

WHAT'S WORKING NOW

- Critical Email and
- Emerging Media

JAY SCHWEDELSON

PRESIDENT & CEO WORLDDATA

[SLIDES: JayS@Worldata.com](mailto:JayS@Worldata.com)

@Worldata

WORLDDATA:

who we are

Started in 1975
120 Team Members

Clients Include Over 500 Leading Brands:

lenovo

Vistaprint

CITRIX

Bank of America

CISCO

hp

Vonage

CAPELLA UNIVERSITY
UNIVERSITY OF MISSISSIPPI

Parent Company of:

SubjectLine.com

A Worldata Email Marketing Service

Webconnect™

A Worldata Prospecting Service

List
Price
Index

Worldata
RESEARCH

Data Acquisition, Demand Generation, List Rental, Cost Per Lead

Data Hygiene – Data Append – Data Organization and Hosting

Consulting and Strategic Planning

CORE MEDIA: EMAIL, DIRECT MAIL, SOCIAL MEDIA, WEB MEDIA

Largest Buyer of Permission Email Media in North America

Who am I?

Jay Schwedelson

Who am I?

Jay Schwedelson – President & CEO Worldata

DMA Board of Directors

MARKETING EDGE (DMEF) Board of Directors [Direct Marketing Educational Foundation]

Founder of DMA Email Council – Largest Industry Email Group

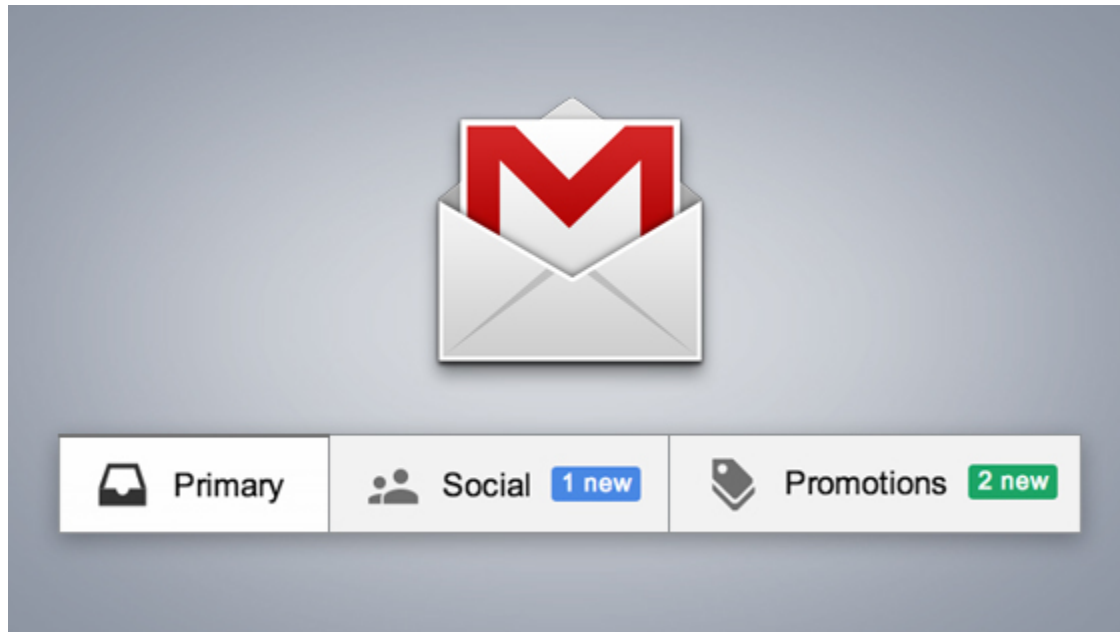
Crain's Magazine Who's Who – '05,'06,'07,'08,'09,'10,'11,'12,'13

Advisory Board Member University of Florida

RESEARCH INFORMATION

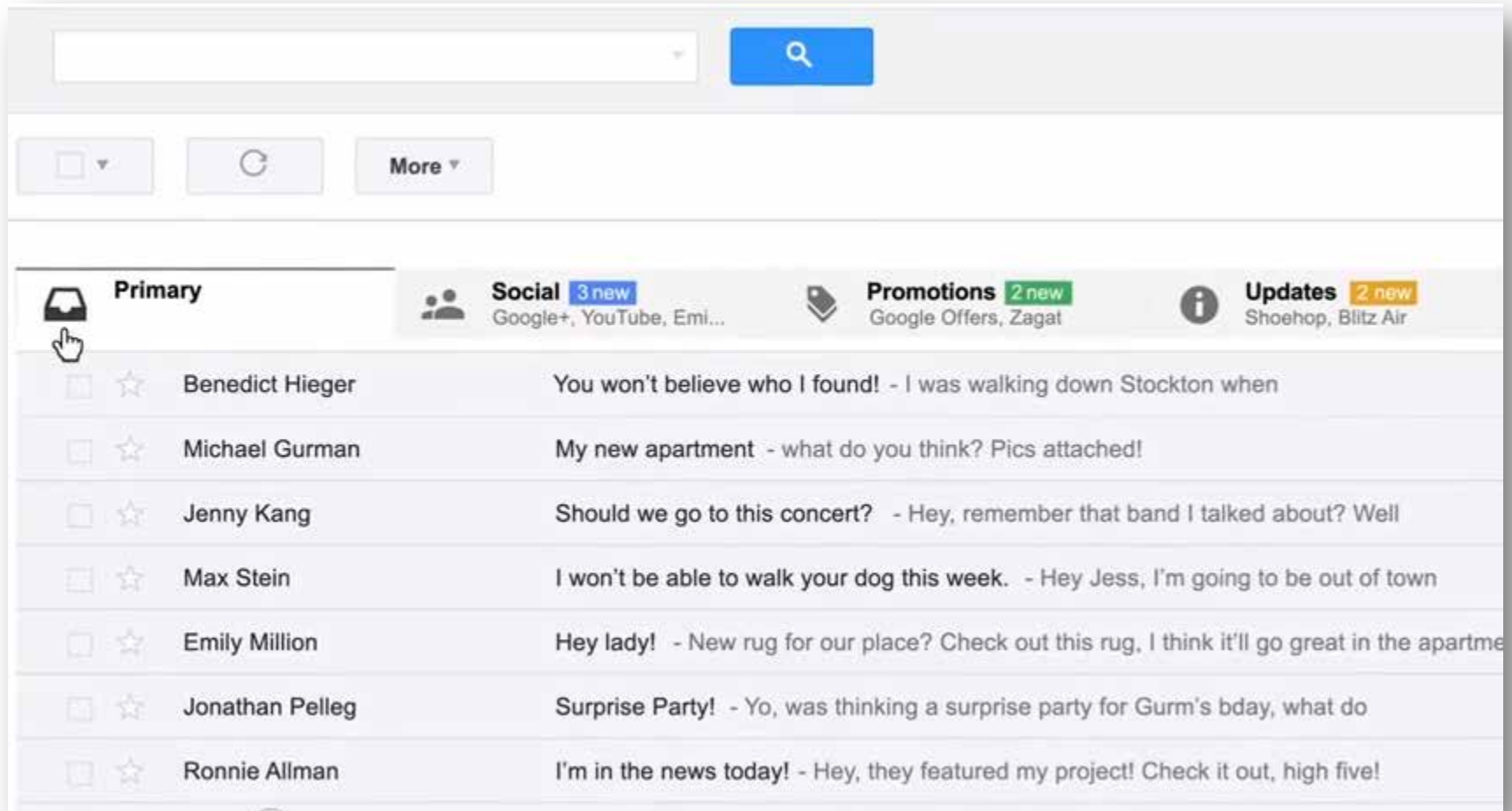
- **Worldata executes over 30,000 Email and Direct Marketing Campaigns on Behalf of Clients Each Year.**
- **We are the largest buyer of permission email media in North America.**
- **Our research division, Worldata Research, provides free industry metrics based on these programs.**
- **Email Research is based on over 2 Billion transmitted messages annually**

So What is The Hot Topic In Email Marketing Right Now?



Should We Panic?

Launched May 29th, 2013

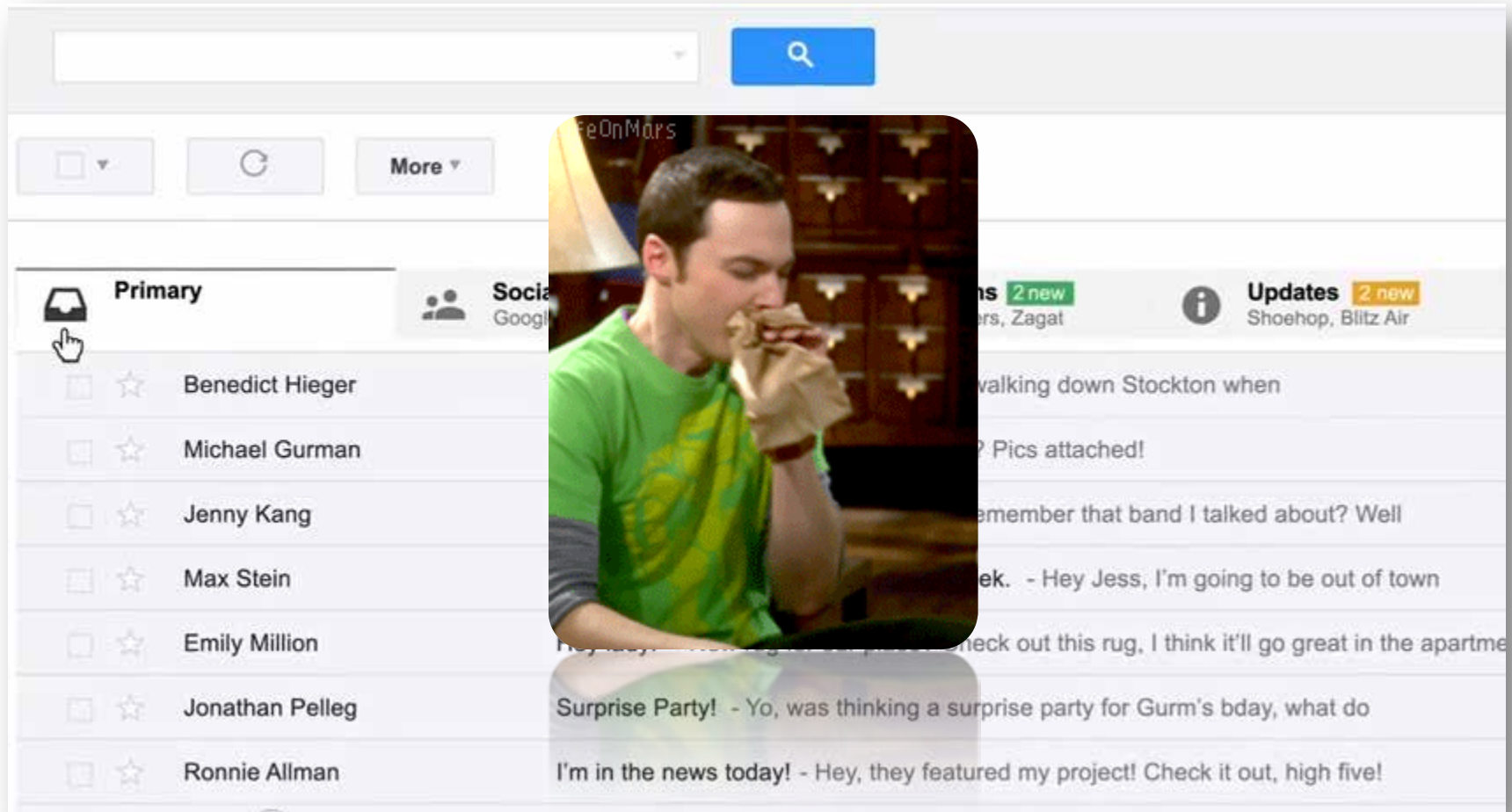


The screenshot shows an email inbox interface. At the top, there is a search bar and a blue search button. Below the search bar are three buttons: a square icon with a dropdown arrow, a refresh icon, and a 'More' button with a dropdown arrow. The inbox is divided into tabs: 'Primary' (selected), 'Social' (3 new), 'Promotions' (2 new), and 'Updates' (2 new). The 'Primary' tab shows a list of emails with the following details:

Sender	Subject
Benedict Hieger	You won't believe who I found! - I was walking down Stockton when
Michael Gurman	My new apartment - what do you think? Pics attached!
Jenny Kang	Should we go to this concert? - Hey, remember that band I talked about? Well
Max Stein	I won't be able to walk your dog this week. - Hey Jess, I'm going to be out of town
Emily Million	Hey lady! - New rug for our place? Check out this rug, I think it'll go great in the apartme
Jonathan Pelleg	Surprise Party! - Yo, was thinking a surprise party for Gurm's bday, what do
Ronnie Allman	I'm in the news today! - Hey, they featured my project! Check it out, high five!

Should We Panic?

Launched May 29th, 2013



GMAIL:

Average Percentage of Customer Database

Consumer: 16% - 29%

Business: 8% - 19%



Advertisers Reduced To Begging By Gmail's New Tabbed Inbox

Gmail's new tabbed inbox is wreaking havoc on newsletter subscriptions. Companies are trying to claw their way back into users' primary inboxes.

posted on August 6, 2013 at 6:18pm EDT

 **John Herrman**
BuzzFeed Staff [Follow](#)

[Share](#) [Like](#) 162 [Tweet](#) [Email](#) [Pin it](#)

Are you using Gmail's new inbox tabs?

Stay organized *and* in the know — don't miss out on exclusive offers, new arrivals, cool trends, and style tips. Just follow the two simple steps below.



1. Drag a Gap email from the Promotions tab and drop it into the Primary tab.


Connect with BuzzFeed Tech



Get Our Weekly Tech Email

[Sign Up!](#)


Twitter's Plan To Get Your Attention


The One Way You Definitely Should Promote A \$300 Bluetooth Watch

GROUPON

Don't Miss Out! Deals Sell Out.

