

EMAIL MARKETING FOR SENSITIVE TIMES

JAY SCHWEDELSON
PRESIDENT & CEO
WORLDATA

JayS@CorpWD.com

30 Seconds On Who I Am?



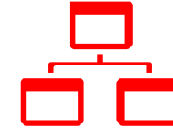
NEW CUSTOMER ACQUISITION PROGRAMS

Acquisition Email Programs,
CRM Retargeting, Data
Aggregation and Content
Syndication



DATA SERVICES

Data Maintenance and
Improvement, Hygiene, Append,
Data Hosting, Landing Page
Development



EMAIL MARKETING CONSULTATION

Competitive Intelligence, ESP
Auditing, Campaign Review
and Best Practice Support

1. Help you acquire new customers and grow your database

2. Data Improvement and Hygiene

3. Provide Best Practice Email Consultation, Email Competitive Intelligence and Audit Tools

RESEARCH INFORMATION

JAY who?

- President & CEO – Worldata
- Board of Directors – DMA
- Founded DMA's Original Email Council in 1998 – Over 1000 Members
 - Crain's Top 100 Industry Professionals (10 Years in a row)



- **Worldata executes over 40,000 Email, Online 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. Our email research is based on over 6 billion transmitted messages annually.**

RESEARCH INFORMATION

JAY who?

Special Metrics: Worldata Research ran key metrics from March 5th – March 16th.

Our metrics are based on a review of over 100 Million Emails from the last 10 days within the United States.

Please use this information as 'Directional'. During normal times we rely on longer periods to establish key metrics.

metrics based on these programs. Our email research is based on over 6 billion transmitted messages annually.

“Only send out Corona related messaging”

“No offers – only info about how we are on top of things”

“Don’t change anything. We need to keep doing what we were doing”

“We need to freeze all marketing until May”

“I have no idea what to email out because we are at a stand still”

“Only send out Corona related messaging”

“No offers – only info about how we are feeling”

NONE OF THESE ARE CORRECT.

We need to focus and understand this is a marketing challenge and our businesses need our expertise more than ever.

**ed to
ng”**

“We need to freeze all marketing until May”

“I have no idea what to email out because we are at a stand still”

**Now that we have
covered the
basics...**

AT&T Business <business@Responses.att-mail.com>

To Jay Schwedelson

Reply

Reply All

Forward

Thu 3/



With global attention on the COVID-19 outbreak, each day brings more uncertainty for businesses and our communities. Our teams are closely monitoring developments on the outbreak and are taking the appropriate steps — consistent with CDC and WHO recommendations — to help support the ongoing health and safety of our employees and customers.

I know that first and foremost on your mind is making sure you are taking the appropriate precautions to care for yourself, your family, and others around you.

No doubt you are also focused on taking care of your businesses, employees, and customers during this time. I have heard from a lot of our clients in the most recent weeks and days, and I wanted to share the latest from us:

- Our network continues to perform well, supporting the shift of people working from home in the cities where the coronavirus has had the biggest impact.
- At AT&T, we use self-healing architectures and restoration technologies to maintain a highly reliable network. Today, our network is able to reroute your data as needed, switch on services near instantly, and scale in response to demand.
- We are continuously monitoring bandwidth usage with tools that reveal network trends, along with performance and capacity reports to help us manage our network.
- We have taken several steps to help ensure the reliability of our critical business processes and supporting infrastructures in order to continue to provide high-quality communication services to you. This includes up-front prevention and mitigation efforts, as well as comprehensive emergency response and recovery plans in the event of a disaster or crisis.
- We're asking all of our employees, including all who interact with our customers, to take appropriate preventative measures. This includes regular and consistent use of hand sanitizer and disinfecting spray and wipes, increased cleaning and sanitizing for all company-operated stores and AT&T facilities, and more frequent cleanings for locations in impacted areas of the country.
- We're also encouraging any employee who does not feel well to stay home, get well, and avoid interacting with customers either in their homes, businesses or our stores.

We have extensive experience in planning for and responding to a wide variety of situations around the world and remain unwaveringly committed to supporting every one of our customers.

Visit the [AT&T Business Continuity Website](#) for resources to help you plan and mitigate unforeseen events. I hope you find this site to be helpful.

Also I'd like to share the site where we are providing consistent Covid-19-related AT&T updates: <https://about.att.com/pages/COVID-19.html>.

LUCKY BRAND
LOS ANGELES

To our Lucky Brand Family,

Our number one priority as a company is the safety and well-being of our customers, our associates, our business partners and the communities in which we operate. Our thoughts are with those who have been impacted by the novel Coronavirus (COVID-19) global pandemic and we remain vigilant in partnering with local, national and international agencies throughout this turbulent period.

Last week, we established a dedicated Internal Response Team - to closely monitor guidelines set forth by the CDC and WHO, to work with local authorities in every location where we do business, and to establish and implement necessary policies. This week, we have been taking increased preventative measures by implementing the following revised health and hygiene protocols for all of our store associates within our retail fleet.

- Our stores are cleaned daily, and we recently increased the frequency of cleaning throughout the day with special attention to high-contact areas of the store, especially in communities with elevated risks, as determined by the CDC and local/state health officials.

- While proper hygiene has always been important, we are reinforcing frequent and thorough handwashing with an alcohol-based hand rub or with soap and water before, continuously throughout, and after shifts amongst all associates.

- All associates experiencing any symptoms of illness must stay home and allow themselves time to rest and recover. Managers are required to send home any associate that is showing signs of flu-like symptoms.

As of today, Friday, March 12th, our stores remain open with the exception of our Pennsylvania locations (Willow Grove, King of Prussia and Pottstown). We will continue to monitor the local safety guidelines and decide whether to temporarily close any stores on a case-by-case basis.

Whether you choose to shop with us in-store, online at [luckybrand.com](#) or remotely, our store associates are valued members of the Lucky Brand Family and are prepared to serve you. They will continue to service e-commerce orders that are matched with inventory that is within a store location. They are also actively servicing many local customers remotely via SMS, video conference, and email. And of course, they are eager to serve you in-store whenever you choose to visit.

To obtain our up-to-date store operating hours, please visit [luckybrand.com/stores](#) or call your local store directly.

For customer service needs or order issues, please visit [luckybrand.com/CustomerService](#).

We will keep you informed of any relevant changes that may come in the days or weeks to follow, and we are always open to your feedback and suggestions at [customerservice@luckybrand.com](#) or on all social platforms @luckybrand.

From everyone here at Lucky Brand, we thank you for your ongoing loyalty and support. We are in this together.

Thank you,
Matthew A. Kanens
Executive Chairman of the Board

A Message to Our Customers about COVID-19 [Inbox X](#)

Bed Bath & Beyond - [bedbath@beyond.com](#) [Unsubscribe](#)
to me

BED BATH & BEYOND

[View in browser](#)

[Update your email preferences](#)

To Our Customers,

Over the past few weeks, it's become clear that the world is facing an unprecedented challenge. Like you, we are deeply concerned and want to do what we can to help keep our communities and our families safe and healthy.

On behalf of Bed Bath & Beyond, I wanted to send a personal note to you to let you know how we are responding to the situation. We are humbled by your loyalty, and we take our responsibility to our customers, our teams, and our partners very seriously.

From the onset of this situation, we have been listening to the appropriate sources for accurate and up-to-date information, and our preparedness plan reflects those inputs. As things evolve, we are actively monitoring the situation and assessing risks, and are ready to implement immediate changes to ensure a high level of safety. We will continue to communicate with you in a timely and transparent way so you can continue to shop with us with confidence.

What We're Doing:

- We are introducing rigorous additional cleaning procedures, and are increasing the number of wipes, hand sanitizers, and other cleaning materials available at check-outs and throughout our stores for associates and customers to use. We've also suspended all in-store food sampling events during this time.
- We are working around the clock to ensure our customers have access to the products they want and need, especially items that keep their families safe and well. We have implemented limits on certain purchases so that everyone has an opportunity to obtain in-demand items when available. We are also making it easier to find the products you need quickly, in-store or online, or simply utilize our "Reserve online, pickup in store" option.
- We're taking sensible steps to help protect our team of associates. This means fewer meetings, limiting travel, and making it easier for our people to take the time they need to care for themselves or their families in the event they are directly affected by COVID-19.
- We are monitoring new developments so that we can quickly adapt and continue to provide the products you need and the best possible experience in-store and online.

We recognize this is a challenging time for all, and we remain deeply committed to the safety of our customers, teams, and communities.

Our customers are the heart of our company and we look forward to welcoming and serving you wherever and however you choose to shop with us.

Please take care of yourselves and each other,

Mark Tritton
President and CEO

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AT&T Business <business@Responses.att-mail.com>

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- Our network continues to provide services in the cities where the coronavirus is spreading.
- At AT&T, we use self-healing network to provide reliable service. Today, our services are near instantly, and we are continuously monitoring performance and capacity.
- We have taken several steps to ensure the safety and supporting infrastructure services to you. This includes comprehensive emergency response services.
- We're asking all of our employees to take appropriate preventative measures. This includes regular and consistent use of hand sanitizer and disinfecting spray and wipes, increased cleaning and sanitizing for all company-operated stores and AT&T facilities, and more frequent cleanings for locations in impacted areas of the country.
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Anne Chow

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Thank you,
Matthew A. Kannas
Executive Chairman of the Board

A Message to Our Customers about COVID-19

Bed Bath & Beyond - [bedbathandbeyond@gmail.com](#) - [Unsubscribe](#)

BED BATH & BEYOND

[View in browser](#)

[Update your email preferences](#)

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change, we are actively monitoring the situation and assessing the need to implement immediate changes to ensure the safety of our customers. We will continue to communicate with you in a transparent way so you can continue to shop with confidence.

Doing:

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has an opportunity to obtain in-demand items when available. We are also making it easier to find the products you need quickly, in-store or online, or simply utilize our "Reserve online, pickup in store" option.

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Please take care of yourselves and each other,

Mark

Mark Tritton
President and CEO

SINCE MARCH 10th 18% of ALL EMAILS Have
Mentioned Coronavirus/COVID-19
[includes both B2B and B2C]

**Do People Even Want
to Hear From My
Company Right Now?**

KEY EMAIL METRICS FROM: **MARCH 5th – MARCH 16th**

Inbox Activity UP 27% (people checking email)

Email Volume [Omitting Virus Messaging] DOWN 19%

B2B Open Rates: UP 7% [Omitting Virus Messaging]

B2C Open Rates: UP 11% [Omitting Virus Messaging]

Email Newsletter Open Rates: UP 8%

What does this mean?

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People Want Your Emails.

