


THE FUTURE OF EMAIL



PART II

HOW TESTING PREVENTS EMAIL DISASTERS



SEND US YOUR QUESTIONS, WIN T-SHIRTS

Live Draw on Facebook

www.facebook.com/emfluence



INTRODUCTIONS



CORY LAGRANGE

DIRECTOR OF DIGITAL STRATEGY

EMFLUENCE



DAVE CACIOPPO

PRESIDENT/CEO

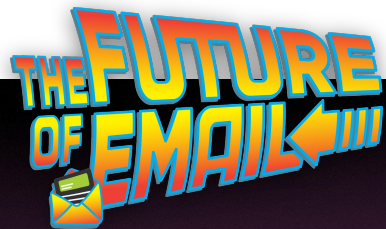
EMFLUENCE



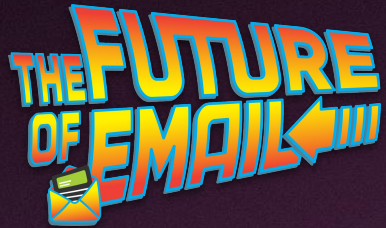
GEOFF TRAUB

CUSTOMER SUCCESS MANAGER

EMAIL ON ACID



OOPS





sales= [redacted] on behalf of [redacted] >

Natalie Jackson

12:24 PM

Save \$45 Off Custom Printed Table Throws

i If there are problems with how this message is displayed, click here to view it in a web browser.

