

The Tie That Binds: Why Email Is the Key to Maximizing Marketing ROI

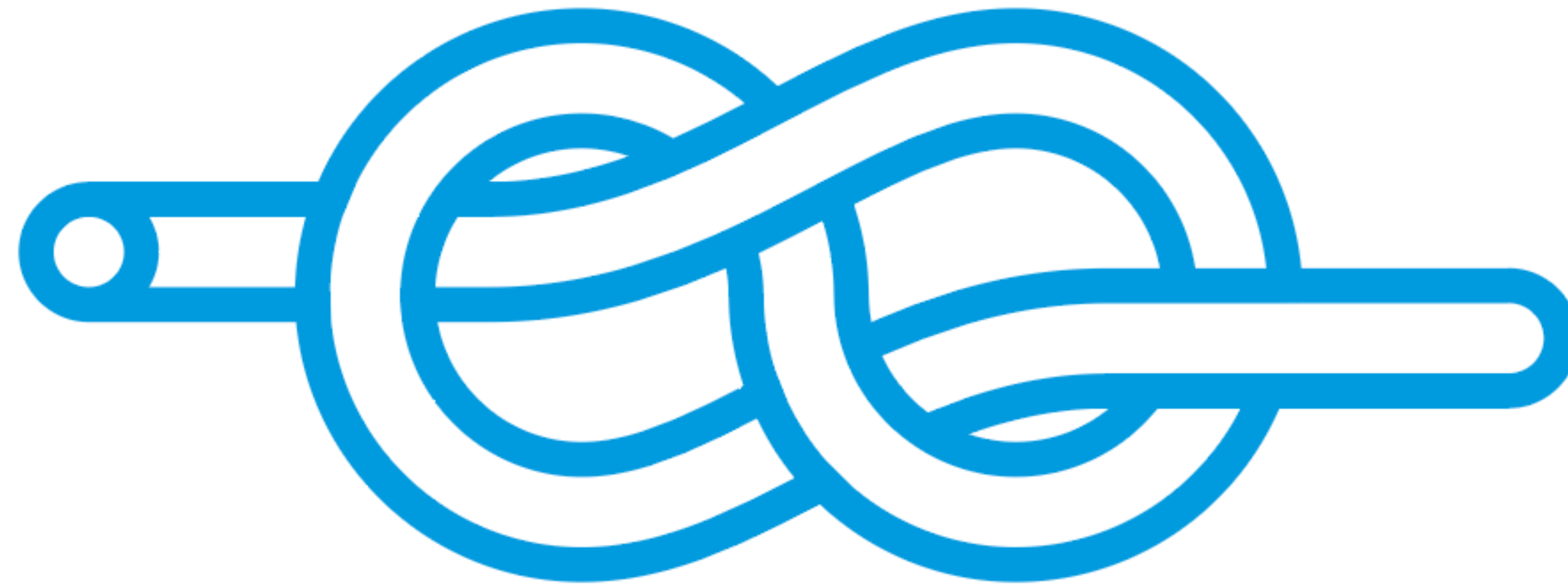


Justine Jordan

VP of Marketing, Litmus

@meladorri





THE TIE THAT BINDS

Why Email is Key to Maximizing Marketing ROI



Well, hello there!



@meladorri

@litmusapp

slides + resources ➡ litmus.com/lp/mozcon



image credit: Karma blog





PAY-AS-YOU-GO

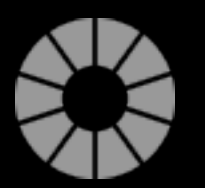





DATA NEVER EXPIRES

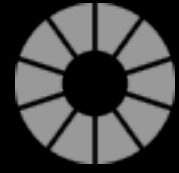


NATIONWIDE U.S.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		New Karma Guest - You Earned 100MB - Someone nearby is now online thanks to your Karma. Karma Go is seriously	9/21/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		We Got You a Better Deal 🙌 - Karma We Got You a Better Deal More data for a LOT less + \$50 off a Karma Go At Karn	8/11/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		More WiFi, Less Bills: Introducing a new addition to Pulse - Karma More WiFi, More Fun, Less bills. Meet the new ad	8/5/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Charge Your Karma Battery Soon. - Karma Go is seriously simple WiFi for whenever, wherever. Karma Quick, find an o	8/4/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Celebrate a memorable summer with \$50 off! - Karma WHAT ARE YOUR PLANS FOR THE REST OF SUMMER? Ge	8/3/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Charge Your Karma Battery Soon. - Karma Go is seriously simple WiFi for whenever, wherever. Karma Quick, find an o	8/2/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Surprise! - Karma GET A FREE MONTH OF INTERNET when you buy Karma Go with Pulse 5 Summer is far from over,	7/15/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Here's how you can get a free month of WIFI - Karma GET YOUR FREE MONTH OF INTERNET when you buy Karma	7/8/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Here's the freedom to save on WiFi anywhere - Karma THE FREEDOM OF WIFI ANYWHERE Get \$50 off your own K	7/1/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Add these new features to your Karma Go today - Karma GET NEW FEATURES FOR YOUR KARMA GO Karma Go	6/30/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Upgrade Your Karma Go - Karma Go is seriously simple WiFi for whenever, wherever. Karma Karma Go is getting better	6/28/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Don't camp on this deal - Karma YOUR NEXT KARMA GO IS \$50 OFF Your summer travels deserve more WiFi. Karma	6/16/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Outside and online sounds just fine 🌟 - Karma OUTSIDE AND ONLINE Free yourself and work from anywhere. Karma	6/2/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karma		Back-to-work stress? It doesn't have to be that way... - Karma EASE BACK INTO LIFE Last day for 15% off 5GB of R	5/30/16



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		New Karma Guest - You Earned 100MB - Someone nearby is now online thanks to your Karma. Karma Go is seriously	9/21/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		We Got You a Better Deal 🤝 - Karma We Got You a Better Deal More data for a LOT less + \$50 off a Karma Go At Karn	8/11/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		More WiFi, Less Bills: Introducing a new addition to Pulse - Karma More WiFi, More Fun, Less bills. Meet the new ad	8/5/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Charge Your Karma Batter	8/4/16
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Charge Your Karma Batter	8/2/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Surprise! - Karma GET A FI	7/15/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Here's how you can get a f	7/8/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Here's the freedom to save	7/1/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Add these new features to	6/30/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Upgrade Your Karma Go - K	6/28/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Don't camp on this deal - Karma YOUR NEXT KARMA GO IS \$50 OFF Your summer travels deserve more WiFi. Karma	6/16/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Outside and online sounds just fine 🌟 - Karma OUTSIDE AND ONLINE Free yourself and work from anywhere. Karma	6/2/16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Back-to-work stress? It doesn't have to be that way... - Karma EASE BACK INTO LIFE Last day for 15% off 5GB of R	5/30/16





At Karma we are committed to our goal: Getting more people online. Wherever you are, whenever you want.

We do that in a few ways. Giving you the power to share your connection and earn free data, providing the freedom to do it all without contracts, and fighting for better prices for you every day.

That also means making sure you have enough data to get through your day. We are pumped to share what we've been working on:

We can now offer you more data for a lot less!



If you share it, they will come.

Jackpot. You earned 100MB

Hey Justine,

Paul joined your Karma as a guest and you scored 100MB as a reward.

Shout this from the mountaintops and share your referral code with friends.



[Tweet This News →](#)





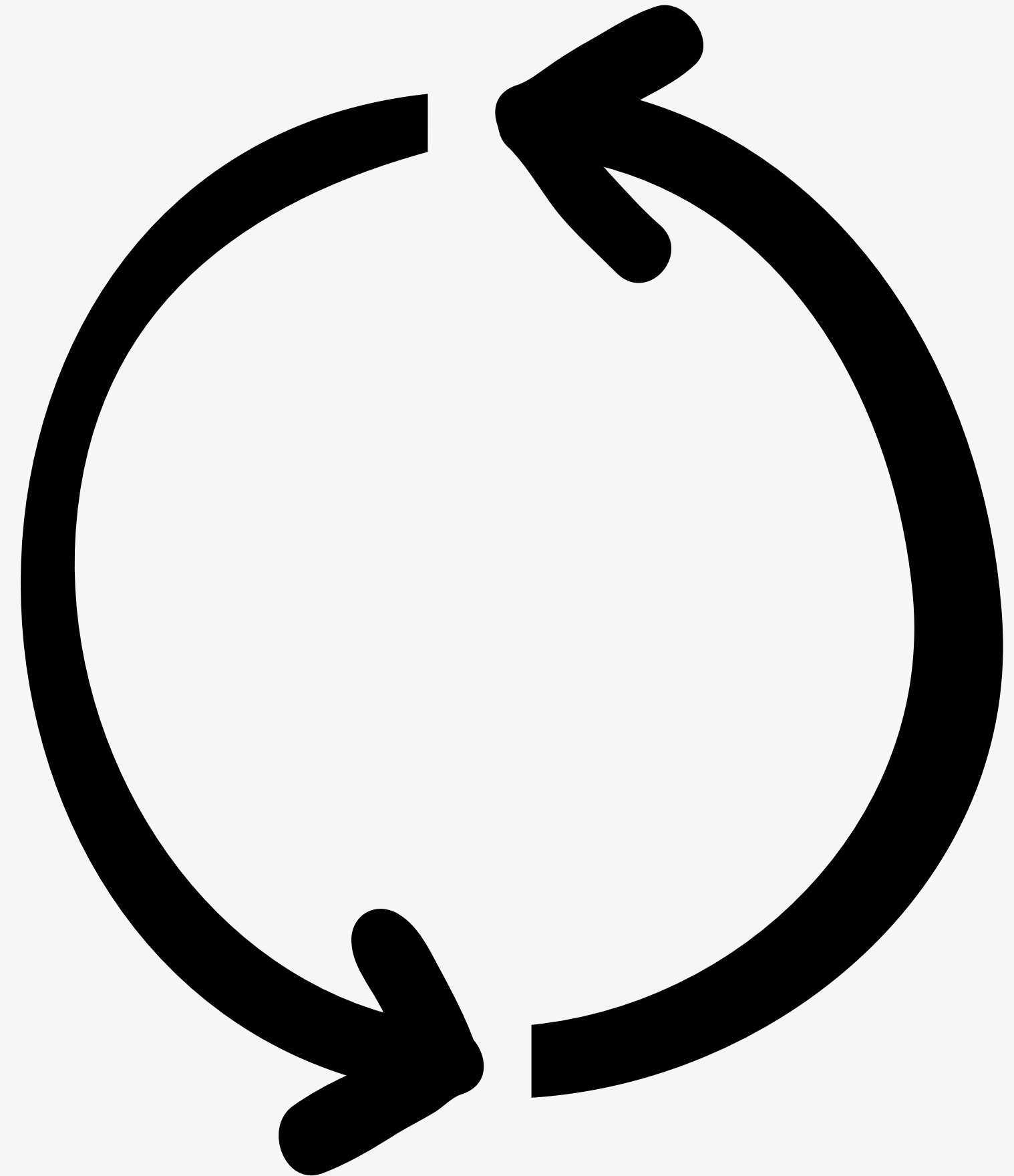
Quick, find an outlet.

YOUR BATTERY IS DYING.



Hey Justine,

Just a heads up, your Karma Go battery has dropped below 30%. Be sure to plug it into power soon.





Kyle Taylor

@kyletaylored

I love how transparent @yourKarma is about their production and testing process, so awesome. Can't wait to get one in my hands!