Move your Groupon email to Gmail's Primary tab to make sure you see deals right away!



STEP 1 Drag any Groupon email from Promotions to Primary.



STEP 2 Click Yes to save your changes.



Woohoo! I'm now in your inbox.

GILT CITY

To Improve Your Gmail Experience, Drag this Email Into Your Primary Inbox

Gmail now sorts your inbox, so your Gilt City emails may be hiding in the Promotions tab. To never miss out on our offers, adjust your settings now to receive reminders in your Primary inbox.

1. Click on the Promotions tab
2. Drag any Gilt City sale reminder into the Primary tab
3. Click "yes" when asked if you want future emails to go to the Primary inbox



Stay organized and in the know. Plus, get 30% off your online purchase today only. Can't see images? [Click here](#).

Never miss an offer from Gap! Click on the  icon next to Gap emails in your Gmail inbox.

GAP

FREE SHIPPING ON ALL ORDERS OVER \$50. FREE RETURNS ON ALL ORDERS.

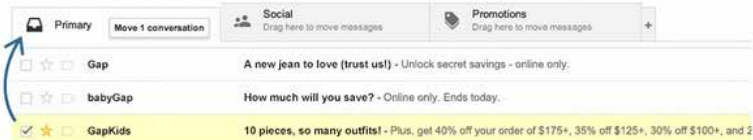
WOMEN / BODY / GAPFIT / MATERNITY / MEN / GIRLS / BOYS / TODDLER GIRL (1-5 YRS) / TODDLER BOY (1-5 YRS) / BABY (0-24 MOS)

Are you using Gmail's new inbox tabs?

Stay organized *and* in the know — don't miss out on exclusive offers, new arrivals, cool trends, and style tips. Just follow the two simple steps below.



1. Drag a Gap email from the Promotions tab and drop it into the Primary tab.



2. Click **Yes** when prompted to ensure all future emails from Gap show up in the Primary tab.

The conversation has been moved to "Primary". [Undo](#)
Do this for future messages from gap@email.gap.com? **Yes**

To thank you for updating your preferences (we trust you),

GET 30% OFF YOUR PURCHASE

Online today only. Enter at checkout. [SHOP NOW >](#)

DOCKERS

MEN WOMEN SALE

WE'RE ALL GMAIL FANS HERE

KEEP YOUR DOCKERS® EMAILS FRONT AND CENTER

JUST DRAG THIS MESSAGE OUT OF "PROMOTIONS" AND INTO YOUR "PRIMARY" TAB



AWESOME.
NOW YOU'LL NEVER MISS A SALE ON YOUR FAVORITE KHAKIS



SHOP ONLINE | STORE LOCATOR | CUSTOMER SERVICE

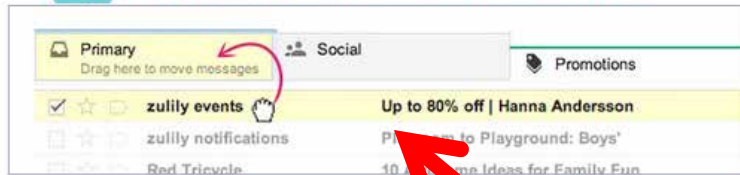


don't miss
KEEN!

shoes for the whole family
start on 8/7



1 Drag & drop zulily emails into your Primary tab



2 Say "yes" so they'll always be easy to find



That's it! Just two quick steps.

Move Your Ann Taylor Emails To Your Primary Tab!

View on a [mobile device](#) or [web browser](#)

ANN TAYLOR

NEW ARRIVALS | APPAREL | SHOES | PETITES | SALE | FIND A STORE

Gmail Users, Never miss a fashion moment!

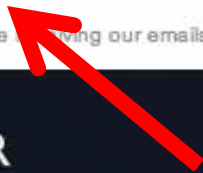
Ann Taylor emails may now be appearing in your Promotions tab. Get your fashion fix faster by moving them to your Primary tab.

FOLLOW THESE 3 EASY STEPS:

- 1 Click on the Promotions tab in your inbox
- 2 Drag your Ann Taylor emails into the Primary tab
- 3 Click 'yes' when asked if you want future emails from Ann Taylor to go into your Primary inbox



Gmail subscribers: drag and drop this message to your **Primary tab** so you don't miss future emails.
Free Ground Shipping Over \$150 & Free In-Store Returns
To view this email as a web page, click [here](#).
Please add [Tommy Hilfiger](#) to your address book to continue receiving our emails in your mailbox.



TOMMY  HILFIGER

WOMEN

MEN

FOOTWEAR

CHILDREN

HOME

SALE

CLEARANCE

SHOP COMPANY STORE

FREE GROUND SHIPPING OVER \$150 & FREE IN-STORE RETURNS 

| [Shop on MOBILE](#)



Don't Miss Out On A Good Thing...

Drag Chico's emails onto the tab labeled "PRIMARY" & reply "YES" to keep future emails going into your primary inbox.

Today only! \$9.99 & up jewelry, 40% off already-reduced styles & more unforgettable deals. Shop the sale!

View on a [mobile device](#) or [web browser](#).

 FORWARD TO A FRIEND

chico's
thirty unforgettable years

Hey Gmail Users!

Stay up to date
with the latest and
greatest promos
and new arrivals.
Just follow the
simple steps below.

Let's be primary pals!

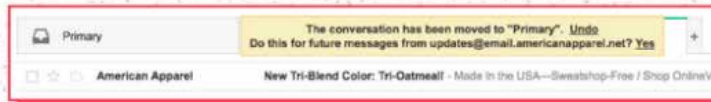
1

Drag an American Apparel email from
the Promotions tab to your Primary tab.



2

Check YES to have all future
American Apparel emails sent to Primary



3

Tell your friends!

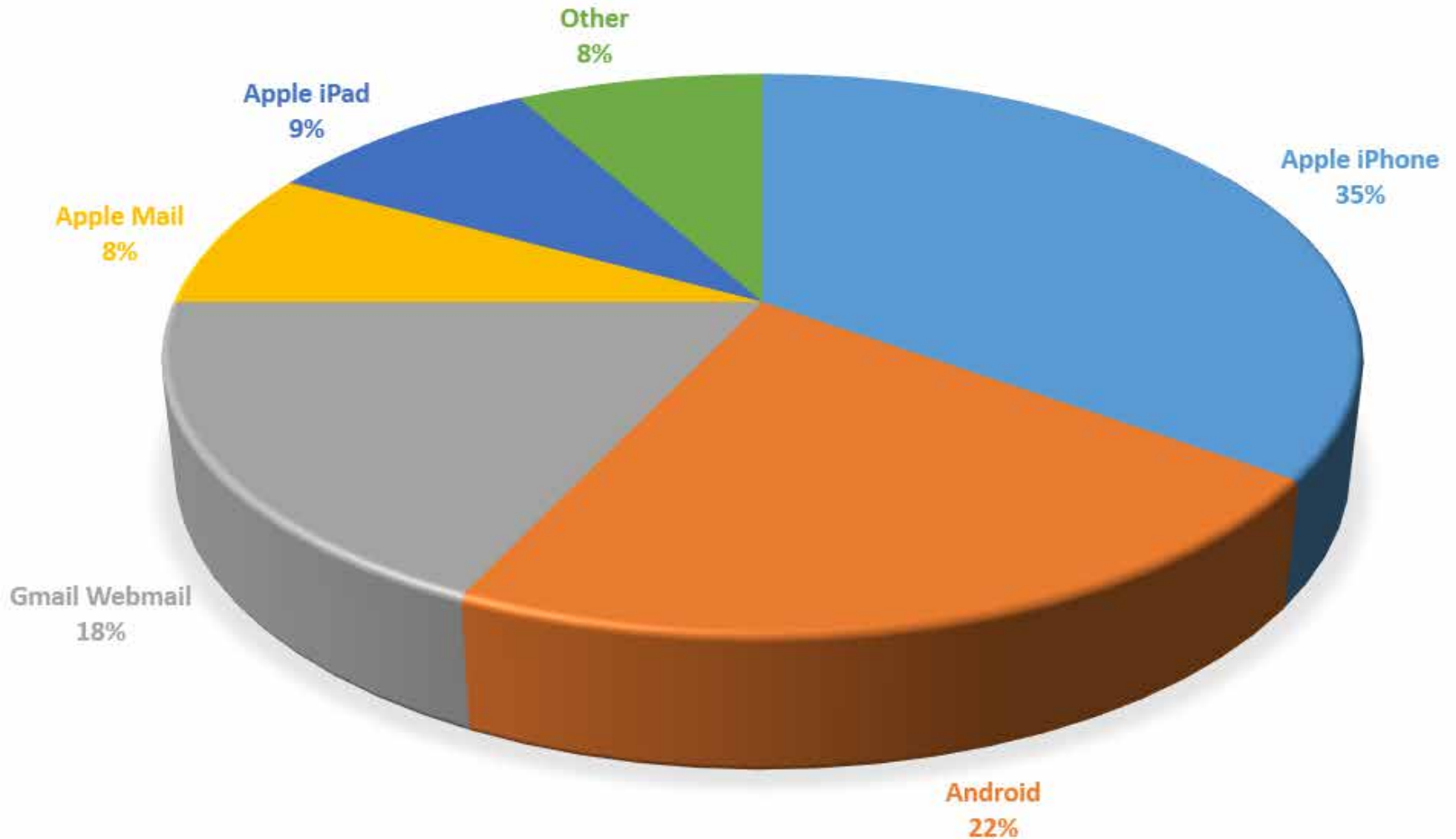
FACT: GMAIL is Big

- 450 Million Users
- 13% of All Active Email Accounts
- But....

How GMAIL Users Open Email

Over 80% of All Opens From Individuals Who Use a Gmail Address Come From NON-GMAIL Environments.

GMAIL OPENS BY CLIENT



GMAIL OPENS BY CLIENT



So Here Is The Simple Math...

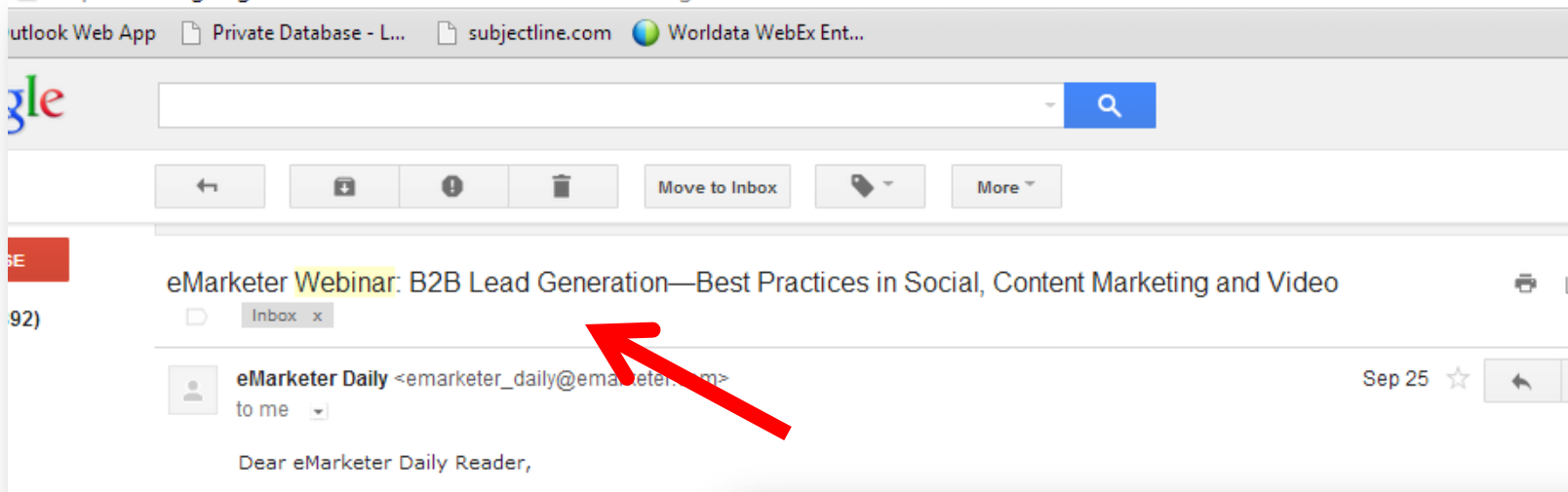
- 25% of Your Database Are GMAIL Users (estimate)
- 80% of Those People Are Reading Messages Outside of GMAIL Environment
 - TABS Adoption Rate is at 25%-30% so Far
- RESULT: 1-3% of Your Total Subscriber Database is Likely Viewing Email With The TABS Feature.

Android
22%

So This All Means What?

- It is Critical To Measure Performance At The Email Client Level
 - How are users of yahoo responding vs. gmail etc...
- Offers will be responded to AFTER they have expired!

What Happens If You Click On An Email Offer After It Expires...



eMarketer **Webinar**: B2B Lead Generation—Best Practices in Social, Content Marketing and Video

eMarketer Daily <emarketer_daily@emarketer.com>
to me

Dear eMarketer Daily Reader,

B2B marketers are using a variety of innovative [www1.gotomeet.in](#) conversions. Please join us on **Thursday, October 2nd** at www.emarketer.com/register/411688593 for our **Best Practices in Social, Content Marketing and Video** webinar. These marketers will share their insights on how to use these marketers to hone their messaging, uncover new opportunities, and improve their conversions.