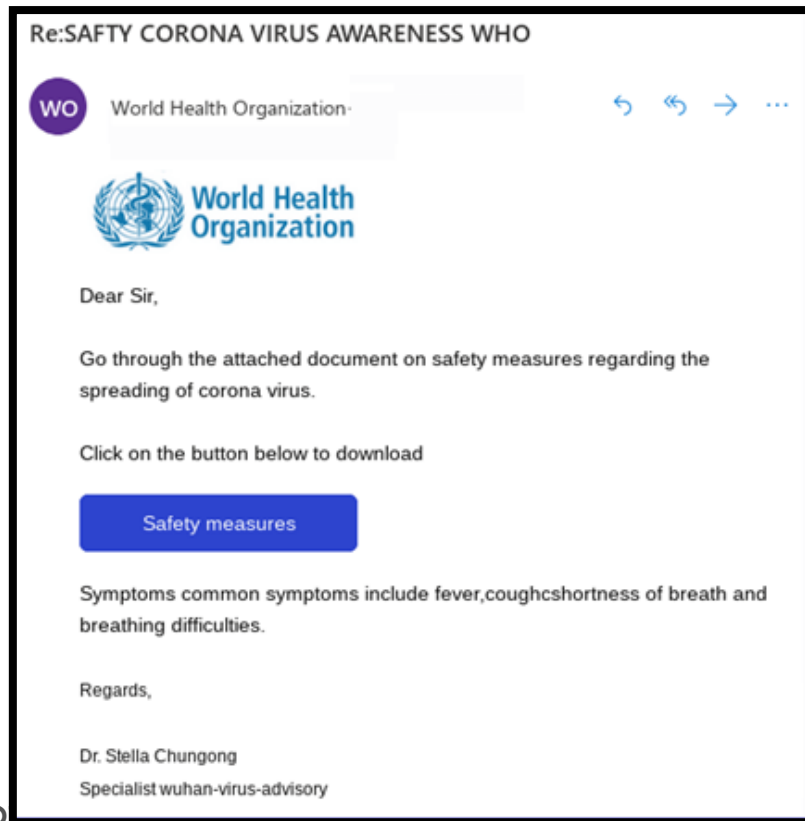
They Are Looking For:

- Value
- Escapism
- Ability to Be Productive

Promotional Mail Should NOT Include These Words:

Coronavirus, COVID, Pandemic and Virus

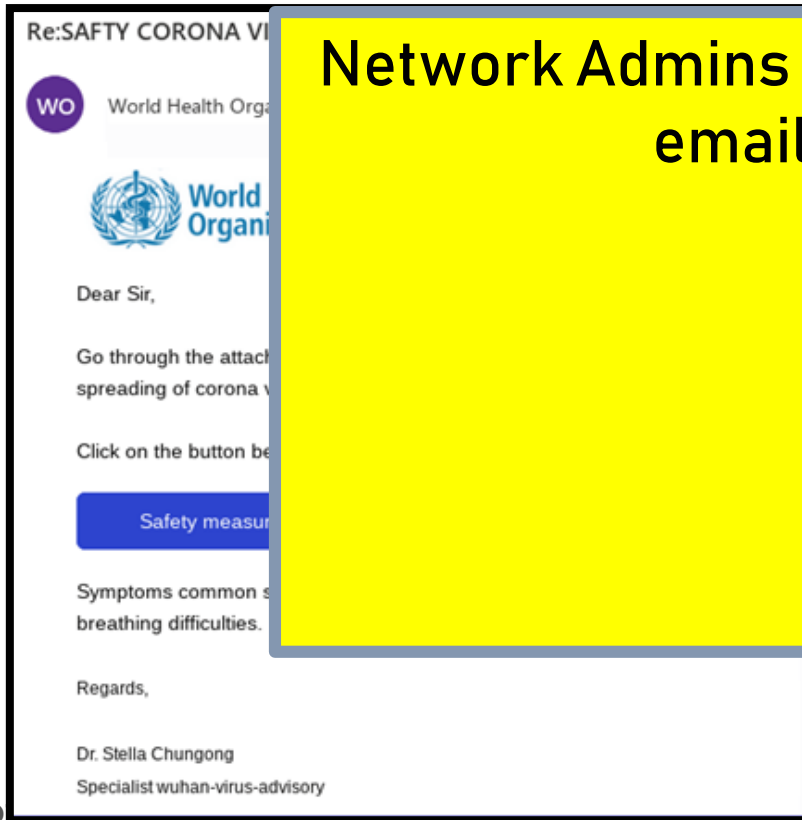
**THIS IS FAKE
GARBAGE**



Promotional Mail Should NOT Include These Words:

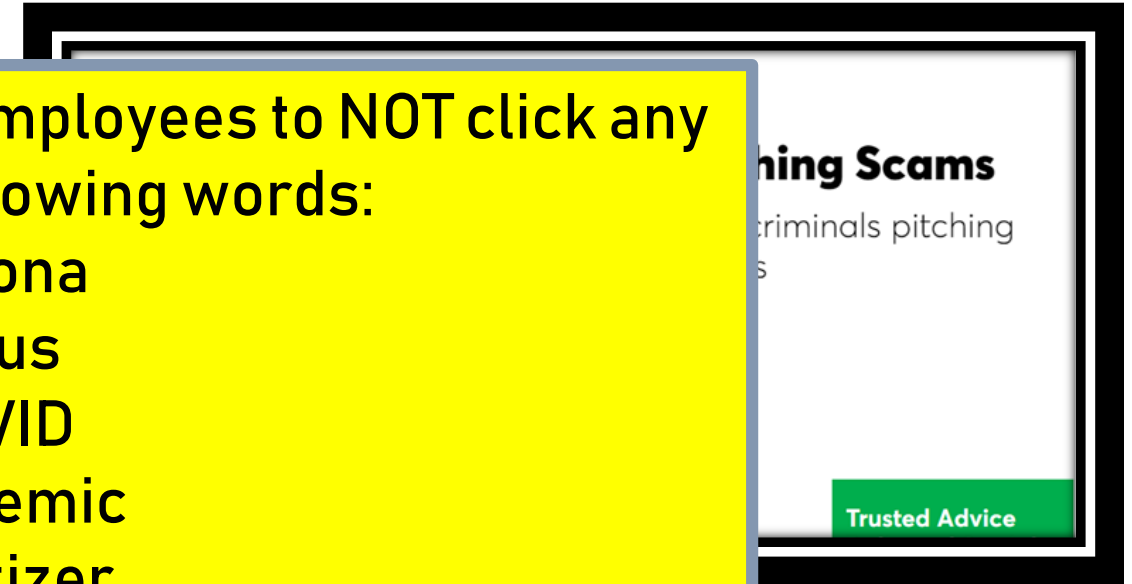
Coronavirus, COVID, Pandemic and Virus

**THIS IS FAKE
GARBAGE**



Network Admins are telling employees to NOT click any email with the following words:

- Corona
- Virus
- COVID
- Pandemic
- Sanitizer
- Mask



Stop Tip-Toeing.

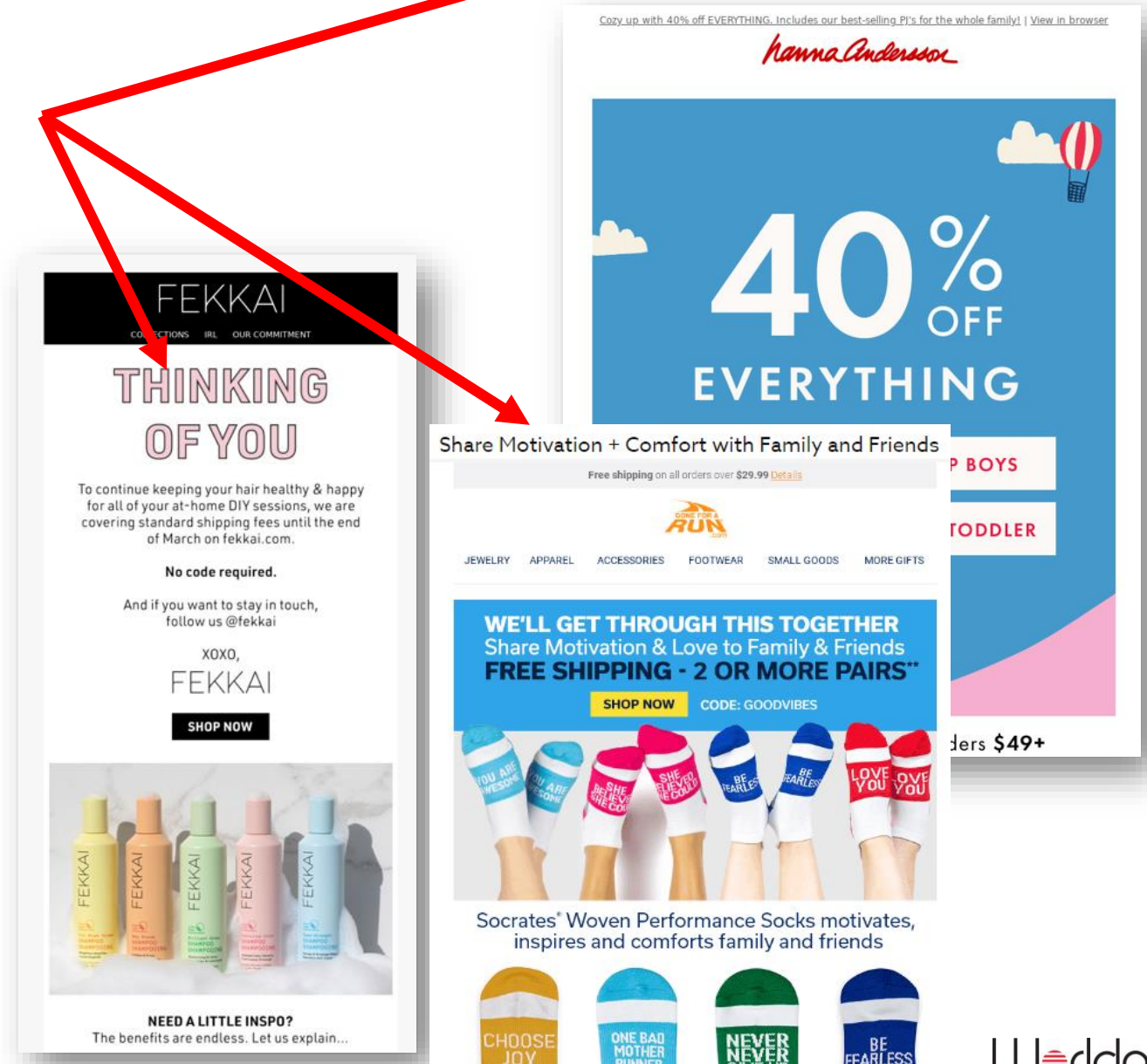
**Be Direct and
Honest...**

**You've sent the compassionate email so
now what...**

NOBODY wants to get a 'REGULAR DEAL' right now.

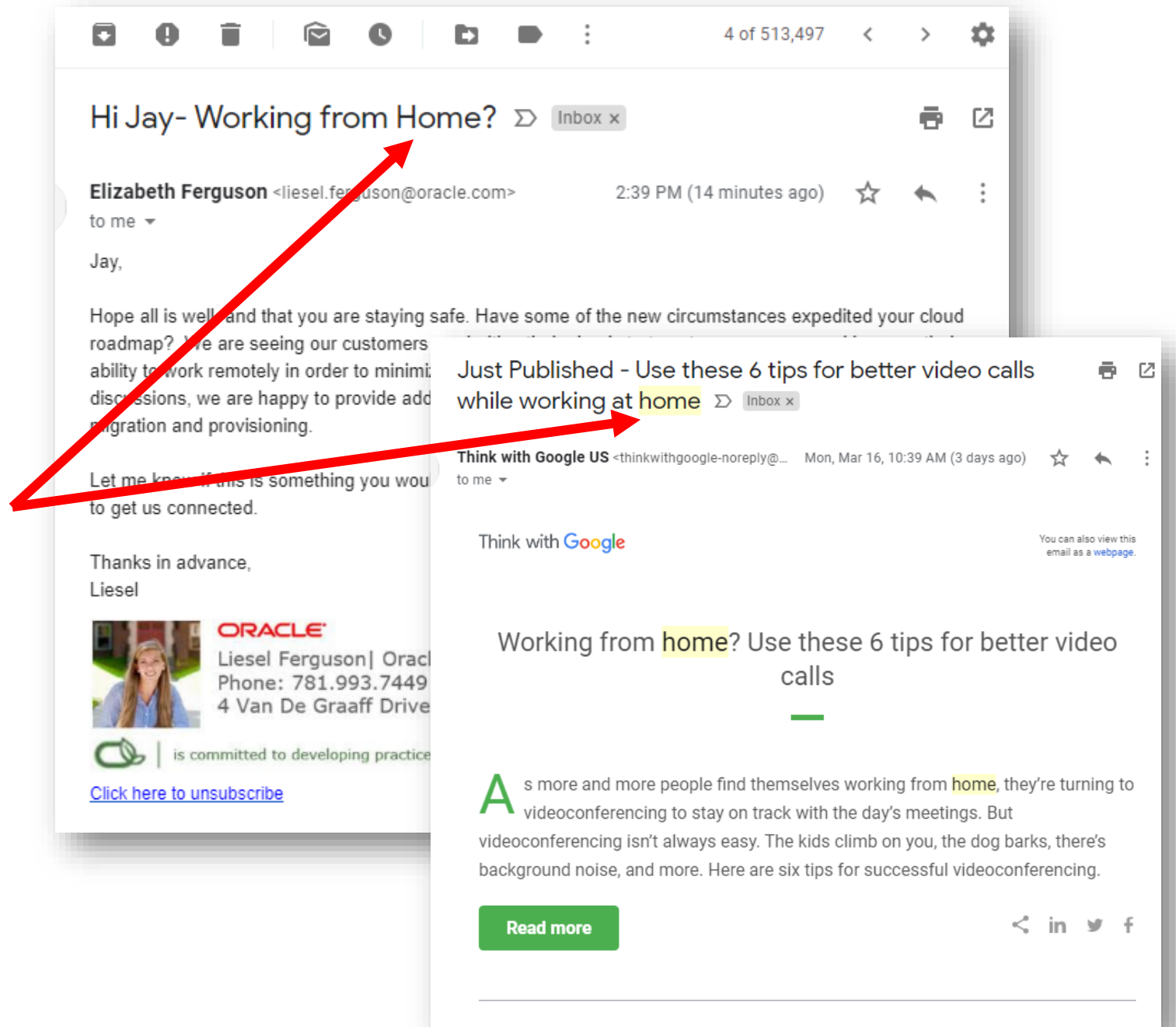
Acknowledge the situation and recipients will want to respond.

