscriber?

Value of an Email Subscriber



Campaign	List Size	Expenses	Revenues/ \$ Values	Revenue per Sub
New Research Webinar	100,000	\$1450	\$31,245	\$0.31
Free Research Download	100,000	\$1450	\$24,996	\$0.25
New Customer Referral	1,000	\$85	\$3,513	\$4.03
...				...
ANNUAL TOTALS/VALUE PER SUB	100,000	\$75,000	\$2,000,000	\$20.00

Lifetime Value of an Email Subscriber

$$\text{LTV} = \frac{\text{Revenue Per Sub}}{\text{Avg Years on List}}$$

What are you willing to budget to acquire a new subscriber?

Estimating an Email Marketing Budget

Items for your budget:

1. Cost to create and deploy email marketing
2. Cost to acquire subscribers/grow your email list
3. Cost to measure and optimize your efforts

Estimating an Email Marketing Budget

- Budget for email creation & deployment costs
 - Email Marketing (or cross-channel) platform – priced by volume &/or contact count
 - Email Marketing copywriting/design – in house vs freelancer vs agency
 - Email Marketing mobile/mobile-responsive HTML development - you can stick to template-based, starting doing in-house dev, or use a service like [Email Monks](#) (free first order at that link!)
 - Email rendering testing – spot checking your own inboxes vs Email on Acid or Litmus. (Litmus also has the option to see time spent with email, email client, etc.)
 - NOTE: You can buy 1-off tests from Litmus via MailChimp for \$3, called [Inbox Preview](#).



Estimating an Email Marketing Budget

- Budget for email list acquisition – How much are you willing to pay for a new subscriber? (Hint: Calculate your LTV of an email sub first!)
 - SEO to drive organic growth with people who are looking for your answer/solution
 - AdWords/PPC to target need states (shopping vs buying words)
 - Partnerships -- sponsored emails or swapped content
 - Paid media/advertising
 - Register to Win promotions/offers – social sign up, refer a friend, etc.



Lifetime Value per Acquisition

- Big Brothers Big Sisters Kansas City's average # of months for a recurring donor via the website = 60!
- Rather than only give credit in GA for the first donation (i.e. \$25), they changed the value of that conversion to $\$25 \times 60 = \$1,500$
 - They're ready to invest a lot more to acquire that recurring donor now that they know the value.
- The annual revenue from email sources on the website is ~ \$30,000, so they were ready to increase their investment in an email platform from \$5,000/year to \$15,000/year to try to increase that impact via automation.

Estimating an Email Marketing Budget

- Budget for email marketing optimization & measurement
 - Google Analytics is FREE, easy, and fast. Other options may make sense eventually (but, honestly, probably not).
 - Google Data Studio is FREE and fairly robust. Other options may make sense once your marketing team grows past a few folks or when you have other systems to plug into your reporting.
 - Paid upgrade to a mid-tier or enterprise-level Email Marketing Platform (like Hubspot or emfluence) that comes with built-in A/B testing tools and/or dynamic content capabilities.



Estimating a Budget

When you're ready to invest more to "turn up the volume"...

- [ReturnPath](#) for tracking inbox placement will become a necessity at some point (when your list is over 200K). (250ok or GlockApps are also options.)
- Subject line optimization tools like [TouchstoneTests.io](#) can help you "guess right" on subject lines that will likely convert, based on the best performing SL globally.
- [Movable Ink](#) or Live Clicker offer creative boosters using motion and dynamic content that can lift engagement.
- [Certona](#), Selligent, or any number of product recommendation engines can add the powerful brains of machine learning to your dynamic content capabilities.
- If you want to "spy" on what your competitors are sending, try ReturnPath, [eDataSource](#), or for a quick-n-dirty (less expensive) option: MailCharts.




Email Marketing Reporting & Analytics

that leads to actual Insights and Optimizations

The Analytics “Brief”

Before you start each project or campaign, gain alignment with your Goals, KPIs, and RACI to be sure you’re kicking the ball in the right direction.




Measurement and Analytics Plan (MAP) – Client // Project or Campaign

Client/Client owner	
Project	
MAP Owner	
MAP Stakeholders	

I. Campaign Overview

Describe the project and place overall description of the client here. (Optional: marketing goals, at a very general level)

Business (Report/Goal)	What is the goal to achieve or what outcome, other results?
Marketing Goals/Report/Outcome	How will that be achieved? (If any, list it)
Strategy & Tactics	What is the goal here? (If any, list it)
Campaign Implementation	Examples: To achieve outcomes to drive results or product? To develop or engage a customer segment who has a propensity to higher frequency? To achieve specific product line or a specific time period with target audience? To increase or optimize data and analytics on our website or product line to drive recommendations?



Client: Wonka Industries

Job: 10011-01

2016 Wonka “Meal” Candy Launch

Author: Ben Dover

The Basics: *Check these 8 questions.*

What is the clearest articulation of the project?

After years of research and testing, Willy Wonka’s Chocolate Factory is ready to launch a three course meal gum in the fall of 2017. Barkley is being tasked with developing the name and packaging design, as well as campaign creation and execution.

Who is the audience for this project?

The target audience for the launch of the three course meal gum is the Young and Sugar High segment from the segmentation research. The three course meal gum solves their parents’ struggle to get them to eat healthy, nutrient-rich meals, while satisfying the child’s love for candy and gum.

What is the desired outcome and how will we measure it?

- Sales: \$2.5 million in sales by December 31, 2017
- Sampling: 125,000 samples distributed to the target by December 31, 2017

What does the timeline look like and what is driving it?

The product launch in the fall of 2017 is coincided with the first level, Thanksgiving dinner, and the Thanksgiving holiday season. Below are the specific dates that must be met:

- 11/5/16 - Name recommendations due to legal
- 10/1/17 - Press release to local media
- 10/1/17 - Final packaging files due to vendor
- 11/1/17 - Product file stories

Who are the Barkley key players?

Account Service, Project Manager, Strategist, Creative, Content, Media, Production, etc.

The Specifics: *Answered questions.*

Why does this assignment exist?

Since the documentary Willy Wonka and the Chocolate Factory, consumers have been demanding the launch of the three course meal gum. The formula has been perfected and now is the time to launch this new product.

The Analytics “Brief”

IMPORTANT: These need an owner to “sign off” on them -- one from strategy and one from “client” or product manager.

Measurement and Analytics Plan (MAP) – Client // Project or Campaign

Client/Project Name	
Project	
Lead	
Launch/End Date	
Today's Date	
MAP Owner	
MAP Stakeholders	

1. Campaign Overview (Depends on the Project & Account Types)
Please provide a description of the effort here. Depending on the size and scope, this may be a comprehensive overview of a year's marketing plan, or a single tactical initiative (this is a one-time, short-term effort).

Business Objective(s)	What is the overall business objective and goal? These are long-term goals that the company is striving to achieve, and which marketing is a part. Typically expressed as revenue, such as a 10% increase in revenue over the next year, or a 10% increase in customer acquisition over the next year.
Marketing Goals/Objectives	How will marketing be utilized to achieve the business objectives, and how will it be measured? Example: Increasing awareness of the company's new product line by 10% over the next 6 months. The goal here will be to see marketing efforts in business terms, such as the number of new leads generated or the number of new customers acquired.
Strategy & Tactics	Strategy: Describe what strategy will most effectively achieve your marketing objectives, and support your campaign. Tactics: What are the most effective execution to achieve the above strategy? The action will provide specific marketing tactics, such as being implemented within the constraints of the plan. Budget, timing, competition, technology, economic factors, etc. Example: Utilize an integrated campaign to drive awareness and consideration, emphasizing content that resonates with key targets and provide support within the budget and timeline. How will the campaign be executed? This will encompass the general communication and marketing of all related items of the campaign.
Campaign Implementation	<input type="checkbox"/> Digital (e.g. Email, Search, Display, Social Media, Email) <input type="checkbox"/> Content, Website, App <input type="checkbox"/> PR <input type="checkbox"/> Other (specify)

