

INBOUND

DO THIS, NOT THAT! 20 BEST
PRACTICES FOR EMAIL MARKETING
CAMPAIGNS THAT DRIVE CUSTOMER
ENGAGEMENT

JAY SCHWEDELSON
PRESIDENT & CEO
WORLDATA

#INBOUND19

30 Seconds On Who I Am?



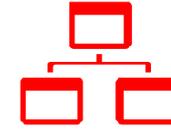
NEW CUSTOMER ACQUISITION PROGRAMS

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 via Email

(and other Direct Response Media)

2. Data Improvement and Hygiene

3. Provide Email Consultation

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)

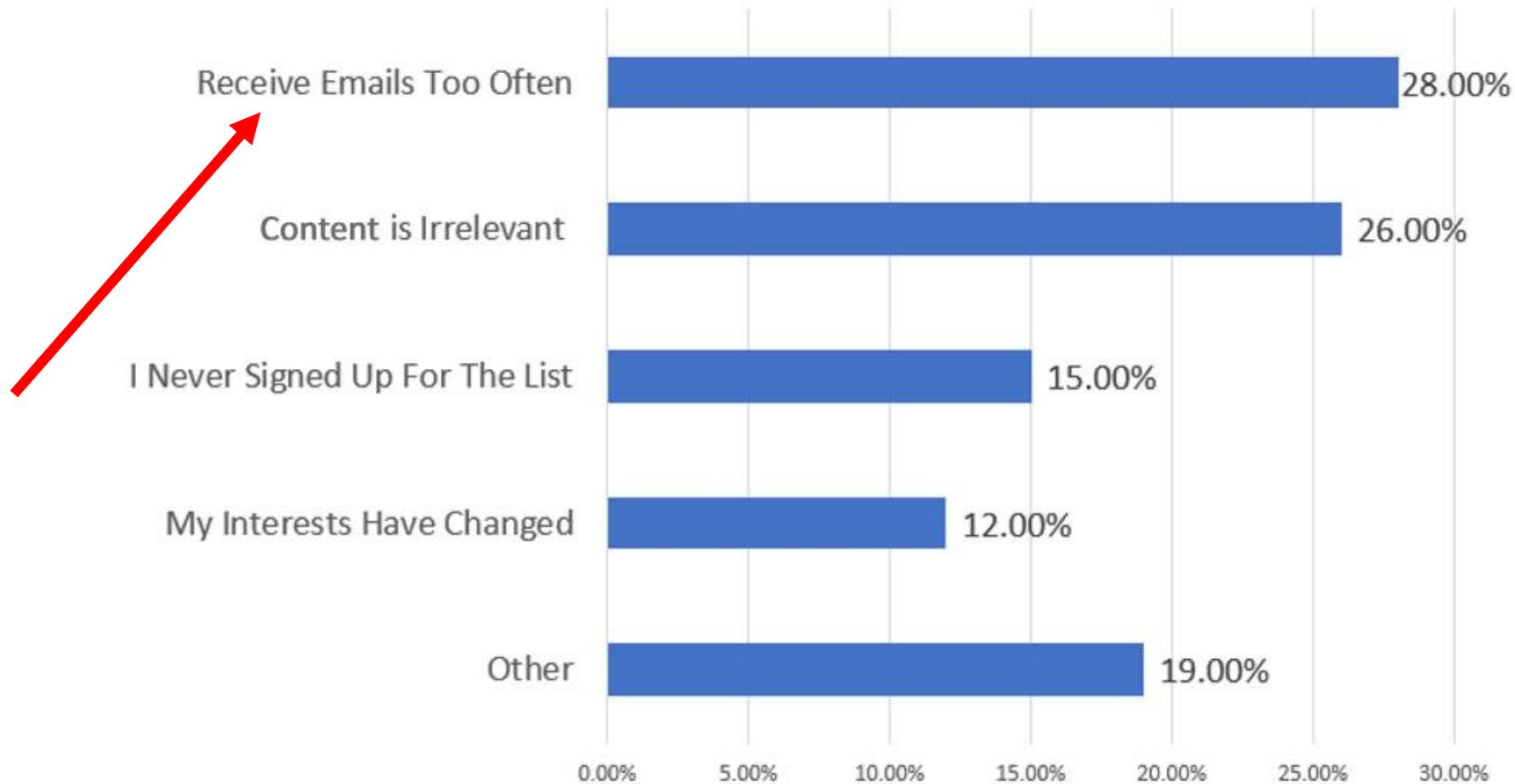


- **Worldata executes over 40,000 Email, Online and Direct Marketing Campaigns on Behalf of Clients Each Year.**
- **We are the largest buyer of permission email media in North America.**
 - **Our research division, Worldata Research, provides free industry metrics based on these programs. Our email research is based on over 6 billion transmitted messages annually.**

