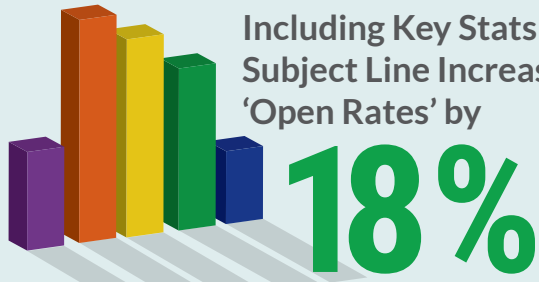


- CRITICAL EMAIL MARKETING - TECHNIQUES FOR SMB MARKETERS

Mentioning Your Target Audience in Your Subject Line Lifts 'Open Rates' by:

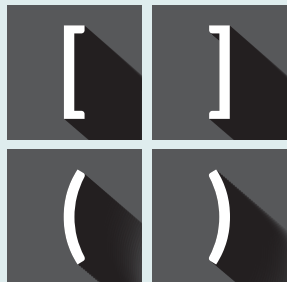
28%
CONSUMER

34%
BUSINESS



Including Key Stats in Your Subject Line Increases 'Open Rates' by

18%



19%

Percentage of Increase in 'Open Rates' when [Brackets] or (Parentheses) are used in Subject Lines

Subject Line: How to grow your business faster in 15 minutes

Subject Lines with 'Minutes' Mentioned Have a

17%

Higher Average 'Open Rate'

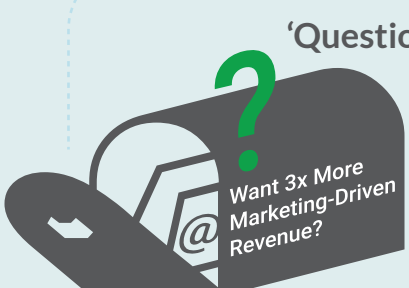


A/B TESTING

WHAT IS MOST IMPORTANT TO TEST?

In Priority Order:

- 1 Subject Lines
- 2 Calls-To-Action
- 3 Landing Page Form
- 4 Images
- 5 Email Layout & Content Position
- 6 Pre-Header Text



'Question' Emails Have a

14%

Higher Overall 'Open Rate'



List Focused Emails Have a Higher Average 'Open Rate' of

37%

Email Subject Lines Including the Word...

"TOMORROW"

Receive 31% Higher Open Rates Than Those With a Day of the Week



'Single Offer' Emails Generate a Higher Overall Conversion Rate versus Emails With Multiple Offers by

57%



In Subject Lines:

First Letter Capitalized [No Last Name]

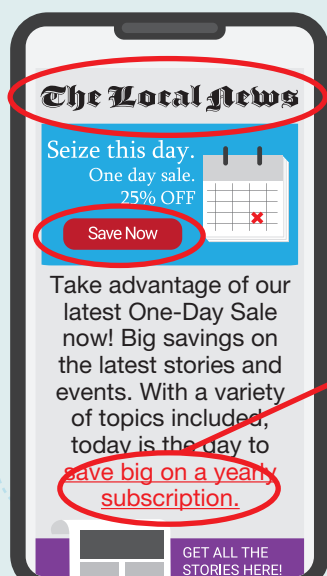
= Best Possible 'Open Rate'

19%
CONSUMER

17%
BUSINESS

'Invitation' Emails Lift B2B Open Rates by

22%



Emails That Have All Primary Links Going to the 'Offer' Page Have a Higher Overall Conversion Rate of

49%