Reporting Cadence

☐ Daily until _____ then...due dates _____

☐ Weekly until _____ then...due dates _____

☐ Twice Monthly until _____ then...due dates _____

☐ Monthly until _____ due dates _____

☐ Quarterly until _____ due dates _____

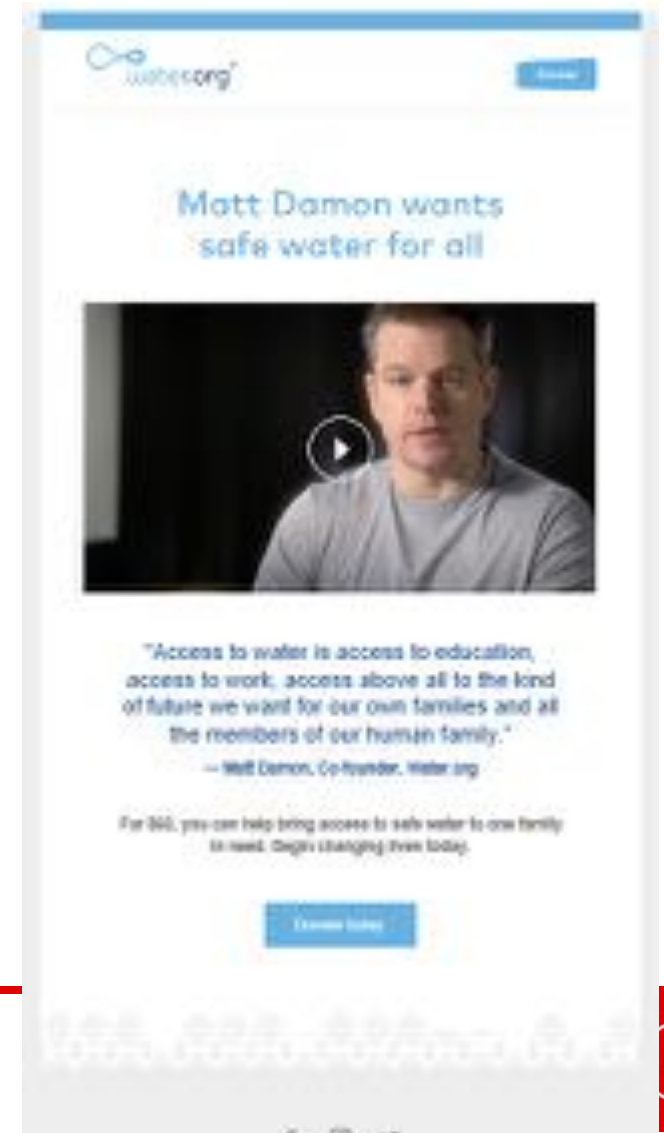
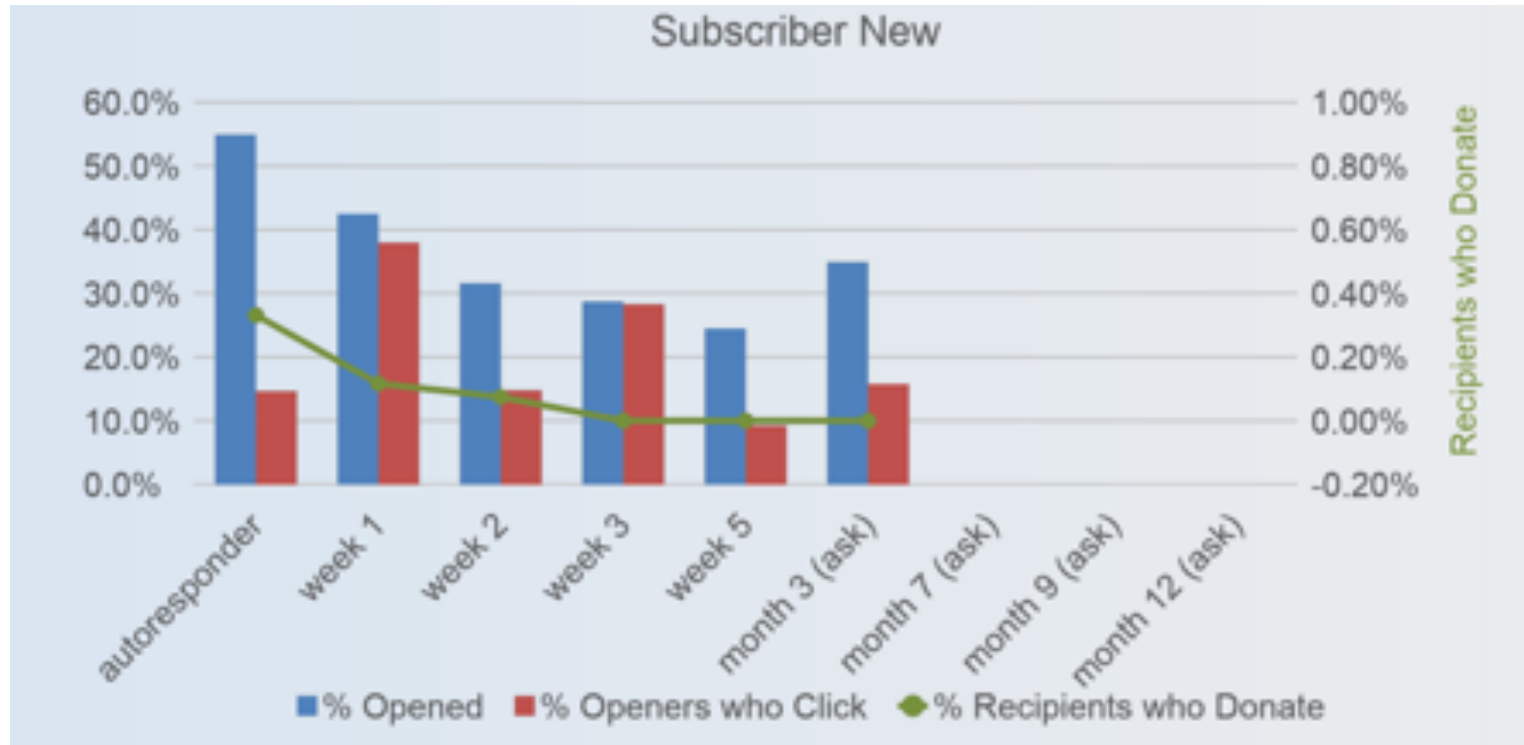
6. Approval

Approved by: _____

Client / Date _____

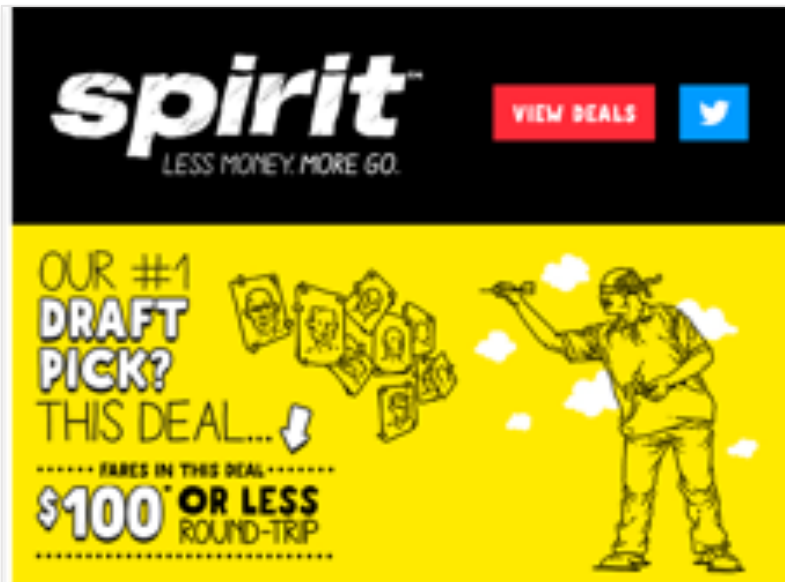
Data for Email Marketing Optimization

Diving into the data to glean insights, not just stats



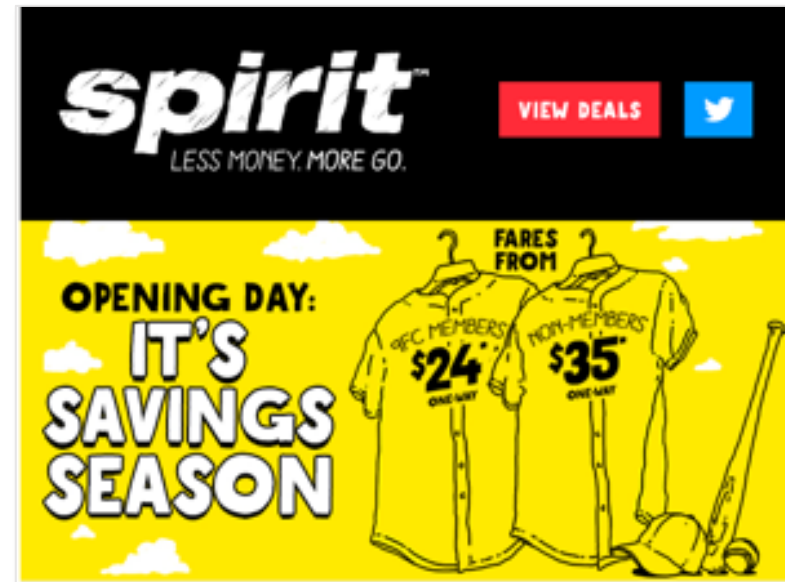
Data for Email Marketing Optimization

Learn from top performers to systematize finding what works



Our #1 Draft Pick? This Deal:

Spirit loves a strong draft just as much as anyone. Besides, a little breeze goes a long way on these warm summer days. But, we don't believe draft picks should be analyzed for "upside" or "potential." No, the only thing you should consider for your pick is savings. That in mind, this deal should be a no-brainer for your #1 overall pick. Book now and save!