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

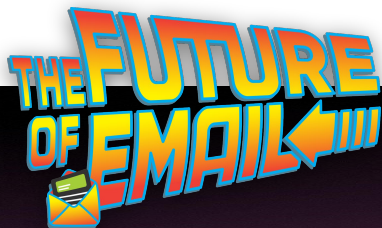


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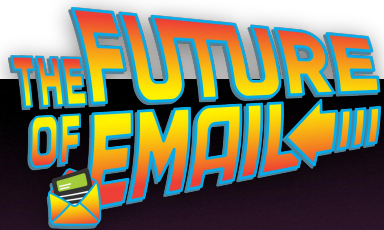
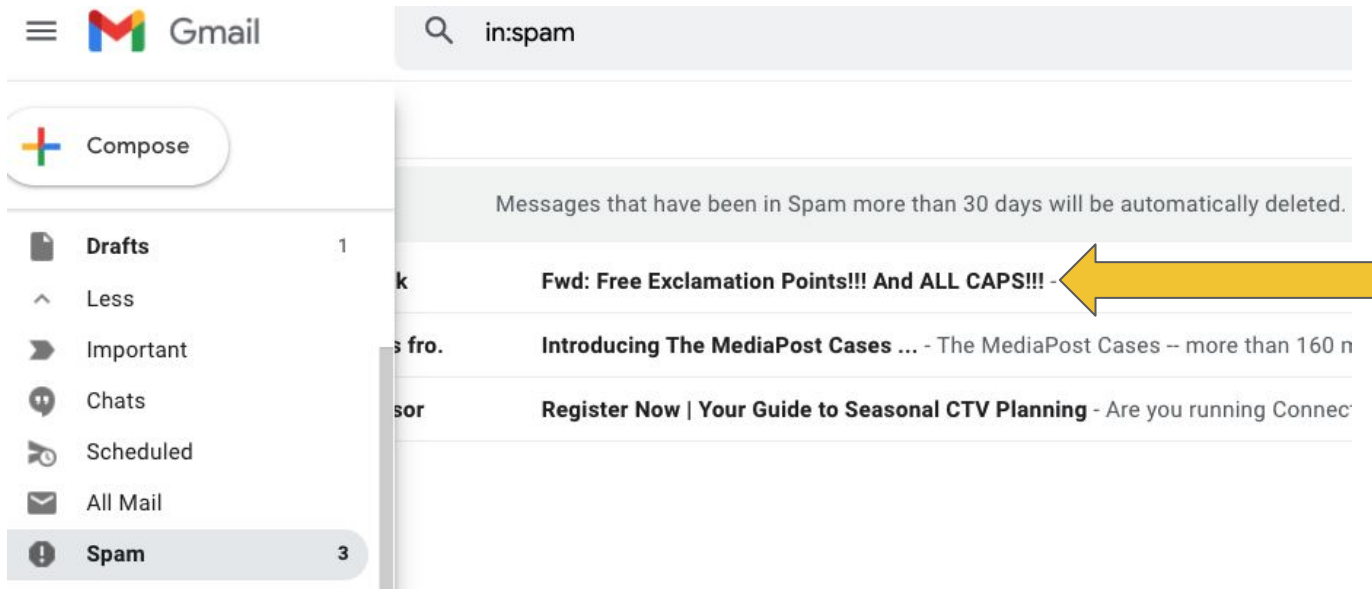
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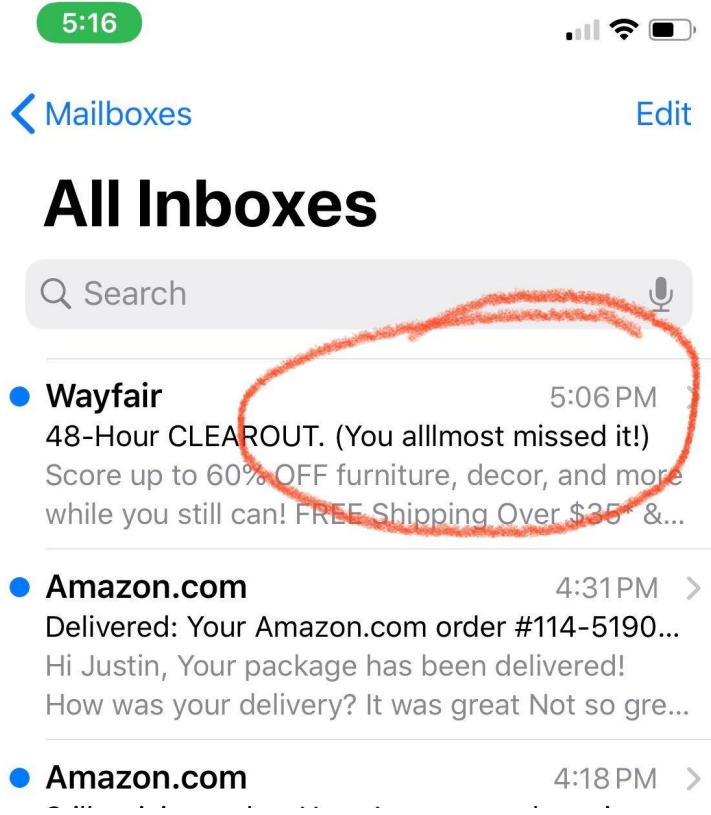
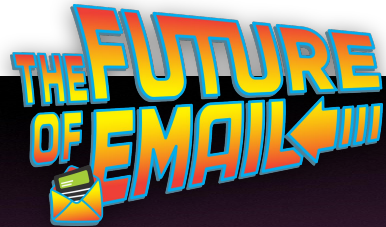
CLIENT RENDERING ROADBLOCKS



