Madison Logic

257 Park Ave South
5th Floor
New York, NY 10010

37 USA
37 USA
37 USA

SAN DIEGO
DEC 33
STAMP #21
USPS

STAMP #27
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ATTN: E-MAIL
BEST PRACTICES

SPECIAL DELIVERY

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THE ART OF THE SUBJECT LINE - PART I
Essential Tips

Punctuation is unnecessary as subject lines are not subject to grammatical standards. *However*, occasional use helps the SL stand out.

Ex: Best Subject Line, Ever.

CAPITAL LETTERS results in lifted open rates.

Ex: The Top 5 Reasons To Open

Symbols: Strategically placed symbols increases open rate **up to 58%**. Testing highly recommended to avoid SPAM filters. Unique characters result in lifted open rates.

Best words first. Place the hot topics, biggest brands, etc. first, or closest to the beginning of the subject line to ensure visibility in the inbox.

THE ART OF THE SUBJECT LINE - PART II
Grammer Check

Short, simple, to-the point typically exhibits a higher open rate, while those with more than 14 words also perform above-average.

Teaser-y language performs consistently well, lifting open rate.

Ex: "It's Here"

Personalization notably increases open rate. **Users are 22% more likely to open an email with their first name in the subject line.**

Calling out content inside, will also notably increase click rate within a segmented audience, since interest in content has been exhibited by opening.

USA
39
Green Arrow
2006 © neftali77

PROMOTIONAL
VS.
TRANSACTIONAL

It is advised to have a healthy balance between promotional and transactional emails. Each has a unique purpose that when used together will create a positive subscriber experience and well-rounded email marketing program.

PROMOTIONAL E-MAILS

Promotes the latest content to audience segment

- Ability to more efficiently manage and utilize creative updates
- Encourages recipients to take action: purchasing, registering, and downloading
- Any email that is not transactional: newsletters, sales, content

TRANSACTIONAL E-MAILS (TRIGGER EMAILS)

One-off emails automatically sent based on an action of the recipient

- Exhibits higher open rates and click rates
  Ex: Download or purchase triggering a thank-you/confirmation email
- Alerts sent based on an action that in some way included the subscriber
  Ex: "So-and-so has endorsed you!" email from LinkedIn

Tip: No Opt-out is needed in a transactional message! Do note that a transactional message only confirms a transaction the subscriber has already agreed to.

CONTENT TIPS

TITLES

- **Titles that are eyecatching, easy to scan and understand** are the most downloaded

- **Use clear, non-sales wording**
  Ex: "Phishing & the Threat to Networks"

- **Shorter is better. Highly downloaded titles** contained 20% fewer words

METRIC LIFT

2013 Trends in Recognition

This e-book, 2013 Trends in Recognition: Utilizing Recognition to Drive Employee Engagement discusses:

- The biggest influences and top trends for employee recognition
- Key statistics, Proven best practices & Case studies
- Reveals the most effective way to align employees with business goals
- How to impact bottom-line results

Download Now

Source: Madison Logic Achievers 2013 Campaign

PERSONALIZE

- Personalize to encourage response. This includes addressing readers by job title, industry, lifecycle stage, and countless other segments

- **Stress the benefits** for readers and what the product/service can do for them

- **Get Numerical.** It's easier to digest information in a numerical font format

EMAIL CREATIVE/COPY:

The purpose of the email is to encourage subscribers to click through to the site. Avoid providing too much information in the email.

CREATIVE

Simple creative/copy.
People are time stressed and the faster purpose of the email can be identified, the less likely for abandonment, & lost opportunity.

Teaser creative/copy.
Leaves the reader wondering "what's next?", lifts click through.

Urgent copy.
Encourages the viewer to act sooner than later.

Our data shows that questions spike the interest of the viewer and encourage click though.

Avoid over use of symbols and CAPS to avoid SPAM filter.

Teaser-y and questions encourage click-through

Download report | Read online

eMarketingPapers

§sas

Five Best Practices for Social Media Measurement

Five Best Practices for Social Media Measurement

Complimentary Report   Download Now

There are more than:

- 750 million active users on Facebook
- 140 million unique visitors to the site each month
- 200 million registered Twitter users
- 100 million professionals on LinkedIn

Download Now

PDF

However, in this age of accountability, can you be sure that investments in social media are worth it?

Download Now!

eMarketingPapers - Online research to help you make informed decisions

CALL TO ACTION

Short, concise, actionable language that stresses benefits encourages click through

Ex: Download Now >

Place CTA near top, in the first frame of the email to guarantee visibility.

A CTA button, in a differentiating color helps to improve visability. Learn More.

Linkable Signature: It's suggested to utilize a linkable signature, particularly for marketing and sales professionals to encourage action.

CTA Colors: Optimized colors include red and orange. Test what works best.

CTA Sizes: An oversized CTA has exhibited a higher click through rate.

U.S. Enters World War I

32 USA

I WANT YOU

1998

CALL TO ACTION

METRIC LIFT

Below is the example of a CTA test comparing the currently trending, optimized orange CTA vs. a common favorite, bright red. Which color do you think won in Madison Logic internal tests?