Opening Day: It's Savings Season

There's nothing quite like opening day, America. The cheering fans, the rivalries, the victories – it's without a doubt a great pastime. And we know you love it. And we know you know we know you love it. Better yet, we know you have another pastime you love: saving money on travel! So book this opening day deal now and follow your team on the road!

Setting Up Google Analytics for Email

***WATCH OUT:** If you're using Excel/Google Sheets formula to create your URLs, you have to watch out for question marks (?) in your original URL.*

URLs can use ?item=something to help direct traffic to the right sub-page, pre-fill information on a page, or track information about the incoming visitor, like UTM strings do. (Ex ?utm_source=pardot)

However, a URL can only have 1 question mark, then every other definition has to be &item=something. The FIRST utm item is preceded by a ? But then the rest use &. If you have a URL that uses a question mark already, the utm items all have to start with &.

Examples:

- https://www.athome.com/?utm_source=sfmc&utm_medium=email&utm_campaign=newstoregeneva
- https://www.athome.com/on/demandware.store/Sites-athome-Site/default/Stores-Details?StoreID=Illinois-Geneva&utm_source=sfmc&utm_medium=email&utm_campaign=newstoregeneva

TIPS for Google Analytics UTMs in Email

Once you've created the full GA-UTM-tagged version of your URL, use THAT as your link in MailChimp or your ESP. It won't affect your email platform's view of the results.

Send a test campaign to your proofing team and be sure that all links still work with the UTM strings at the end. You can quickly spot errors like:

- ❑ Anchor links that don't work once you add the UTM string.
 - ❑ TIP: Add the anchor (#) at the END of the URL, after the UTM string
- ❑ Pages that don't work, i.e. if you had a ? in the original URL and forgot to change the beginning of the UTM string.
- ❑ If you don't see your results, double check that you used lowercase email (not Email) and that your utm_source is correct in all links.

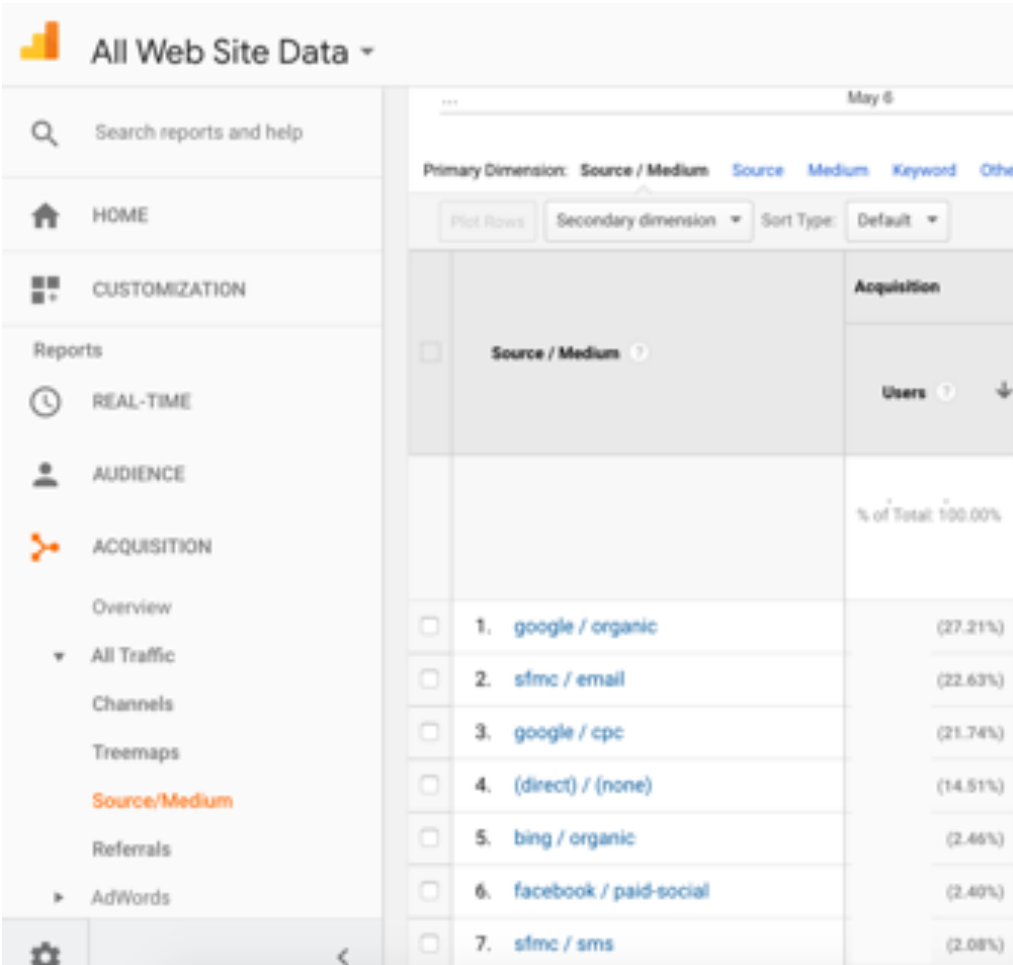
Mining Google Analytics for Email Impact

A day or so later, you should see your test team's website traffic results.

In Google Analytics, go to Acquisition > Sources/Medium

OR...

Show Medium as your primary



The screenshot shows the Google Analytics interface for 'All Web Site Data'. The primary dimension is set to 'Source / Medium'. The table lists various traffic sources and their percentage of total traffic.