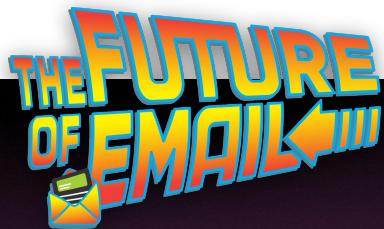
DELIVERABILITY DISASTERS



COPY EDIT CATASTROPHES



SEGMENTATION SLIP UPS

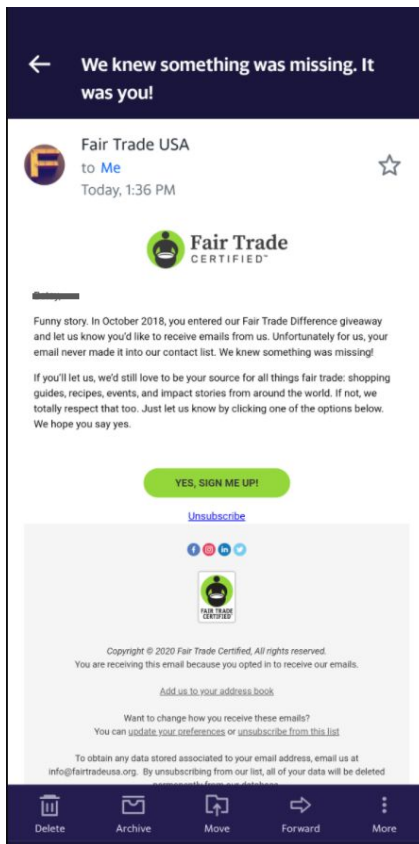
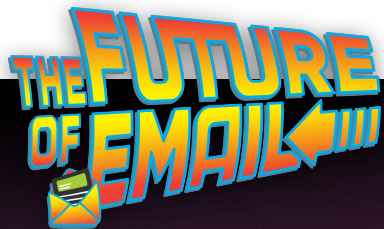


All Mailboxes

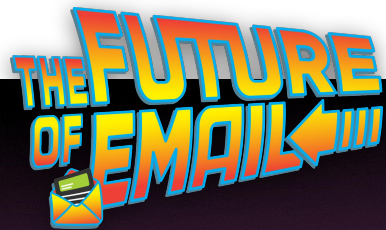
Current Mailbox

- **West Elm** 2:22 PM >
★ Not too late! Hours left for up to 70% off Premier Day...
Up to 70% off across our entire family of brands view this email with images 01:CE66AE729310EE1247EA8C3ABC0...
- **West Elm** 9:25 AM >
Oooh, good choice! THIS is calling your name *Plus, Up t...
Like it? We thought so. view this email with images Anton Solid Wood Nightstand Picks For You Enjoy Sitewide Savi...
- **West Elm** 7:43 AM >
TODAY ONLY! Up to 70% off for PREMIER DAY & free shi...
Save big across our entire family of brands view this email with images 01:CE66AE729310EE1247EA8C3ABC018021...
- **Williams Sonoma** 6:45 AM >
PREMIER EVENT is back! Up to 70% off our family of bra...
Shop Williams Sonoma, Pottery Barn, west elm & more – Shop Now...
- **West Elm** 1:18 AM >
We noticed you noticing us...
west elm Come back + take another look at that item view this email with images...

DANGEROUS DATA DUMPS



ACCESSIBILITY AILMENTS (AKA DARK MODE DOWNFALLS)

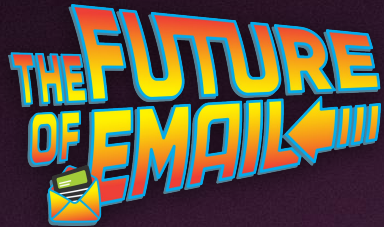


New WIPS Account Number Generated



SAVE YOUR STRATEGY

How to set a foundation for successful emails before disaster strikes.



STRATEGIC SETBACKS

Where email strategies go wrong:

- Failure to understand your audience
- Setting the wrong expectations for email performance
- Messaging that serves the brand (not the recipient)
- Setting the wrong frequency or cadence
- Strangers in the audience



**STEAL THIS
STRATEGY!**

**THE FUTURE
OF EMAIL**

How's it stepping? Save \$50 when you upgrade your Charge HR

Inbox x

Fitbit <team@e.fitbit.com> [Unsubscribe](#)
to me

F

What upgrading your tracker can do for you.