The **webinar** will address these questions:

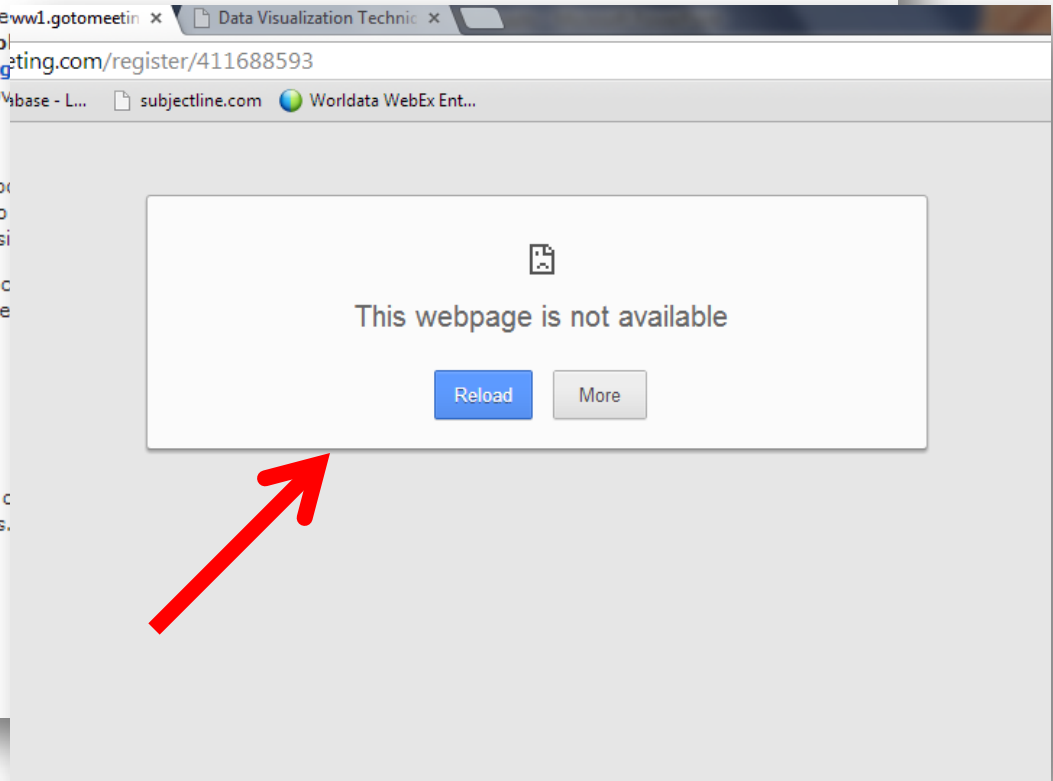
- How many B2B marketers are using social media for lead generation?
- What are some best practices for video marketing?
- What are the most effective ways of using content marketing to generate leads?

Please click here to register. We hope you can't wait to view the deck and recording the day after the webinar.

Sincerely,
eMarketer Editors

The webinar is sponsored by Oracle Eloqua.

Kris Oser is a director in the content group, in charge of content strategy and execution. He is also a frequent speaker at industry events and a reporter covering digital marketing.



Clicks After Offer Expires

22% of All Clicks Will Occur AFTER Primary Offer Expires.

The Lifetime Value of New Customers Who Respond to an Email AFTER Primary Offer Date Expires is 185% Higher (225% Higher BtoB) Than Those that Respond During Regular Offer Period.

Final hours! 35% off your purchase

Inbox x

gap.com <gap@email.gap.com>
to me

[Online and in stores. Ends today, 10/2.](#) Can't see images? [Click here.](#)



FINAL HOURS!

35% OFF YOUR PURCHASE

Online: enter GAP24HR at checkout.
In stores: present email to cashier. Cashier enter GAP24HR.
[Ends today, 10/2.](#)

[SHOP NOW](#)

[PRIVACY POLICY](#) | [UNSUBSCRIBE](#)

Offer valid October 2, 2013 at 12:00 am ET to 11:59 pm ET online and at Gap, GapBody, GapKids and babyGap stores in the U.S. only (including Puerto Rico). Offer not valid at Gap Outlet or Gap Factory Stores. Not valid on the following Gap merchandise: Leather and Suede Apparel, Denim Long Bottoms, 100% Cashmere, Women's Underwear, Kids & Baby Sleepwear, Kid's Uniforms, Kid's Backpacks & Bags, First Favorites, Playtime Favorites, and Cords. Discount applies to merchandise only and excludes GQ, LP by Linea Pelle, Seavees, Minnetonka, '47 Brand, Linea Pelle, Vismaya, Baggu, Jonathan Adler, Casio, Clap, Coloud, Native Union, Moleskine, Sarut, Alice Ritter Brooklyn, bkr, Folkmanis, Diggin Active, Rubbabu, Bioworld, FunkyTech, NuCourse Distribution, Décor Craft, Toysmith, Scratch Tracks, Kid-O, Viking, Jelly Cats, Kidrobot, Eco-Kids, Uncle Goose Blocks, Fashion Angels, Verla, Lunchskins, International Arrivals, Chronicle Publishing, ...



The screenshot shows the Gap website's top navigation bar with categories like WOMEN, BODY, GAPFIT, MATERNITY, MEN, GIRLS, BOYS, TODDLER GIRL, TODDLER BOY, and BABY. A large banner for the Columbus Day Event is visible, offering 35% off online and up to 40% off in stores. A white pop-up window is centered on the page, containing the following text and form elements:

**STYLE, NEWS, AND...
25% OFF!**

Don't miss out. Sign up for Gap emails now and get an exclusive offer!*

Email, please

Confirm your email

SIGN UP NOW ▶

*Offer valid for first registrants only. Privacy Policy

A red arrow points from the '35% OFF' text in the background banner to the 'Email, please' input field in the pop-up.



LANDS' END 

Women Men Kids Swim Outerwear Shoes School For the Home Sale 

— ENDS AT MIDNIGHT CST —

TEES, POLOS
& TURTLENECKS
FROM \$10

+ FREE SHIPPING
ON \$50 ORDERS

SHOP ALL

WOMEN / MEN / GIRLS / BOYS / SCHOOL UNIFORMS

Store Locator Gift Cards Business Outfitters

Ship To  My Account My Bag 

LANDS' END

WOMEN MEN KIDS HOME UNIFORMS SALE

Enter Keyword or Style # 

ENDS TODAY - online only!

FALL SALE: SAVE UP TO 65%

SHOP NOW

Plus, free shipping on \$50 orders.
Use Promo Code: **FLURRY & SNOW**

WOMEN'S / ITEMS

Home Page > Women's | Tees, Polos & Turtlenecks Event 

Get Exclusive Offers + News


Enter Your Email Address

SIGN UP



LOG IN Like 1m

CUSTOMER SERVICE >

GUARANTEED PERIOD.  >

CONTACT US >

FAQS >

Get Live Help

A helpful Customer Care Specialist is just a click or call away.

Call 1.800.963.4816

TEXT CHAT NOW

COMPANY

About Us

The Lands' End Blog

Careers

As Seen In

Sustainability

Newsroom

Affiliate Program

SERVICES

Gift Cards

Monogramming & Embroidery

Shop Your Way Rewards

Shop Catalogs

Catalog Requests

Email Subscription

Glossary

Site Map

SPECIALTY SHOPS

LE Business Outfitters

Gifts

Women's Plus Sizes

Women's Petite Sizes

School Uniforms

Swimwear

International Websites



Social And Email...

SOCIAL SHARING IN EMAIL:
Everyone but me will tell you the
exact opposite advice...



Click Here to View on a Handheld Device

FOLLOW US    

2 for 1 Tablet Sale
June 10-15, 2013

Buy 1 Tablet at Full Price and Get One Free!

Are Social Sharing Buttons Good For Email Response Rates?

Click-Through Rates Within an Email Message on Offer Related URL's Increase by 11% When Social Sharing Buttons are NOT Included in the Message

Every Email Has a Goal

Brookstone <brookstone@brookstoneemail.com>

Reminder...Mystery Coupon: Up to \$50 off \$50

Jelson

most recent version, but you made changes to another copy. Click here to see the other versions.

Save \$10, \$20, \$30 or \$50 right now! | [Click here to view this coupon](#)

Brookstone

SALE

Electronics

Games & Toys

Gift Ideas

Massage

HOT Deals!



Mystery Coupon

\$50 OFF

\$30 OFF

\$20 OFF

\$10 OFF

Enter your code at checkout, then find out your savings on your order of \$50 or more.**

Your Promo Code: **C1E7E2**

Hurry! Your coupon ends 3/3

[shop now >](#)

It's Time to Celebrate!

Consumer:

‘Celebration Related’ Emails Generate a
29% Higher Open Rate Than
Regular Emails.

Business:

‘Celebration Related’ Emails Generate a
21% Higher Open Rate Than
Regular Emails.

WE HEART THE G SERIES

Our G series PCs are on sale just in time for **Grandparents Day** (September 8th). These essential PCs are perfect for new and old users alike, featuring a solid design, dependable technology, and OneKey® Rescue System for simple maintenance.

Starting at just **\$349**, for a limited time.

[SHOP G SERIES](#)



HAVE SOMETHING SMALLER IN MIND?

Show them that face they love so much. These webcams are easy to install, easy to use, and all around \$100 or less.



Celebrate May Day!

Inbox x



Crayola <Crayola@crayola.chtah.com>
Time

May 1



Trouble viewing this email? [View online](#)

Celebrate May Day!

connect with us   



Celebrate May Day!

Enjoy the beautiful weather and paint a portrait to capture the beauty of May.

[Make This Craft](#)



More May Day Crafts:



Mix Roll Bloom Easy Flowers



Spring Bouquet



Funky Flowers



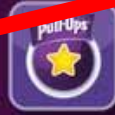
Butterfly in the Flowers

Please add Pull-Ups@enews-pull-ups.com to your address book to ensure delivery of future offers.
Trouble viewing this email? [Click here](#).



CELEBRATE THE FIRST FLUSH

And every flush after that! Pull-Ups® has great tools and tips to help you get started.



Pull-Ups® Big Kid App

Introducing the ultimate potty training app—loaded with tips, tools, games and the interactive **Big Kid 3D Celebration**. Just scan the reusable celebration sticker found inside packages of Pull-Ups® training pants and watch your child's favorite Disney characters come to life with every flush!



Look for this reusable celebration sticker inside Pull-Ups® packages.



The Pull-Ups® Big Kid App has everything you need for potty training success. [Learn More >](#)



Celebrate Parents' Day | 10% OFF

Inbox x



MY M&M'S Brand <mymms@e.mymms.com>
to me

Jul 19



To view this email online, follow [this link](#)

[MY M&M's | Celebrate Parents' Day!](#)

GIFTS | FAVORS | WEDDINGS | BIRTHDAYS | SPORTS | BUSINESS

SEND TO A FRIEND

my m&m's

CELEBRATE PARENTS' DAY

Make July 28th memorable with Personalized M&M'S®

10% OFF
ORDERS OF \$99+

CREATE YOURS NOW
USE CODE: SUMMERLOVE

Sunday July 28th is dedicated to show both Mom & Dad how much you love them! For a limited time, enjoy a special 10% off your MY M&M'S® purchase of \$99 or more and personalize a special

Happy Memorial Day! Find everything you need for Camping, Gardening & Outdoors!

Tanga.com <service@tanga.com>
to me

May 27 ☆

[View All Sales on Tanga.com](#)

Problems viewing this e-mail? [View it in your browser.](#)

tanga

tanga™

MAY 27-29

Official Start of Summer Sale

Camping, Gardening, Lights & More!



Happy Memorial Day! Find everything you need for Camping, Gardening & Outdoors!

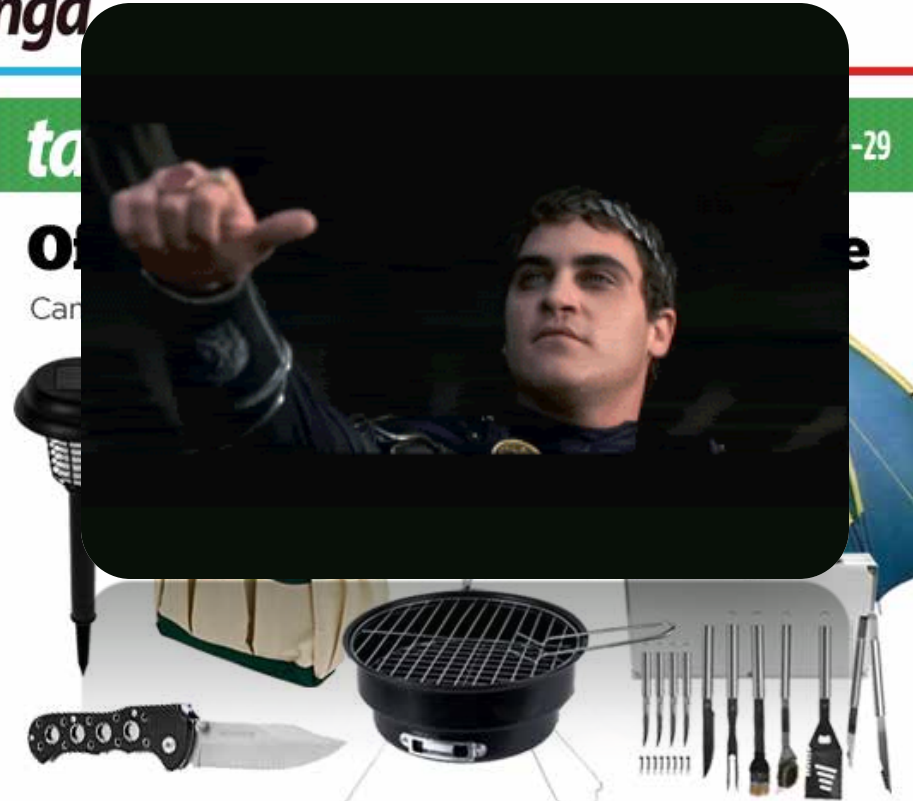
Tanga.com <service@tanga.com>
to me

May 27

[View All Sales on Tanga.com](#)

Problems viewing this e-mail? [View it in your browser.](#)

tanga



Happy Earth Day to you.

Inbox x



The Land of Nod <landofnod@mail.landofnod.com>
to m

Apr 22 ☆



To make sure our email updates are delivered to your inbox, please add landofnod@mail.landofnod.com to your email address book.
Are you having difficulty viewing our HTML email? [View this email in a browser window.](#)
Never miss an email from us. Click the priority icon  in your Gmail inbox.