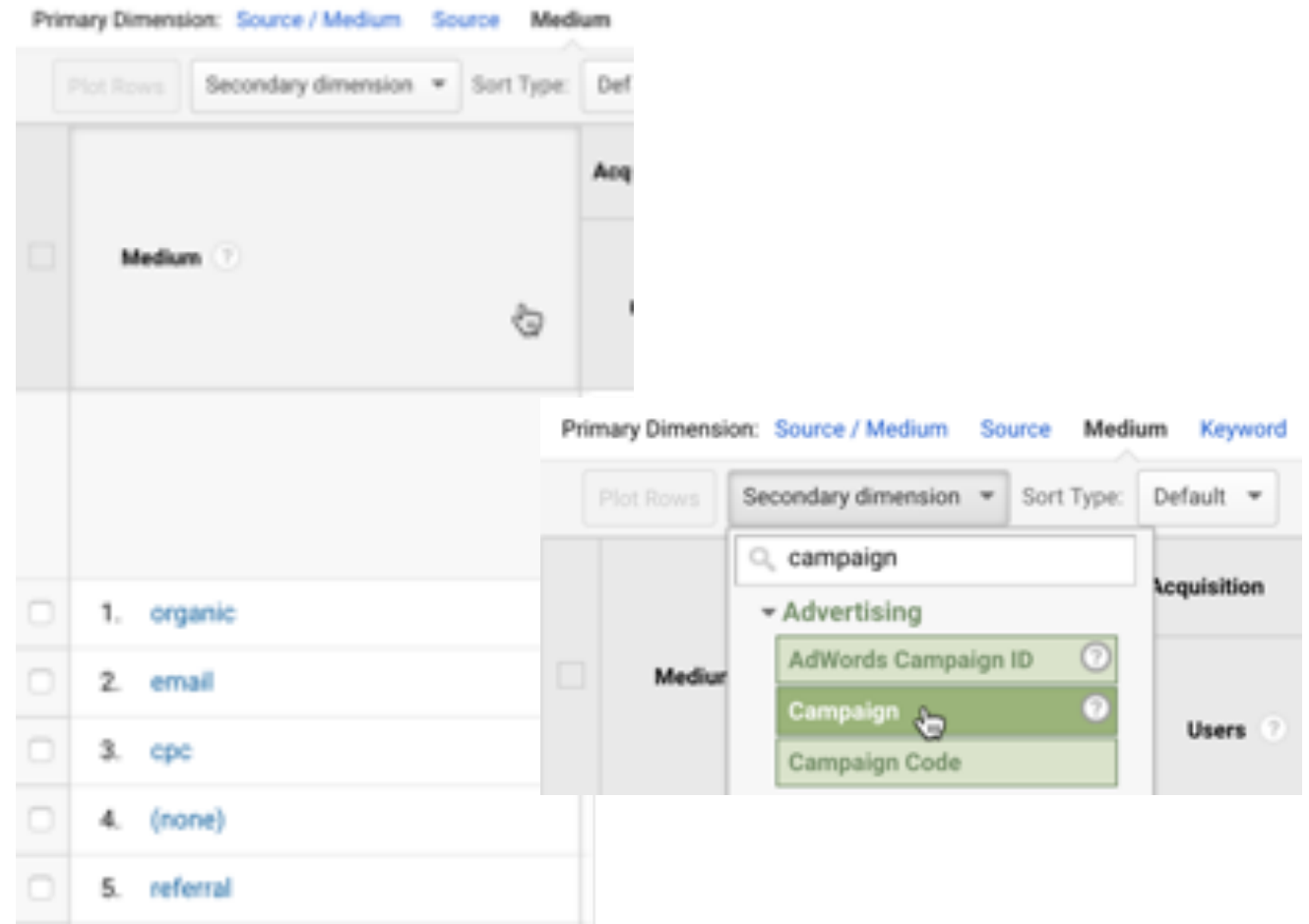
Source / Medium	Users	% of Total
1. google / organic	(27.21%)	
2. sfmc / email	(22.63%)	
3. google / cpc	(21.74%)	
4. (direct) / (none)	(14.51%)	
5. bing / organic	(2.46%)	
6. facebook / paid-social	(2.40%)	
7. sfmc / sms	(2.08%)	

Mining Google Analytics for Email Impact

Click to show Medium as your primary dimension, then

Click on email to show all email results, then

Add a secondary dimension for Campaign to see the traffic from each of your individual emails.



Email Marketing Testing Strategy

Including Tested Ideas that Drove Proven ROI

The Importance of Testing

One Day Inside a Fundraising Machine
Before firing off a fundraising plea to Obama's tens of millions of supporters, the campaign would experiment with different versions of a single message to see what got the most clicks.
A snapshot of the e-mail team's work on June 26

THE SUBJECT LINE	THE HAUL	THE DIFFERENCE
The team tested numerous subject lines by sending fundraising e-mails to small groups of supporters	Based on the donations those e-mails raised, the team projected how much the pitches would bring in if sent to the full Obama list	They then projected how much less money the campaign would collect if they used anything other than the most successful e-mail
I will be outspent	THE WINNER! \$2,540,866	n/a
Some scary numbers	\$1,941,379	\$599,487
If you believe in what we're doing...	\$911,806	\$1,629,060
Last call: Join Michelle and me	\$894,644	\$1,646,222
Would love to meet you	\$755,425	\$1,785,441
Do this for Michelle	\$714,147	\$1,826,719
Change	\$711,543	\$1,829,323
The most popular Obama	\$659,554	\$1,881,312
Michelle time	\$604,813	\$1,936,053
Deadline: Join Michelle and me	\$604,517	\$1,936,349
Thankful every day	\$545,486	\$1,995,380
The one thing the polls got right...	\$403,603	\$2,137,263



<https://www.bloomberg.com/news/articles/2012-11-29/the-science-behind-those-obama-campaign-e-mails>

Saturday Time of Day Test: Which Test Won?

Name	Scheduled Date	Subject
W7PatioFurnitureEngagedD	3/14/2019 6:00 PM	Your perfect Patio awaits ☀️
W7PatioFurnitureEngagedC	3/14/2019 3:00 PM	Your perfect Patio awaits ☀️
W7PatioFurnitureEngagedB	3/14/2019 12:00 PM	Your perfect Patio awaits ☀️
W7PatioFurnitureEngagedA	3/14/2019 9:00 AM	Your perfect Patio awaits ☀️

Hypothesis (aka the Assumption/Control):
9AM sends out perform sending later in the day

Date/Time Sent	Status ▲	Emails Sent	Delivered	Unique Opens	Unique Clicks	Click-Through Rate	Open Rate	Deliverability Rate
3/14/2019 6:05 PM	Complete	887,700	886,477	135,979	13,787	1.6%	15.3%	99.9%
3/14/2019 3:05 PM	Complete	887,983	886,938	132,130	13,271	1.5%	14.9%	99.9%
3/14/2019 12:05 PM	Complete	888,065	887,055	128,755	12,947	1.5%	14.5%	99.9%
3/14/2019 9:05 AM	Complete	887,968	887,211	122,609	11,979	1.4%	13.8%	99.9%

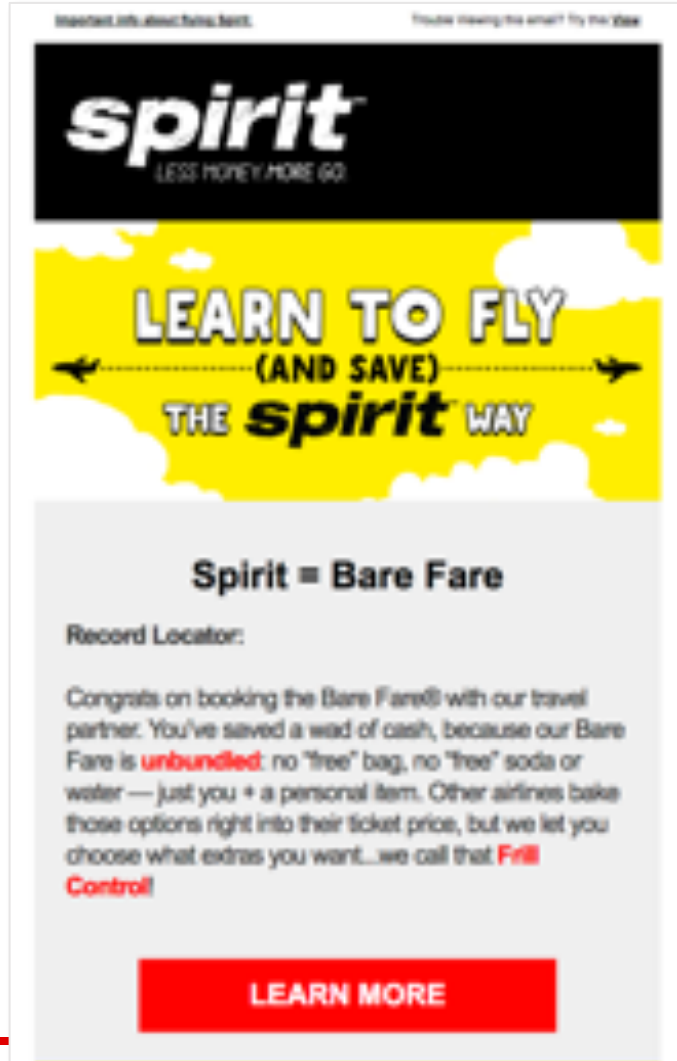
Saturday Time of Day Test: Which Test Won?

#	Trend to Test	How We'll Test It	What Defines a "Winner"	Delivered	Opens	Open %	Clicks	Click-to-Open %
W4	Time of Day	Send IF Engaged at 4 times throughout the day	Conversions					
		A: 9:00AM Send		543,680	71,500	13.15%	6,021	8.42%
		B: 12:00PM Send		542,283	72,906	13.44%	6,000	8.23%
		C: 3:00PM Send		542,305	75,998	14.02%	6,598	8.68%
		D: 6:00PM Send		542,554	78,467	14.46%	7,050	8.98%
W4	Time of Day	Send IF Engaged at 4 times throughout the day	Conversions					
		A: 9:00AM Send		543,680	71,500	13.15%	6,021	8.42%
		B: 12:00PM Send		542,283	72,906	13.44%	6,000	8.23%
		C: 3:00PM Send		542,305	75,998	14.02%	6,598	8.68%
		D: 6:00PM Send		542,554	78,467	14.46%	7,050	8.98%

Saturday Time of Day Test: Which Test Won?