Hint: Orange you going to test this yourself?

AUDIENCE SEGMENTATION:

Allows you to send tailored content to a specific buyer persona, thereby improving the relevancy of the content and consequently increasing response.

AUDIENCE SEGMENTATION

HubSpot® reports 32% of marketers reveal audience segmentation as a top priority in the coming year.

BASIC

Demographics:
Location
Gender
Job Title
Age
Etc.

INTERMEDIATE

Preferences:
Relevant content is sent based on preference form selections including frequency of mailings and types of content preferred.

Audience Engagement:
Segment out high or low response subscribers.

High Engagement: VIP positioning to encourage loyalty.

Low Engagement: Aggressive offers to reengage or preference form email to better tailor content/timing of email or even encourage opt-out to improve metrics.

ADVANCED

Behavioral Data:
Using closed-loop marketing analytics to target an audience based on behaviors including but not limited to: website browsing, purchase frequency, types of content viewed, etc.

DELIVER-ABILITY

Acceptance Rate:

The % of emails that are accepted by an email server.

Sender Score:

Return path's reputation rating of 1-100 for every outgoing mail server IP.

SPAM:

Email that was not requested & unwanted. HAM is desirable email.

Black List:

A list that denotes a sender as a SPAMMER.

DELIVER-ABILITY:
The ability to get an e-mail into a recipients e-mail box.

HARD BOUNCE vs. SOFT BOUNCE

HARD BOUNCE

An e-mail message that has been returned to the sender and is permanantly undeliverable.

CAUSES

- Invalid addresses
- Domain name doesn't exist
- Typos
- Changed address
- E-Mail recipient's mail server has blocked your server

SOFT BOUNCE

An e-mail message that makes it to the recipient's mail server but is bounced back undelivered before it gets to the intended recipient. It may be resent.

CAUSES

- The recipients mail box is full
- The server is down or swamped with messages
- The message is too large

SPAM CAN COMPLIANCE

Opt-Outs:

Absolutely must be included in every email and responded to in a timely manner. Opt-in is when a person is immediately added to a live list after form completion.

Physical Address:

This must be included, typically the bottom navigation.

The Subject Line Must Not Deceive:

While not necessary to specify email content, avoid contradictory info in the SL compared to the email content.

CAPS and Symbols:

These can trigger SPAM filter if over-used. Test.

RETURN TO SENDER

LIST HEALTH

More than 20% of opt-in email does not make it into the inbox. Regularly clean aka "scrub" email list to remove alias email addresses and hard bounces, but keep soft bounces (ESP's should automatically remove hard-bounces).

Encourage user to edit/set mailing preferences to tailor amount of emails and time of day for emails and to act as an alternative to a final, opt-out.

Remove or reengage inactive members, start by setting in place an 'inactive' audience segment. This could be a variable of time since last positive action, depending on your businesses specifications.

Send relevant content to a segmented audience; this is hands down the best way to keep members active and engaged.

LIST HEALTH:
*Directly affects open rates
and other response metrics.*

LAUNCH MAIL TIMES

Mailing earlier in the week and in the day generally provides the best metrics.
Test to optimize for your subscribers.

METRIC LIFT

- - - •Opens

——— Clicks

9am   12pm   2pm   6pm

The Flash

USA
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© neftali77
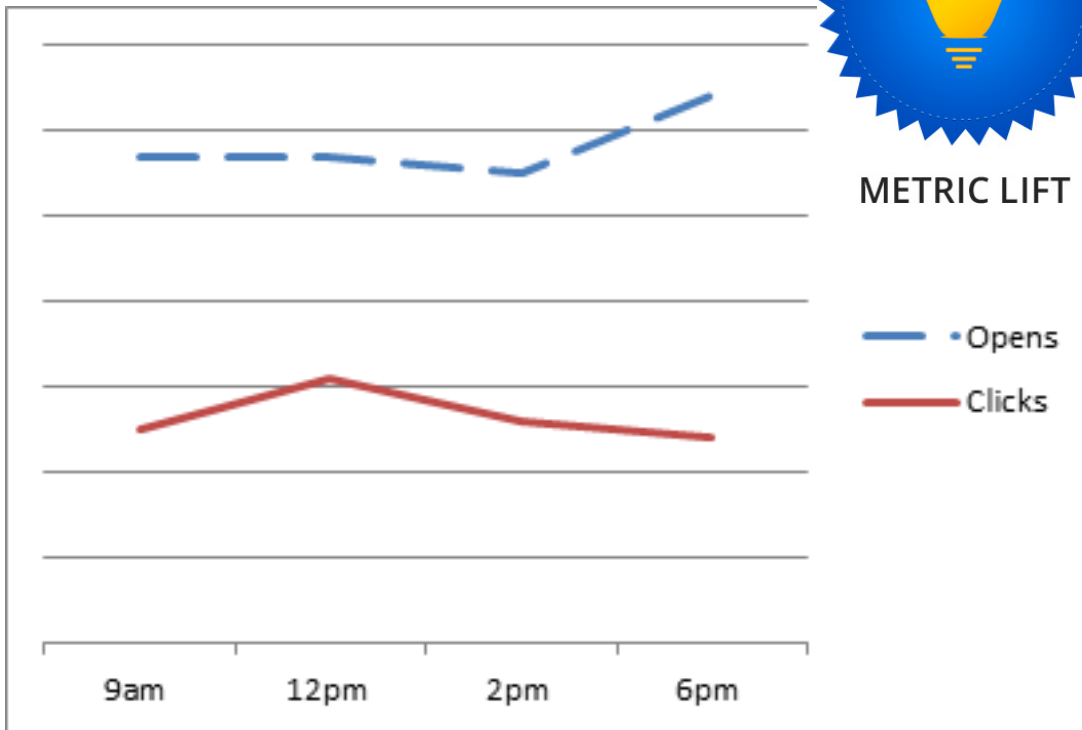
LAUNCH MAIL TIPS