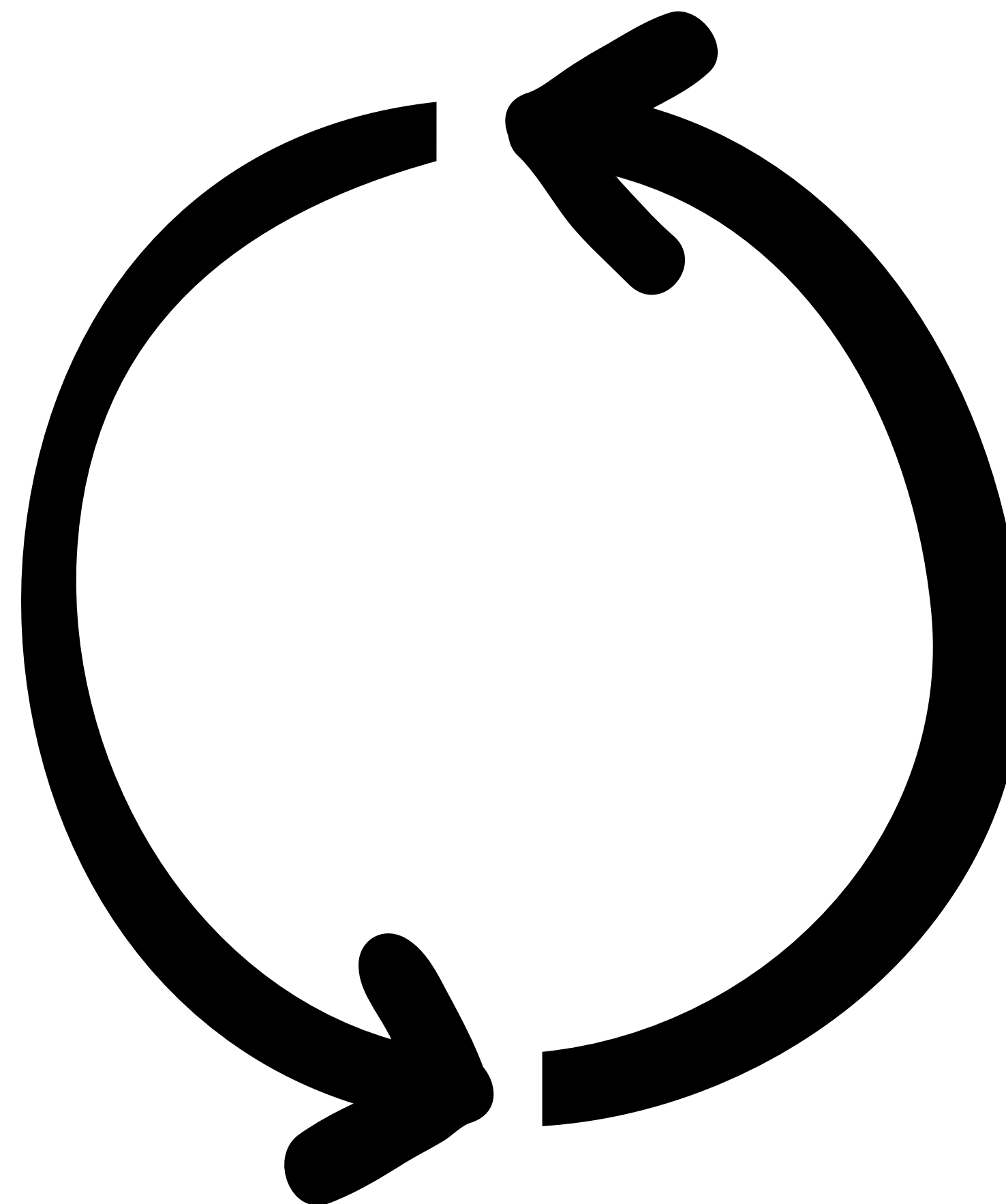


Eric Bailey

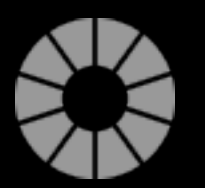
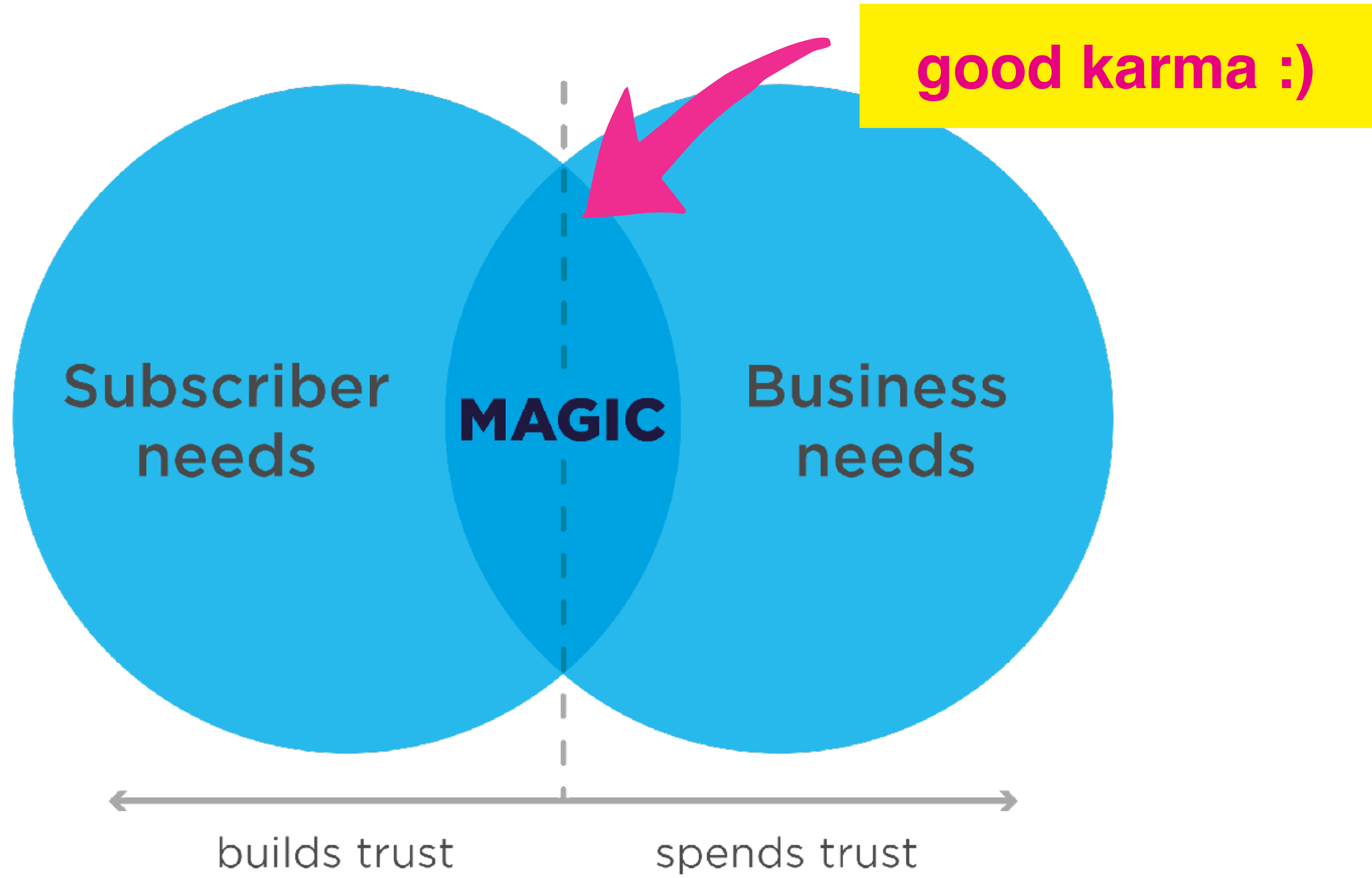
@estrattonbailey

My Karma Go is honestly the most reliable internet I've had in NYC in 3+ years. Saved me countless times. Great work, team

@yourKarma 🙌







...but then...



<input type="checkbox"/>		<input type="checkbox"/>	Karma	REFUEL Double Bonus Today! - REFUEL DOUBLE BONUS TODAY! View this email in your browser REFUEL DOUBL	Jan 12
<input type="checkbox"/>		<input type="checkbox"/>	Karma	REFUEL Bonus Buy Ends Today - REFUEL BONUS BUY ENDS TODAY! View this email in your browser REFUEL BOI	Jan 9
<input type="checkbox"/>		<input type="checkbox"/>	Karma	REFUEL Bonus Buy Weekend - REFUEL BONUS BUY WEEKEND! View this email in your browser REFUEL BONUS E	Jan 8
<input type="checkbox"/>			Karma	REFUEL Bonus Buy Weekend - REFUEL BONUS BUY WEEKEND! View this email in your browser REFUEL BONUS E	Jan 6
<input type="checkbox"/>		<input type="checkbox"/>	Karma	30% OFF REFUEL TODAY ONLY! - 30% OFF REFUEL TODAY ONLY View this email in your browser 30% OFF REFUE	Jan 2
<input type="checkbox"/>		<input type="checkbox"/>	Karma	30% OFF REFUEL UNTIL MONDAY - 30% OFF REFUEL UNTIL MONDAY View this email in your browser 30% OFF RE	12/28/16
<input type="checkbox"/>		<input type="checkbox"/>	Karma	30% OFF REFUEL UNTIL MONDAY - 30% OFF REFUEL UNTIL MONDAY View this email in your browser 30% OFF RE	12/25/16
<input type="checkbox"/>		<input type="checkbox"/>	Karma	Charge Your Karma Battery Soon. - Karma Go is seriously simple WiFi for whenever, wherever. Karma Quick, find an o	12/7/16
<input type="checkbox"/>			Karma	New Karma Guest - You Earned 100MB - Someone nearby is now online thanks to your Karma. Karma Go is seriously	11/16/16
<input type="checkbox"/>		<input type="checkbox"/>	Karma	Charge Your Karma Battery Soon. - Karma Go is seriously simple WiFi for whenever, wherever. Karma Quick, find an o	9/21/16
<input type="checkbox"/>		<input type="checkbox"/>	Karma	New Karma Guest - You Earned 100MB - Someone nearby is now online thanks to your Karma. Karma Go is seriously	9/21/16
<input type="checkbox"/>		<input type="checkbox"/>	Karma	Charge Your Karma Battery Soon. - Karma Go is seriously simple WiFi for whenever, wherever. Karma Quick, find an o	9/14/16
<input type="checkbox"/>			Karma	We Got You a Better Deal 🍷 - Karma We Got You a Better Deal More data for a LOT less + \$50 off a Karma Go At Karn	8/11/16
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<input type="checkbox"/>		<input type="checkbox"/>	Karma	Celebrate a memorable summer with \$50 off! - Karma WHAT ARE YOUR PLANS FOR THE REST OF SUMMER? Ge	8/3/16



20% OFF REFUEL TODAY!

[View this email in your browser](#)

20% OFF REFUEL TODAY!

Log into your [Karma Add Data Page](#)
NOW and add REFUEL data before this offer expires!

Earn 20% back with every purchase of REFUEL today.

REFUEL CUSTOMERS NOTE: Our Monthly PULSE PLANS have new prices that are better than REFUEL Bonuses and Sales. If you are interested in a PULSE PLAN you can find the details at the links provided here for the REFUEL sale.

Stock up NOW on REFUEL or PULSE at your [Karma Add Data Page](#)

Savings awards for REFUEL are in the form of credits that can be used for 25% off data purchases only. Credits and any data purchased with credits expire in 30 days.

Karma GO





Eren Emre

@erenemre

 Follow



@yourKarma Friendly feedback: your emails about grandfather program (?!) look so spammy and using bunch of foreign terminology.





Stanford Rosenthal

@stan

 **Follow**



@yourKarma looks like you got hacked. Or maybe you fired your brand & marketing team. Your comms went from well-executed to spammy.





Annika Backstrom

@abackstrom



Seriously what happened over at Karma? I try not to be overly critical but this email is a cry for help. Karma blink 2x if you're in danger



Have A Great Memorial Day!
Get outside. Take your Karma device and binge watch the first season of Game of Thrones in the park.

Remember to sign up for the Refuel Grandfather Program. Enrollment Ends June 1, 2017

Enrollment this week has not been extended through the Memorial Day holiday. Get enrolled before the final reminder on this HUGE promotion is sent out on Monday afternoon. Pay for over a year of RGP monthly fees with a single 10 GB purchase under this big discount offer.

If you missed our previous RGP enrollment notices, please see the FAQ below for more information. For customers interested in continuing to purchase Refuel data and enjoy the INSTANT CASH discount promotions, this required enrollment is being provided via the button below. This button provides the only access to the Refuel Grandfather Program (RGP) enrollment.



IF YOU CHOOSE NOT TO ENROLL IN THE RGP YOU WILL STILL HAVE ACCESS TO YOUR PREVIOUSLY PURCHASED REFUEL DATA. PULSE AND DRIFT CUSTOMERS WILL NOT BE EFFECTED BY THIS CHANGE. SEE FAQ BELOW FOR MORE INFORMATION.

[FAQ Here](#)







Shu Uesugi   @chibicode · May 23

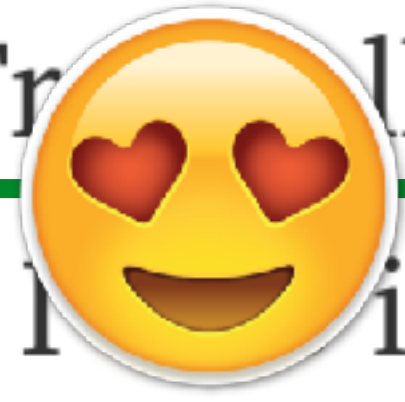
This messaging from @yourKarma sounds like it's crafted by marketing folks without any input from their brand team. blog.karmawifi.com/karma-refuel-g...

**ACCESS TO YOUR PREVIOUSLY
PURCHASED REFUEL DATA.** PULSE
AND DRIFT CUSTOMERS WILL NOT
BE EFFECTED BY THIS CHANGE.
SEE FAQ BELOW FOR MORE
INFORMATION.