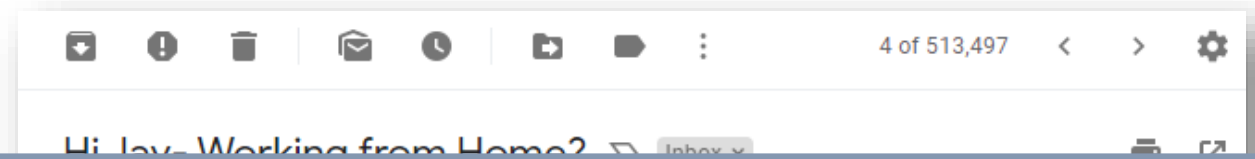
SUBJECT LINE: Staying in?



Acknowledge the situation and recipients will want to respond.

Acknowledgement can have many forms...





Non-Transactional Emails That Acknowledge 'Situation' In Subject Line Have INCREASED Open Rates:

B2B:

Acknowledge 'Situation' In Subject Line Open Rates UP 41% vs No Acknowledgement

B2C:

Acknowledge 'Situation' In Subject Line Open Rates UP 34% vs No Acknowledgement



is committed to developing practices and products that help protect the environment.

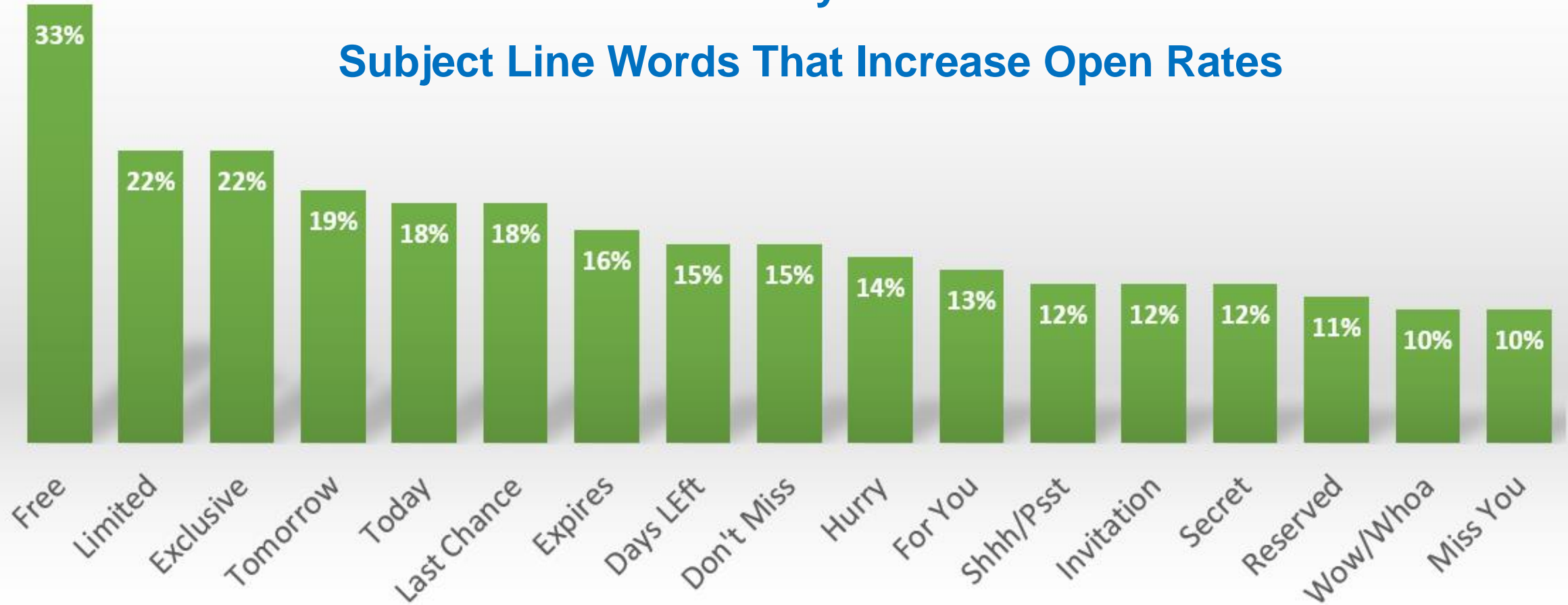
[Click here to unsubscribe](#)

**These WORDS are
surging in
performance...**

I would normally tell you all about 'urgency' and 'exclusivity' but not now...

January 2020

Subject Line Words That Increase Open Rates



**PUT ON HOLD WHAT
YOU KNOW TO BE
TRUE...**



SURGING WORDS IN SUBJECT LINE:

MARCH 5th – MARCH 16th

B2C:

Open Rate Increase When Using:

Home – UP 18%

Delivery – UP 22%

Shipping – UP 14%

Bored – UP 25%

WFH – UP 17%

Open – UP 20%

You/Your – UP 25%

Yes – UP 11%

‘Free’ is bigger than ever: UP – 39%

B2B:

Open Rate Increase When Using:

Virtual – UP 24%

Online – UP 16%

Home – UP 11%

Essential – UP 15%

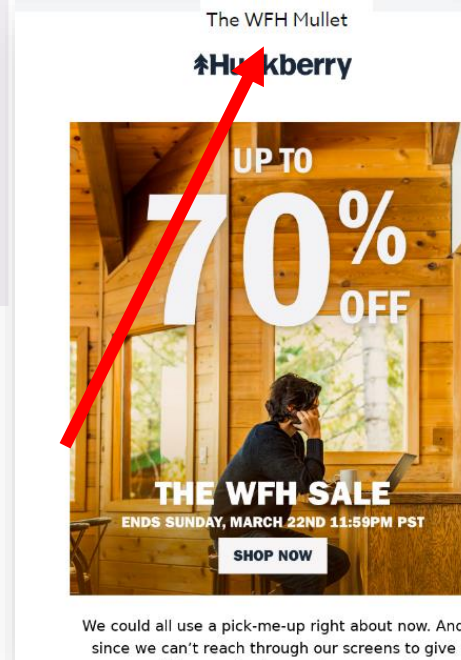
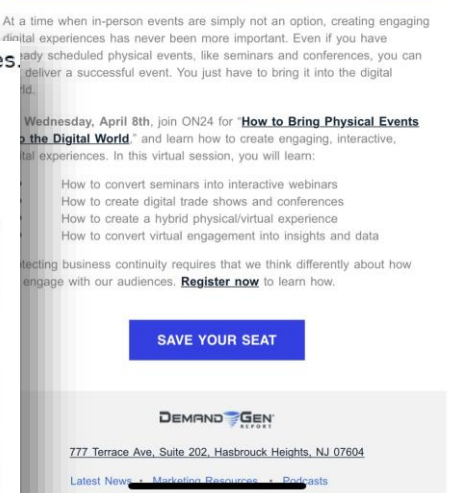
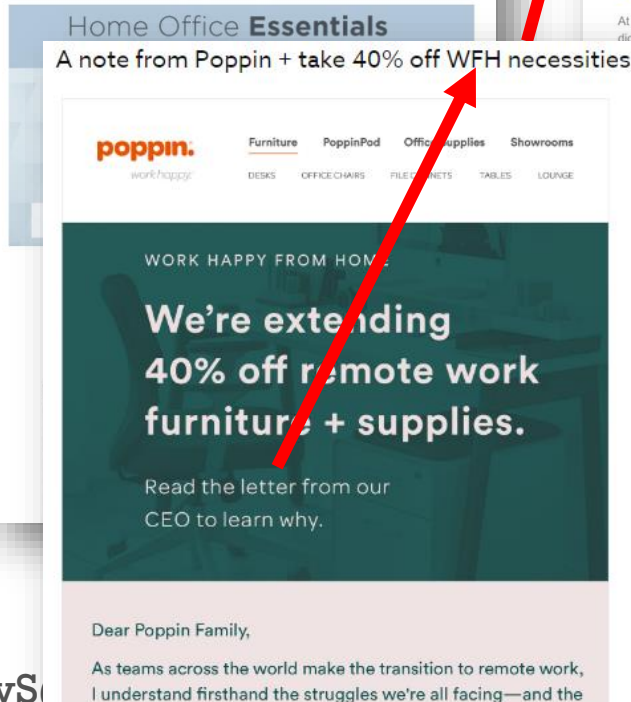
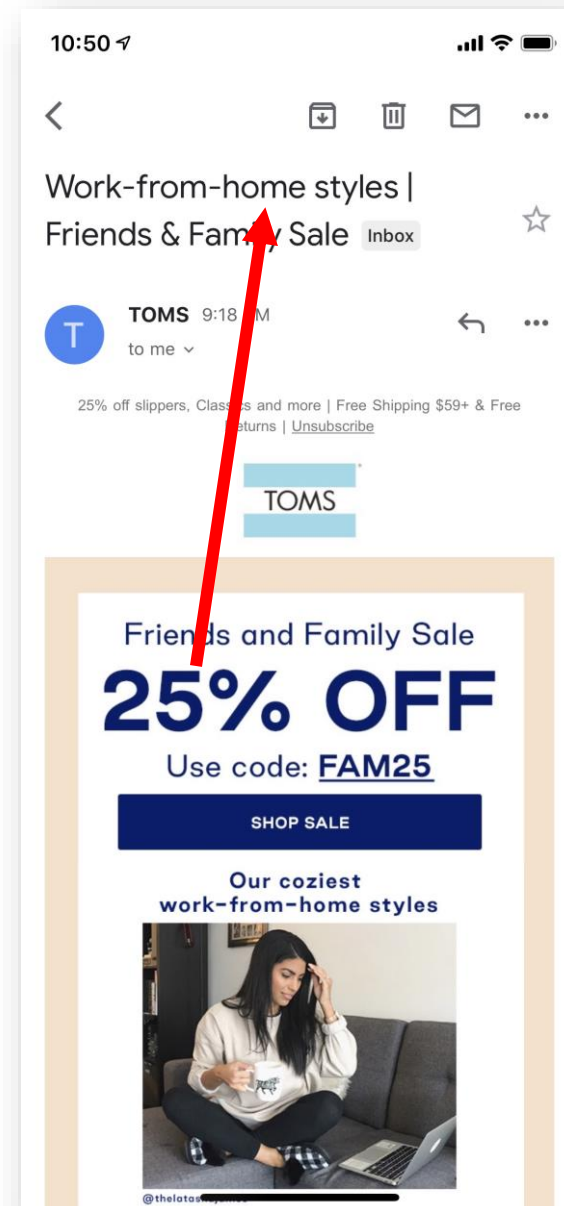
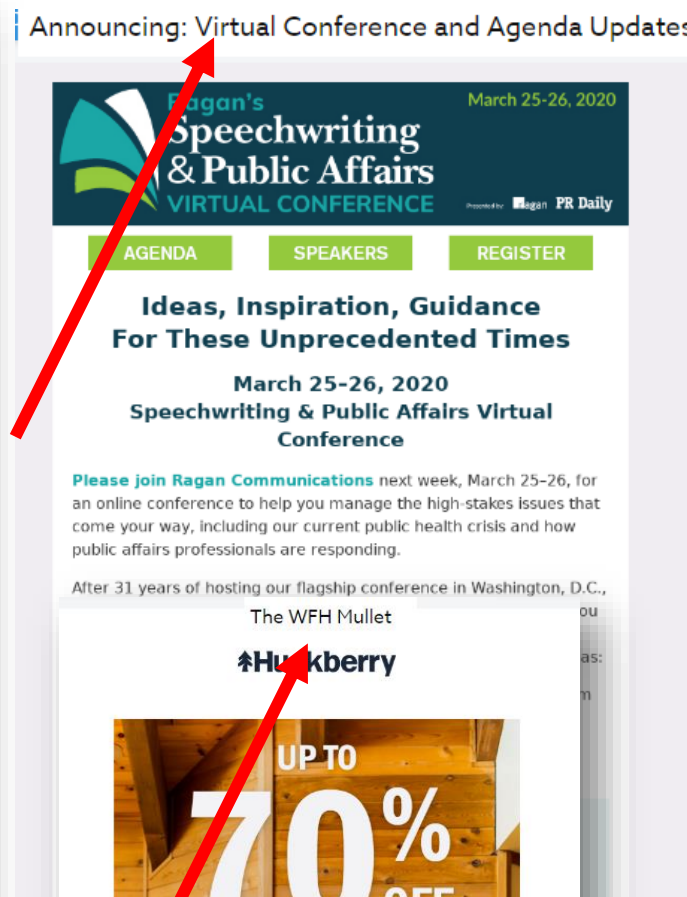
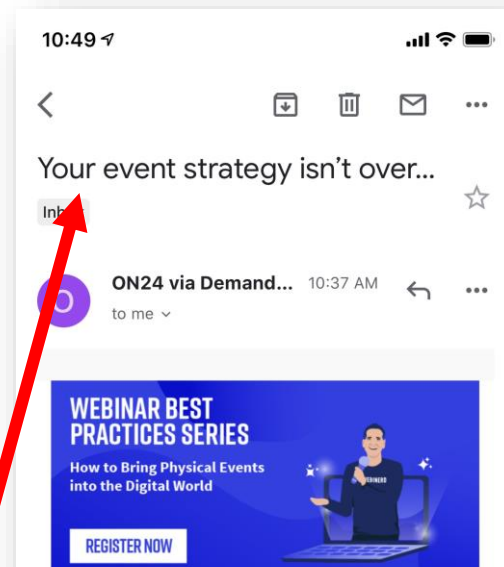
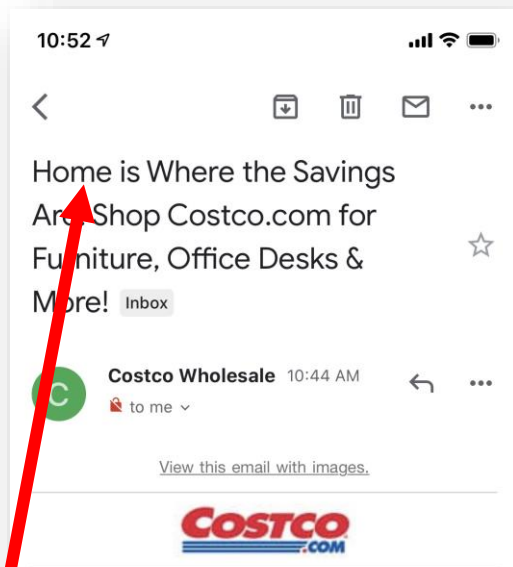
WFH – UP 22%