The Land of Nod®

Upholstery
Sale 15%
OFF!
Restrictions
apply.

Make Mother Nature proud.

Celebrate Earth Day with some of our environmentally friendly products. Just visit landofnod.com and check out everything from **cribs made with responsible forestry practices to toys built right here in the USA.**

[Go Shopping →](#)

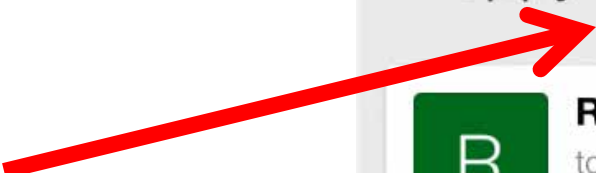


Low-Rise Crib Grey \$900
Made in the USA by El Greco Woodworking Inc.



Happy Memo Day!

Inbox



Rebecca Anderson

to me

May 22 [Details](#)



Always show images from

Rebecca Anderson



Use Promo Code VR5MEMO to Get Up to 500 Free Email Credits

[View web version](#)

VerticalResponse

Didn't Get the Memo?

Hi jay,

Apparently yesterday was National Memo Day. A day to reflect on all those great memos you've written over the years, from inter-office, to operational to... who are we kidding? Nobody writes memos anymore.

So we're celebrating National Memo Day by **giving you 500 free credits** of memo's superior cousin - EMAIL!



Get 500 free email credits when you purchase 500. Use promo code [VR5MEMO](#)

Ideas to Celebrate World Teacher Day

Inbox x



 **Pinterest Weekly** <weekly@pinterest.com>
to me ▾

Oct 4 (5 days ago) ☆



Pinterest

Hi, Jay!



Trending on Pinterest...

Is World Teacher Day on October 5th. Check out these **great gift ideas** if schools in your neighborhood **celebrate** or you just want to take a moment to say thanks to a mentor who made a difference to you.

Boards To Follow

That's For Babies



Anna

drôlerie



Eliza Cross

Sewing stuff



skoptes





BORN FREE

★ **HAPPY BIRTH MONTH!** ★

Come in this month for your one FREE BURGER



Hurry! YOUR BIRTHDAY BURGER GOES AWAY ON **8/31/2013.**

Wednesday, October 16

Boss's Day 2013

To view with images please [click here](#)

Successories[®] Inspire • Motivate • Recognize 1-800-535-2773 [in](#) [f](#) [t](#)

Motivational Posters Awards Recognition Motivational Gifts Greeting Cards Inspirational Books Add Your Logo NEW

Choose a gift from our Boss's Day collection and receive a FREE upgrade for 2nd day delivery.

LAST DAY
Order by 5pm ET

FREE 2-DAY SHIPPING UPGRADE!*

Order Today by 5:00pm ET
Use promo code **E3TB3**

[Shop Boss's Day Collection ▶](#)

SHOW YOUR APPRECIATION FOR THEIR LEADERSHIP, COMPASSION, MENTORING AND SUPPORT!

Tomorrow is National Donut Day

Inbox



TaskRabbit

to me

Jun 6 [Details](#)



Always show images from

TaskRabbit



Glazed. Jelly-filled. Old-fashioned.

Tomorrow is National Donut Day, a day that honors the women of The Salvation Army who bravely kept soldiers stocked with donuts during World War I.

Pay tribute to these brave, fried dough providers by sending a dozen or two donuts to a person (or company) you love in one of our cities. It's sure to make them smile.





Thu 10/10/2013 10:19 AM

Dell <dell@dellsmalloffice.usa.dell.com>

Columbus Day Sale.

To Jay Schwedelson

Get great deals during the Columbus Day sales event.

To view online version, click here.



Small Business | 1-877-947-3355 | Live Chat 24x7

Laptops

Desktops

Servers

Electronics & Software

Services Store

Expect more with Dell.com

Free shipping. Easy returns*. Comprehensive support for your business technology purchases. [And Much More >](#)

Columbus Day Sale

It's something you won't want to miss.

Save up to \$122 on select PCs and up to 50% off select electronics at Dell's Columbus Day Sale.

[Shop PCs](#)

[Shop Electronics](#)



Screen image simulated.
Limited-time offer.

Always show images from

Crocs




Enjoy \$15 Off Your next purchase of \$75 or more*
[view online](#)

Please do not reply to this email
For assistance, please email customer service.



[new arrivals](#) [women](#) [men](#) [girls](#) [boys](#) [sale](#) [jibbitz™](#) [ocean minded™](#)



HAPPY ANNIVERSARY!

THANKS FOR BEING A 3-YEAR CROCS EMAIL SUBSCRIBER.

ENJOY \$15 OFF

YOUR NEXT PURCHASE OF \$75 OR MORE*. SIMPLY ENTER THIS CODE AT CHECKOUT.

AN-HCP9BHNSWHHM

[let's celebrate >](#)

In Stores: cashiers, enter celebrate3 for anniversary savings. Online Shoppers: enter code above during checkout. Offer must be redeemed within one month of receipt. Cannot be applied to past or pending purchases or combined with other coupons.



[your local crocs™ store](#)
[set your preferences >](#) [find a store >](#)

[gift cards](#) / [check order status](#) / [update profile](#) / [unsubscribe](#)
email customer service or call 1-866-306-3179 / [f](#) [t](#) [i](#) [s](#) [stay connected](#)

this email was sent by: Crocs, Inc. | 7477 Dry Creek Parkway | Niwot, CO 80503

Email look like a color by numbers? [View as a webpage.](#)



[VIEW MENU](#) [LOCATIONS](#) [GIFT CARDS](#) [UPDATE PROFILE](#)

[Click Here To ORDER ONLINE](#)

..... Celebrate

ADMINISTRATIVE PROFESSIONAL'S DAY

with a great Italian meal!

.....

[VIEW FULL MENU](#)

[FIND A LOCATION](#)

COME IN AND TRY OUR LUNCH COMBINATIONS

Choose 2 or 3 items

- | | | |
|--------------------|--------------------|-----------------|
| Fresh Greens | Pomodorina Soup | Roasted Turkey |
| Market Chop | Caesar Salad | Blackboard Soup |
| Carmela's Chicken | Caprese Panini | |
| Sausage Quadratini | Capellini Pomodoro | |



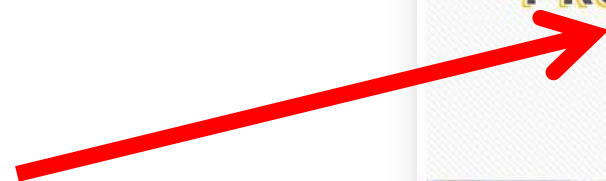
GIVE A GIFT CARD GOOD TASTE REALLY IS A GIFT

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The screenshot shows the ePromos website interface. At the top, there's a navigation bar with 'ePromos' logo, a search bar, and links for 'Login', 'Sign up', 'My Account', and 'LIVE CHAT'. Below this is a menu with categories like 'PRODUCTS', 'TOP 100', 'EDUCATION', 'SUPPORT', and 'ABOUT US'. A prominent green banner offers '\$50 off your first order with ePromos'. The main content area features 'Event Calendars' with a 'This Month's Featured Event' for 'Class Reunion Month' in October 2013. Below this, there are sections for 'National Pharmacy Month', 'Medical Assistants Week', and 'National Down Syndrome Month'. At the bottom, a list of other events is provided, including 'National Poverty in America Awareness Month - January', 'Fancy Fit Lifestyle Month - January', 'New York City Restaurant Week - January 16 - February 10, 2013', 'Cervical Cancer Awareness Month - January', 'National Personal Trainer Assistants Day - January 2', 'National Rock 'n' Roll Month - January', 'National Personal Self Defense Awareness Month - January', 'National Blood Donor Month - January', 'National Culinary Arts Month - July', 'UV Safety Month - July', 'National Getting Month - July', 'National Therapeutic Recreation Week - 2nd Week in July', 'World Fruit Day - July 23 - July 26, 2013', 'Captive Nations Year - 3rd Week in July', 'National Pains Month - August', and 'Children's Eye Health and Safety Month - August'.

International Calendar Awareness Month - December

Hand Washing Awareness Week - 1st Week in December

National Hand Washing Awareness Month - December

Email Marketing IS Mobile Marketing



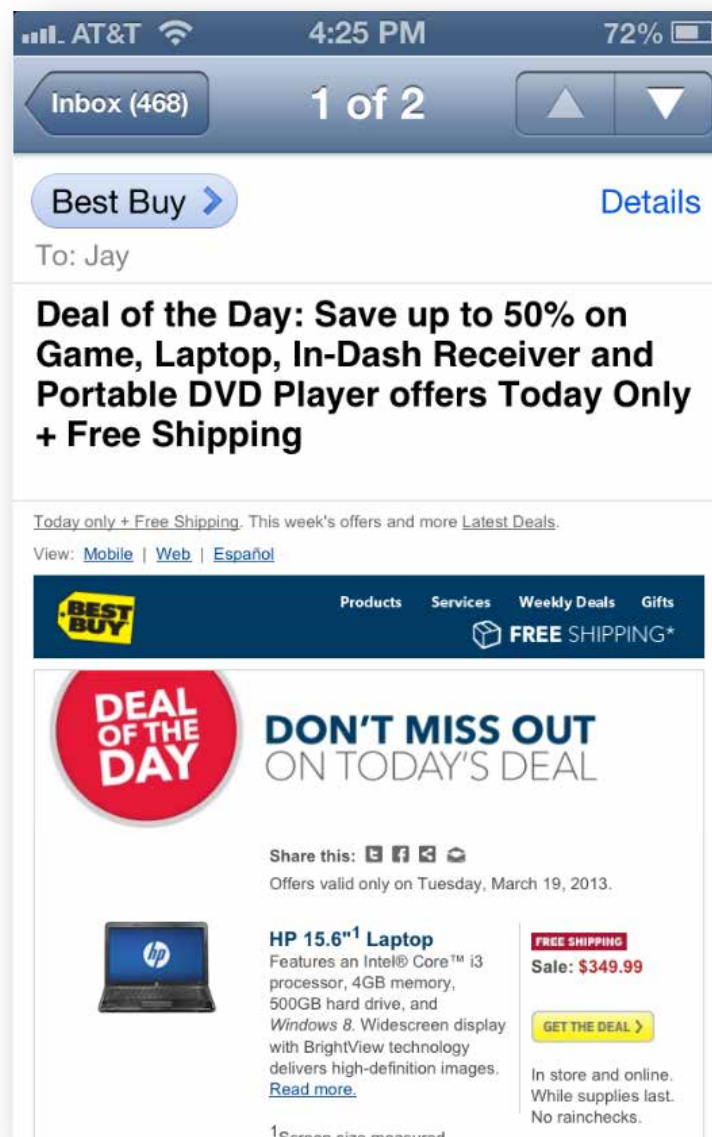
Did You Know?

54% of Primary Email Opens (First Open) Occur on Mobile

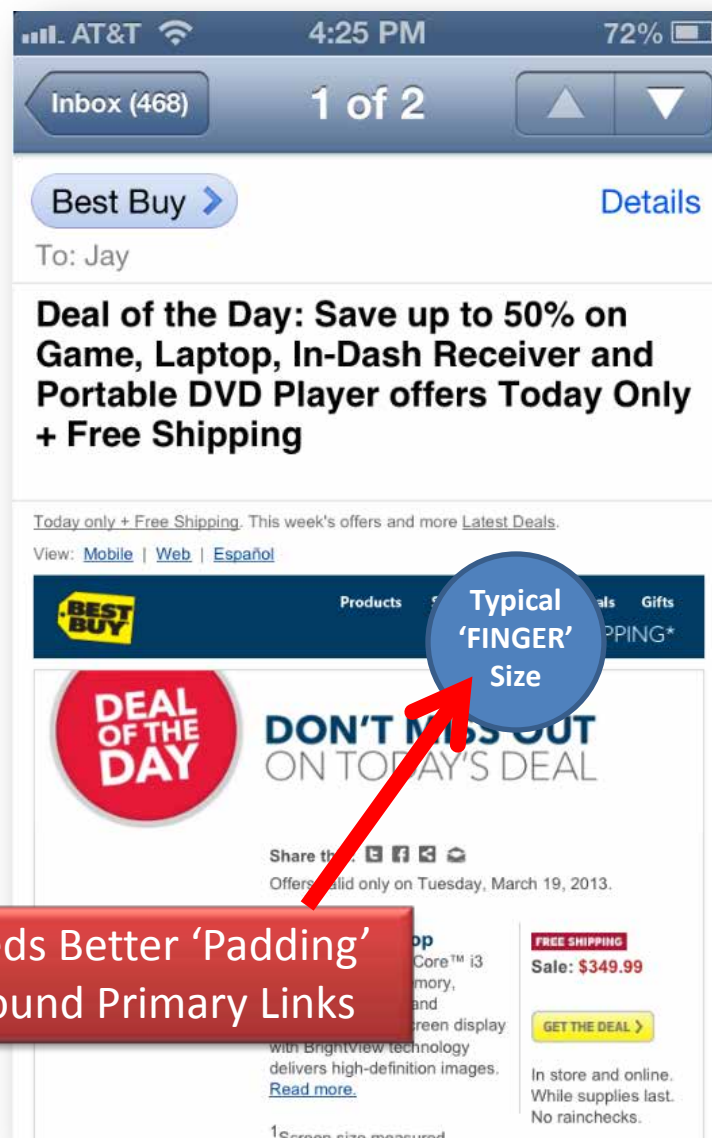
This Is The Decade Of The Finger!