FAQ Here



I shared my device where you get 100mb for each sign up everywhere I went. From all of Staten Island to New York City to Orlando and every airport in between. I wore their shirts religiously because I believe in the product, the brand, and the people behind it.



A few months ago, everything changed and now I have nothing but hatred for this company. The CEO, Steven Van Wel left the company and many others who worked on their device. A new board has taken over and changed the core essentials of this product.



<https://medium.com/@carusoapps/how-my-favorite-company-failed-me-c7f474c90db5>



good karma



Quick, find an outlet.

Your battery is dying.



Hey Justine,

Just a heads up, your Karma Go battery has dropped below 30%. Be sure to plug it into power soon.

DON'T WAIT!

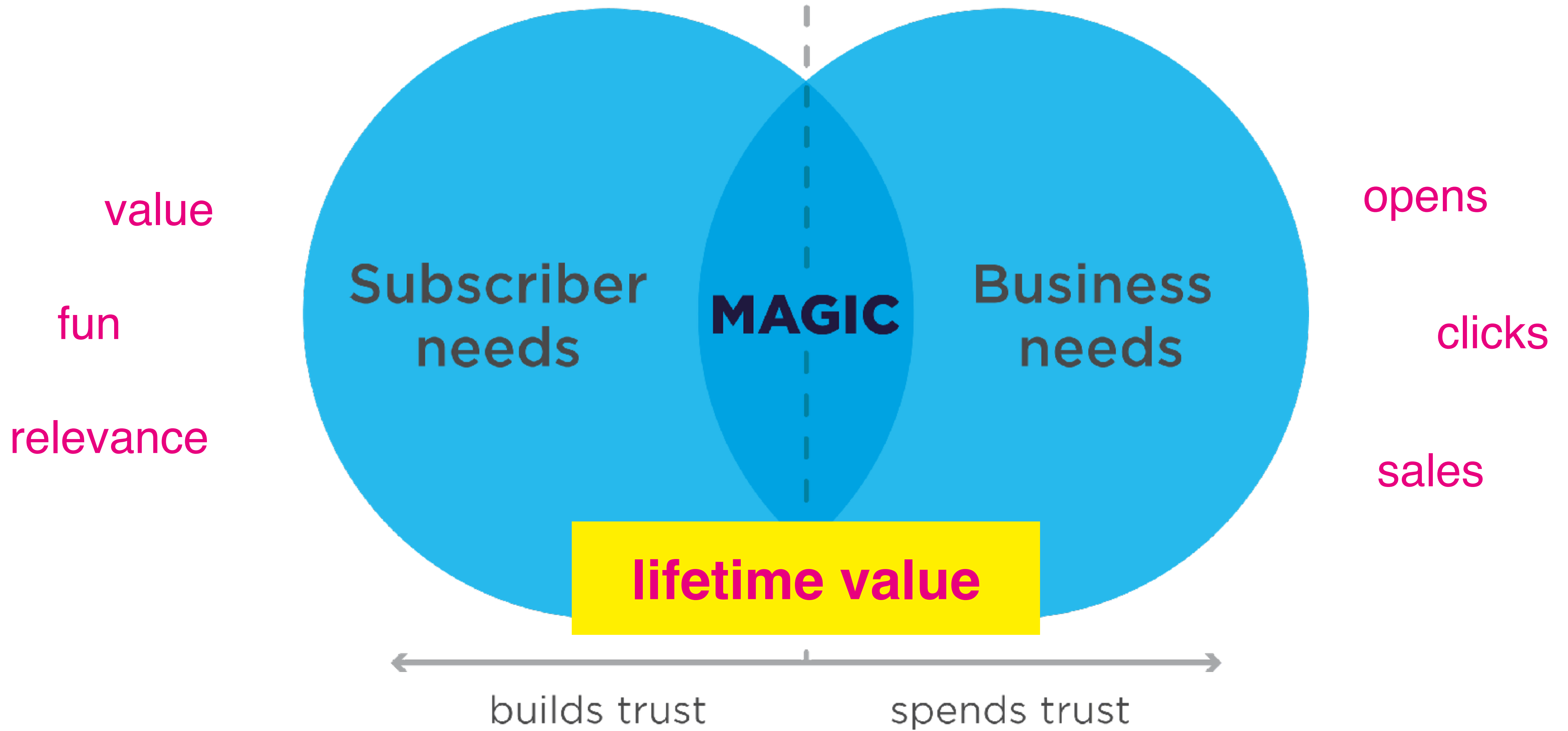
Grandfather your refuel account today! Become a Refuel Grandfather Program (RGP) enrollee and save more than ever before!!!

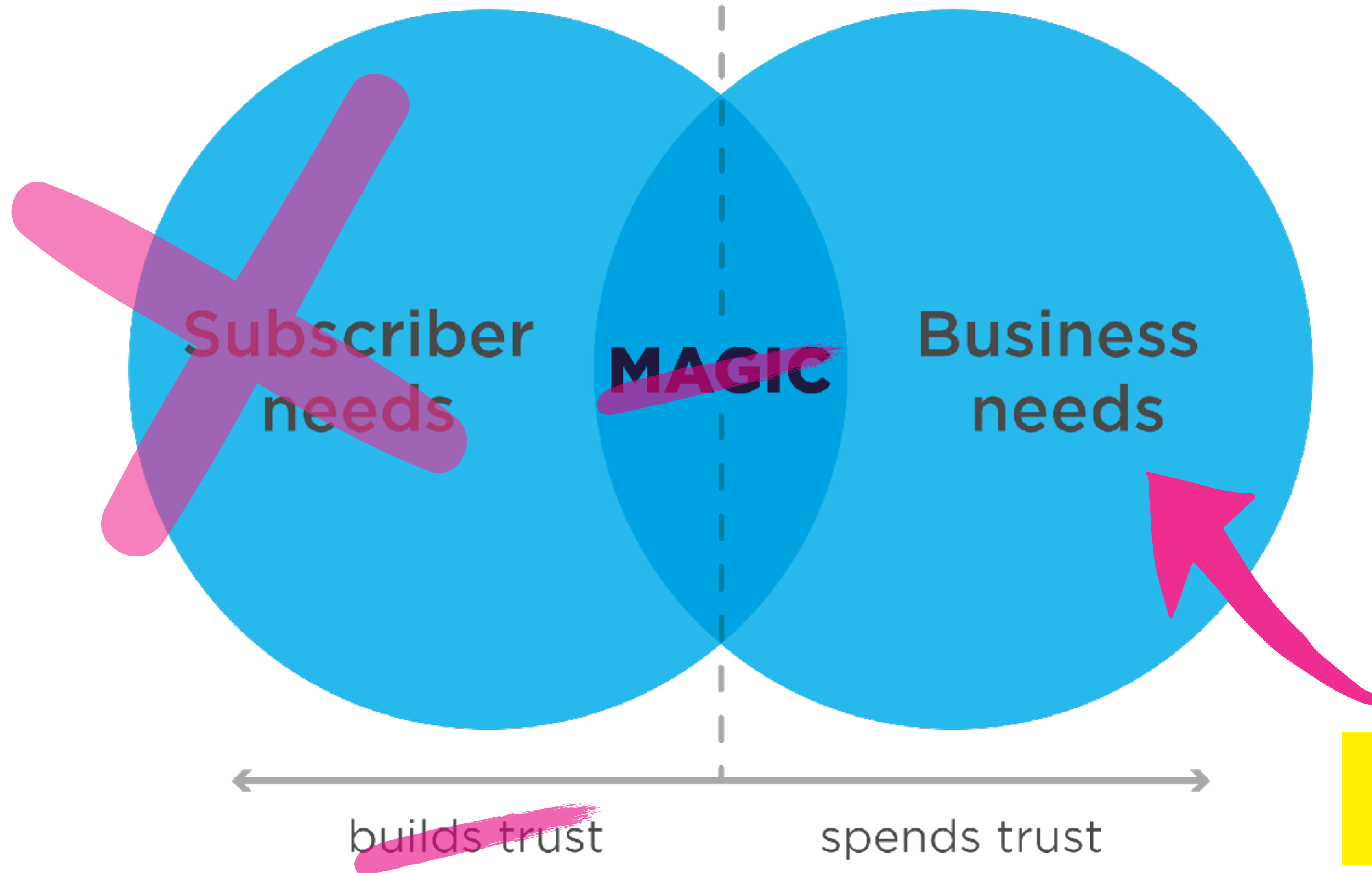
Limited Enrollment Ends June 1, 2017

RGP Members Will Get Another BIG 40% INSTANT CASH DISCOUNT On Wednesday!!! Don't Miss Out!!

Here comes another chance to save more money than months worth of RGP charges. Like the highly successful 40% INSTANT CASH discount that went out to RGP members last week, this will be an exclusive **bad karma** enrolled in the RGP program announced that







bad karma





Mike Uttech @MUttech · 1h

Not happy with @yourKarma at all. No hidden fees, no monthly fee, until you decide to change the rules after you take the \$. #baitandswitch



Laurent Raufaste @_LR_ · 1h

@yourKarma "Small \$2.95 monthly Grandfather account fee" This is a joke right? I want a refund of all my data



Redstate Man @RedstateMan1 · 1h

Replying to @michaelshank1 @yourKarma
apparently @yourkarma was a bait and switch operation all along, like people were saying b4 the Go came out #liars



Robert S Gourley @chaoszine · 1h

Did others get this from @yourKarma? Can't believe they'd charge monthly fee for old prepaid plans?!?? (point was avoiding monthly fees..)

ONLY GRANDFATHERED REFUEL ACCOUNTS WILL CONTINUE TO HAVE ACCESS TO THEIR KARMA ACCOUNT AFTER JUNE 1, 2017. PULSE AND DRIFT CUSTOMERS WILL NOT BE EFFECTED BY THIS CHANGE.

Definitely opened...





@SamKap
@samkap

Follow



@yourKarma Y'all, you're going from being one of my favorite products, to my least favorite emailers w all caps emails & frequency. Plz stop



NYCTrader7246
@NYCTrader7246

Follow



I contacted **@yourKarma** customer service to cancel my account 4 times. No one has responded...going to report fraud to BBB unless you resolve



Amanda Nicole Rush
@msamandarush

Follow



@yourKarma racking up some bad Karma.





Vicky Ge





THE
CO



Uncheck the email box.