Tips – UP 21%

You/Your – UP 22%

Insight – UP 14%

‘Free’ is bigger than ever: UP – 31%



SURGING WORDS IN SUBJECT LINE:

MARCH 5th – MARCH 16th

B2C:

Open Rate Increase When Using:

Home – UP 18%

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Open Rate Increase When Using:

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Tips – UP 21%

You/Your – UP 22%

Insight – UP 14%

‘Free’ is bigger than ever: UP – 31%

**You all have ‘free’ things to give.
Content, Advice, Lists, Access,
Shipping, etc...**

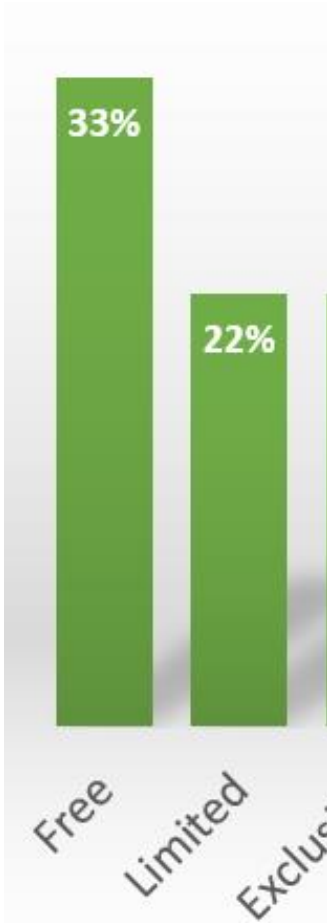


AVOID THESE WORDS:

- Urgent
- Hurry
- Critical
- Serious
- Alert
- Rush

Normally they help drive response

Be Subtle About Urgency



**Try Something
New**

You can 'tweak'
your newsletter
registration to
be more focused
on 'the moment'

Coronavirus: the week explained - sign up for our email newsletter

Amid a fast-moving global news story our expert correspondents put a week's coronavirus developments in context

1 Mar 2020 06.24 EDT

Twitter Email

Illustration: Guardian Design

Feeling overwhelmed by the sheer volume of information on coronavirus? Help is at hand. Our journalists will explain the week's events and give you some facts you can count on, even in this constantly changing situation.


Email address

Sign up

Test, Test, Test
It's okay to swing
and miss on new
ideas right now.

Introducing TRD TALKS LIVE, Our New Webinar Series
Launching This Wednesday! [Inbox x](#)

The Real Deal <dedicated@e.therealdeal.com> [Unsub](#) Tue, Mar 17, 10:00 AM (2 days ago) ☆ ↶ ⋮
to me




**TRD
TALKS
LIVE**

**“Resi Responds: How big
brokerages are dealing
with coronavirus in NYC”**

WEDNESDAY, MARCH 18TH, 5 PM/EST

Join us for the first in our new weekly **webinar** series beginning this Wednesday where TRD reporters will be joined by some of the biggest names in real estate to discuss the industry in the age of the epidemic.




Our very first virtual event

MM&M <info@email.mmmonline.com>


[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

[If you are a desktop browser displaying this email, click here.](#)



**MM&M
CON/ENE**

APRIL 7, 2020 (12pm - 2:30pm)



Has the #coronavirus outbreak disrupted your business' communication efforts? As HCPs work hard to contain the spread of COVID-19, maintaining the flow of information between pharma and HCPs becomes increasingly vital, with healthcare marketers being tasked to ensure therapeutic communication isn't compromised.

With the epidemic halting most speakers' bureaus and large-scale conference events due to new corporate restrictions and non-essential travel bans being put into place every hour, the shift to virtual communication has been drastically accelerated.

IN DIRECT RESPONSE, MM&M is hosting its **FIRST** virtual event on **April 7th** to get your company's message, brand and thought leadership out to the industry despite these unprecedented times of disruption.

SPONSORS WILL RECEIVE:

- A 20 minute pre-recorded presentation including seed Q&A
- Sponsor arranges for speaker(s) participation and produces presentation
- MM&M provides moderator for intro and Q&A
- Sponsor can provide up to 5 assets (white papers, eBooks, collateral) to include in event Resource Library
- Sponsor logo included in all event promotion
- Sponsor session featured in one post across MM&M social channels
- Sponsor receives all event registration
- Sponsor receives all audience Q&A submitted during live broadcast of session
- Recording of sponsor session provided for post-event content marketing efforts

SIMPLY PUT: We're prepared to help you get the word out. Just tell us how we can help. Now is the time to be creative! The sky is the limit! Hit us up with your ideas and we'll get to work on a solution that works for you.

Contact Doreen.Gates@Haymarketmedia.com for more information!

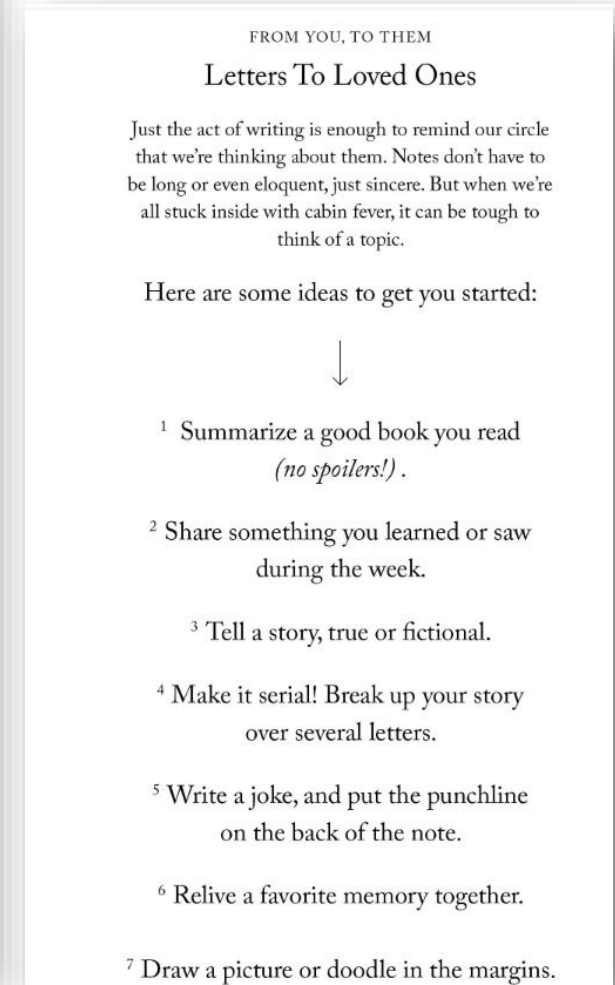
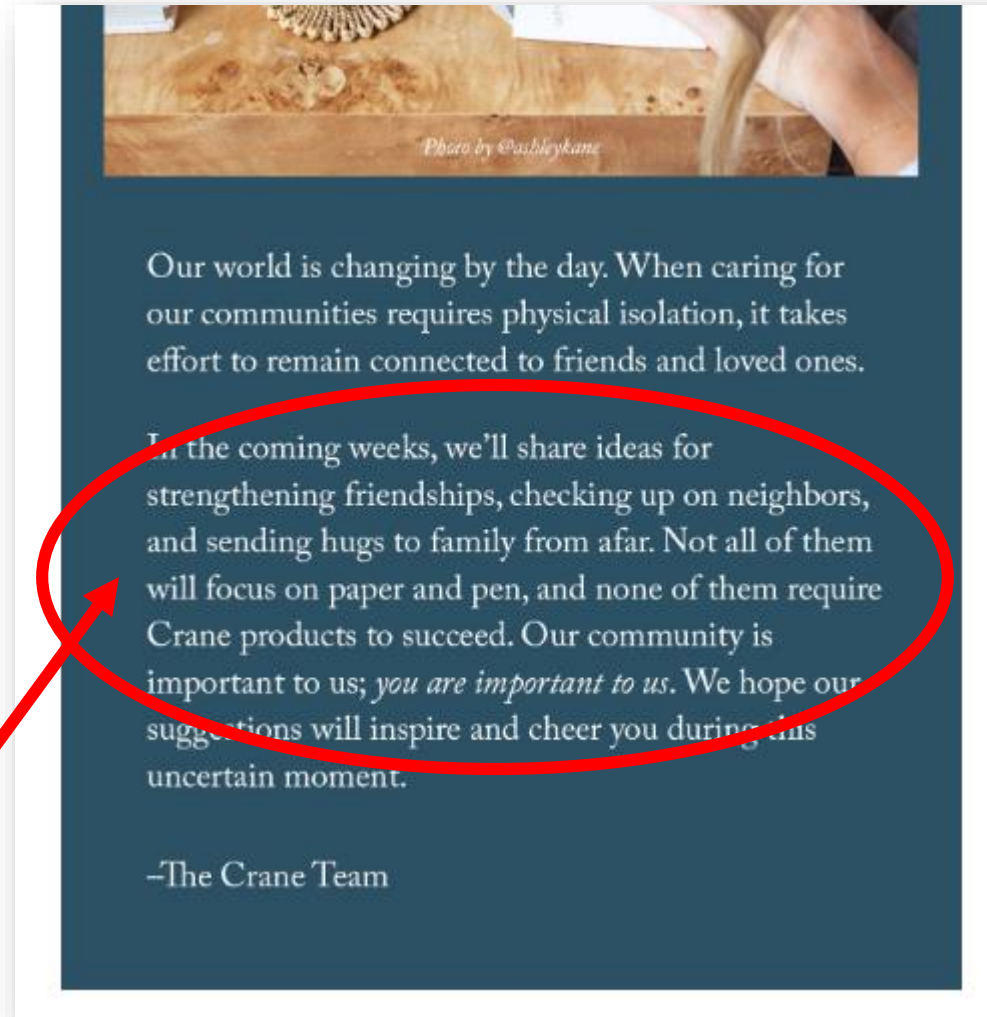
Submitted by: [Webinar Series](#) | [Event Details](#) | [Terms & Conditions](#)