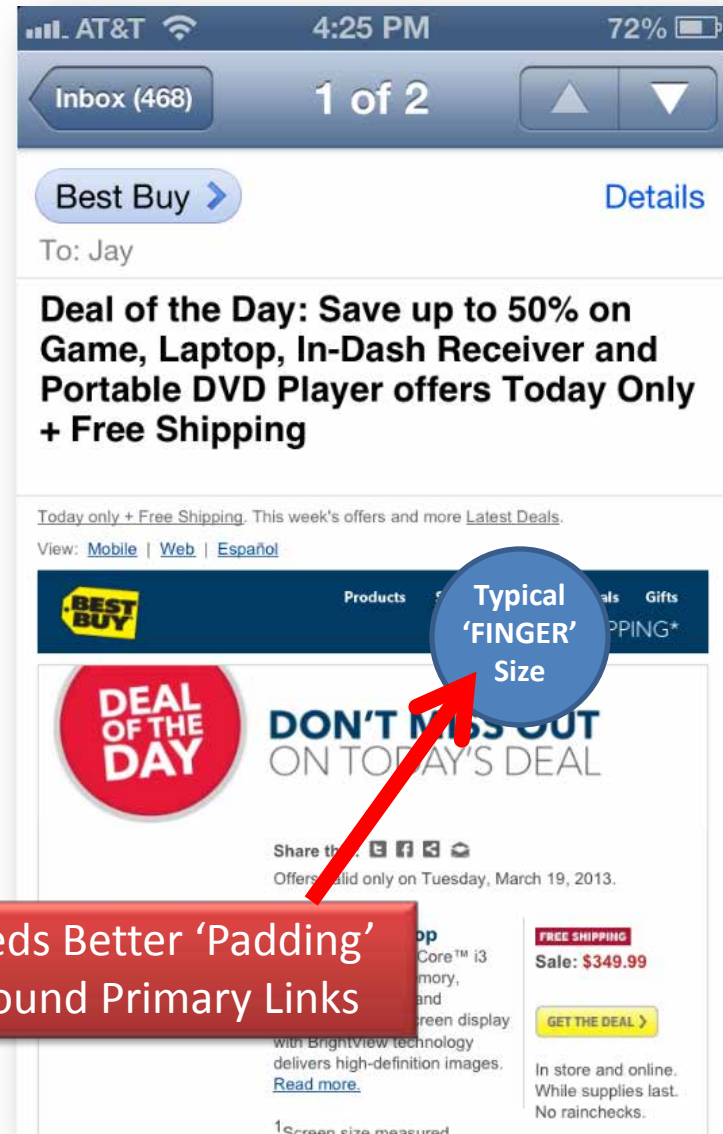
- Typical adult finger covers 45 pixels when pressed against a mobile screen.
- Make sure that calls-to-action are padded at least 15 pixels to tap errors.



- Typical adult finger covers 45 pixels when pressed against a mobile screen.
- Make sure that calls-to-action are padded at least 15 pixels to tap errors.



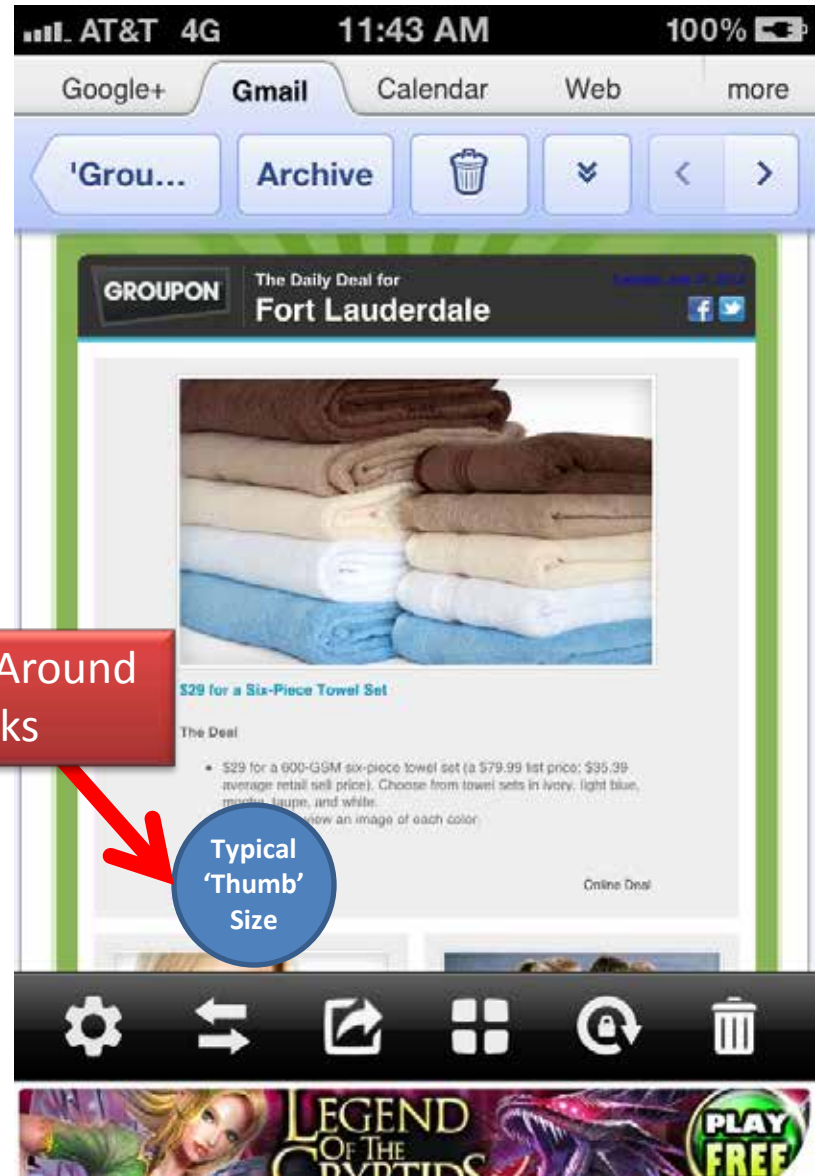
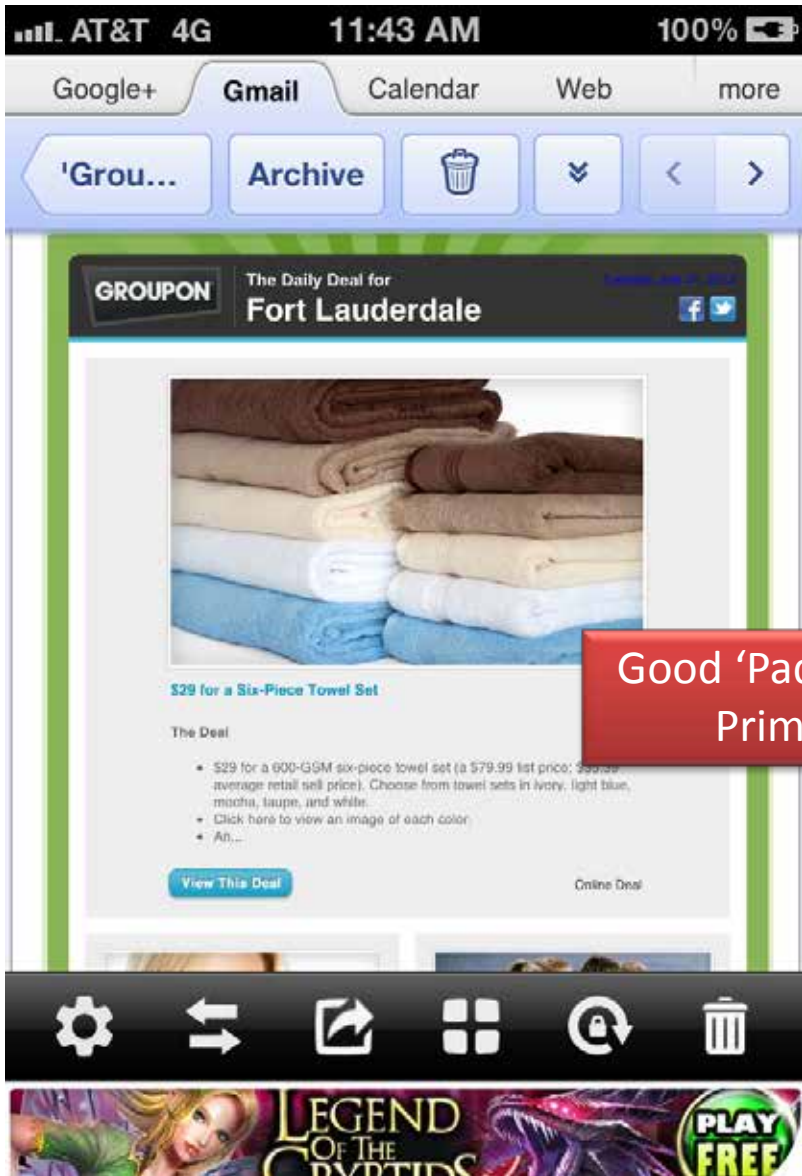
I am a THUMB guy.
So that is even
worse!



Quick Stat

Emails with primary click-through options
without 15 pixels of padding have
BtoC: 32% lower overall conversion
BtoB: 28% lower overall conversion

Reason: 'Tap Errors' account for nearly
1/3 of all click-throughs for these
messages.



Good 'Padding' Around Primary Links

Typical 'Thumb' Size

Tap Errors Happen On Landing Pages Too



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Total employees across all U.S. and Canada locations in your company

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Website” Version
Received a 32%
Higher Conversion
Rate



No one has ever said 'that button is too big'

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- Headlines: 22px+
- Buttons: 44px by 44px
- Space Around: 15px

**Why do you want
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Did You Know?

Landing Pages
that Allow
Navigation Only
to the Offer Have
a 240% Higher
Conversion Rate
than those
With Multiple
Destinations

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CCPE Dean, Edwin Schmierer, speaks at 1st University Industry Congress in Delhi, India

1st University-Industry & 3rd Global Higher Education Congress in Delhi, India
15 November 2011

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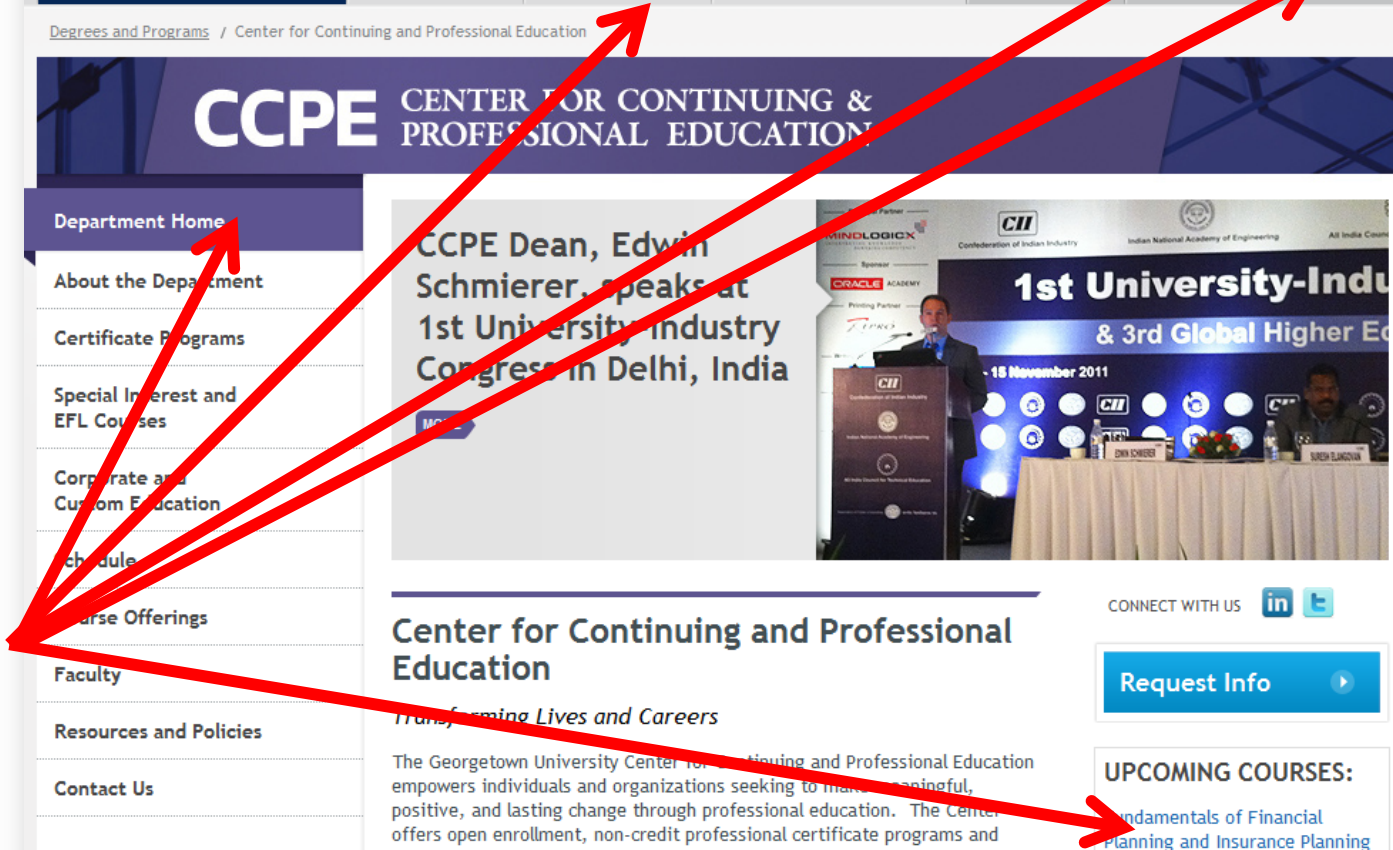
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- Fundamentals of Financial Planning and Insurance Planning Begins January 27
- Elements of Organizational Performance

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- 3 common pitfalls that undermine presentations
- And more...



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Article

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Once installed, Carbonite backs up your computer files for you, automatically and continually, whenever your computer is connected to the Internet.