@chadwhite

Hierarchy of Subscriber Needs

REMARKABLE

exceptional content + experiences

VALUABLE

targeted, relevant, personalized

FUNCTIONAL

links and images work

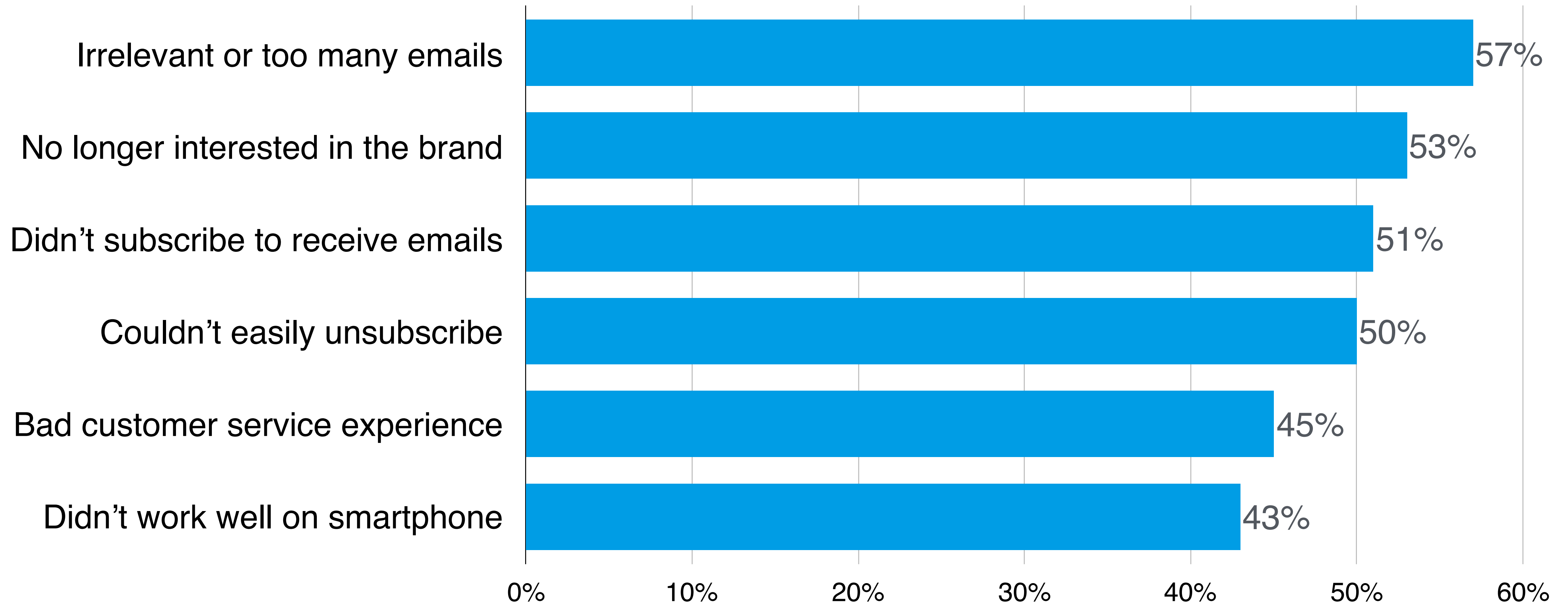
RESPECTFUL

permission + expectations



Top Reasons Consumers Report Spam

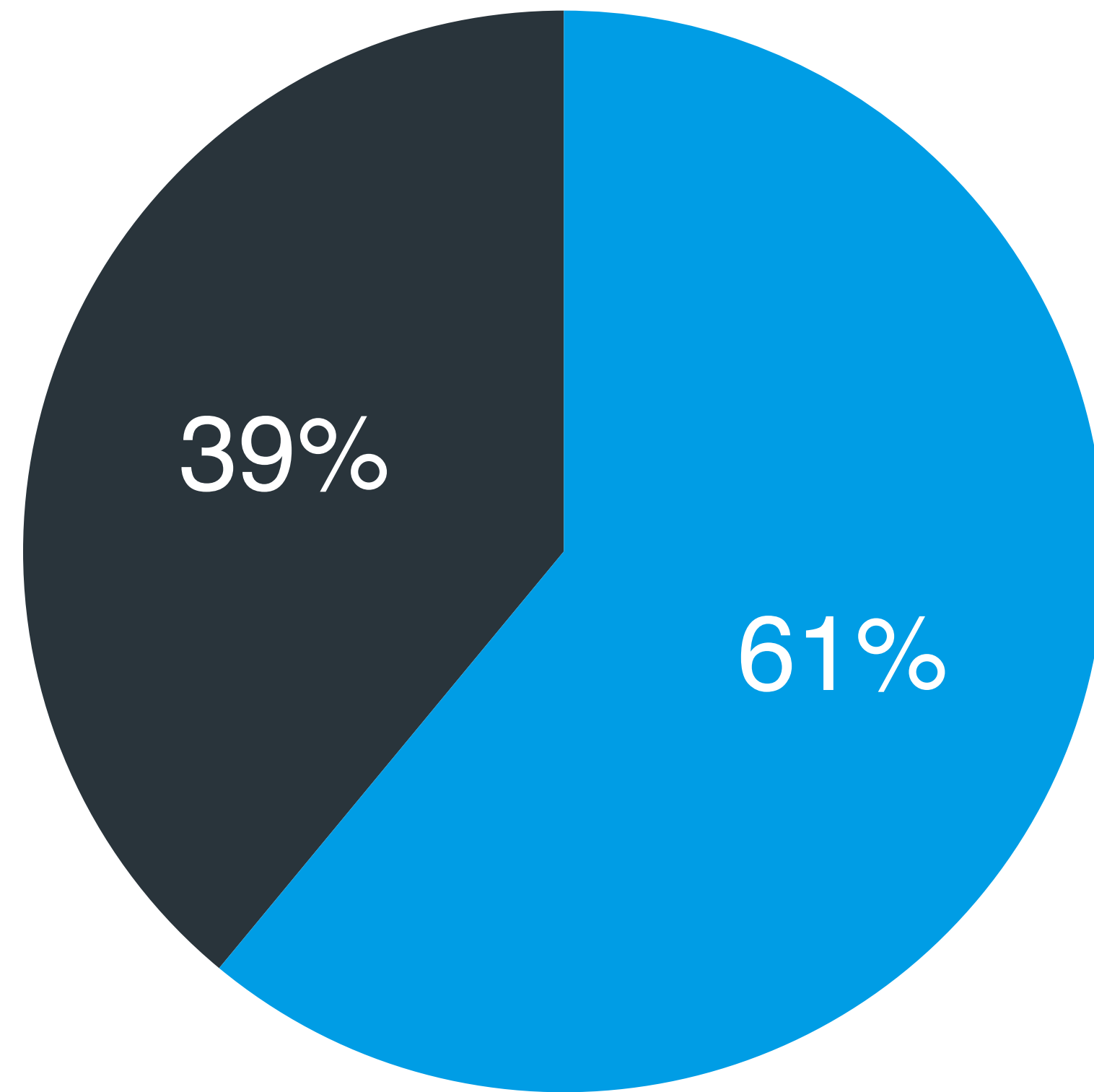
Percentage of consumers who have marked promotional emails from a brand as spam



Source: Litmus/Fluent Survey



Too many marketers make unsubscribing hard.



How easy or difficult is it to unsubscribe from receiving promotional emails?

- Easy
- Difficult

Source: Litmus/Fluent Survey





Don't want to receive email notifications?



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Don't want to receive email notifications?

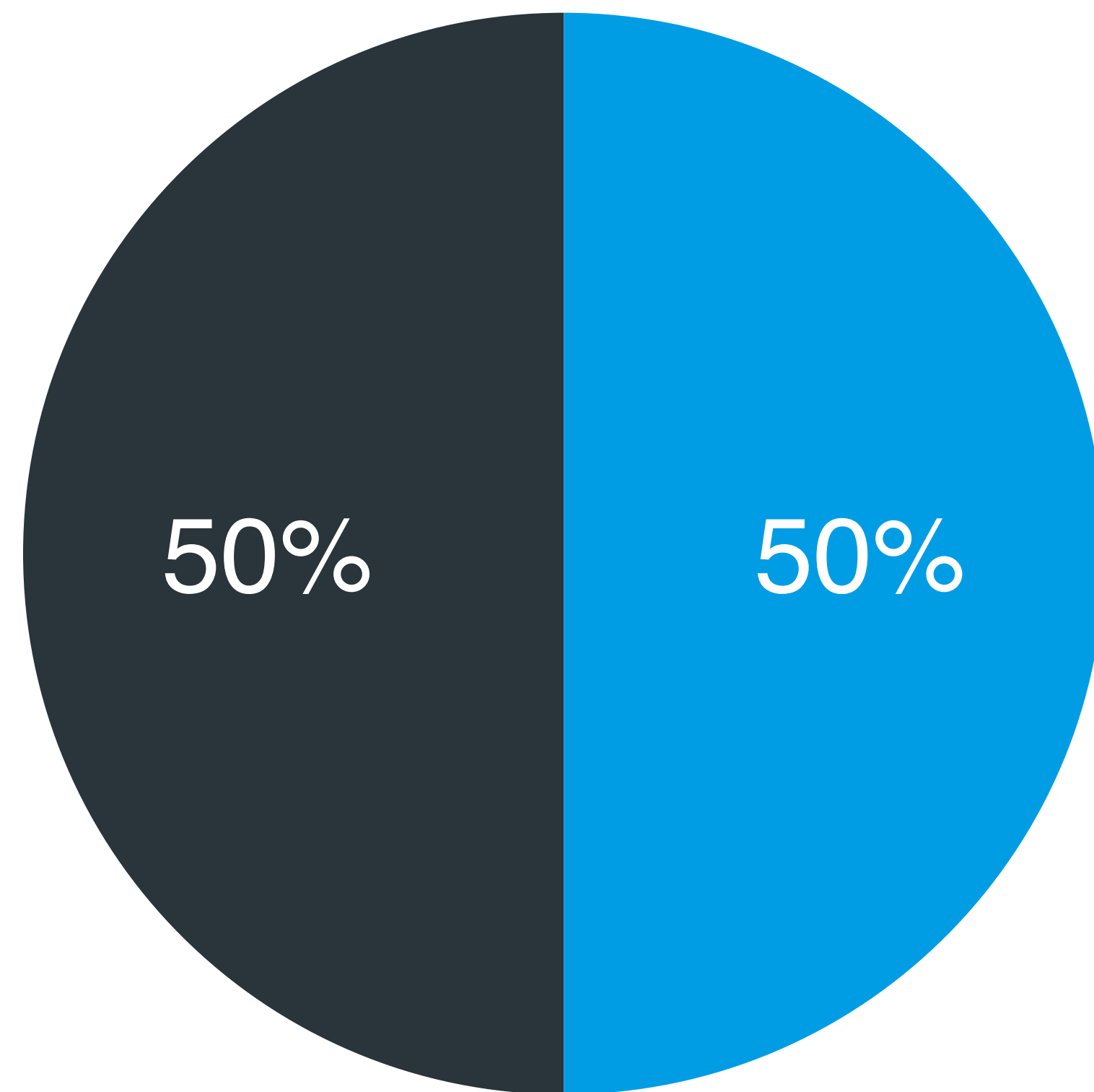


© 2016, Zynga Inc. [699 8th Street San Francisco, CA 94103](#)

@themarkbailey @darkpatterns



50% of consumers say it's easier to mark as spam than unsubscribe.

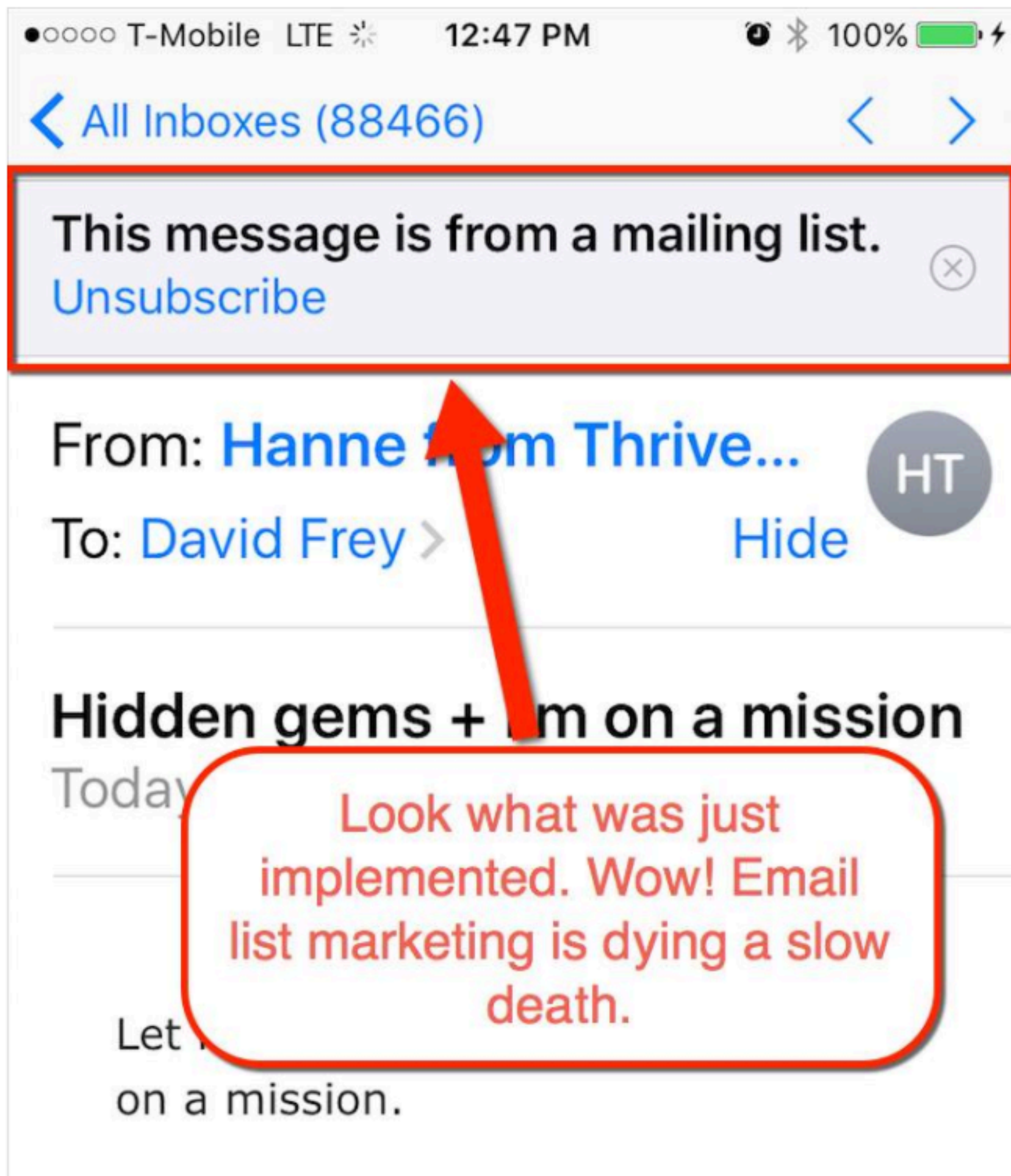


Have you marked promotional emails as spam because you couldn't easily figure out how to unsubscribe?