#	Trend to Test	How We'll Test It	Conversions	Conversion %
W4	Time of Day	Send IP Engaged at 4 times throughout the day	Conversions for Non-Openers	
		A. 9:00AM Send	21,263	3.91%
		B. 12:00PM Send	20,629	3.80%
		C. 3:00PM Send	20,966	3.87%
		D. 6:00PM Send	21,123	3.89%
W4	Time of Day	Send IP Engaged at 4 times throughout the day	Conversions for Openers	
		A. 9:00AM Send	4,351	0.80%
		B. 12:00PM Send	4,446	0.82%
		C. 3:00PM Send	4,440	0.82%
		D. 6:00PM Send	4,288	0.79%

The Impact of Testing



"Just one more step to complete your booking..." (WINNER)

Compared to:

For your upcoming flight... (-2.3%)

Reminder! (-10.5%)

Did you see this? (-19.5%)

Look at all the ways you can save! (-59.8%)

The Impact of Testing



"Your booking is almost complete..."

Compared to:

Got Baggage? (-1.3%)

Hurry! Limited Time Only... (-18.9%)

Don't Forget... (-25.3%)

Missing Something? (-30.4%)

Why Use Email Marketing for Testing

- ✓ Fast
- ✓ Easy
- ✓ Captive audience
- ✓ Big impact


What to Test: CTA Wording

Fares From \$44.99* One-Way +
Vegas Vacations

Trouble Viewing this email? Try this [VIEW](#)

spirit [SEE ALL DEALS](#)

A LA SMARTE



☐ ☐ ☒ ☐

Fares From
→ **\$23.99***
One-way
SFC Members

Fares From
→ **\$44.99***
One-way
Non-Members

**Feast On
These Low
Fares**

[CLICK HERE](#)

Let's talk about hidden fees. Other airlines will never tell you they have hidden snack fees baked right into their ticket price. Our Bare Fare allows you to pay for just your seat instead of "free" snacks for the whole cabin. So either book with us or pay extra for that guy who's making thrice your salary to wave off a tiny bag

What to Test: Subject Lines

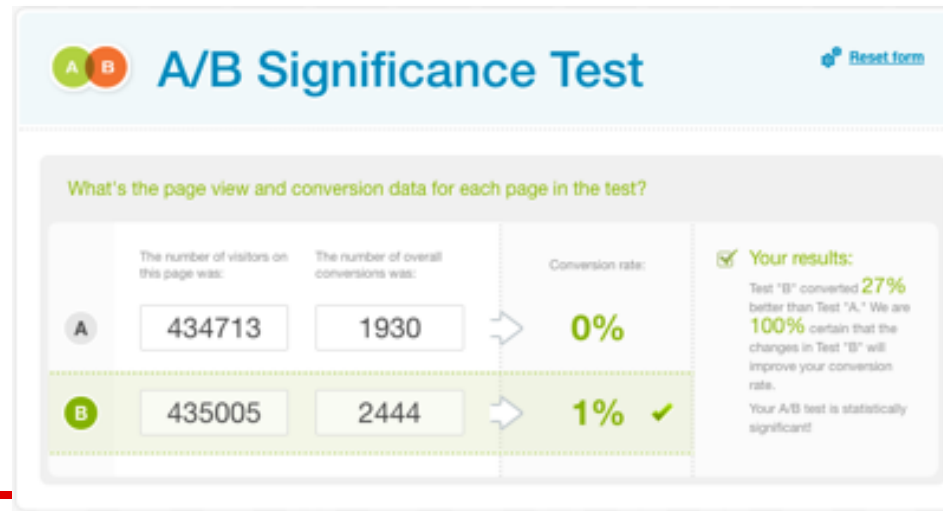


Wingstop e-Club

The Boneless Flavor Fix won't last long - Find your fix before July 30

Wingstop e-Club

Grab a Friend and Dig In for just \$20 - Find your fix before July 30



What to Test: Offer




What to Test: Timing

Monday	Tuesday	Wednesday	Thursday	Friday

From \$40.20* One-Way Prices From \$40.20* One-Way Having trouble viewing this email? [Click here](#)

spirit [SEE ALL DEALS](#)

 **EITHER / OR**

Fares From
→ \$23.20*
One-way
Non-Member

Scary Good Savings!

CLICK HERE

→ \$40.20*
One-way
Non-Member

While some people love spending big bucks on truckloads of Halloween candy and fancy costumes, others prefer the thrill of a more... atmospheric experience. This year, skip the ho-hum hauntings and put your money toward a trip to Portland, where you can explore the city's haunted Shanghai Tunnel system—if you dare. Or feel the chills race down your spine at one of Pittsburgh's plethora of celebrated haunted house experiences. Now shake off the cobwebs and book today.


- Fares From \$23.20* One-Way (BPC Members)
- Fares From \$40.20* One-Way (Non-Members)
- Travel: select dates in October 2017, November 2017, December 2017, January 2018 and February 2018
- Book by 11:59PM on October 3, 2017

→ \$9
FARE CLUB

Want to save more than ever?
Ultra low fares, bag discounts, exclusive sales, packages & more!

JOIN THE CLUB

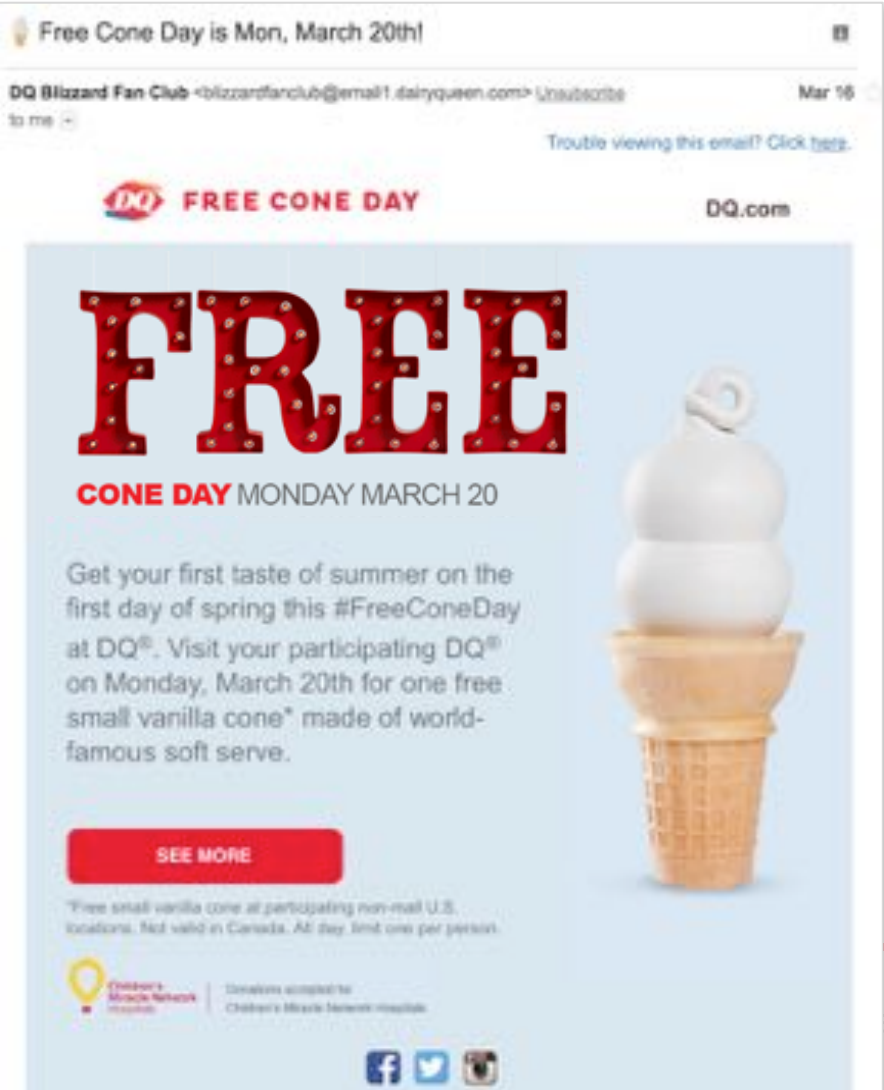
One Free Personal Item Included
Make Sure It's JUST WHAT YOU NEED