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LANDING PAGE



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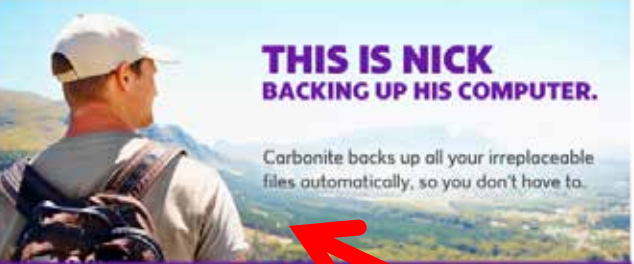
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- AUTOMATIC**
Once installed, Carbonite backs up your computer files for you, automatically and continually, whenever your computer is connected to the Internet.
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LANDING PAGE

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Carbonite backs up your files automatically, so you don't have to.

- AUTOMATIC** and continual backup to the cloud.
- SECURE** and encrypted to protect your privacy.
- ACCESS** your backed up files from anywhere.
- UNLIMITED SPACE** for just \$59.99 A YEAR.

TRY IT FOR FREE!
15 day trial. No credit card required.

+2 Your special offer has been applied: 2 bonus months with purchase.

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Password (8 or more characters)

Confirm Password

TRY IT FOR FREE

Ready to purchase?
BUY NOW

OWN A SMALL BUSINESS?

Continuous, encrypted protection. No per-computer or per-user fees. You can even try it for free.

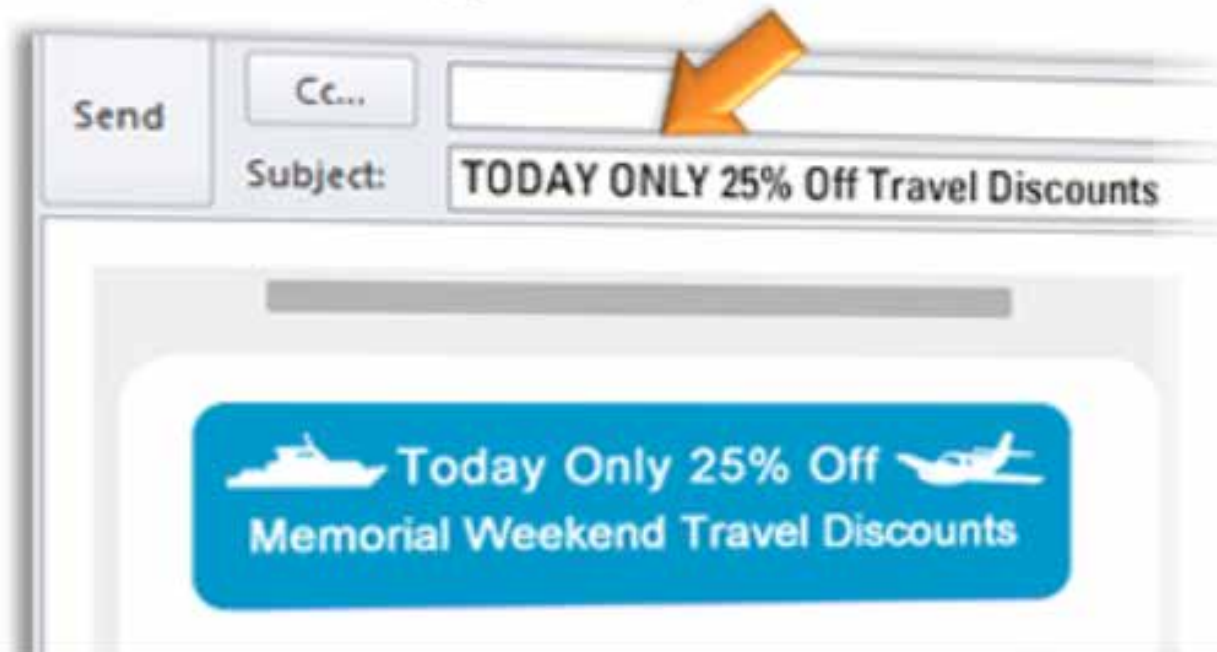
CHECK OUT CARBONITE BUSINESS

Landing Pages that have the same PRIMARY IMAGE as the originating email generated a 18% higher overall conversion rate

So What Else Is Working Right Now?

Did You Know?

Single Day Email Offers Drive
21% Higher Open Rates



24 HRS ONLY! Special offer just for you!

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to me

Oct 6 (4 days ago)



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Did You Know?

NEW TEST: “Email Only” Offers When Mentioned in Subject Lines Generate a 14% Higher Overall Open Rate



Inbox (99)

2 of 62

From: **Lenovo US**

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To: **Jay Schwedelson**

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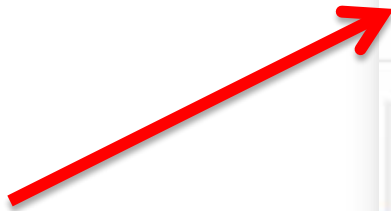
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More than just fluffy and white, the cloud is the present and the future of technology. But what does that mean? Read this whitepaper to explore cloud computing and what it means for the future of your business.

(Hint: It has nothing to do with the sky.)

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Popular cloud computing knowledge debunked

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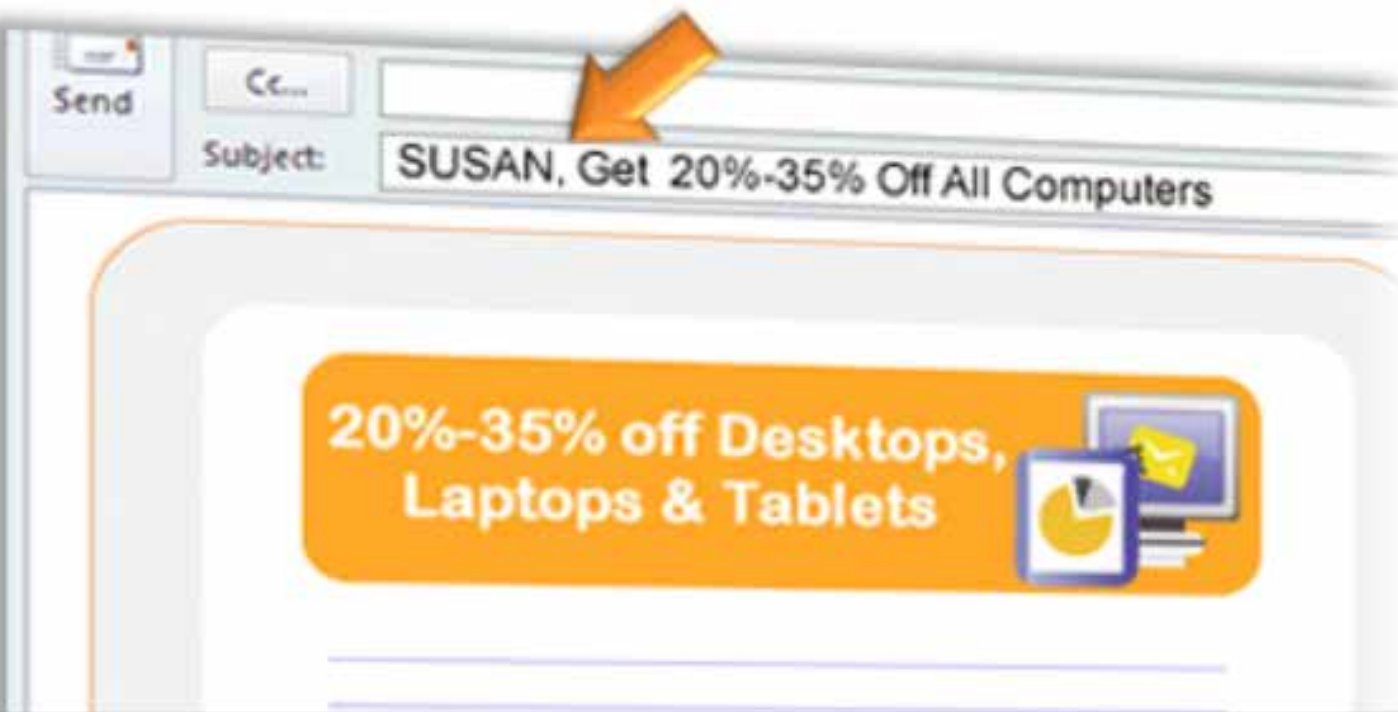
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Each Additional 'Must Fill' Field Will Cause You To Lose 7% of Your Potential Registrations

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Did You Know?

Subject Line Personalization is Back! Subject Lines with a Person's First Name Increase Open Rates by 12%



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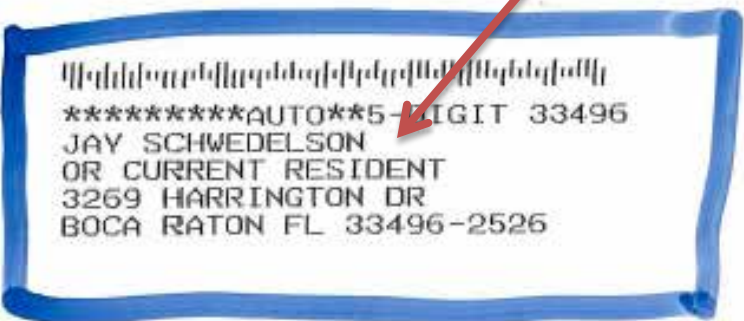
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Amazon.com	Inbox	Jay Schwedelson: Deals on Groceries - AMAZON.COM
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	DIRECTV CINEMA	Inbox	Jay, Here's your complimentary DIRECTV movie guide - DI
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Ticketmaster	Inbox	Jay, See it Live: Tickets on Sale & Special Offers This Wee
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	LinkedIn Company Pages	Inbox	Jay, check out your monthly Company Page Stats! - intende
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	GameStop PowerUp Reward:	Inbox	Jay, View Your August eSummary! - Jay, Play Next Gen Sys
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Google+	Inbox	Jay, do you know logan schwedelson, Drew Schwedelson or Ce
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	SiriusXM	Inbox	Reminder JAY, This offer from SiriusXM is too good to miss
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Shutterfly	Inbox	Jay, enjoy 50% off photo books. Relive an epic summer. - T
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Wired	Inbox	Jay Schwedelson, access this month's tablet edition! - WIR
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Old Navy	Inbox	Happy Wednesday, Jay! 25% Off Today Only - Old Navy http



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JUST FOR... = 17% Increase in Open Rates

Just For CFO's

Just For Our Customers

Just For HR Professionals

Just For Serious Investors

Emerging Trend - Test Idea

Subject Lines Fewer Than 10 Characters Long
Average an Open Rate of 28% Over The Last 6 Months



40% Off Lands' End Coupon - Savings.com/Lands-End - Get 40% Off with our Lands' End Coupon Code. Offer Ends Soon!

Hours left! | Inbox x

Lands' End <landsend@email.landsend.com> 5:06 PM (22 hours ago) ☆
to me

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LANDS' END

Women	Men	Kids	Swim	Outerwear	Shoes	School	For the Home	Sale	Canvas
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Ends Today - 25% Off Regular Priced Styles

Italian Food

Inbox x

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to me ▾

Aug 11 (9 days ago) ☆

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GROUPON

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★ Top seller in Fort Lauderdale

Italian Food

La Stella's

Boca Raton — 3 miles away

Chef Jamie Barlow embraces familiar Italian flavors by cooking with imported mozzarella, housemade sausage, and hand-selected produce

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~~\$40~~ **\$20**

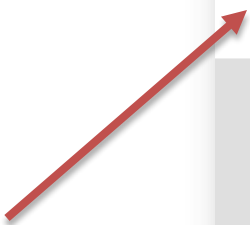


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Thu 10/10/2013 11:29 AM

CRM Magazine <CRM.eWeekly@emediapro.com>

Salesforce



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Gartner Magic Quadrant for SFA

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**New Gartner research positions salesforce.com in the Leaders
Quadrant for Sales Force Automation.**

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On average, reps using Salesforce see:

- +27% increase in sales revenue
- +28% increase in the number of deals
- +32% increase in sales productivity



Get started with Sales Cloud—the world's #1 sales app

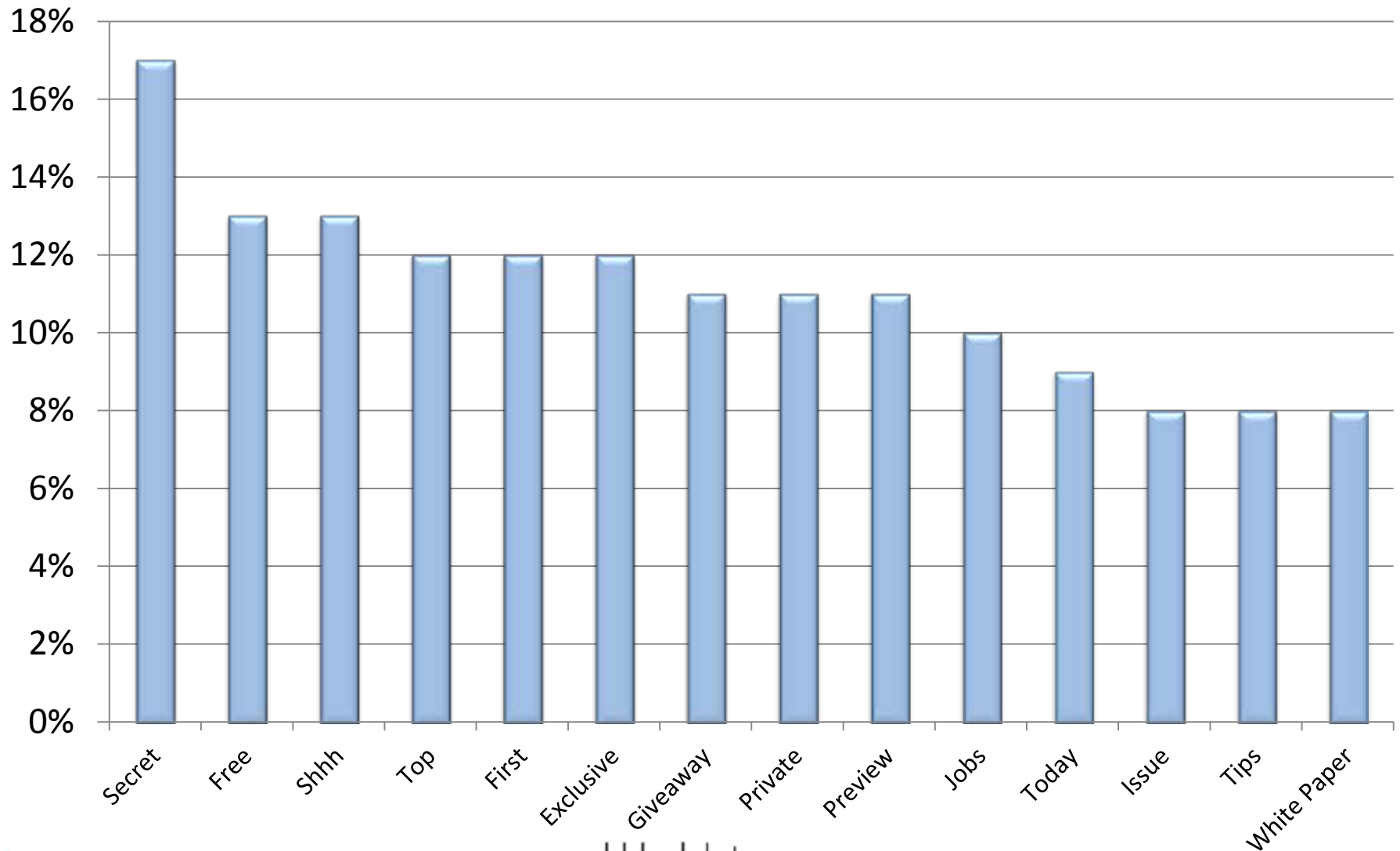
All the CRM capabilities you need to connect with