Last 10 Days:
'New Offers' +
Acknowledgment
Click-Through Rate Increase:
B2B – 35%
B2C – 28%

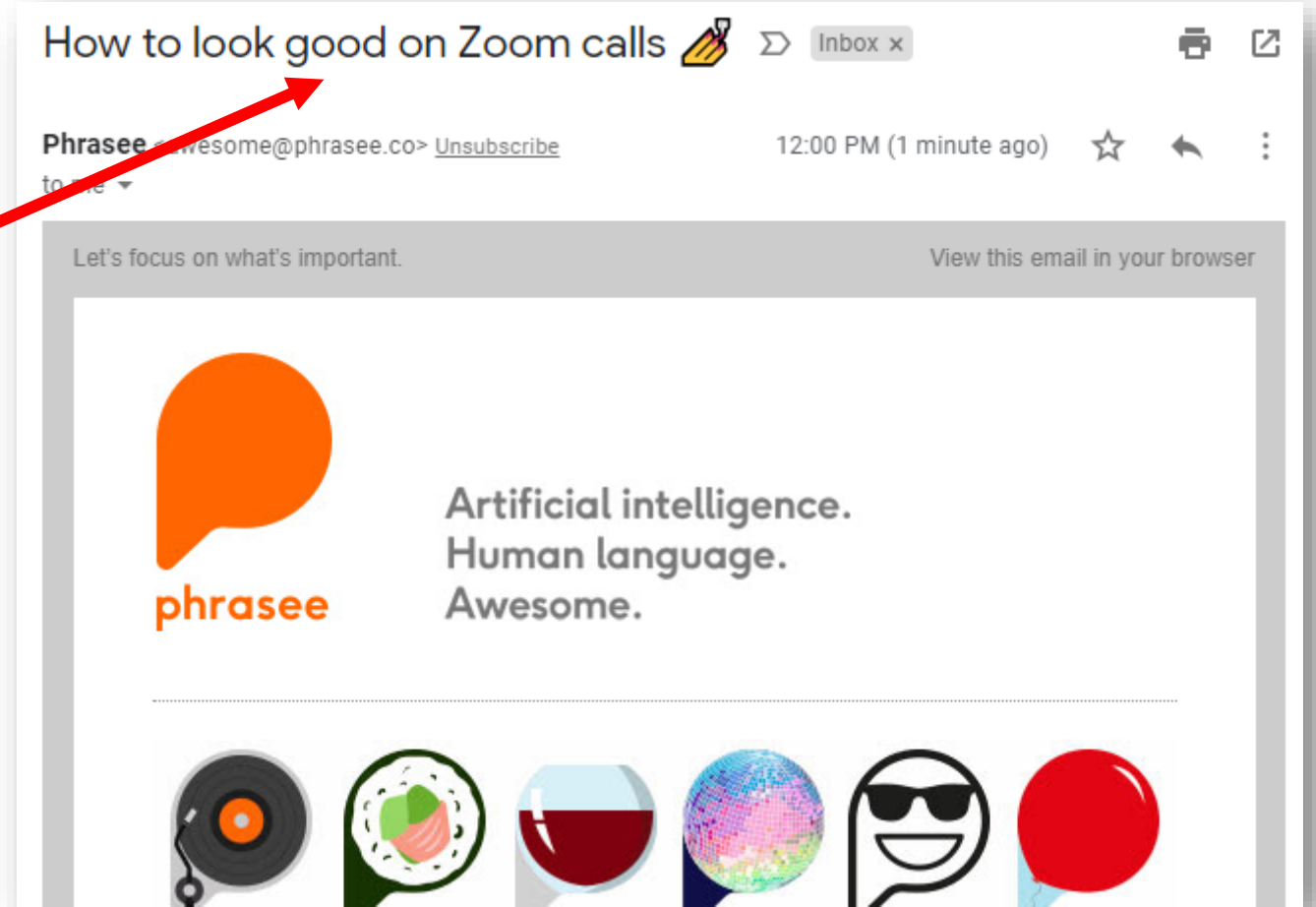
Total Departure From The Norm - SO GREAT!



SUBJECT LINE: In Times Like These



We are living in a
strange time.



Quick Audit is Critical!

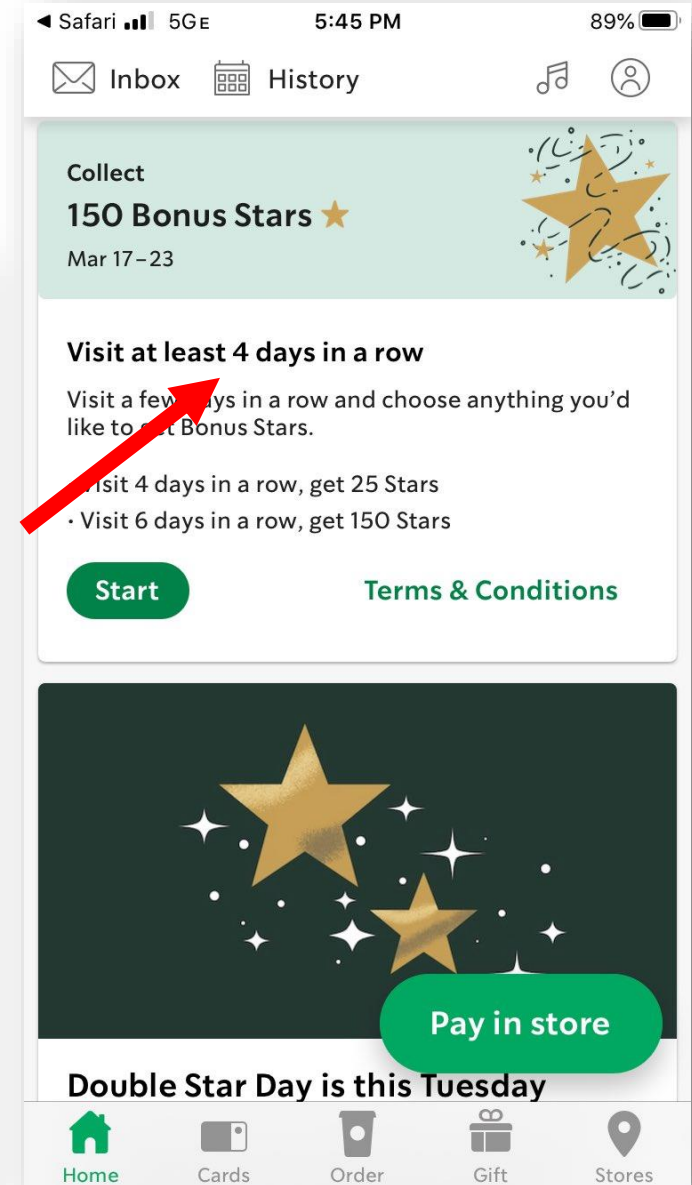
**Nobody Wants The 'Regular'
Marketing Stuff**

Quick Audit:

- **Email Drip/Nurture**
- **Display Retargeting Ads**
- **Scheduled Social Posts**
- **Autoresponder Content**
- **Digital Ad Insertions**



Received
YESTERDAY



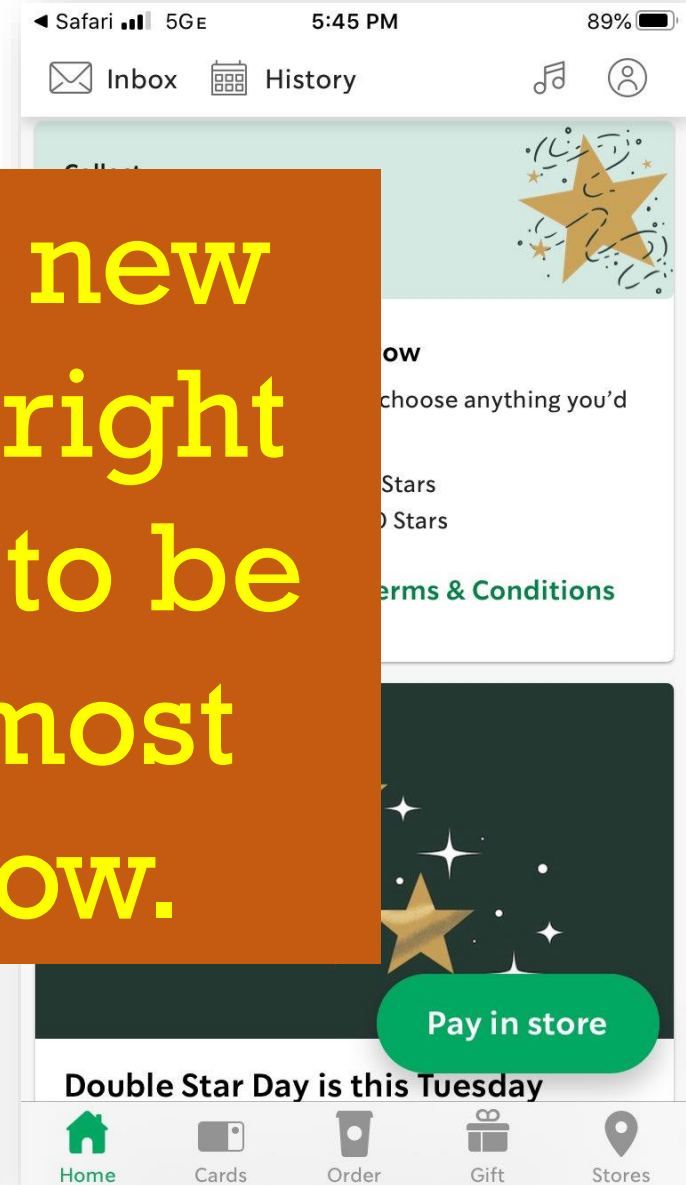
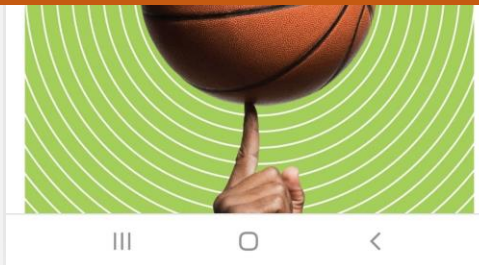
Quick Audit:

- **Email Drip/Nurture**
- **Dis**
- **Sc**
- **Au**
- **Di**

I know its hard to get all new content pulled together right now. Its more important to be relevant than have the most beautiful email right now.