A/B Testing Methodology

- ✓ Make it REPEATABLE
- ✓ Make it ACTIONABLE
- State your hypothesis before you start: What would you change tomorrow if you could prove it lifts?
 - Plus, define up front how you'll determine a winner before you run the test (by what metric)
- Test methodically against that hypothesis

Test Methodically (Not Circumstantially)



Julius League	\$2 coupon from Cupid. - Julius League Trouble viewing this email? Try this. http
Julius League	This BOGO is bananas. And strawberries. - Julius League Trouble viewing this
Julius League	Save on Strawberry with \$1 OFF. - Julius League Trouble viewing this email? T
Julius League	\$1 OFF Tripleberry Premium Fruit Smoothie - Julius League Trouble viewing th
Julius League	\$1 OFF Mango Pineapple - Three reasons to open this email Plus a BOGO Prer
Julius League	When a berry meets a melon. Try it for \$1 off. [QC1 CA-FR V-B] - Trouble viewin

How to Test Correctly

- Test mechanisms, not copy
 - Emotion (Fear, Sadness, Humor, Happiness)
 - FOMO (Availability Bias, Urgency, Exclusivity)
 - Easy Button (Consistency Principle)
 - Social Proof (Reviews)
 - Practical Value (Save time, save money, earn money)
- Or test motivators:
 - Public – easy to see
 - Practical – useful/valuable
 - Stories – part of a bigger idea

[Jonah Berger's 6 Steps to Creating Contagious Content](#)

Test Motivators



How to Test Correctly

- Don't test too many things at once
- Make sure your results are statistically significant
 - Size of test segments
 - Eliminate test biases/all other factors, i.e. timing
- Run your test long enough for real results, i.e. before your ESP auto-winner pickers

“If you torture the data long enough,
it will confess to anything.”

Darrell Huff, *How to Lie With Statistics*
(1954)

How to Test Correctly

- **Don't torture your data.** You can absolutely bend data to your will... be careful not to make it.
- Don't take results as law forever.
- Don't over test.

When are you OVER testing?

Variation	Open Rate %	Click Rate %	Conversion Rate Lift
Control Version	18%	0.4%	--
Test Version 1	13%	0.3%	-48%
Test Version 2	9%	0.2%	-31%

Email Marketing Tests that Drove ROI



Source:
Behave.org

JESSICA BES

g 201:



Email Marketing Tests that Drove ROI



Your Monthly Donation

Please enter your donation amount: \$ (for example, 16.00)
per month

Your Monthly Donation

The Paradox of Choice:

An open box leaves room for consideration and hesitation.

Suggested donations give guidance and, done right, can drive up donation amounts.

Source:
Behave.org

Email Marketing Tests that Drove ROI

✓ Your results:

Test "B" converted **19%** better than Test "A." We are **97%** certain that the changes in Test "B" will improve your conversion rate.

Your A/B test is statistically significant!

Free retro lunchpail with the purchase of two 12oz bags of coffee and free shipping on orders over \$40.
Trouble viewing this email? Click here to view it as a webpage.

The ROASTERIE
AIR-ROASTED COFFEE

Receive a FREE Retro Lunchpail with the purchase of TWO 12oz Bags of Coffee

Give the gift of **The ROASTERIE**
AIR-ROASTED COFFEE
Shop Coffee Now!

LIVE LIFE ON THE RIM

Plus, free shipping on orders over \$40!

Lunchpail will be added after the order is processed. Offer valid online only. Order must be placed between 12am-11:59pm on Monday, December 1, 2014.

THE ROASTERIE
1204 W 27th Street
Kansas City, MO 64108
© 2012 The Roasterie

FIND US ON
FACEBOOK
OUR BLOG
TWITTER
LINKEDIN

Unsubscribe

Emails

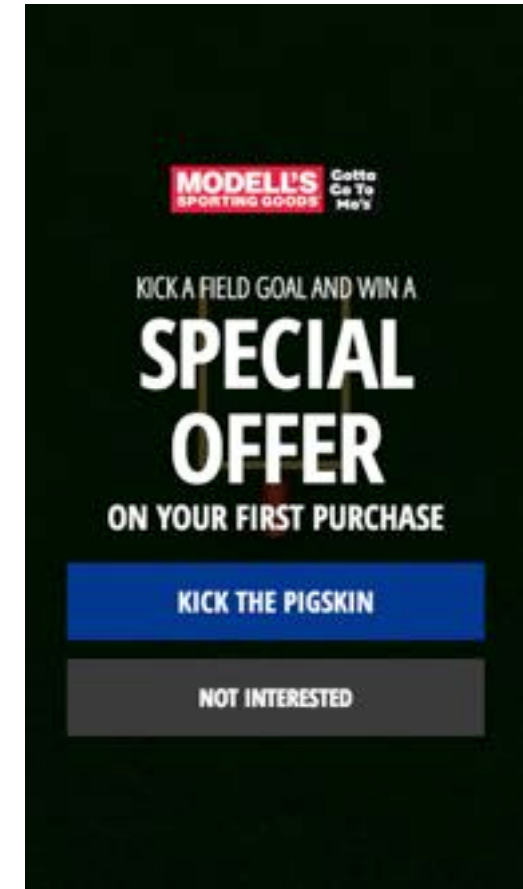
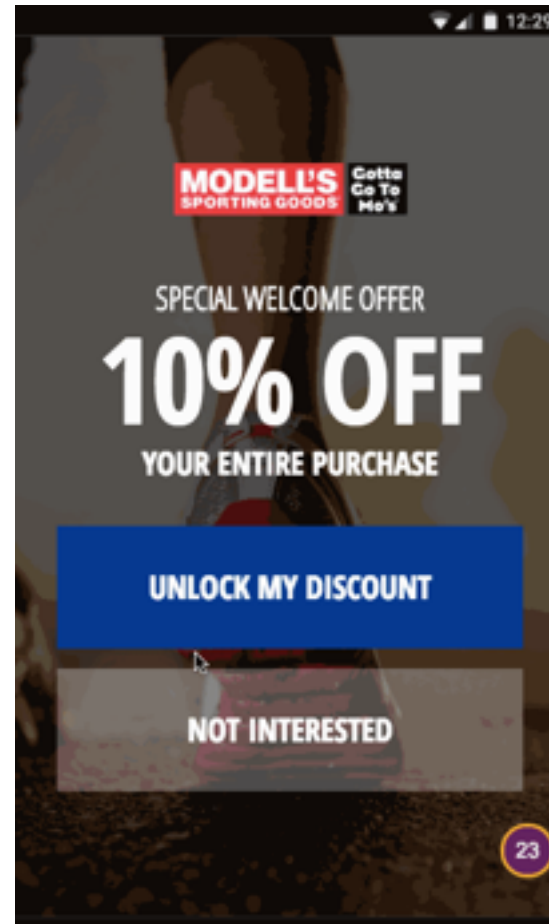
Title	Date	Sent ↕	Unique Views ↕	Total Views ↕	Unique Clicks ↕	Total Clicks ↕	Clicks-To-Views ↕
12.1.2014 Cyber Monday AM	12/1/14 5:01 AM	13,214	2,126 16.1%	2,616 19.8%	166 1.3%	227 1.7%	7.8%
12.1.2014 Cyber Monday Sunday PM	11/30/14 5:16 PM	13,220	2,744 20.8%	3,637 27.5%	216 1.6%	270 2.0%	7.9%