'Up To' vs. Fixed % Off

☆	BuyCostumes.com	Inbox	Return of the Grave Busters - up to 60% savings! - quantities - Up to 60% savings http://buycostumesemail.com/a/tBSVrMEB8xGsk
☆	Lucky Brand (2)	Inbox	A Rare Find: Up To 50% Off Sale + Exclusive Denim - f7db7ed1012f83f8a9b9eae62a1674592572243a449c86afc447d2f0cbf371b Forv
☆	Restoration Hardware	Inbox	Savings of Up to 50% on All Outdoor & Garden - Savings of Up to 50% on All Outdoor & Garden Outdoor & Garden Sale Save Up to
☆	The Limited	Inbox	A Bold & Edgy Upgrade! Up to 50% Off - Click here to view this e-mail with images http://e.thelimited.com/a/tBSUW0oBSjutjB81kflNs
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☆	Express	Inbox	New reductions! Get up to 70% off clearance - Click Here to View Email with Images: http://e.express.com/a/tBSTArGAotaxMB81hH
☆	Pottery Barn Kids	Inbox	Savings you'll fall for: Save up to 60% at our Fall Sale! - BARN KIDS To view this email with images, go to: https://enews.potteryba

Open Rates are 14% Higher When Offer is 'Fixed' % Off vs. 'Up To'

Open Rate % of Increase When Specific Words Used in Subject Line



Our Secret Sale Ends Sunday: Look Inside to Save up to 25%!

Inbox x



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to me

A special offer from 1-800-FLOWERS.COM@:

Unsubscribe

Our Secret Sale Ends Sunday: Look Inside to Save up to 25%!

View as webpage | View on Mobile



Birthday

Same Day

Gift Baskets

Sympathy

Can you keep a **secret?** We can't!

SPRING SECRET SALE

We're dying to tell you how much you're saving during our Spring Secret Sale! Click now to reveal your mystery savings — but hurry, this offer ends soon!(Not to mention the anticipation is driving us crazy!)

SHOP NOW



So that means your subject line should read:

**Shhh...Exclusive Free Top Jobs Giveaway
Today. First Private White Paper – Secret
Issue Preview**



We all want to be in the
‘know’
‘first’
‘backstage’
‘VIP’
‘in on the secret’



**The Most Important New Feature
is something that saves you from
having to swipe your phone.**

But it's sold out!



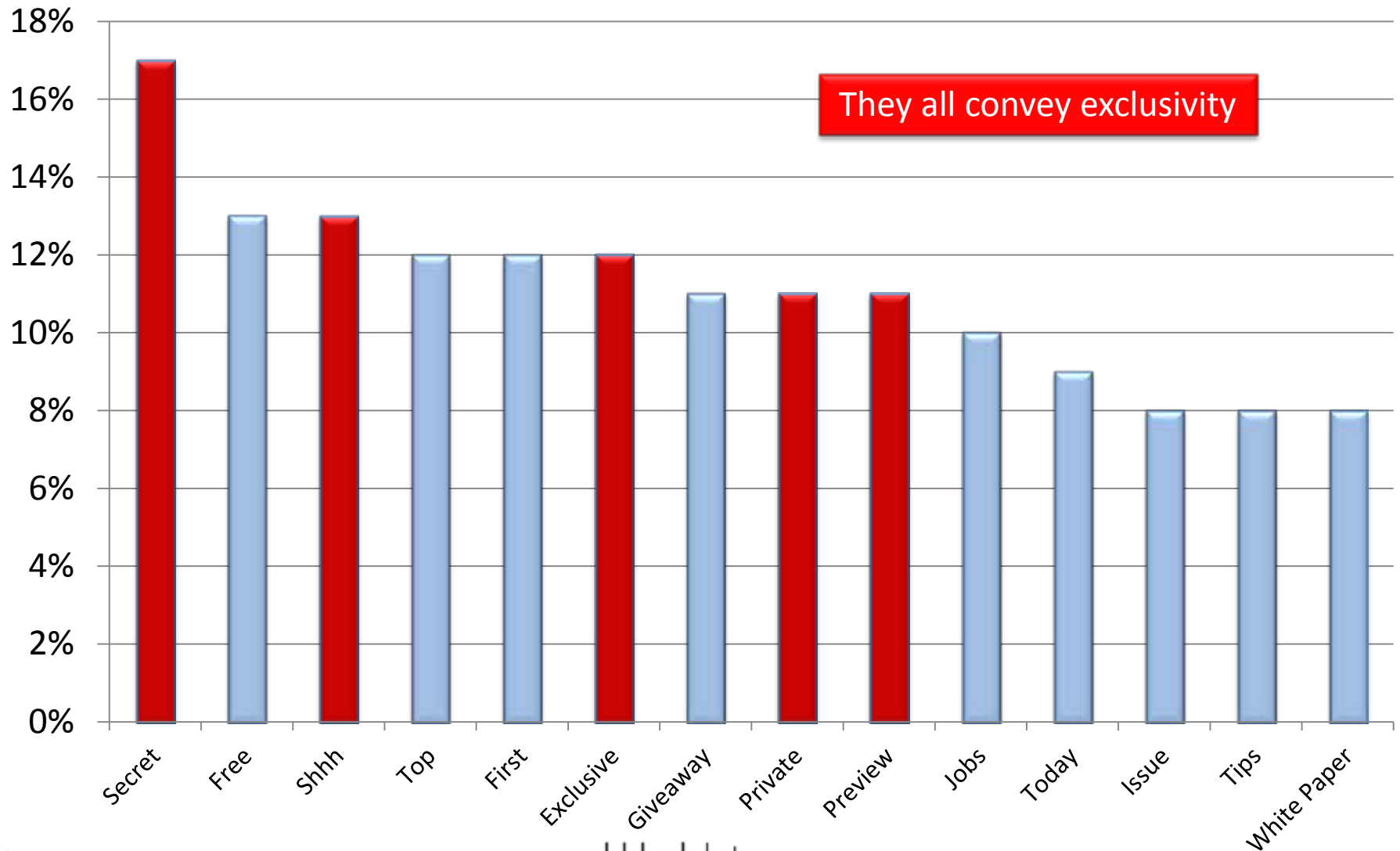
COST: \$200,000

Why? Because Hermes Has Created The Aura of Exclusivity.

**CAN YOU BELIEVE YOU NEED
TO BE ON A WAITING LIST TO BUY THIS?????**



Open Rate % of Increase When Specific Words Used in Subject Line



STATS THAT MAKE YOU THINK

Subject Lines That Convey A Form of Exclusivity
(Shhh, Secret, Private, For CFO's Only, etc)
Generate a 26% Higher Open Rate Than
Those Without



Spiceworks <info@em.spiceworks.com>

Psst... are you an IT guru?

Schwedelson

ere a...blems with how this message is displayed, click here to view it in a web browser.



SPICEWORKS

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Want to add to your IT cred?

Hey there, Jay-

We know you've got the IT chops... why not show 'em off a bit? [Subscribe to the Voice of IT](#) to get *your* voice heard—and actually count—in a slew of programs where you can:

- Make waves with trusted partners and their products
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Cheers,
The Spiceworks Team



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The 11 Secrets of Business Rules Success

Inbox x



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to me

Sep 25 ☆



How to [balance speed and quality when building](#) a rules-based approach to Decision Management.



ITwhitepapers

Learn More

The 11 Secrets of Business Rules Success

When automating decisions, organizations need a platform for defining the policies and regulations that drive those decisions. Choosing the right business rules management system is not enough to pick the right technology. [The technology must be applied in the right way](#). Based on decades of experience developing decision management applications, FICO offers 11 steps to help you make the most of business rules. From understanding where to apply the technology in your business to strategies to operationalize analytics and continuously improve decisions, this white paper provides a step-by-step guide to ensuring success with your business rules management project. You'll learn the components of a successful business rules management project, including:

Our Best Kept Secret | Expires Tomorrow

Inbox x

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to me ▾

[Shop at CoutureCandy.com](#) | Offer ends: Sunday, July 22nd @ 11:59pm pst

FREE SHIPPING
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[DESIGNERS](#) | [NEW ARRIVALS](#) | [SHOP BY CATEGORY](#) | [ACCESSORIES](#) | [SALE](#) | [BLOG](#)




25% OFF
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ENTER CODE: GET25 AT CHECKOUT | START SHOPPING >

Psst! Our Private Beauty Event Starts Now: Gorgeous Gifts at Great Values



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to me ▾



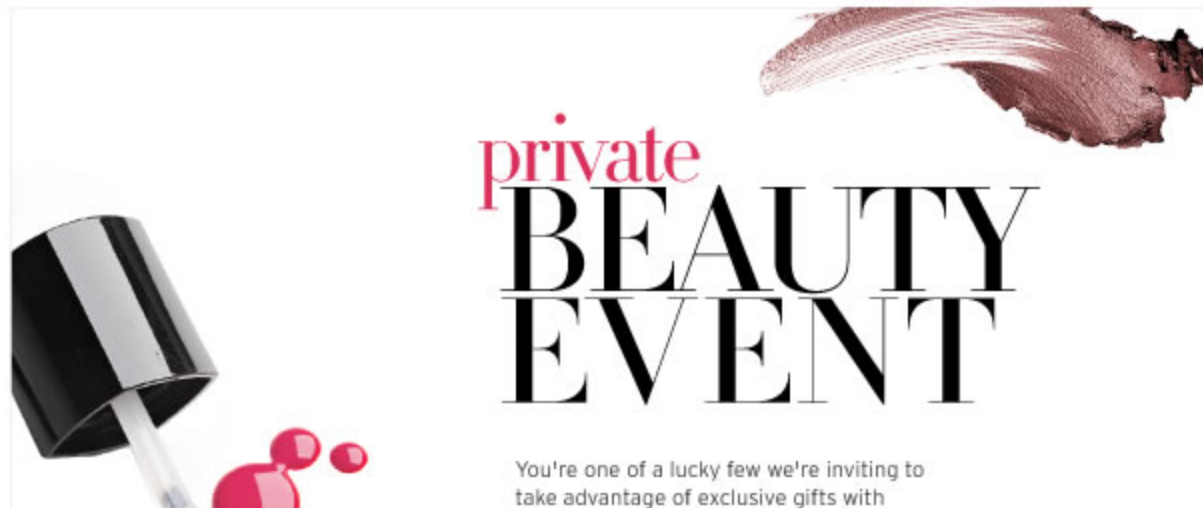
Gorgeous gifts with purchase, by invitation only. | View this e-mail [in web browser](#) or [on mobile device](#).

NORDSTROM

FREE SHIPPING & RETURNS: All the time. Details below.*

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EARN TRIPLE POINTS MARCH 14-18. See details.**



private
**BEAUTY
EVENT**

You're one of a lucky few we're inviting to take advantage of exclusive gifts with

Ok, now what...

- Create a Sense of Urgency
 - Consumer Emails that have some form of a DATE in subject line will generate a 31% higher 'Open Rate'
 - Business Emails that have some form of a DATE in subject line will generate a 38% higher 'Open Rate'
 - 2 Days Until Offer Expires
 - Registration Ends Today
 - Last Chance to Save
 - Free Webinar on April 11th

***This is the #1
Factor in Driving
Higher Open Rates***

Going, going, gone! Save up to 60% at our Furniture Clearance Event

Inbox x



Pottery Barn Kids <PotteryBarnKids@enews.potterybarnkids.com>
to me ▾

Oct 7 (3 days ago) ☆



In stores & online: Save up to 60% at the Furniture Clearance Event!
[Shop Furniture Clearance](#) | [Shop All Sale](#) | [Find a Store](#)

[View this email with images](#)
[View our mobile site](#)

pottery barn kids

BABY KIDS ROOMS SALE

going, going, gone!

FURNITURE CLEARANCE EVENT

Save up to 60% – while supplies last

FURNITURE CLEARANCE >

SHOP ALL SALE >

FIND A STORE >

SELECTED JUST FOR YOU



Did You Know?


A Pre-Header used for 'Offer' Information
Rather than 'Format Issue' Instructions
Generates a 18% Higher Open Rate



GREAT!