● Yes ● No

Source: Litmus/Fluent Survey





Mention



David Frey

43 mins · 🌐

MARKETERS: WOW! Did you see this! I'm not sure if it's the iPhone or gmail or the spam filters implementing this notice but it's NOT GOOD for email marketers.

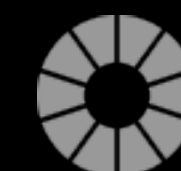


While unsubscribes don't hurt your
sender reputation...

Spam complaints do.

Email Marketing Truth

SUBSCRIBER EXPERIENCE



An optimized inbox

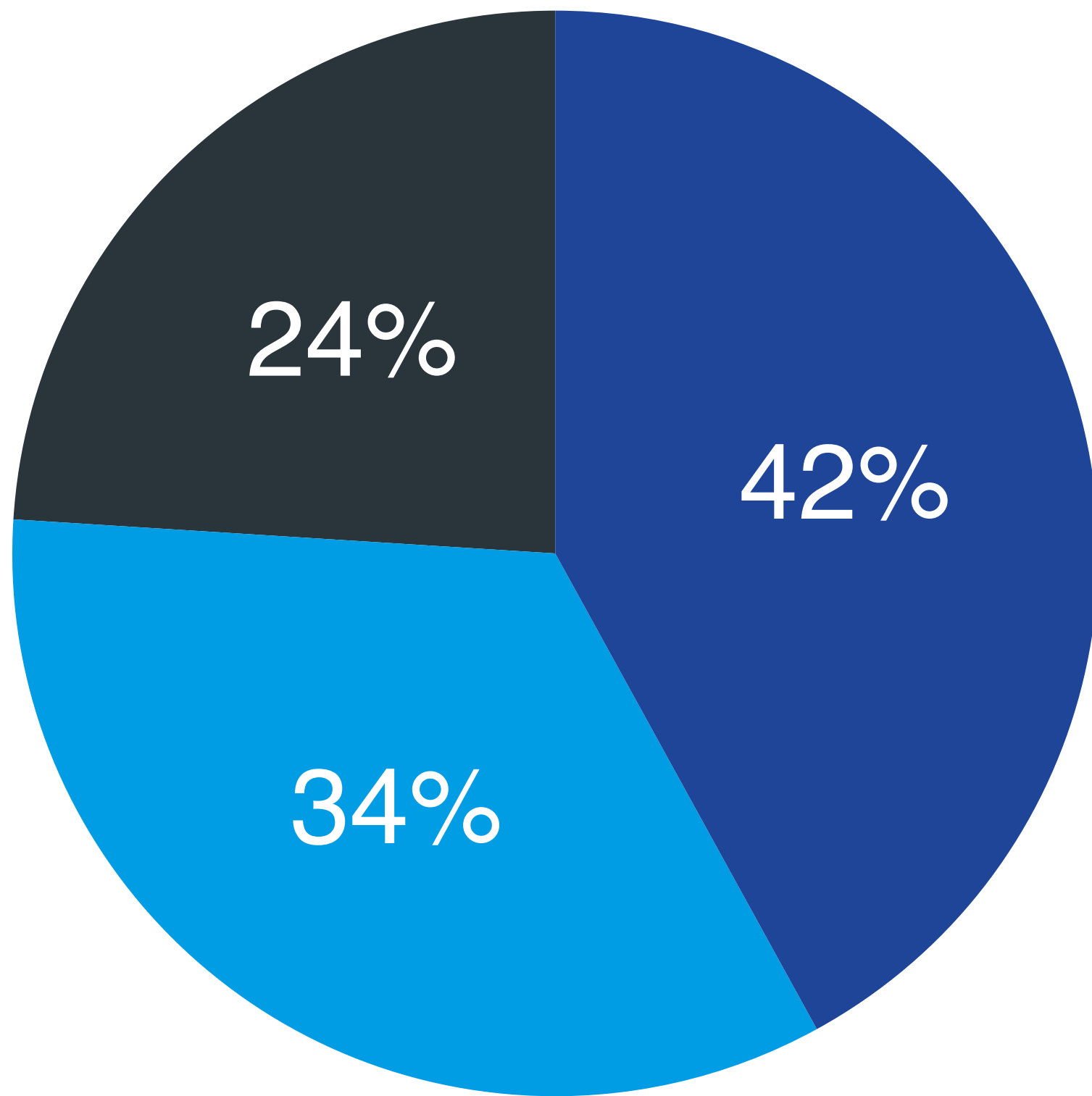
The screenshot shows an email inbox on a mobile device. The status bar at the top indicates AT&T 4G, 4:25 PM, and 47% battery. The inbox is titled 'Primary' and has a red compose button. Four email entries are visible, each with a red dot and a line pointing to a specific part of the email:

- From Name:** Points to the name 'Handy' in the first email.
- Subject Line:** Points to the subject 'Daily Skimm: Get busy' in the second email.
- Preview Text:** Points to the preview text 'Dear Lauren Smith, Below are the updates of your li...' in the third email.

The fourth email, 'Tobi Promo Code', is partially visible at the bottom.



Subscribers look at from name first, subject line second













What's the first thing you look at when deciding whether to open an email?

- From name
- Subject line
- Preview text

Source: Litmus/Fluent Survey



-  **Quora Digest**
-  **Quora**
-  **Quora People You Follow**
-  **Quora Digest**
-  **Quora People You Follow**
-  **Quora Session Recap**
-  **Trending on Quora**
-  **Quora Digest**
-  **Quora Digest**
-  **Quora Digest**

- Inbox** **What's it like to go out at night as a banker? - Quora - Answer: * You do not worry about the**
- Inbox** **Patty Wilson followed you on Quora - Patty Wilson followed you on Quora Patty Wilson Patty**
- Inbox** **Jonathan Kim recently answered "What is the more important skill to be a front-end deve**
- Inbox** **Those who are under 30 and make \$300k+ a year, what do you do? - Quora - Answer: Ther**
- Inbox** **Jonathan Kim recently answered "How does Erqqvg (Reddit in real time) work?" - Answer**
- Inbox** **Daniel Ek answered 15 questions including What are some early decisions that were key**
- Inbox** **Hillary Clinton answers: Is Obamacare helping or hurting the average U.S. citizen? - Answ**
- Inbox** **International Travel: What is it like to travel first class on any airline? - Quora - Answer: It i**
- Inbox** **What's a cheap and healthy food that you can eat every day? - Quora - Answer: I eat with a**
- Inbox** **What makes the American Express Black Card the world's most exclusive credit card? - (**



Behind every from name...



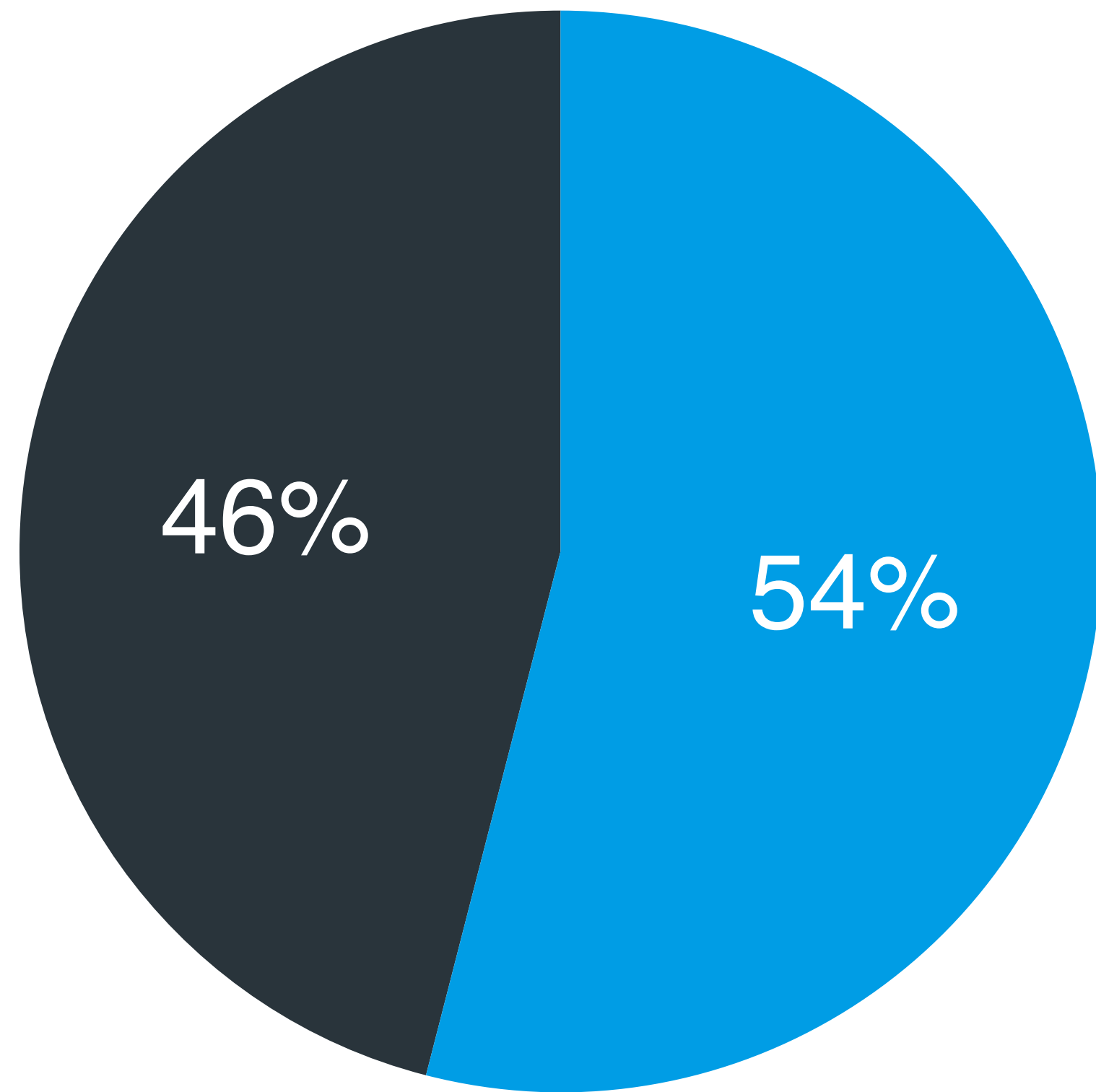
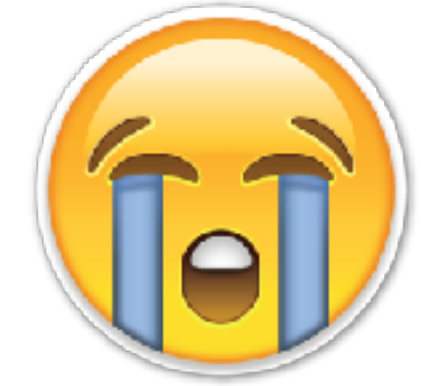
no-reply@brand.com



replies@brand.com



54% of subscribers say they've felt tricked by a subject line



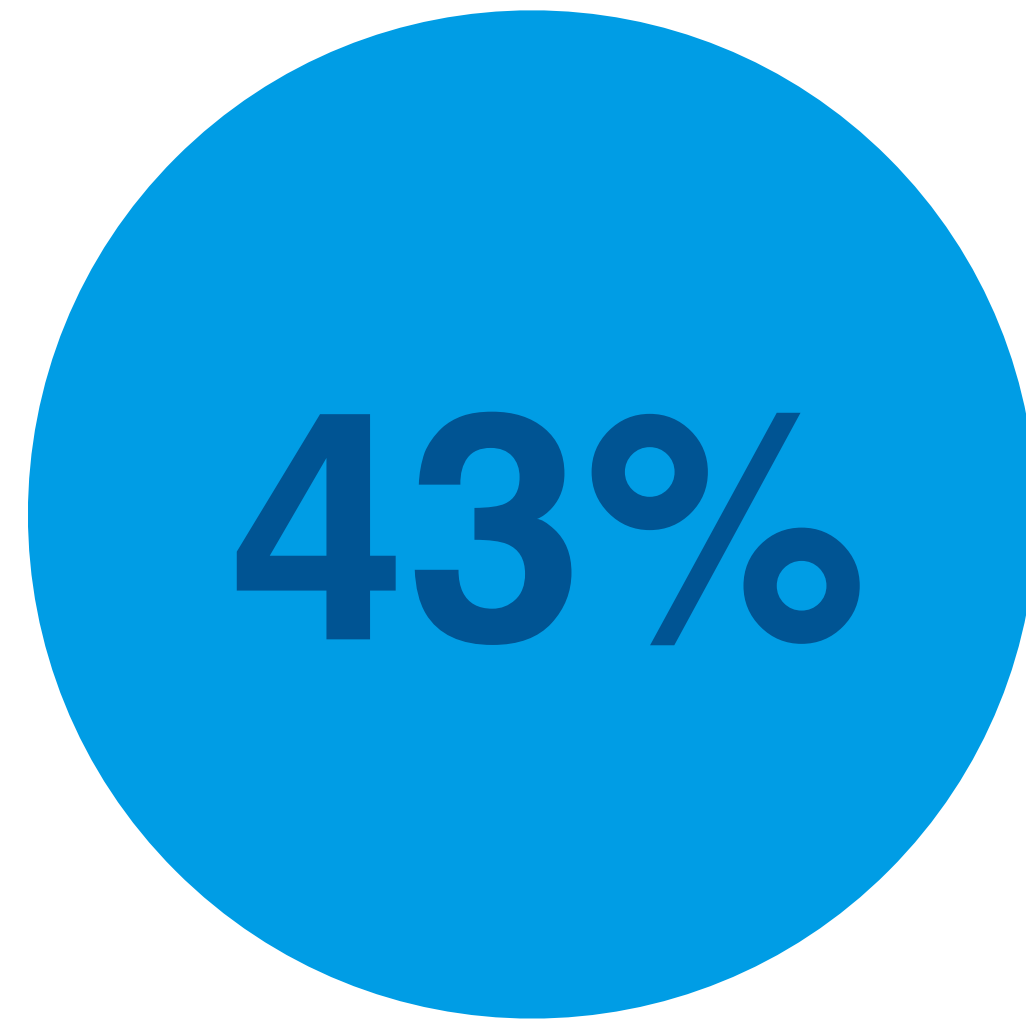
Have you felt cheated, tricked, or deceived into opening a promotional email by its subject line?