Email Marketing Tests that Drove ROI

One-time modal

vs

Pervasive but hide-away sign-up option



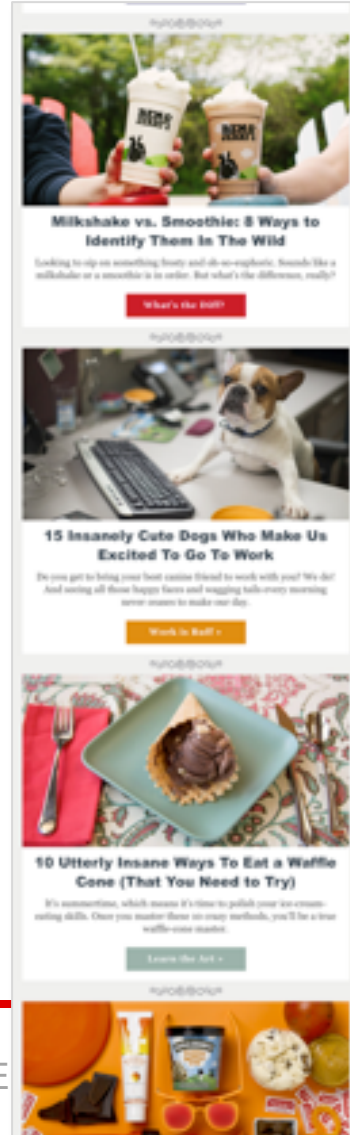
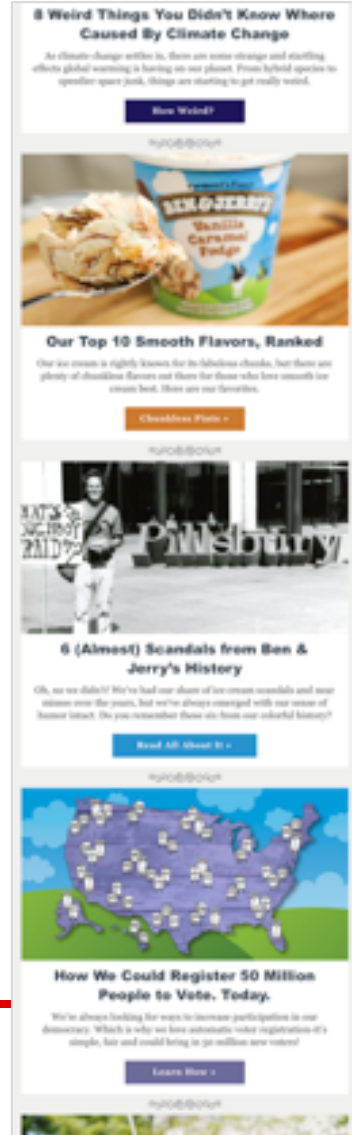
Source:
Behave.org

Email Marketing Tests that Drove ROI (or didn't)...

Trend to Test	How We'll Test It	What Defines a "Winner"
	A. Test -- include top nav (4 links)	(supported by click-through rate)
	B. Control -- no nav	
BOGO vs Buy One Get One	2-way split test to NonIPEngaged segment:	Open / click-through rate
	A. Test -- Buy One Get One 50% off in Subject	(supported by transactions)
	B. Control -- BOGO 50% off in subject line	
Special Unengaged Subject Line	2-way split test to NonIPEngaged	Open rate/Re-engaged rate
	A. Test -- include mention of "We miss you" in SL	(supported by click-through rate)
	B. Control -- no re-engagement messaging	

Content/Creative	Delivered	Opens	Open %	Clicks	Click-to-Open %
Depts / New Arrivals / Spring Trends / Flash Find	556,374	74,251	13.35%	6,855	9.23%
none	557,453	74,538	13.37%	6,658	8.93%
		1.56%	1.69%	-9.94%	-11.32%
Buy One Get One 50% off in Subject	734,483	108,004	14.70%	6,154	5.70%
BOGO 50% off in subject line	735,407	106,340	14.46%	6,833	6.43%
		-11.00%	-23.00%		
We miss you! See what's trending now: Modern Fi	553,296	4,997	0.90%	818	16.37%
Trending now: Modern Farmhouse meets Barn Chi	553,487	5,527	1.00%	1,004	18.17%

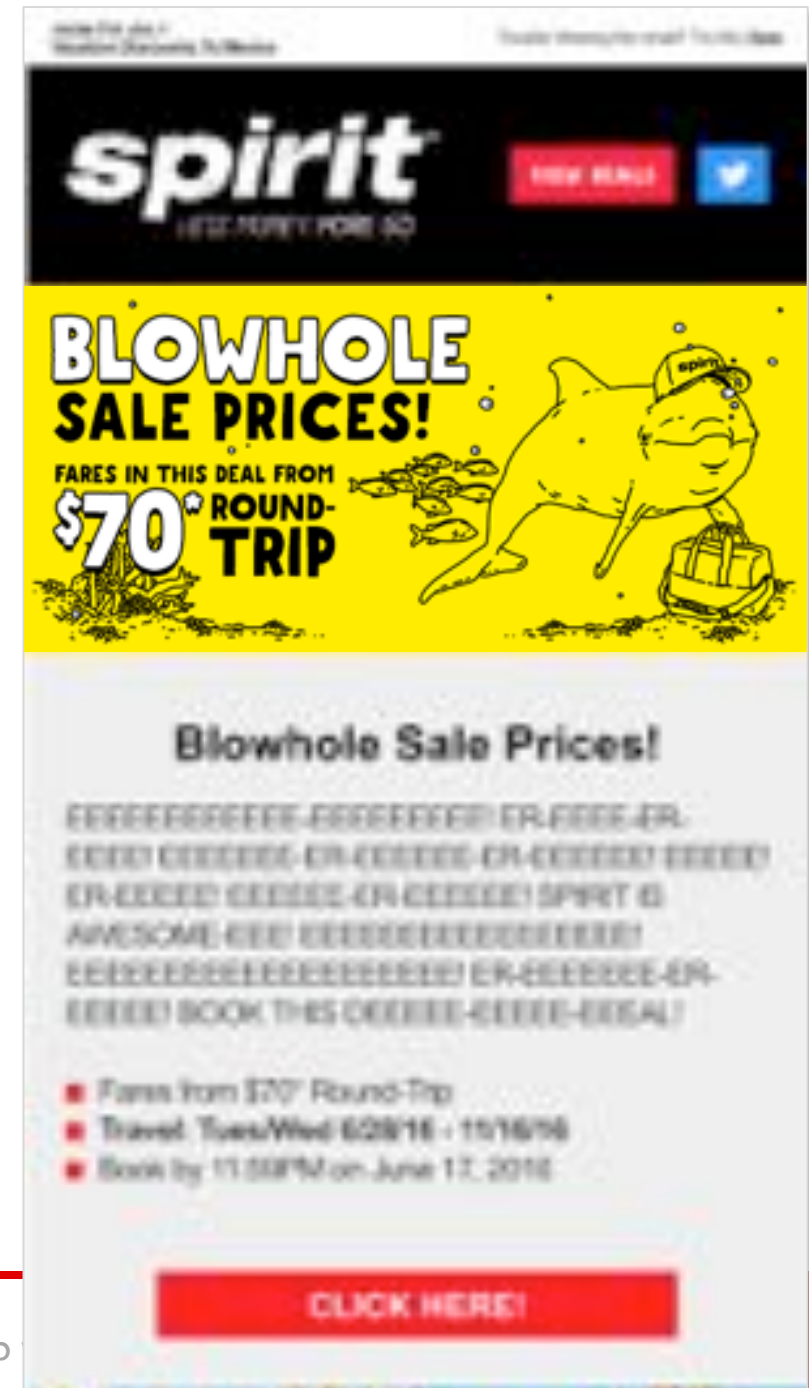
More Testing Ideas: Test “Best Practices”



- ✓ The “rules” around length
- ✓ The “rules” around subject line length

More Testing Ideas: Test "Best Practices"

- ✓ The "rules" around copy
- ✓ The "rules" around CTA buttons

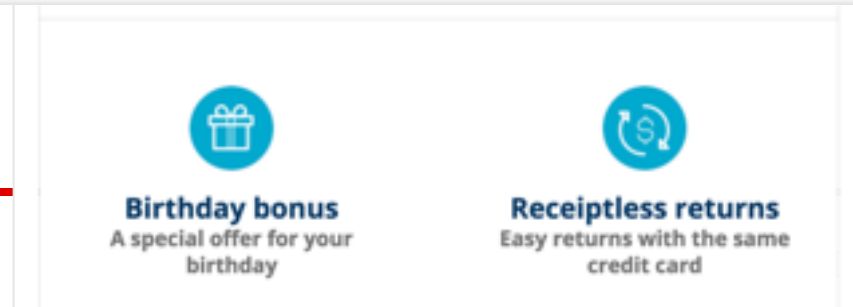


Using Data for Email Marketing Optimization

When to make changes to your email program



At Home	You're Almost There... - Update your info and earn 10% off in-store. Register Now for Access At Home	Feb 12
At Home	You're Almost There... - Update your info and earn 10% off in-store. Register Now for Access At Home	Feb 10



Test & Learn

What metrics to watch:

- ✓ Views (Opens)
- ✓ Clicks
- ✓ Click-to-View rate
- ✓ Conversions
(Purchases/Donations/Downloads)
- ✓ Bounces
- ✓ Opt outs
- ✓ Complaints

Test & Learn: Which One Won?

Most email platforms allow easy testing. Measure the right metrics!