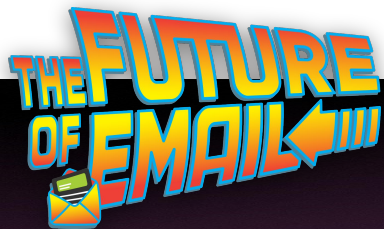
[View in web browser](#)

The advertisement features the Fitbit logo at the top left and a 'Store' icon with a shopping cart at the top right. The main headline reads 'Something to get you stepping again MEET THE LATEST TRACKERS CHARGE 2 & ALTA HR'. Below this, two smart trackers are shown: a black Charge 2 on the left and a black Alta HR on the right. The Charge 2 screen displays '132 cardio' and '35190'. The Alta HR screen displays '148'. To the right of the trackers is a heart icon with the text 'PUREPULSE™ CONTINUOUS HEART RATE'. At the bottom, the text reads 'Get one now with an exclusive offer for \$50 OFF* + FREE SHIPPING'.

emfluence
MARKETING PLATFORM

Email on Acid

STEAL THIS
STRATEGY!



duolingo

2020



Look at all you've accomplished!

You made the most of 2020 by committing to language learning, and the proof is in your progress. Take a look at all* you've learned!

SEE YOUR 2020 STATS

70 minutes spent learning

Down time adds up, and you made it count. Now that's what we call screen time well spent!



120 words studied

That's a lot of vocab! Looks like you're ready for real world practice.



120 words studied

That's a lot of vocab! Looks like you're ready for real world practice.



307 XP earned

Some people developed a serious streaming habit, but you made the most of your time with language learning. Well done!



Advanced to the Bronze League

All that XP helped you climb the leaderboard and crush your learning goals. Looks like someone's not afraid of a little friendly competition!



0 crowns earned

While some people were hoarding toilet paper, you were busy hoarding crowns. Nice job leveling up your learning!



SAVE YOUR DESIGN

Layering in creative and call-to-action for the right audience and inbox.



DESIGN DILEMMAS

Where email creative goes wrong:

- Send gimmicks
- Balance of image and text
- Length and purpose
- Call-to-action copy
- Outlook vs. Gmail
- Messages that don't "read the room"



STEAL THIS
STRATEGY!



Our Pack Has Your Back!

If your pup doesn't totally love an item in their BarkBox, we'll send them a *replacement for FREE!* No muss, no fuss, no disappointed pups.

[CHAT WITH A PACK MEMBER](#)



THE FUTURE
OF EMAIL

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MARKETING PLATFORM

Email on Acid

STEAL THIS
STRATEGY!

From: ClusterTruck <hey@clustertruck.com>
Date: Friday, February 28, 2020 at 9:20 AM
To: Joe Ramsey ·
Subject: Whitepaper: Breakfast Burrito

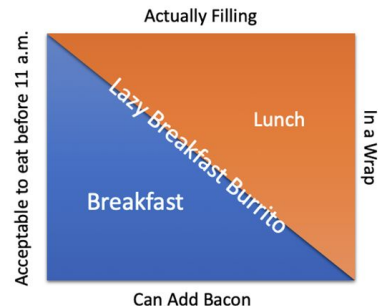
We saw a lot of other tech companies creating "whitepapers" to show off their products, so naturally we decided to get in on the action. Our first step was to figure out what a whitepaper is.

It sounds really fancy, but what separates it from a blog post or memo?

After a little research on the internet we determined that a whitepaper is basically a blog post, but more authoritative. Also, you usually have to give your email address to download it so that you can then be sold to. If a blog post is an outfit, a white paper is an official uniform. You are basically writing a blog post and then saying "I am a thought-leader, so this is not a blog post. It is a white paper". Webinars are often involved too.