● Yes ● No

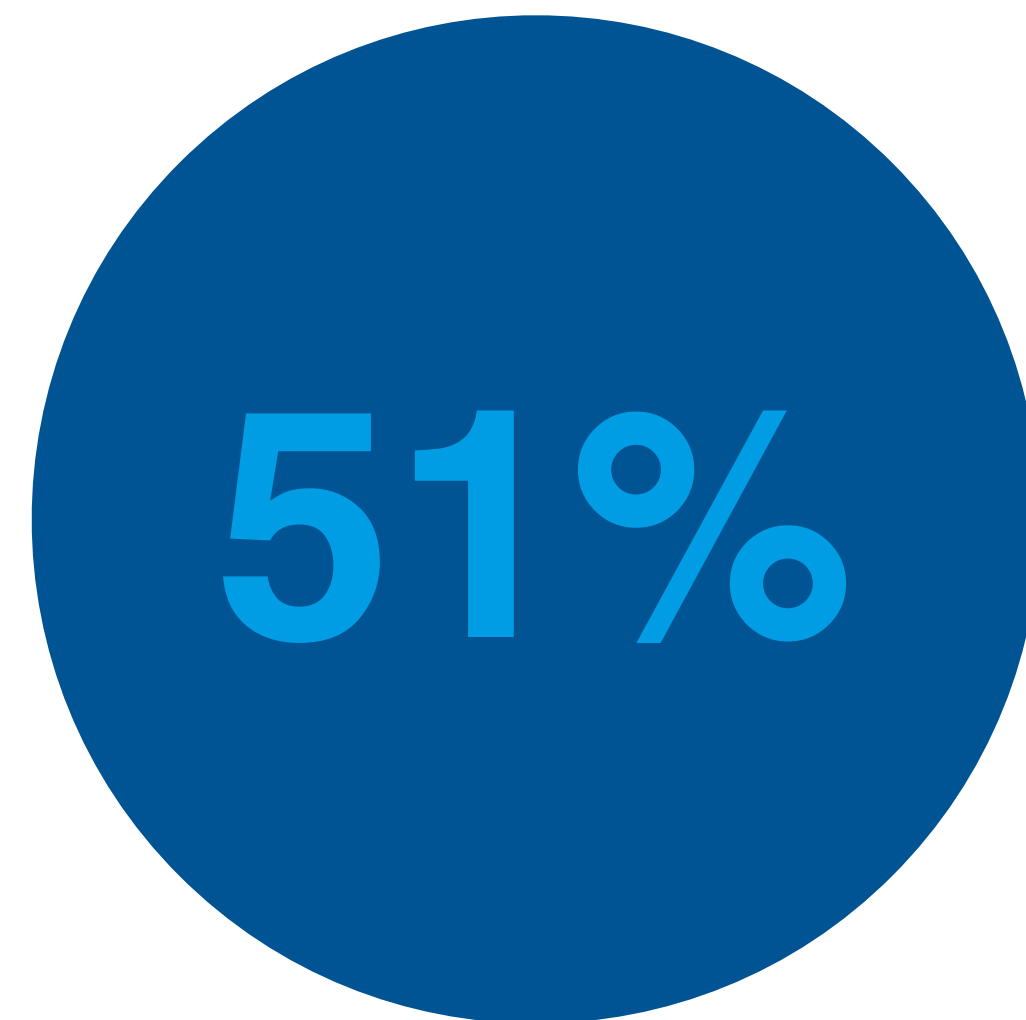
Source: Litmus/Fluent Survey



Emails look bad on mobile?



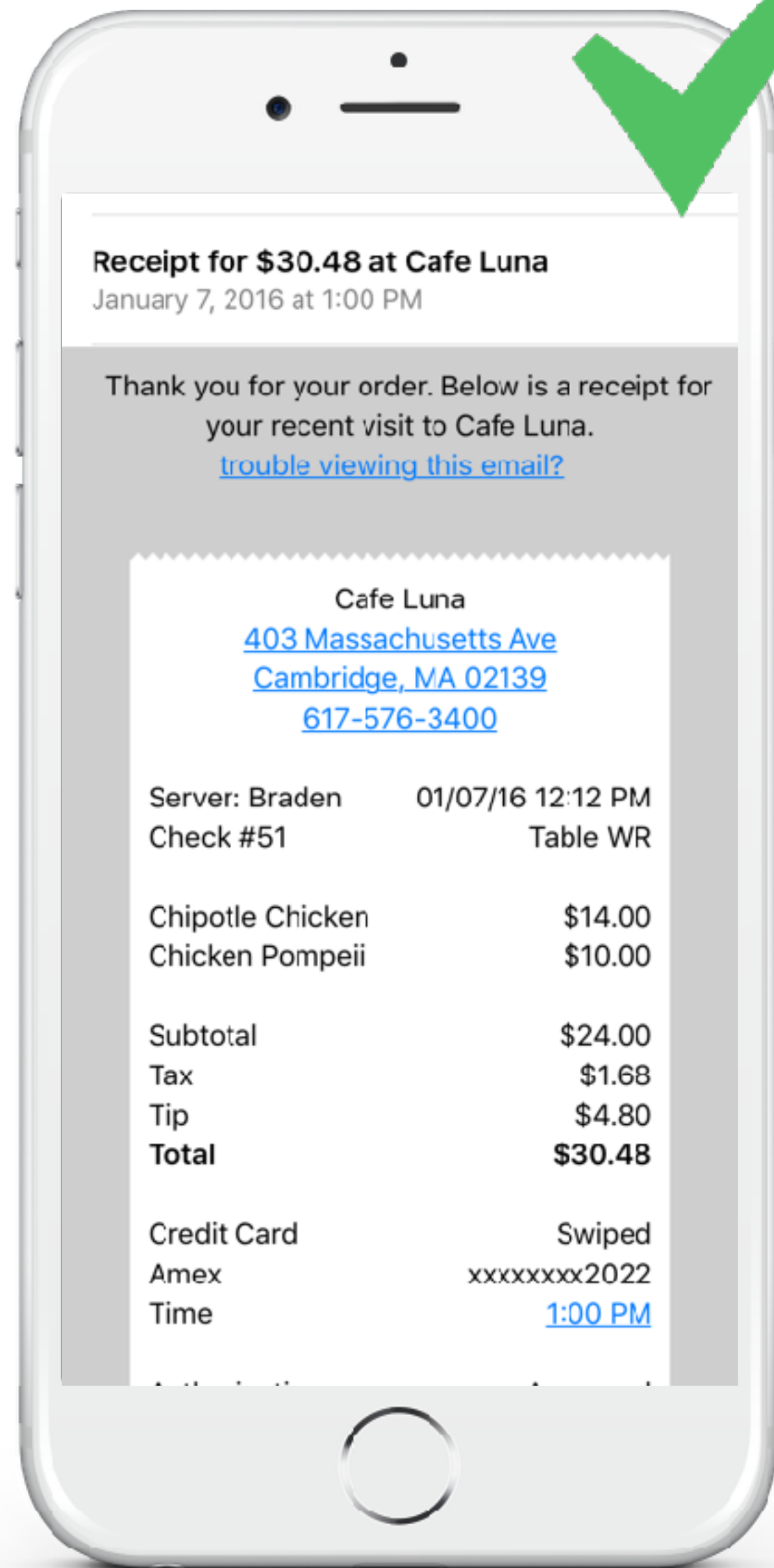
said they've marked a brand as spam



said they've unsubscribed

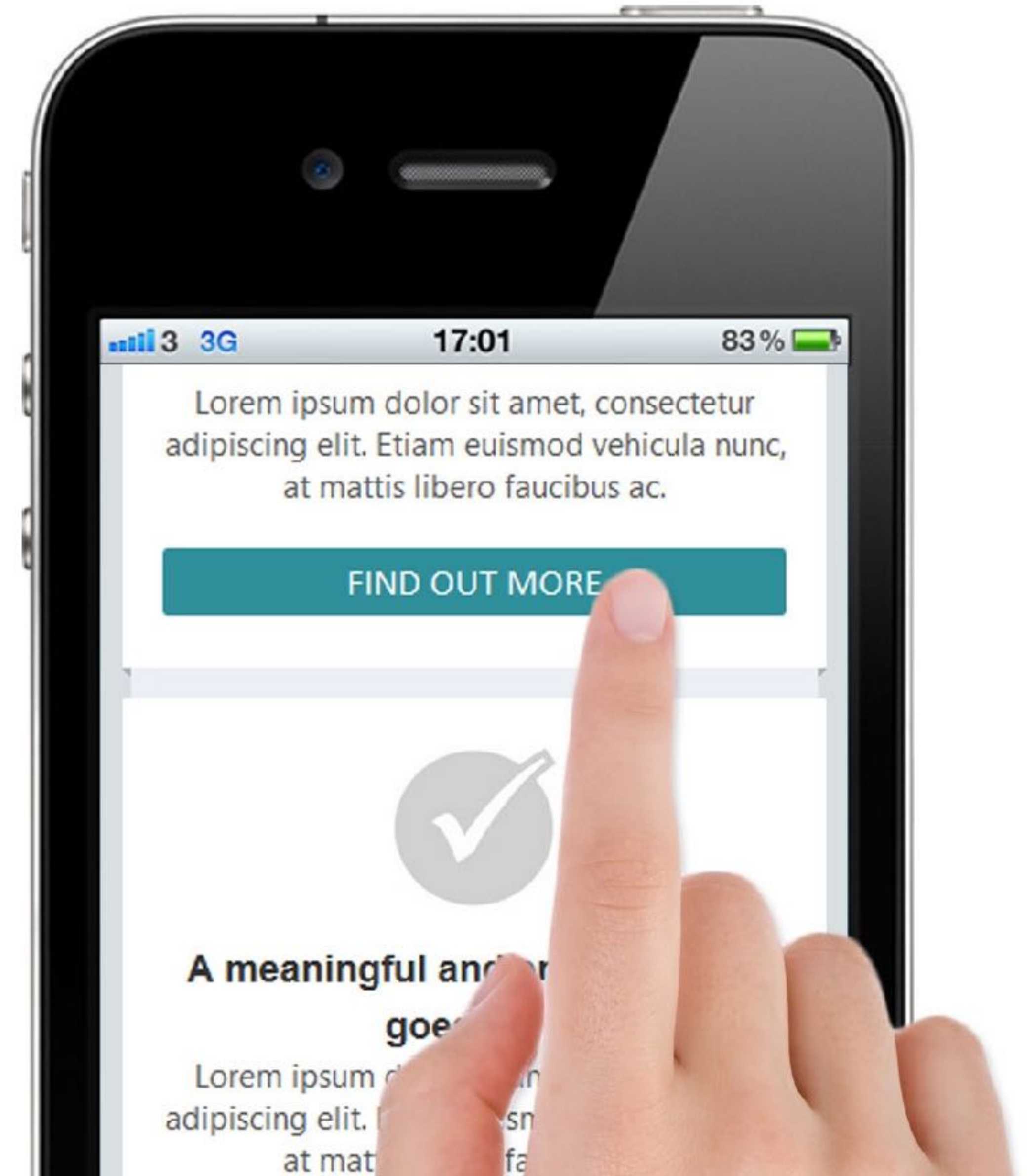
Source: Litmus/Fluent Survey





Mobile-friendly email

- ▶ Body copy: 16px+
- ▶ Headlines: 22px+
- ▶ Buttons: 44px by 44px
- ▶ Space: 40px+
- ▶ Tappable touch targets