12:01 PM · Mar 16, 2020 · Falcon Social Media Management




KEY METRICS FROM: **MARCH 5th – MARCH 16th**

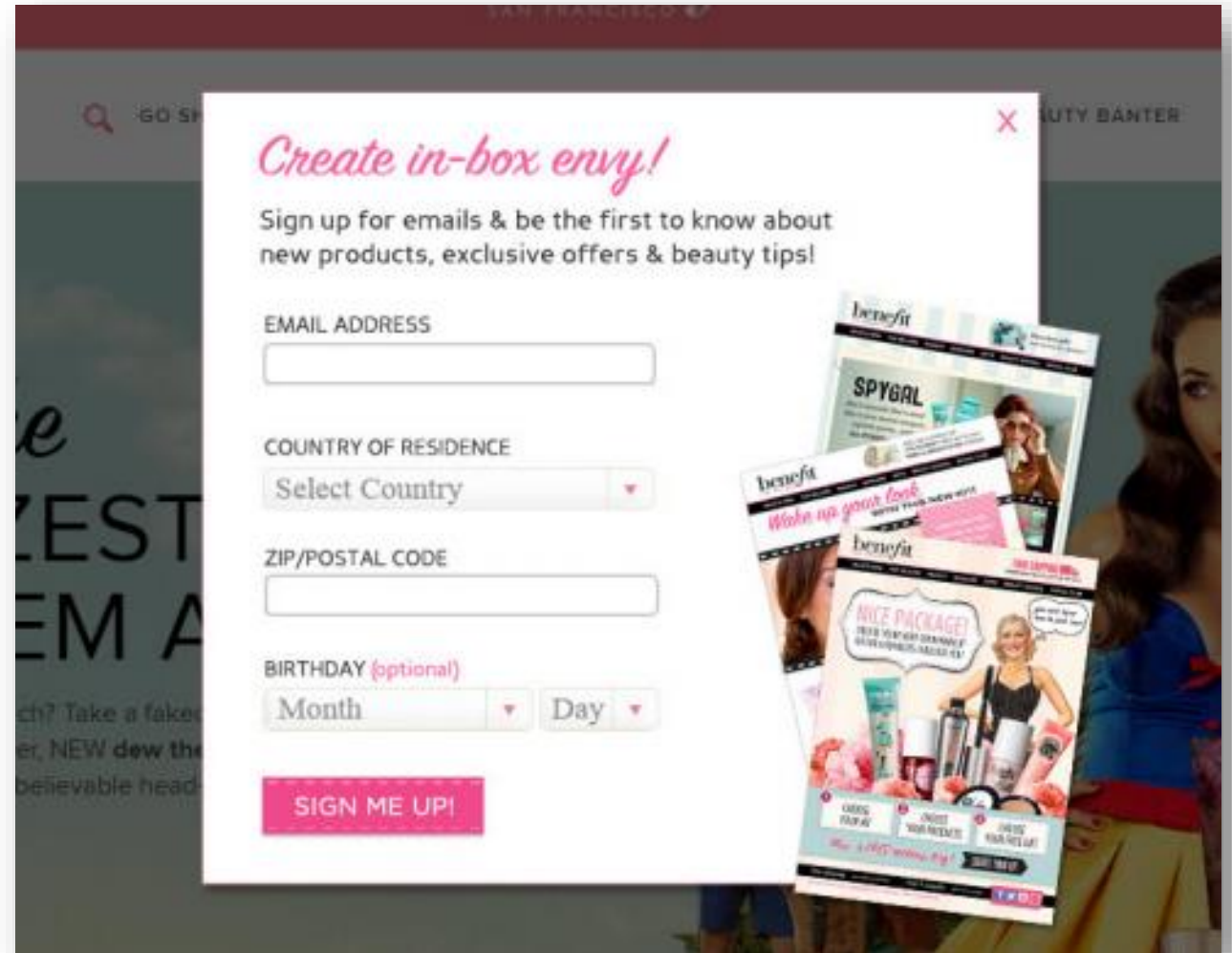
- **Web Traffic: UP 24%**
(not including work from home related traffic – i.e. video conferencing)
- **Social Brand Follows: UP 14%**
- **Non-Purchase Email Registration: UP 9%**

KEY METRICS FROM: MARCH 5th – MARCH 16th

SO WHAT SHOULD I DO ABOUT ALL THIS ACTIVITY:

- Retargeting Tags – Make sure they are live!
- Social Posts – Push Newsletter Registrations and Cross Social Follows
- And for Email Registrations You Should... 

RIGHT NOW:
Light Boxes
Have an
Average
Submit Rate
of 9% to First
Time Visitors



The image shows a screenshot of a website with a maroon header. A white sign-up form is centered, titled "Create in-box envy!" in pink script. The form includes fields for "EMAIL ADDRESS", "COUNTRY OF RESIDENCE" (a dropdown menu showing "Select Country"), "ZIP/POSTAL CODE", and "BIRTHDAY (optional)" (split into "Month" and "Day" dropdowns). A pink "SIGN ME UP!" button is at the bottom. To the right of the form, three Benefit Cosmetics light boxes are stacked, showing product promotions like "SPYGAL" and "NICE PACKAGE!". The background of the website is dark with a woman's face partially visible on the right.

Create in-box envy!

Sign up for emails & be the first to know about new products, exclusive offers & beauty tips!

EMAIL ADDRESS

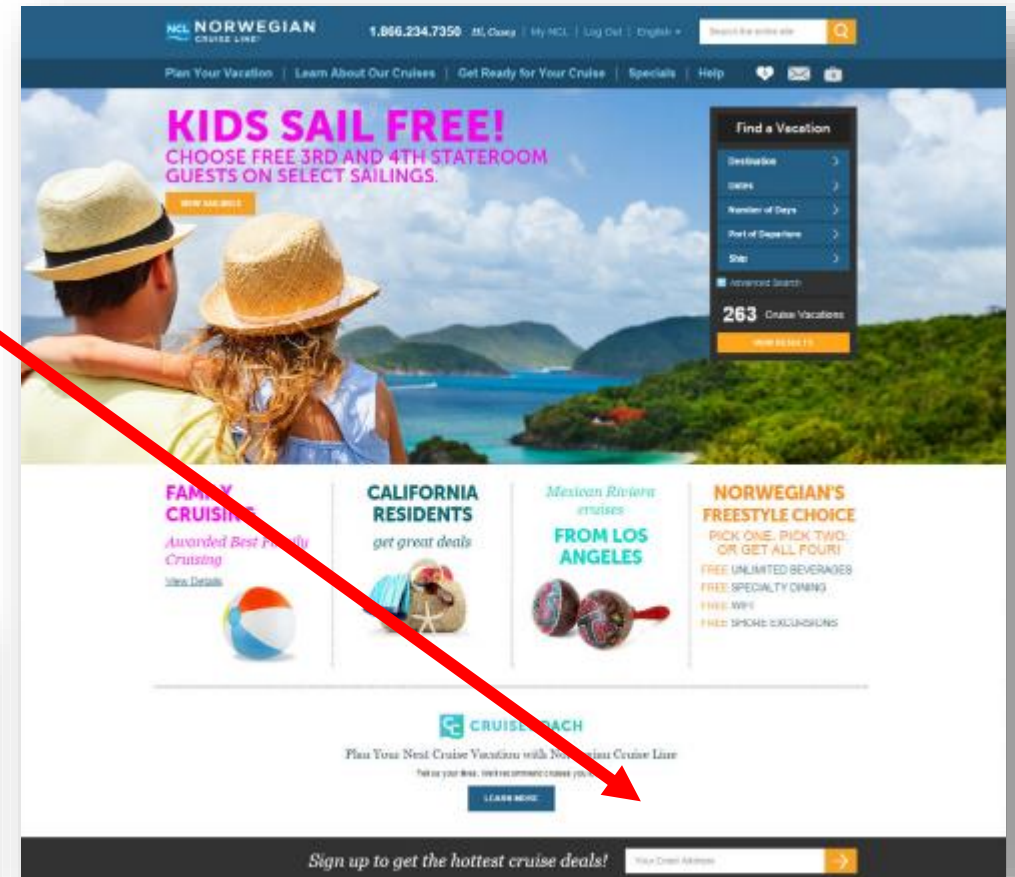
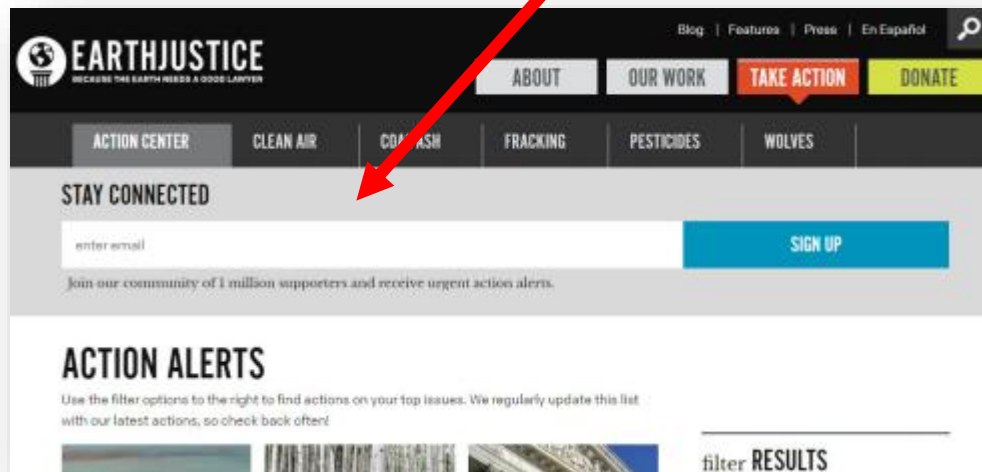
COUNTRY OF RESIDENCE
Select Country

ZIP/POSTAL CODE

BIRTHDAY (optional)
Month Day

SIGN ME UP!

Always be Asking!
Fixed Position Email
Collectors Have an
Average Submit Rate
of 7% During First
5 Site Visits



5 SECOND PAUSE:

For Slides:

JayS@CorpWD.com

@Worldata

Quick Tips

NOT NOW:
Normally CAPITALIZING MULTIPLE WORDS in subject line can give boost BUT...

RIGHT NOW:
B2B: More Than 1 Capitalized Word in Subject Line = Open Rate **DOWN 7%**

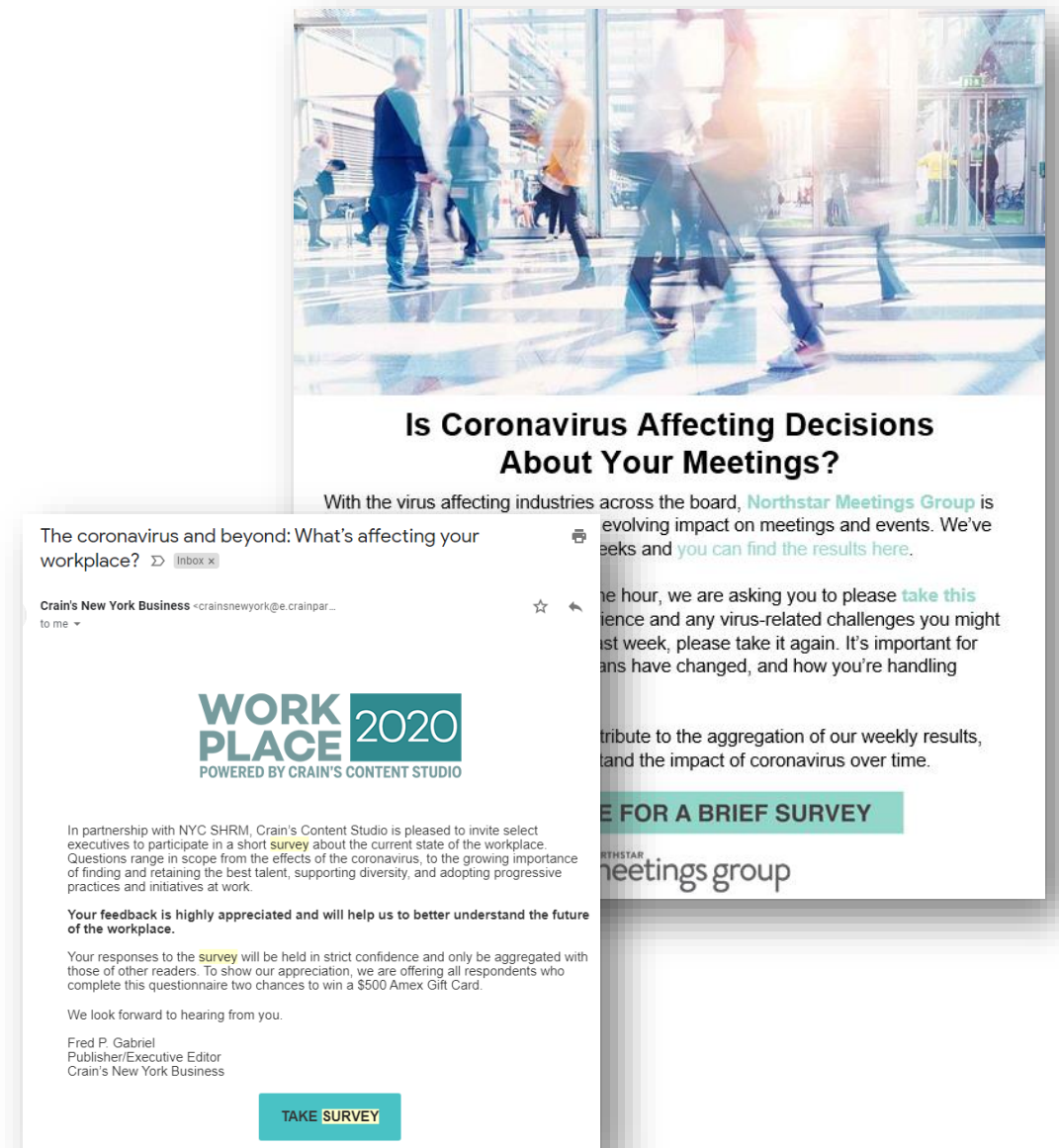
B2C: More Than 1 Capitalized Word in Subject Line = **Open Rate DOWN 5%**



RIGHT NOW:
For B2B:
Surveys Are Doing
Phenomenal

Everyone Wants To Know What Is
Happening Within Their Industry
(like this webinar)

Survey Related Emails:
UP 38% in Submissions
YOU MUST SHARE RESULTS!