Our Lazy Breakfast Burrito Whitepaper:

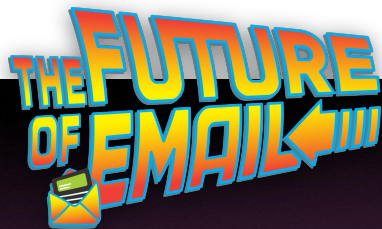
When you are looking to growth hack your brain and optimize productivity, the food options of yester-year will no longer suffice. You need an enterprise B2B (burrito to business) partner who understands the need for an outstanding platform that can be customized for your needs. That's why we have introduced the Lazy Breakfast Burrito to our product line. This A.I. (awesome ingredients) powered, tortilla wrapped technology truly separates itself from the field with high quality ingredients, digitally native ordering capabilities, and the tech behind it to ensure it arrives fresh. As a matter of fact, we believe our breakfast burrito serves as the shared hypotenuse on the conjoined triangles of breakfast and lunch success. Its versatility in terms of acceptable time to eat (ATE) is unparalleled.



Third party delivery apps have described themselves as "disruptive technologies". We agree. They are especially disruptive when there is something wrong with your order but you can't get it fixed because there are so many middlemen involved.

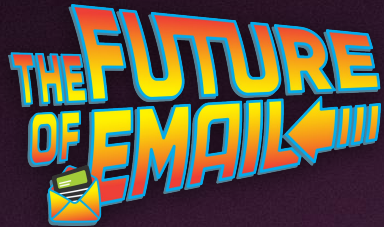
So choose the company in the breakfast burrito space that is disruptive in a good way, ClusterTruck. We've always been the most delicious option, but now, with our White Paper, we have also achieved instant thought-leader status.

[DOWNLOAD BURRITO](#)



PRE-DEPLOYMENT TESTING

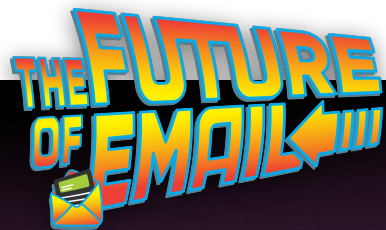
Seeing into the future.



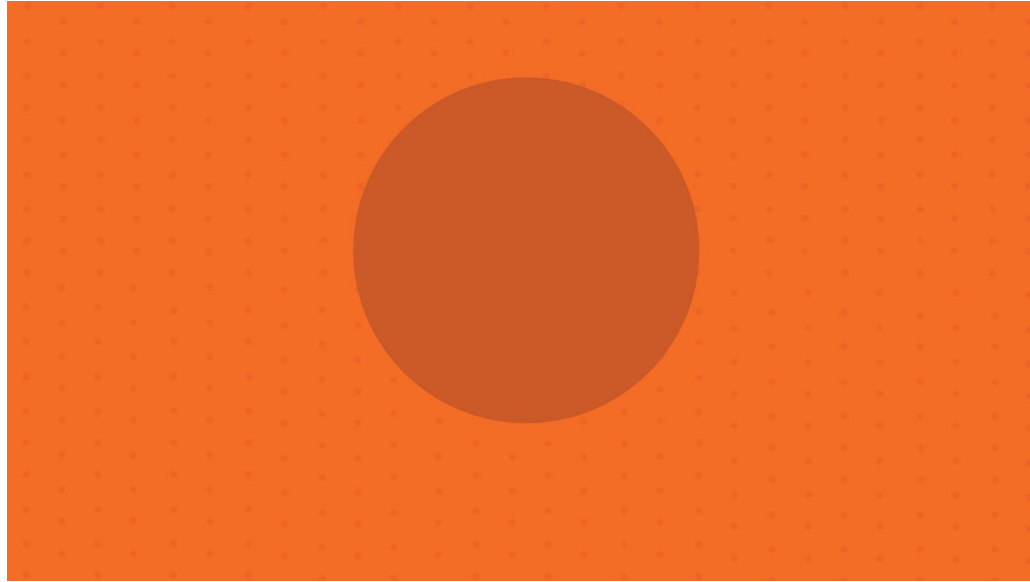
COST OF NOT TESTING EVERY EMAIL

What's at stake?