Exclusive Mickey Through the Decades Tees

Inbox x

 **Old Navy** <oldnavy@email.oldnavy.com>
to me ▾

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MATERNITY

MEN

GIRLS

BOYS

**10 Second Pause:
FOR SLIDES:**

Jay Schwedelson

JayS@Worldata.com

Twitter: @Worldata

800.331.8102 x176

Rapid Fire Stats...



Did You Know?

39% of Recipients
Close or Delete
an Email Not
Optimized
for Mobile

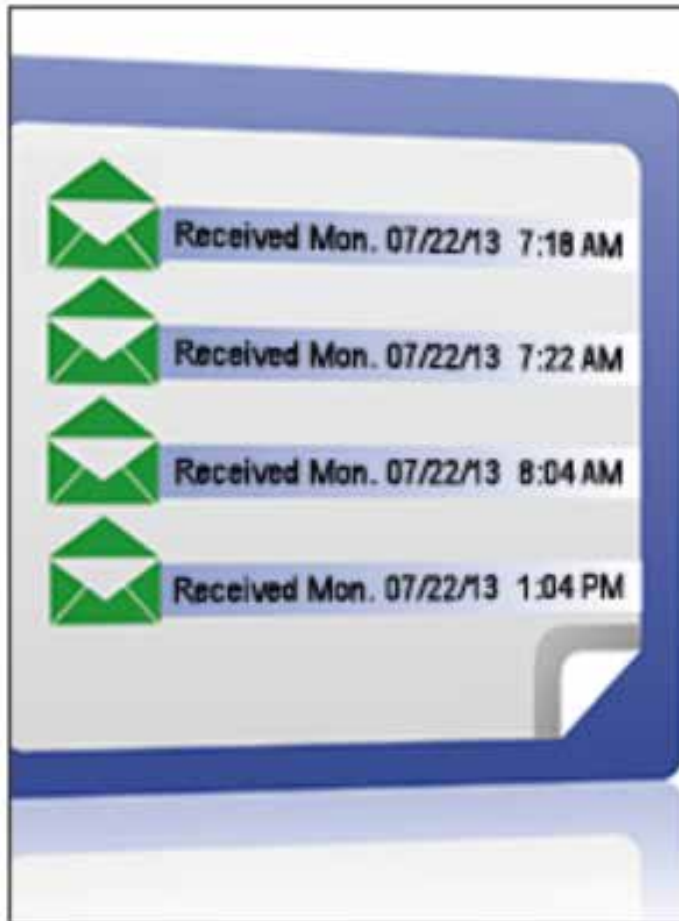
**White Paper:
Utilize Big Data 2013**

[Get The Report](#)

[Get The Report](#)

Did You Know?

Emails That Do Not Have Linked Text as a Click Option Have a 27% Lower Overall Click-Through Rate



Did You Know?

Mondays generate the highest number of total opens over an initial 5 day period verse any other deployment day



Did You Know?

Emails to Business Professionals See an 18% Drop in Performance During the Last 3 Days of Any Quarterly Period



**White Paper:
Utilize Big Data 2013**

[Get The Report](#)

WHITE PAPER
**How To
Utilize Big
Data**

REPORT
Click Here

GET THE REPORT

Did You Know?

Including More
Than 2 Typefaces
Throughout Your
Email Can
Decrease
Click-Through
Rates by Over 10%

C'mon

3 days left to get 50% off photo books >

Shutterfly

FREE SHIPPING on orders \$30+*
Code: SHIP30

PHOTO BOOKS CARDS & STATIONERY PRINTS CALENDARS PHOTO GIFTS HOME DECOR *Special Offers*

3 days left

ENJOY
50% OFF*
HARD COVER PHOTO BOOKS

Offer ends Wednesday Promo code: BOOK50

SHOP PHOTO BOOKS >

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AT&T 1:12 PM 87%

Mail

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NO THANKS >



3 days left to get 50% off photo books >

Shutterfly

FREE SHIPPING on orders \$30+*
Code: SHIP30

PHOTO BOOKS CARDS & STATIONERY PRINTS CALENDARS PHOTO GIFTS HOME DECOR *Special Offers*

3 days left

ENJOY

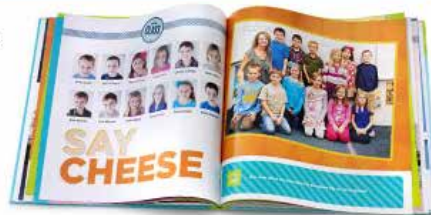
I Have No Stat For This Slide.
I Just Really Hate This.

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Capture your child's memories in the classroom and on the field. Get an instant quote with an exclusive offer.

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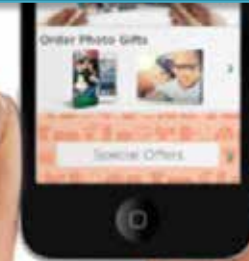
AT&T 1:12 PM 87%

Mail

Shutterfly

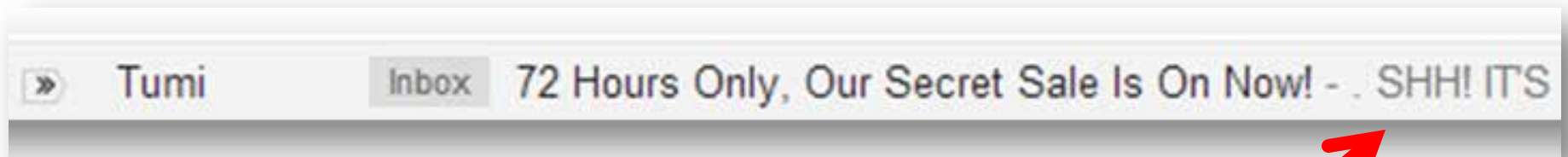
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GET THE APP >



Bad
Subject
Line





Bad Pre-Header
Cutoff

From: Take Action! at GreaterGood Network <news@greatergood.com>;

To: <[REDACTED]>;

Subject: Horse Meat Doesn't Belong On the Menu | Free Gift For You, Today Only!

Sent: Mon, Jul 15, 2013 4:26:42 PM

[Help Animals In Need.](#)

[View email in web browser.](#)

GreaterGood®

Take Action!

Animals Edition

Stand With 80% Of Americans



Recently, the USDA approved an inspection license for a horse slaughtering plant in New Mexico. This approval means that a precedent has been set -- one that could lead to permitting horse slaughter in other meat processing facilities in the United States.

The practice of horse slaughter is inhumane and pointless -- horse meat is *not* fit for human consumption. Additionally, the USDA reports that over 90% of horses sent to slaughter are healthy and capable of leading productive lives.

Eighty percent of Americans are opposed to this practice, so why is it happening? Money. Private companies are making a handsome profit in the foreign market. We must put a stop to this heartless bloodshed!

[Take Action](#)

From: Take Action! at GreaterGood Network <news@greatergood.com>;

To: <[REDACTED]>;

Subject: Horse Meat Doesn't Belong On the Menu | Free Gift For You, Today Only!

Sent: Mon, Jul 15, 2013 4:26:42 PM

[Help Animals In Need.](#)

[View email in web browser.](#)

GreaterGood®

Take Action!

Animals Edition

Stand With 80% Of Americans



WHO ARE THE
OTHER 20%!!!!

The practice of horse slaughter is inhumane and pointless -- horse meat is *not* fit for human consumption. Additionally, the USDA reports that over 90% of horses sent to slaughter are healthy and capable of leading productive lives.

Eighty percent of Americans are opposed to this practice, so why is it happening? Money. Private companies are making a handsome profit in the foreign market. We must put a stop to this heartless bloodshed!

[Take Action](#)

Emerging Trends

MAD ABOUT MAISE

time to update your
spring bag wardrobe.
*(a little hint: the maise is
one of our most popular.)*

[SHOP NOW ▶](#)



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The Power Washed Tee

Washed to simulate 40 home washes - this tee's super soft!



Four new colors

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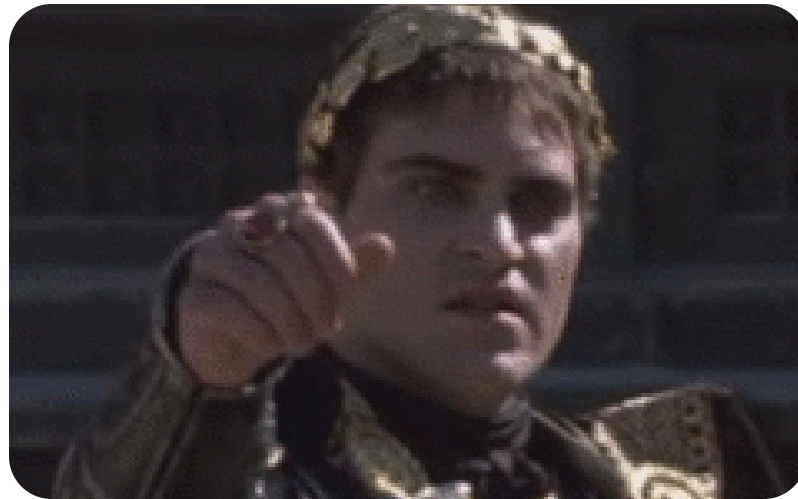
LUCKY YOU! THIS DEAL RUNS MAR. 4-24!

Yes, leprechauns keep a pot of gold at the end of a rainbow, but that's just a diversion. While everyone's searching for riches at one end, the guy in green is at the other, enjoying a Mint OREO[®] Blizzard[®] Treat! Who wouldn't want to keep OREO[®] cookie pieces crumbled and tumbled with cool mint and creamy vanilla soft serve all to themselves?

Luckily for us, it's easy to share right now: *buy one *Blizzard* Treat at regular price, get one of equal or smaller size for 99¢, no coupon necessary, March 4-24!



Tools and Free Stuff!!!



GREAT FREEBIES...

Worldata
List Marketing - Interactive Marketing - InfoCenter
The Worldata Group of Companies

2014 B2B
Email Marketing Calendar

Visit Us At: www.worldata.com
Email Jay Schwedelson: JayS@worldata.com
1-800-331-8102, Ext. 176

Worldata's research division aggregates email campaign statistics from over 20,000 campaigns that are executed annually. These campaigns measure results from over 1 Billion transmitted messages. Worldata strongly encourages marketers to test all delivery timing options to find the optimal strategy for your specific programs.

- Top Performing Dates
- Average Performing Dates
- Poor Performing Dates

JANUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH						
S	M	T	W	T	F	S
						1
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY						
S	M	T	W	T	F	S
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19	20	21	22	23	24	25
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JUNE						
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST						
S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER						
S	M	T	W	T	F	S
					1	2
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17	18	19	20	21	22	23
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DECEMBER						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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Worldata's B2B & B2C 2014

Email Marketing Calendar

Worldata's research division aggregates email campaign statistics from over 30,000 campaigns that are executed annually. These campaigns measure results from over 2 Billion transmitted messages.

Worldata strongly encourages marketers to test all delivery timing options to find the optimal strategy for your specific programs

SUBJECTLINE.COM

OVER 1.5 MILLION SUBJECTS CHECKED



SubjectLine.com

A Worldata Email Marketing Service



Data Expansion



Strategic Consulting



Acquisition Programs

Sign In

Your Subject Line Results

Free Subject Line Rating Tool:
Check Yours Now!

Paste your subject line here for instant feedback on your email program's subject line.

Check out SubjectLine.com - A Great EMarketing

Total Score: 59 out of 100

Thank you for submitting. You may want to consider changing parts of your subject line to better meet industry standards.

Here is why:

Deliverability Issues:

- Includes one exclamation mark - 1 point
- Includes a website (.com, .net) - 4 points

Marketing Issues:

- Mobile Subject Line is over 35 characters - 10 points
- Length is over 50 characters - 5 points
- Contains multiple special symbols or punctuation - 8 points
- Contains any word that has more than 8 characters - 6 points
- Does not contain sense of urgency - 6 points

Results from this tool are based on 1 billion+ email messages that have been sent and tracked via SubjectLine.com's partners and clients. Over 400 unique rules are tested that evaluate filtering and deliverability issues as well as marketing and performance related concerns. [more...](#)

Complete the Form to Continue Using the Free Subject Line Tool and to Learn More About Our Email Marketing Services

Let SubjectLine.com and Worldata show you how we can help to:

- Acquire New Customers
- Improve Customer Email Data
- Consult and Coordinate Overall Programs

First Name Last Name

Email Address

Title

Company

Phone

By signing up, you will begin to receive the e-newsletter "This Week in Direct Marketing" with industry news and information.





Data Expansion



Strategic Consulting



Acquisition Programs

Client Login

Your Landing Page Snapshot



Results for Your Landing Page URL:

www.cnn.com

What is your offer?

Number of *Required Fields?

Total Score: 0 out of 100

Thank you for submitting. You should consider changing your Landing Page to better meet industry standards. Here is why:

Marketing Results:

- Multiple Submission Areas - lose 24 points
- Total Fields less than 3 - lose 2 points
- Geographic Data Not Collected - lose 21 points
- Contains Invalid HTML Coding - lose 4 points
- Total Links more than 11 - lose 20 points
- Outside Destination Links - more than 11 - lose 29 points
- Landing Page is not secure - lose 8 points

Have a Question Click Here ?

Learn more about the data behind the results.

Results from this tool are based on 1 billion+ email messages that have been sent and tracked via LandingPageScore.com partners and clients. Over 200 unique rules are tested that evaluate marketing issues, concerns and more...

Complete the Form to Continue Using the Free Landing Page Scoring Tool and to Learn More About Our Email Marketing Services

Let LandingPageScore.com and Worldata show you how we can help:

First Name Last Name

Email Address Title

Company Phone

By signing up, you will begin to receive the e-newsletter "This Week in Direct Marketing" with industry news and information.

Send Information

FOR SLIDES:

Jay Schwedelson

JayS@Worldata.com

Twitter: @Worldata

800.331.8102 x176

**If you enjoyed the session please fill out
the survey that you receive. Thanks**