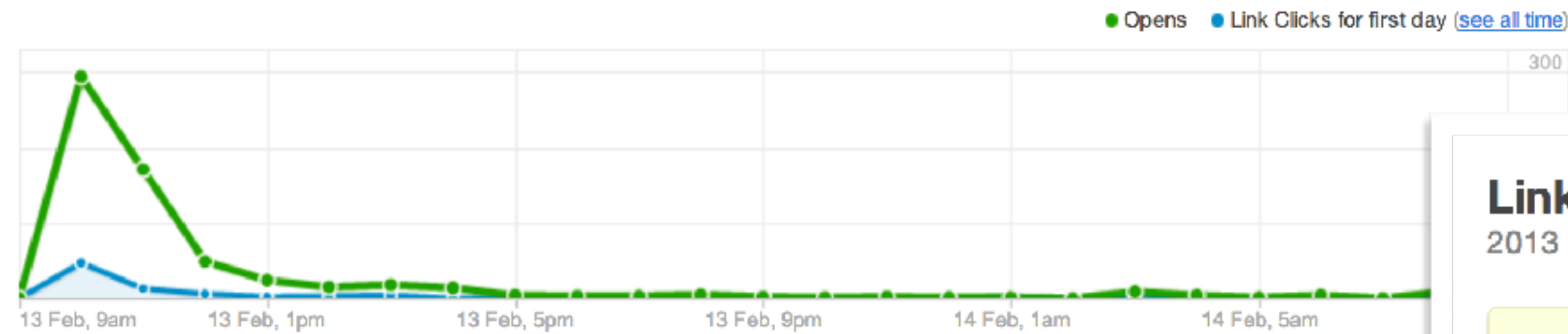
Stop measuring opens
and clicks.

Email Marketing Truth

2013 Conference Packages: Launch (Attendees)

Sent on 13 Feb 2014 to 596 unique subscribers across [9 lists](#)

[View](#) [Share Campaign](#) [Export Report](#)



326 Unique opens
932 total opens to date

6 Bounced
1.01% couldn't be delivered

264 Not Opened
Open rates are [only estimates](#)

55.25% of all recipients [opened so far](#)

29.45% [clicked a link](#) (96 people)

0.34% [unsubscribed](#) (2 people)

0 people marked it as spam (0%)

0 [shares](#) across Facebook, Twitter & email

Most popular links (full report)	CLICKS
https://gum.co/TEDC13basic/iheartemail	114
Link to web-based version of this email	15
https://litmus.com/conf...letter&utm_medium=email	8
https://gum.co/TEDC13premium/iheartemail	2

Top countries (full report)
United States of America
United Kingdom
Germany
Belgium
Norway

Link Activity & Overlay

2013 Conference Packages: Launch (Attendees) - Sent 13 Feb at 10:37 am

[Activity](#) [Email overlay](#)

96

people clicked

Giving you a 29.45% click rate.

139

total clicks

Made by 96 people

1.45

clicks per person

Average of all those who clicked.

230

didn't click

That's 70.55% of all those who opened.

LINK (URL)	UNIQUE	TOTAL
https://gum.co/TEDC13basic/iheartemail	83 (who)	114
Link to web-based version of this email	12 (who)	15
https://litmus.com/conference/2013/pac...utm_source=newsletter&utm_medium=email	8 (who)	8
https://gum.co/TEDC13premium/iheartemail	2 (who)	2

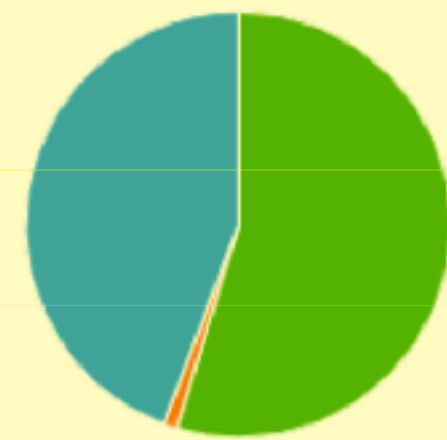


2013 Conference Packages: Launch (Attendees)

Sent on 13 Feb 2014 to 596 unique subscribers across [9 lists](#)

[View](#) [Share Campaign](#) [Export Report](#)

● Opens ● Link Clicks for first day [\(see all time\)](#)



■ **326 Unique opens**
932 total opens to date

■ **6 Bounced**
1.01% couldn't be delivered

■ **264 Not Opened**
Open rates are [only estimates](#)

55.25% of all recipients [opened so far](#)

29.45% [clicked a link](#) (96 people)

0.34% [unsubscribed](#) (2 people)

0 people marked it as spam (0%)

0 [shares](#) across Facebook, Twitter & email

Most popular links [\(full report\)](#)

CLICKS

Top countries [\(full report\)](#)

https
Link t
https
https

Link Activity & Overlay

2013 Conference Packages: Launch (Attendees) - Sent 13 Feb at 10:37 am

[Activity](#) [Email overlay](#)

96 **people clicked**
Giving you a 29.45% click rate.

139 **total clicks**
Made by 96 people

1.45 **clicks per person**
Average of all those who clicked.

230 **didn't click**
That's 70.55% of all those who opened.

LINK (URL)

UNIQUE

TOTAL

<https://gum.co/TEDC13basic/iheartemail>

83 (who)

114

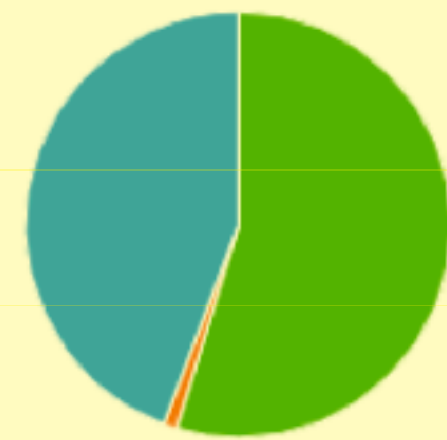
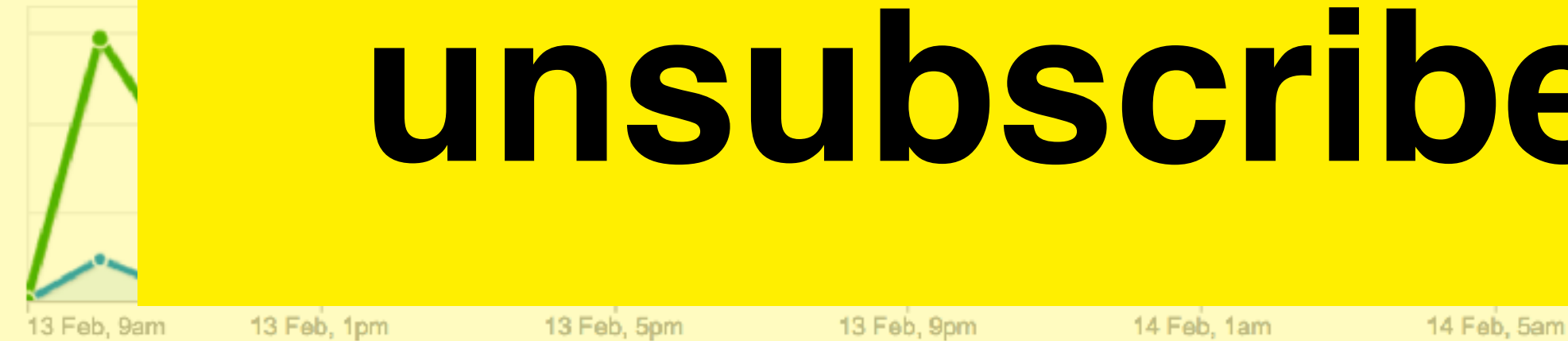
< 2% bounce; < 0.02% spam



unsubscribes are okay/good!

2013 Conference Packages: Launch (Attendees)

Sent on 13 Feb, 9am



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< 2% bounce; < 0.02% spam



Campaign	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	76,769 <small>% of Total: 4.36% (1,762,252)</small>	36.47% <small>Site Avg: 24.74% (47.43%)</small>	27,999 <small>% of Total: 6.42% (435,952)</small>	57.89% <small>Site Avg: 36.83% (57.18%)</small>	5.06 <small>Site Avg: 9.70 (-47.81%)</small>	00:04:24 <small>Site Avg: 00:08:27 (-47.79%)</small>	85 <small>% of Total: 1.63% (5,219)</small>	\$1,429.48 <small>% of Total: 0.86% (\$166,975.47)</small>	0.11% <small>Site Avg: 0.30% (-62.61%)</small>
1. July news What can you do with Canvas	13,620 (17.74%)	40.94%	5,576 (19.91%)	67.33%	2.65	00:02:20	2 (2.35%)	\$10.00 (0.70%)	0.01%
2. G_S_Brand_Alpha	11,432 (14.89%)	17.28%	1,975 (7.05%)	42.77%	9.32	00:07:29	17 (20.00%)	\$170.60 (11.93%)	0.15%
3. Canvas Launch Segment 1 - Active Customers who use TB	8,483 (11.05%)	25.96%	2,202 (7.86%)	58.56%	5.14	00:04:47	16 (18.82%)	\$378.00 (26.44%)	0.19%

Total Engagement



■ Read 53.8%
■ Skim read 20.1%
■ Glanced / Deleted 26.1%

Of the people who opened your email, how many spent time reading it, compared to how many glanced then deleted it.

Mobile Engagement



■ Read 63.2%
■ Skim read 18.7%
■ Glanced / Deleted 18.0%

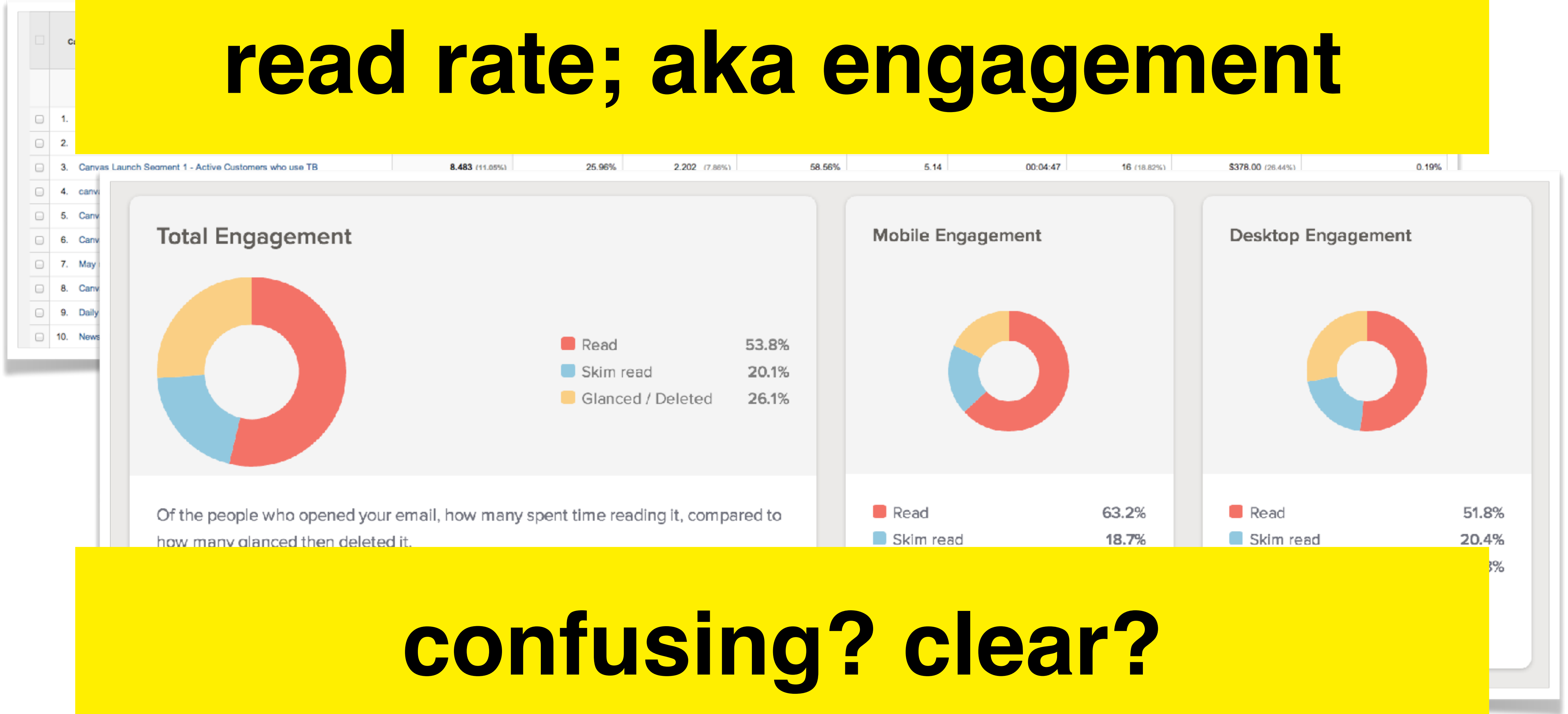
Desktop Engagement



■ Read 51.8%
■ Skim read 20.4%
■ Glanced / Deleted 27.8%



read rate; aka engagement



confusing? clear?