**I bet this email is
doing well.**

**Who needs toilet paper when you have an
American Standard SpaLet?
Call us today or visit our website for more
details.**

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Torrco Design Center, 100 North Elm Street, Waterbury, CT 06702

[SafeUnsubscribe™ xxx@xxx.xxx](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by mwright@torrco.com

Media Cost:

Email Acquisition Data Cost DOWN 25%

Content Syndication Cost DOWN 30%

Retargeting Ad Cost DOWN 20%

Reach Out To Your Vendors!

What Is The Most Important Email Marketing Metric Right Now?

- **Delivered Rate - NO**
- **Click Through - NOPE**
- **Open Rate – WRONG**
- **Unsubscribe - INCORRECT**

Critical to Understand The Numbers

	Sent	Delivered	Deliverability Rate	Hard Bounced	Soft Bounced	Opened	Open Rate	Clicks	CTR	CTO	Unsubscribed	Unsub. %
Email 1	2,402	2,389	99.5%	5	8	660	28.3%	88	3.8%	13.3%	4	0.002%

- Sent = total emails sent

- Delivered = total emails delivered

- Deliverability Rate = delivered / sent

- Hard bounce = an email that bounces back to the sender due to a permanent address error

- Soft bounce = an email that bounces back to the sender due to a temporary address error

- Opened = raw opens

- Open Rate = raw opens / delivered emails

- Clicks = raw clicks

emails

scribes

subscribes/delivered

Who Cares?
How many are going to the Inbox?

Critical to Understand The Numbers

	Sent	Delivered	Deliverability Rate	Hard Bounced	Soft Bounced	Opened	Open Rate	Clicks	CTR	CTO	Unsubscribed	Unsub. %
Email 1	2,402	2,389	99.5%	5	8	660	28.3%	88	3.8%	13.3%	4	0.002%

- Sent = total emails sent

- Delivered = total emails delivered

- Deliverability

- Hard bounce recipient due

- Soft bounce recipient due

- Opened = raw

- Open Rate = raw opens/delivered emails

- Clicks = raw clicks

If you don't know your INBOXING RATE than you are not doing email marketing.

How Often Do You Check Your SPAM Folder?


























delivered

Do You Know
Your 'Inbox Rate'?

**NOBODY IS 100%
INBOX.**

**Average Inboxing
Rate: 82%**

Spam Placement Rate by Quarter

INDUSTRY	Q1	Q2	Q3	Q4
 Apparel & Accessories	15.6%	16.2%	9.7%	7.4%
 Automotive	20.4%	18.7%	12.7%	10.7%
 Banking & Finance	6.4%	6.0%	4.9%	4.5%
 Business & Marketing	16.1%	16.7%	15.1%	12.3%
 Computers & Electronics	14.7%	12.2%	9.0%	8.5%
 Deals & Rewards	15.3%	17.8%	10.6%	8.4%
 Distribution & Manufacturing	2.8%	2.4%	3.9%	5.6%
 Education/NonProfit/Government	27.1%	27.0%	18.6%	15.7%
 Flowers & Gifts	20.2%	19.3%	12.2%	11.7%
 Food & Drug	15.5%	17.0%	13.2%	11.2%
 General Merchandise	7.9%	10.6%	16.1%	6.9%
 Health & Beauty	18.9%	19.1%	13.5%	10.3%
 Household & Home Improvement	12.4%	13.9%	10.8%	7.4%
 Insurance	9.6%	9.8%	4.6%	3.9%
 Jobs	11.8%	10.9%	9.0%	8.8%
 Kids & Babies	12.6%	13.5%	8.5%	5.5%
 Media & Entertainment	18.1%	19.4%	14.4%	11.3%
 Office Supplies	22.6%	20.3%	10.6%	9.7%
 Pets	15.1%	17.3%	13.7%	10.6%
 Real Estate	13.9%	12.0%	11.1%	9.6%
 Service	8.9%	18.7%	15.5%	11.9%
 Social & Dating	22.9%	24.0%	18.3%	12.8%
 Sporting Goods	21.6%	20.2%	13.7%	11.4%
 Technology/Software/Internet	15.6%	17.7%	11.8%	9.3%
 Telecommunication	12.6%	13.0%	12.7%	9.5%
Toys/Hobbies/Crafts	13.1%	14.7%	9.2%	7.4%
Travel	11.9%	12.7%	8.3%	6.2%
ALL	15.8%	15.8%	12.1%	8.9%

People Aren't Paying Attention – So You Have to Help Them

Clicks After Offer Expires

**31% 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 210% Higher
(245% Higher BtoB) Than Those that Respond During
Regular Offer Period.**

Clicks After Offer Expires

26% of

primary

The Lifetime
Email AFTI
(240% Higher)

Respond to an
0% Higher
and During

**What is on your
landing page 30
days, 60 days,
120 days after
email goes out?**

Apply by March 1 to pursue an Online MIS master's degree

Inbox x

Florida State Graduate Business Programs <Computerworld@computerworldmedia.com>
to me

This is a message brought to you from Computerworld

ONLINE MIS MASTER'S DEGREE



**MANAGE
YOUR
FUTURE**



**FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS**

https://www.computerworld.com/jfe/form/SV_b1xgOl16p4jsPWZ

agency SWIM 1-new 2015

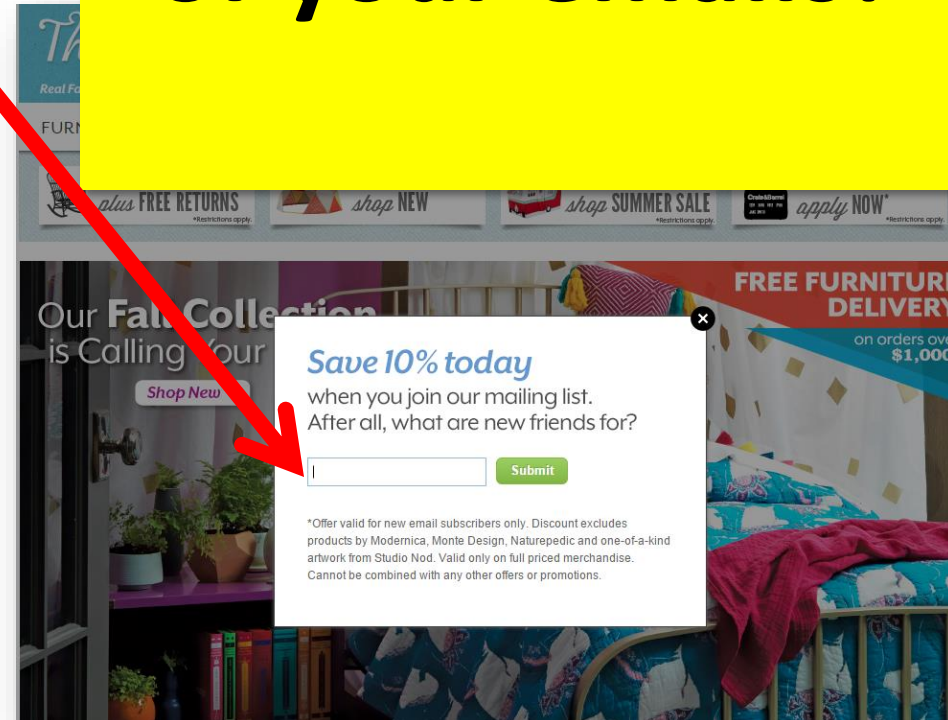
Bridge the worlds of technology and management with an

Sorry, this survey has already expired.

Survey Powered By Qualtrics



**THIS DRIVES ME
CRAZY!
I Clicked on one
of your emails!**






**This Email That You Send Out is
BY FAR The Most Important!**

Who Cares? Of course you send out a post-registration email...

What is the big deal?

Thanks for registering!  [Inbox x](#)  

USA TODAY noreply@reply.usatoday.com via bounce.exactt... Thu, Apr 25, 2019, 6:33 PM   
to me ▾

[View in your browser](#)



Thanks for registering with USA TODAY!

As a registered user, enjoy even more access to award-winning journalism

**Future Delivery to Contacts Inbox Who
Open Initial Post-Registration Email
Increase by 87%**

**Future Emails to Contacts Who Don't Open
Post-Registration Emails Generate Open
Rates that are LOWER by at least 60%**

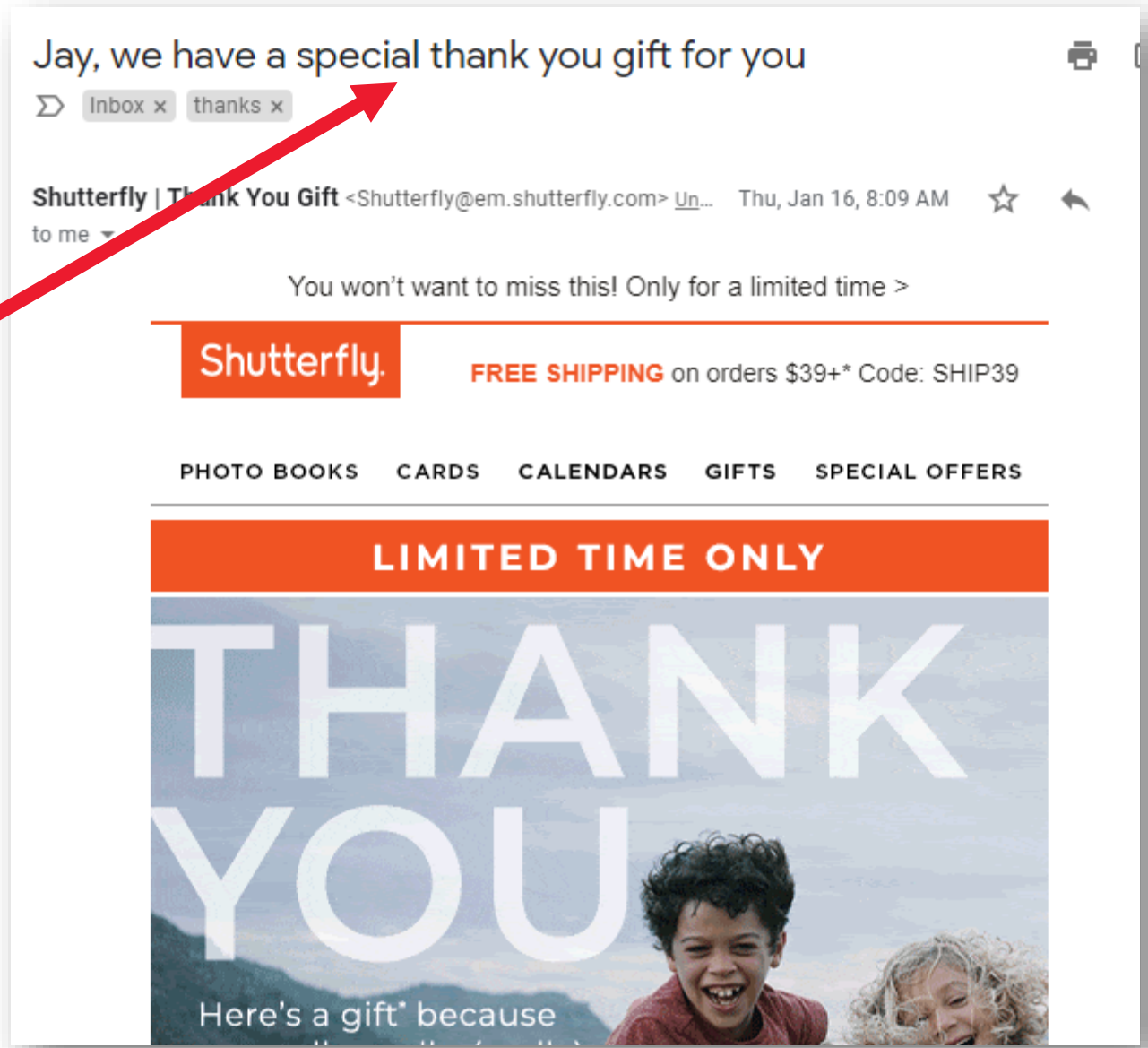
Future Delivery to Contacts Inbox Who

**Push Incredible/Fantastic Offer In Post
Registration Emails.**

**MAKE SURE OFFER IS MENTIONED IN
SUBJECT LINE.**

Future Emails to Contacts who Don't
Open Post-Registration Emails Generate
Open Rates that are 60% Lower