Bulletproof button split test:

- Bulletproof button - button works for everyone, but failed spam filters
- Image button - no button with images off, but it passed spam filters

EMAIL VERSION	Unique Open %	Total open %	Unique click %	Total click %	Click-to-open ratio
Newsletter w/image button	33.6%	64.0%	8.2%	11.8%	24.5%
Newsletter w/bulletproof button	30.4%	72.1%	8.9%	15.5%	29.2%

Using Data for Email Marketing Optimization

Resources – Watching OTHER people's tests



<https://conversionxl.com/research-studies/>

<https://marketingsherpa.com/>

<https://www.nextafter.com/research/explore/>

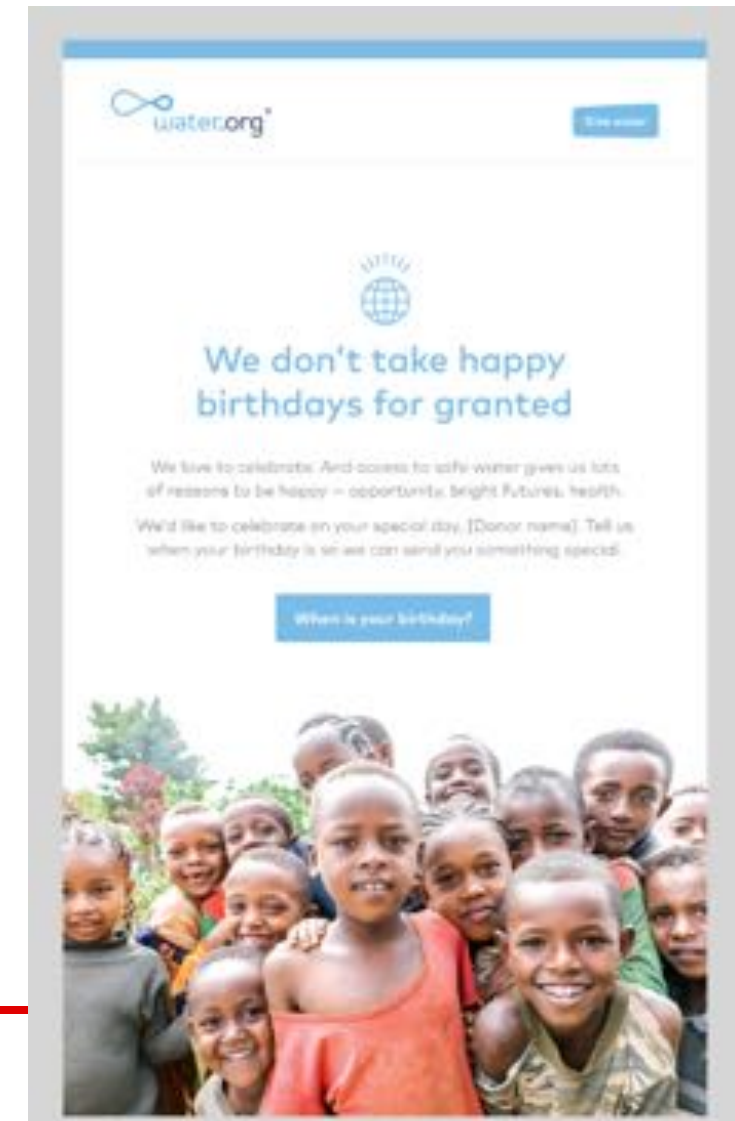
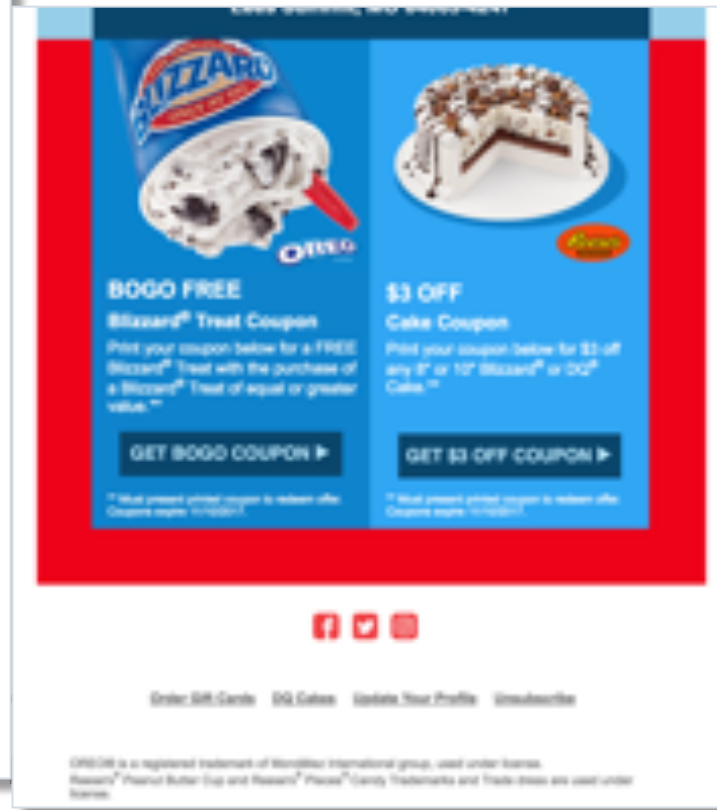
WORKSHOP: Create a Testing Plan

Draft your testing plan:

- What do you want to test/learn for your email program based on the ideas/case studies you've seen in class?
- When/how often will you run a test? (When will you start, i.e. what size will your list be before you start testing?)
- What metric will you measure each test's success by?
- Be sure to include:
 - What you're testing + your hypothesis
 - The creative distinctions/variations (the copywriting or design that you're testing)
 - What metric defines a winner for you (You can have a primary/secondary!)

An Email Marketer's Secret Weapon...

The Birthday Email, aka the Open Rate Champion



Email Platform Migration

When to Migrate & Tips for Surviving

When to Migrate Email Platforms

- You need more space
 - List Growth – i.e. you’re scaling out of the great pricing of an entry level platform
 - Data storage – i.e. images, PDFs, contact data fields are limited with your ESP
- You need more functionality
 - Automation/Work flows
 - Segmentation
 - Integration/out-of-the-box plug-ins with your other tools
 - Cross-Channel Campaign Management and alignment
- You need better support
 - A dedicated IP address so you’re “master of your own inbox fate”
 - Strategic support, not just a Help Desk or Knowledge Base

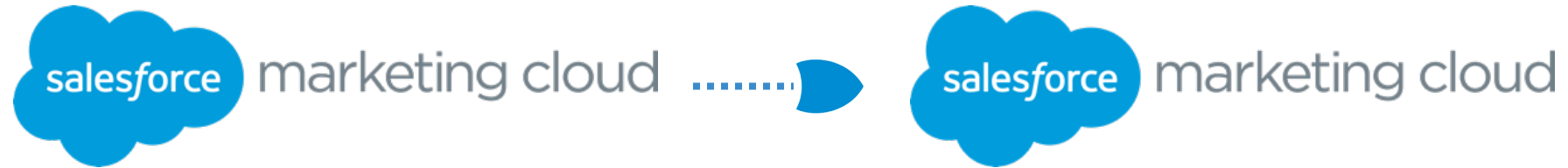
How Long to Plan for Migration

- For very basic accounts, you should plan on at least 30 days to migrate.
 - This is because you need to honor opt outs at least 30 days after your final send in your old system. You'll export your unsubscribes one final time before you close that account down.
- For each 10 segments/lists OR for every 50 data fields, add +1 month to migration timeline.
- For each data integration, add +1 month to migration timeline.
 - If you have to work with an IT team that isn't part of your core business/marketing team (i.e. another vendor), add another month for that integration.
- For each live automation (3-5 emails) that is in place in your old platform, add +2 weeks to your migration timeline.

How Long to Plan for Migration - “Light”



How Long to Plan for Migration - Heavy



Tips for Successful ESP Migration

- ✓ Find out (early on) how to export the unsubscribes and BAD (hard bounced) email addresses from your legacy ESP. It's harder in some than in others!
- ✓ Have the right people in the room for the training. Determine before kickoff who will do what - map your process (see next) before you setup.
- ✓ Take training in 2 stages: what you need to get migrated/setup + what you'll need to really fly with additional features and options later on.
- ✓ Test your data integrations with a 'staging' account or sandbox. I promise you'll lose less sleep.
- ✓ Start thinking about integrations EARLY. Not all of your vendors will play nicely with all ESPs, even though you own the data/are the client.