- Lost revenue
- Brand reputation
- Your investment in email
- Job security



THE MUST-HAVE EMAIL PRE-SEND CHECKLIST



What are you missing?

- Preheader Text
- Accessibility
- URL Validation
- Image Validation
- Spell Check
- Deliverability



An exclusive first look



A new report just dropped, and we want you to have the first read. *Effective Customer Journey Mapping, Keys to Success for Email Marketers* is all about saying goodbye to the funnel and focusing on the loop – your customers' ongoing journey you need to understand to boost your efforts, over and over again.

The report will answer important questions on data collection, touchpoints, collaboration with other departments, and more to help your team deliver **#emailperfection**.

[READ IT NOW](#)

A/B TESTING

Changing your campaign's destiny.



TESTING TAKEDOWNS

Where email testing goes wrong:

- Overcomplicated testing
- Inadequate list size for testing
- Outside variables



WHAT DO WE MAKE OF THIS?

A/B Split

Reports

Links

Recipients

Log

Approvals

A/B SPLIT TEST RESULTS



★ **Winning Version**
Version A

WINNER EMAIL

Date Sent

9/10/20 3:30 PM

Winning Version Criteria

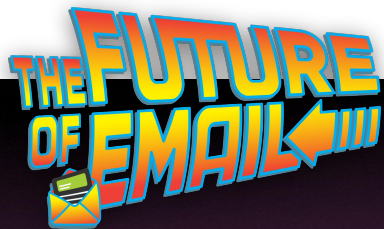
Unique View Percent

Contact Distribution

80%

RESULTS

	Distribution	Recipients	Unique Views	Unique Clicks	Clicks to Views	Bounces	Unsubs	Complaints	Failed
A ★	10%	384	118 30.7%	20 5.2%	16.9%	1 0.3%	2 0.5%	0 0%	0 0%
B	10%	384	105 27.3%	18 4.7%	17.1%	7 1.8%	4 1%	0 0%	0 0%
Winner 🏆	80%	2,729	825 30.2%	156 5.7%	18.9%	55 2%	23 0.8%	0 0%	0 0%



SEGMENTATION FOR TESTING

Search Groups Search Contacts **Query Builder**

Search contacts by creating queries based on data stored in your account

Source Group: Search all contacts ? Match ALL criteria Match ANY criteria Advanced ? Example Queries ▼

(1) AND 2

1 Is a member of group ▼ Cold Platform Leads ✖ 🗑️

You can filter contacts in this group based on additional criteria

[+ Add group filter](#)

2 Contact Score (Short Term Model) ▼ Greater Than ▼ 10 [x] 🗑️

[+ Add criteria](#) [Search](#)

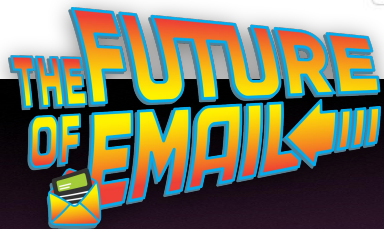
[Save as dynamic group](#) [Save as static group](#)

Contacts in this group will vary based on the criteria in this search

Contacts found in this search will be saved into a normal group

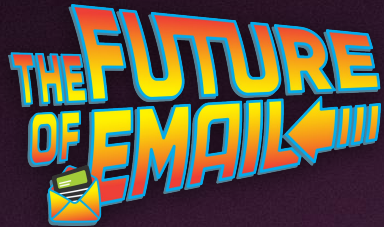
Update count

You have 0 matching contacts



DEPLOYMENT

The point of no return.