**Push
Aggressive/Fantastic
Offer In Post
Registration Emails.
MAKE SURE OFFER IS
MENTIONED IN
SUBJECT LINE.**



**Content Must Be
Digestible.**

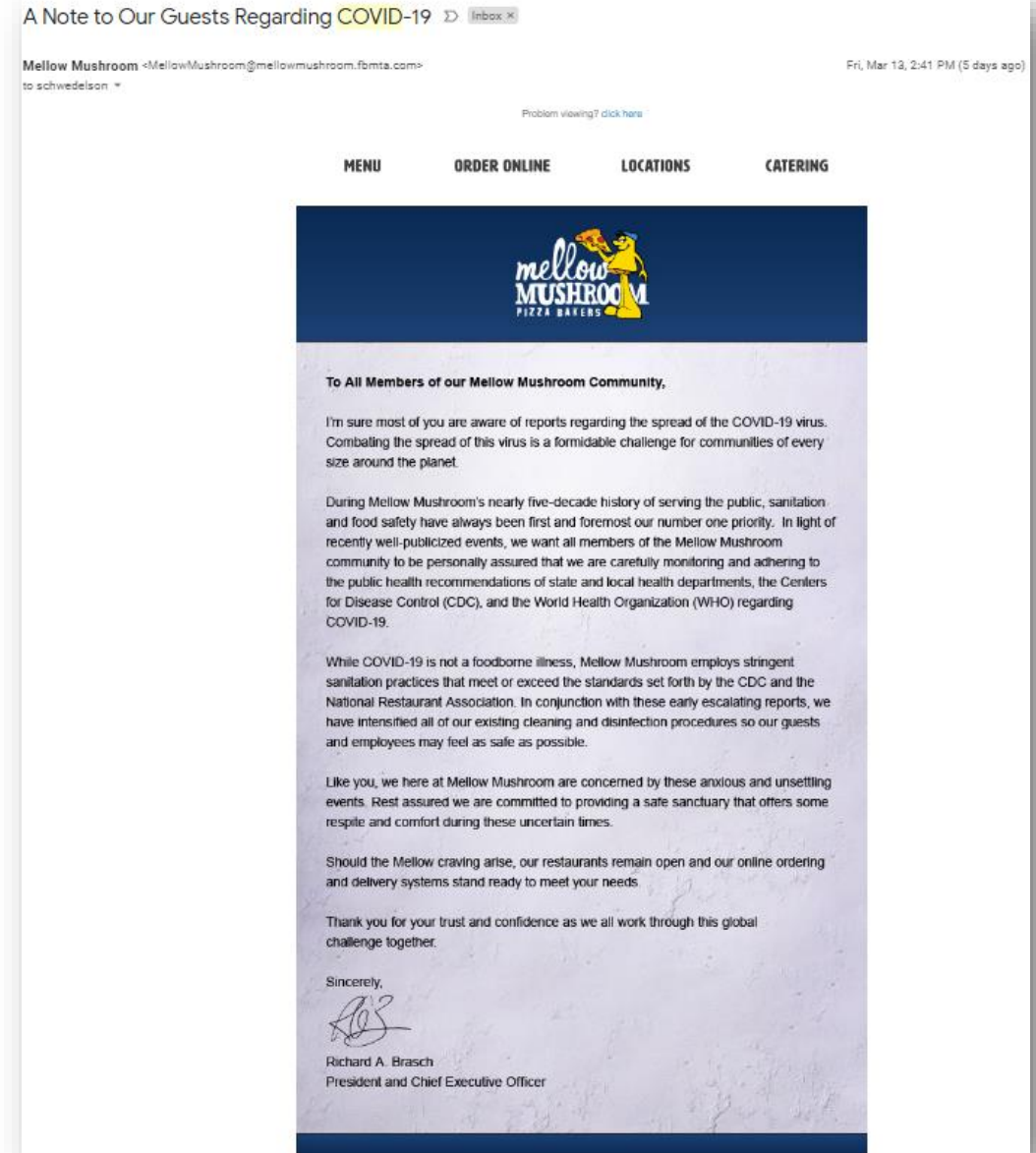
**Nobody Really Wants To
Read a Manifesto Right
Now**

Once you have sent your
'compassionate email'
you need to get back to
'simple'

Let's Be Real:

**Mellow Mushroom is
great pizza but...**

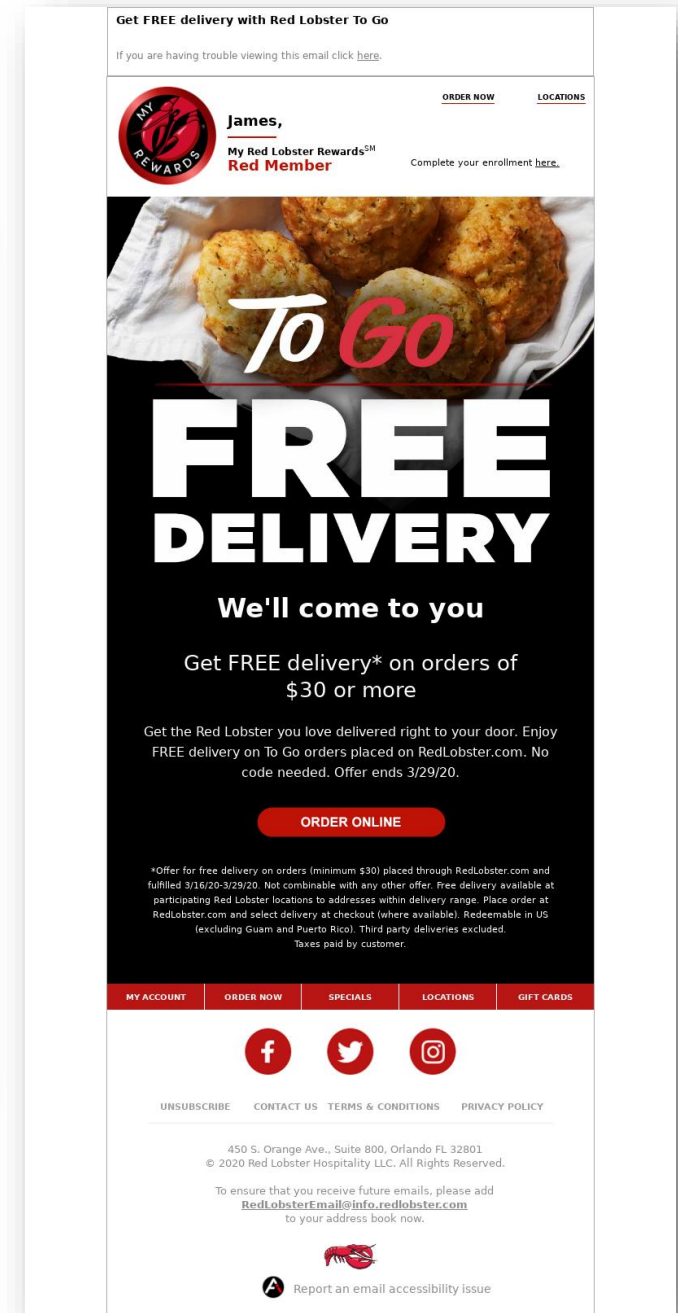
**Are you open?
Do you deliver?
Any deals?**



Paragraphs (blocks of text)

To Prospects: Over 50 Words in Single Paragraph Leads to 34% Lower Overall Click-Through Rate

To Customers/Subscribers: Over 100 Words in Single Paragraph Leads to 23% Lower Overall Click-Through Rate





TOOLS & FREE STUFF



Before the Free Stuff...

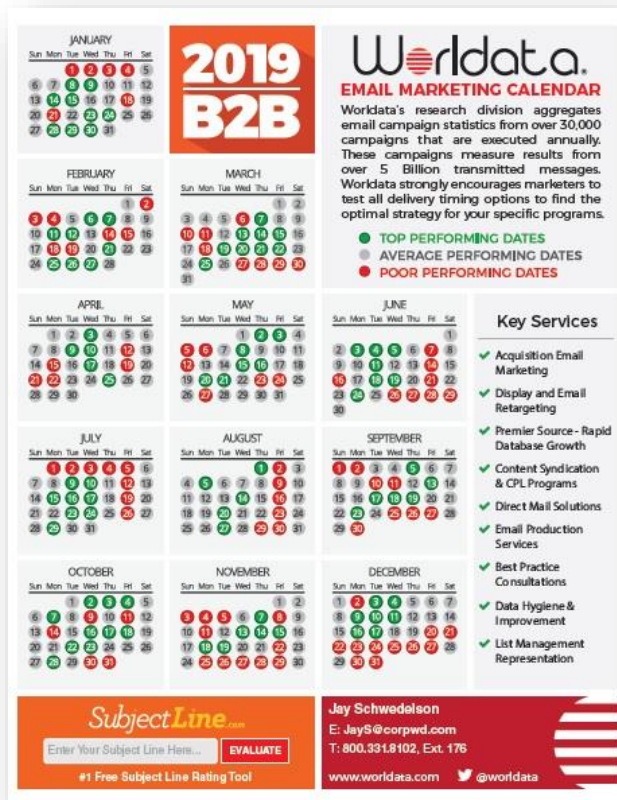
We are in this TOGETHER!

My ask: 15 mins

For Slides: JayS@CorpWD.com

NEW: IF YOU WANT 2020 CALENDAR PLEASE EMAIL ME

[CALENDAR IS PHYSICAL – BUT I WILL ALSO SEND YOU DIGITAL IF YOU LIKE]



Email Marketing Calendar: Best and Worst Days to Send B2B and B2C Versions

For Calendar and Slides:
JayS@CorpWD.com

@Worldata

SubjectLine.com

Last updated on:
Monday, August 19, 2019

SubjectLine.com



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The Most Important Types of Emails You Need for Email Marketing Success

To use email marketing most effectively to boost conversion rates and increase your ROI, you must use a combination of these three emails.

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Custom Quarterly Report



Printed Book + Digital PDF

- ✓ Quarterly Summary
- ✓ Top 5 "Must Change"
- ✓ Top 5 "Should Test"
- ✓ Top 5 "Industry Trends"
- ✓ Competitor Campaign Review
- ✓ Things to Consider
- ✓ Quarterly Calendar *and more!*



Marketing Insights

Marketing Insights is a performance metric tool that allows you to see how you are doing and what your competitors are doing in real-time.

HOW DO YOU COMPARE?

- ✓ Actual competitor performance

WHERE DID IT GO?

- ✓ Real-time 'inboxing rate' tracking
- ✓ Blacklist tracking
- ✓ ESP auditing



Weekly Reporting + Alerts



DELIVERABILITY SUMMARY – [Monday's]

- ▶ Details any outstanding blacklist alerts, domain reputation and deliverability trends

COMPETITIVE SUMMARY – [Thursday's]

- ▶ Describes competitor email campaigns from the previous week

DYNAMIC BLACKLIST ALERTS

- ▶ Alerts when your domain or IP Address is blacklisted
- ▶ Our team assists you with 'next steps' on removal
- ▶ Follow up alert when removed from the blacklist

**We are in this
TOGETHER!**

My ask: 15 mins

For Calendar and Slides: JayS@CorpWD.com