	Medium ?	Acquisition			Behavior			Conversions Goal 8: Saw Signup Flow ▾		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Saw Signup Flow (Goal 8 Conversion Rate) ?	Saw Signup Flow (Goal 8 Completions) ?	Saw Signup Flow (Goal 8 Value) ?
		393,945 % of Total: 10.58% (3,722,062)	16.97% Avg for View: 37.01% (-54.15%)	66,854 % of Total: 4.85% (1,377,559)	37.24% Avg for View: 37.93% (-1.82%)	4.15 Avg for View: 3.89 (6.69%)	00:05:17 Avg for View: 00:06:12 (-14.88%)	0.04% Avg for View: 0.05% (-13.44%)	164 % of Total: 9.16% (1,790)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. email	228,434 (57.99%)	15.16%	34,624 (51.79%)	36.16%	4.06	00:05:45	0.01%	34 (20.73%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. blog	107,005 (27.16%)	14.71%	15,736 (23.54%)	28.98%	5.03	00:05:07	0.06%	64 (39.02%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. social	34,624 (8.80%)	33.65%	11,666 (17.45%)	68.26%	2.30	00:02:48	<0.01%	2 (1.22%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. banner	9,824 (2.49%)	24.90%	2,446 (3.66%)	39.60%	3.51	00:04:21	0.64%	63 (38.41%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. ...									
<input type="checkbox"/>	6. ...									
<input type="checkbox"/>	7. ...									
<input type="checkbox"/>	8. ...									
<input type="checkbox"/>	9. landingpage	586 (0.15%)	1.88%	11 (0.02%)	21.84%	6.34	00:07:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	10. community	251 (0.06%)	0.00%	0 (0.00%)	17.53%	4.80	00:06:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

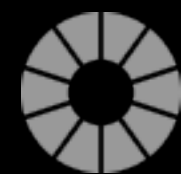
Highest volume of sessions



	Medium ?	Acquisition			Behavior			Conversions Goal 6: Saw Pricing Page ▾		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Saw Pricing Page (Goal 6 Conversion Rate) ?	Saw Pricing Page (Goal 6 Completions) ?	Saw Pricing Page (Goal 6 Value) ?
		393,945 % of Total: 10.58% (3,722,062)	16.97% Avg for View: 37.01% (-54.15%)	66,854 % of Total: 4.85% (1,377,559)	37.24% Avg for View: 37.93% (-1.82%)	4.15 Avg for View: 3.89 (6.69%)	00:05:17 Avg for View: 00:06:12 (-14.88%)	0.67% Avg for View: 0.63% (6.33%)	2,628 % of Total: 11.25% (23,351)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. email	228,434 (57.99%)	15.16%	34,624 (51.79%)	36.16%	4.06	00:05:45	0.29%	656 (24.96%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. blog	107,005 (27.16%)	14.71%	15,736 (23.54%)	28.98%	5.03	00:05:07	1.17%	1,254 (47.72%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. social	34,671 (8.80%)	33.65%	11,666 (17.45%)	68.26%	2.30	00:04:48	0.10%	35 (1.33%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. banner	9,824 (2.49%)	24.90%	2,446 (3.66%)	39.60%	3.51	00:04:21	5.00%	491 (18.68%)	\$0.00 (0.00%)
<input type="checkbox"/>	5.									
<input type="checkbox"/>	6.									
<input type="checkbox"/>	7.									
<input type="checkbox"/>	8.									
<input type="checkbox"/>	9. landingpage	586 (0.15%)	1.88%	11 (0.02%)	21.84%	6.34	00:07:18	1.37%	8 (0.30%)	\$0.00 (0.00%)
<input type="checkbox"/>	10. community	251 (0.06%)	0.00%	0 (0.00%)	17.53%	4.80	00:06:27	0.00%	0 (0.00%)	\$0.00 (0.00%)



2x time spent on page



	Medium ?	Acquisition			Behavior			Conversions Goal 3: Credit Card Signup ▾		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Credit Card Signup (Goal 3 Conversion Rate) ?	Credit Card Signup (Goal 3 Completions) ?	Credit Card Signup (Goal 3 Value) ?
		393,945 <small>% of Total: 10.58% (3,722,062)</small>	16.97% <small>Avg for View: 37.01% (-54.15%)</small>	66,854 <small>% of Total: 4.85% (1,377,559)</small>	37.24% <small>Avg for View: 37.93% (-1.82%)</small>	4.15 <small>Avg for View: 3.89 (6.69%)</small>	00:05:17 <small>Avg for View: 00:06:12 (-14.88%)</small>	0.19% <small>Avg for View: 0.21% (-6.23%)</small>	767 <small>% of Total: 9.92% (7,728)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. email	228,434 (57.99%)	15.16%	34,624 (51.79%)	36.16%	4.06	00:05:45	0.12%	271 (35.33%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. blog	107,005 (27.16%)	14.71%	15,736 (23.54%)	28.98%	5.03	00:05:07	0.17%	182 (23.73%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. social	34,671 (8.80%)	33.65%	11,666 (17.45%)	68.26%	2.30	00:02:48	0.03%	12 (1.56%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. banner	9,824 (2.49%)	24.90%	2,446 (3.66%)	39.60%	3.51	00:04:21	1.81%	178 (23.21%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. ebook	7,947 (2.02%)	13.68%	1,087 (1.63%)	36.79%	5	00:05:25	0.30%	24 (3.13%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. (not set)	1,711 (0.43%)	12.27%	210 (0.31%)	44.65%	5	00:06:08	0.12%	2 (0.26%)	\$0.00 (0.00%)



2x more pages/session than social

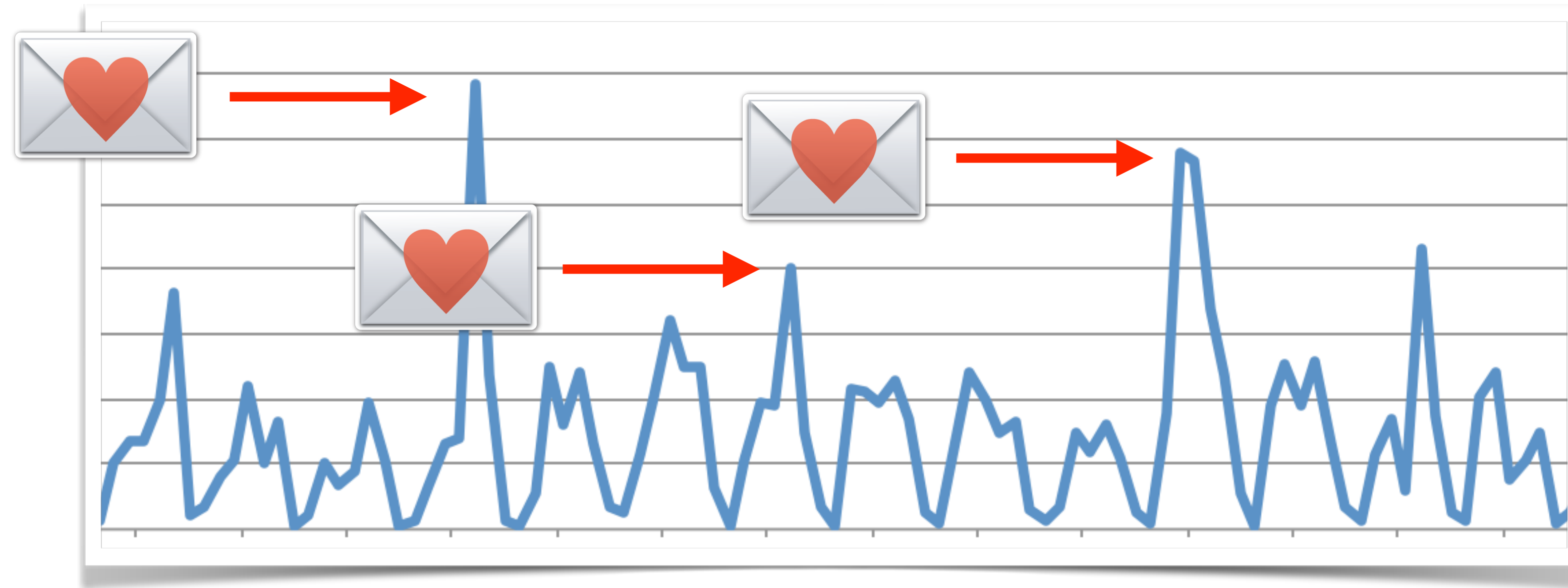


	Medium ?	Acquisition			Behavior			Conversions Goal 3: Credit Card Signup ▾		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Credit Card Signup (Goal 3 Conversion Rate) ?	Credit Card Signup (Goal 3 Completions) ?	Credit Card Signup (Goal 3 Value) ?
		393,945 % of Total: 10.58% (3,722,062)	16.97% Avg for View: 37.01% (-54.15%)	66,854 % of Total: 4.85% (1,377,559)	37.24% Avg for View: 37.93% (-1.82%)	4.15 Avg for View: 3.89 (6.69%)	00:05:17 Avg for View: 00:06:12 (-14.88%)	0.19% Avg for View: 0.21% (-6.23%)	767 % of Total: 9.92% (7,728)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. email	228,434 (57.99%)	15.16%	34,624 (51.79%)	36.16%	4.06	00:05:45	0.12%	271 (35.33%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. blog	107,005 (27.16%)	14.71%	15,736 (23.54%)	28.98%	5.03	00:05:07	0.17%	182 (23.73%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. social	34,671 (8.80%)	33.65%	11,666 (17.45%)	68.26%	2.30	00:02:48	0.03%	7 (0.90%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. banner	9,824 (2.49%)	24.90%	2,446 (3.66%)	39.60%	3.51	00:04:21	1.81%	178 (21%)	\$0.00 (0.00%)
<input type="checkbox"/>										
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<input type="checkbox"/>	9. landingpage	586 (0.15%)	1.88%	11 (0.02%)	21.84%	6.34	00:07:18	16.21%	95 (12.39%)	\$0.00 (0.00%)
<input type="checkbox"/>	10. community	251 (0.06%)	0.00%	0 (0.00%)	17.53%	4.80	00:06:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

#1 in conversions/signups



Beyond opens and clicks



- Twitter mentions
- Support tickets

- Web visits
- Blog comments



Ask the 5 W's

WHO are you sending to?

WHAT do you want them to do?

WHEN is it appropriate to send the message?

WHERE will the recipient read it?

WHY should they care?

HOW are you going to measure success?



Who?

- Internal vs. external
- B2B vs. B2C
- Demographics
- Know your audience!

What?

- Register for a webinar
- Read an article
- Buy something

When?

- Triggered vs. mass
- Drip or automation
- Behavioral-based
- Day and time

Where?

- Mobile / tablet
- Web browser / webmail
- Desktop / at work

Why?

- Helpful/useful
- Entertaining
- Relevant/valuable
- Inspirational

How?

- Opens/clicks
- Conversions
- Awareness



Identify, agree on, and write down:



5 W's

- Who
- What
- When
- Where
- Why
- How



Needs

- Respectful
- Functional
- Valuable
- Remarkable



Experience

- From name
- From address
- Subject line
- Preview text
- Headlines/subheads
- Copy
- Call to action
- Graphics / images





@chadwhite

Hierarchy of Subscriber Needs

REMARKABLE

exceptional content + experiences

VALUABLE

targeted, relevant, personalized

FUNCTIONAL

links and images work

RESPECTFUL

permission + expectations



SUBSCRIBER EXPERIENCE



NO PLAN? NO PURPOSE?

NO EMAIL.



Email Strategy Planning Brief



 **Download the
planning workbook.**

Uncheck (and recheck) the boxes.

slides + resources ➔ litmus.com/lp/mozcon

Thanks!



@meladorri

@litmusapp

slides + resources ➔ litmus.com/lp/mozcon

Thank You

Justine Jordan

VP of Marketing, Litmus

@meladorri



2017