Avoid over mailing to decrease un-subs and keep readers engaged. **Over-mailing and irrelevant content is the #1 reason for opt-outs!**

(http://www.retailemailblog.com/2011/02/ping-time-too-many-and-irrelevant.html)
Never mail the same address more than once per day (double mailing).

Mail often & consistently enough that the reader immediately recognizes your 'from name'. Sending a specific email on a specific time/day of week will allow subscribers to become accustomed to, and anticipate your email.

Learn what the server can handle as far as emails mailed/hour. This will optimize scheduling launch speed, and avoid potentia lly crashing the server.
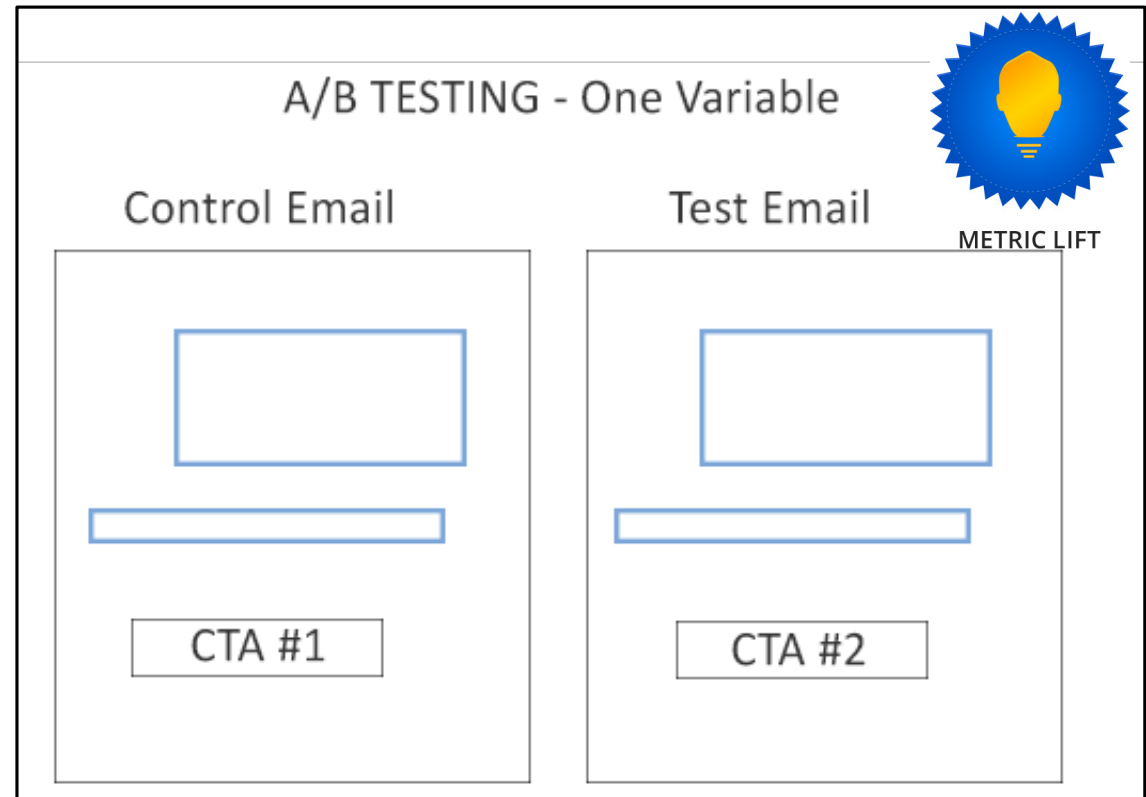
TESTING

A/B Testing
It is essential to change only one variable at a time in your test segment to ensure that results and insights are clear when reporting.

Use a sizable test audience
to ensure accurate/reportable results. Take into account segment sizes and reponse metrics. A great tool to test statistical significance is available.

Take into account any internal & external variables that may have impacted testing results.

A/B TESTING - One Variable

Control Email	Test Email
	METRIC LIFT
CTA #1	CTA #2

TESTING:

Testing is essential to continually improving your e-mail program metrics.

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