DEPLOYMENT DERAILS

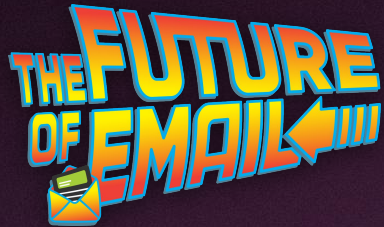
Where email deployment goes wrong:

- Sending from no-reply addresses
- Overwhelming results
- No technical monitoring in place



EMAIL DATA & INSIGHTS

Using the past to inform the future.



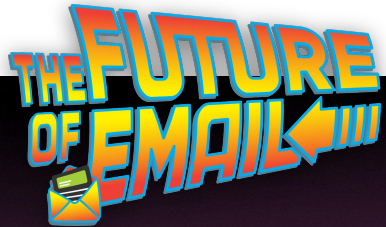
DATA & INSIGHTS

Where email data goes wrong:

- No clearly defined ROI or measurement beyond opens and clicks
- No documentation of the strategy
- No execution of testing results



UNDERSTANDING YOUR SUBSCRIBERS- VIEWING DEVICE



UNDERSTANDING YOUR SUBSCRIBERS- ENGAGEMENT



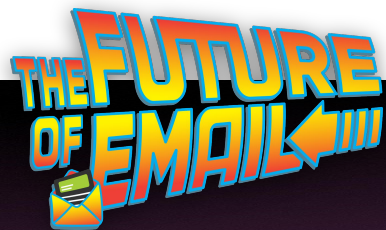
USING EMAIL TO SEE THE BUSINESS BIG PICTURE

[Reports](#)
[Links](#)
[Recipients](#)
[Log](#)
[Approvals](#)

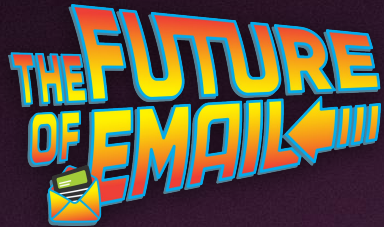
Select Report: Results will include the top 50 unique values

[Download](#)

Percent of Sales Rep												Percent of Total																											
Sales Rep	Recipients	Views		Clicks				CTV	Bounces	Unsubs	Complaints	Failed	Recipients	Views			Clicks				CTV	Bounces	Unsubs	Complaints	Failed														
		Unique	Total	Unique	Total	CTV	Unique							Total	Unique	Total	CTV	Bounces	Unsubs	Complaints						Failed													
Joe emfluence	9,000	7,000	11,000	5,000	6,000	77.8%	122.2%	55.6%	66.7%	71.4%	0	0	0	0	9,000	7,000	11,000	5,000	6,000	75.0%	122.2%	55.6%	66.7%	71.4%	0	0	0	0	75.0%	122.2%	55.6%	66.7%	50.0%	0.0%	0.0%	0.0%	0.0%		
Bob emfluence	3,000	3,000	3,000	3,000	3,000	100.0%	100.0%	100.0%	100.0%	100.0%	0	0	0	0	3,000	3,000	3,000	3,000	3,000	25.0%	30.0%	21.4%	37.5%	33.3%	30.0%	0.0%	0.0%	0.0%	0.0%	25.0%	30.0%	21.4%	37.5%	33.3%	30.0%	0.0%	0.0%	0.0%	0.0%



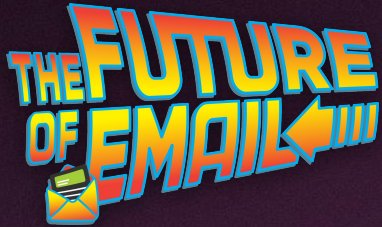
QUESTIONS



THANK YOU

BE ON THE LOOKOUT FOR

PART III



TAKE YOUR EMAIL FROM SKATEBOARD TO HOVERBOARD

March 23rd at 11:30 am EST

THE FUTURE
OF EMAIL  PART  III



 **emfluence**
MARKETING PLATFORM

 *Email on Acid*