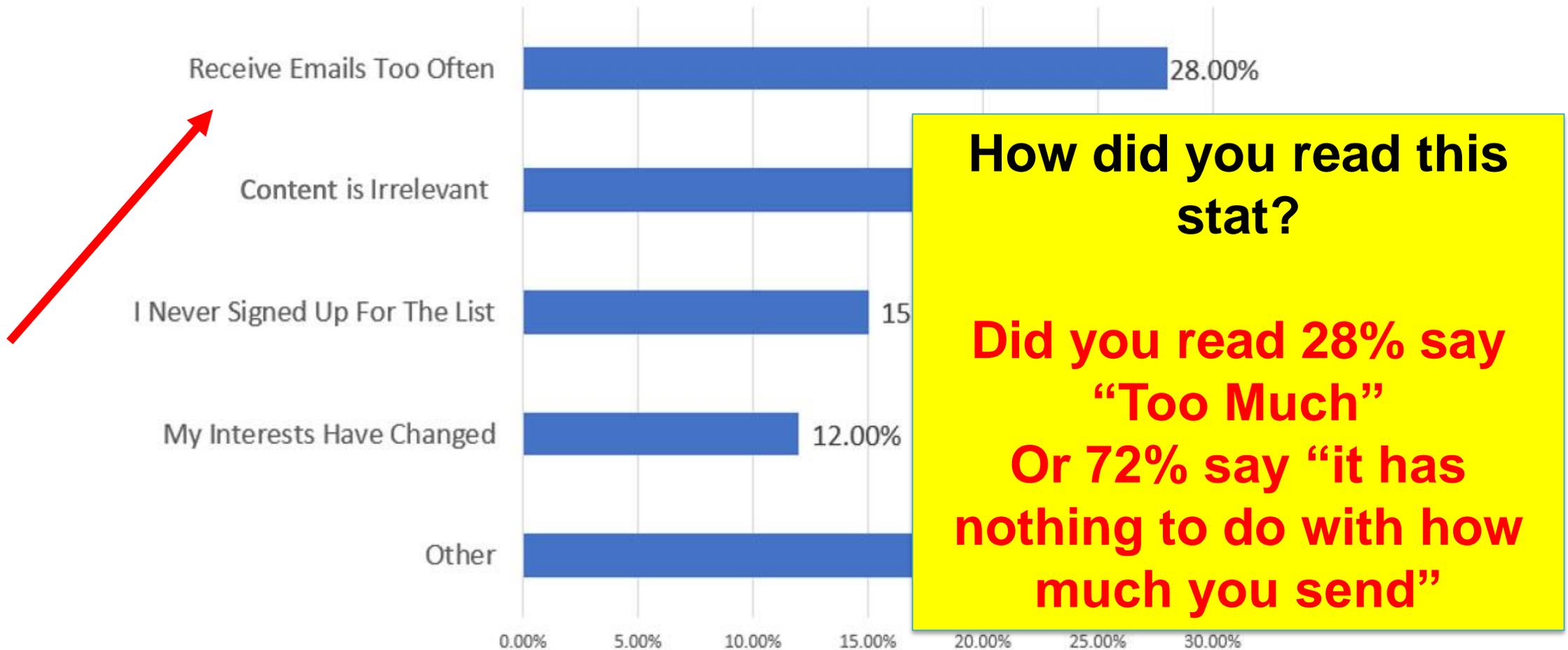
How Much is Too Much?

WORST STAT in Email Marketing

What Is The Main Reason You Unsubscribe?



What Is The Main Reason You Unsubscribe?



What Is The Main Reason You Unsubscribe?



FACT: 92% of People Who
Unsubscribe from Email Lists
Have Not Opened or Clicked
on an Email From That Sender
in Over 12 Months

Getting to Inbox Zero



FACT: Average Unsubscribe Rate Across
All Industries/Verticals is 0.15%

Example:

100,000 address email list

x .0015 Unsub = 150 Removes

FACT: Average Unsubscribe Rate Across

All Ir

So that means...

Out of the 150 Removes only 12 people have opened/clicked in the last year.

Exam

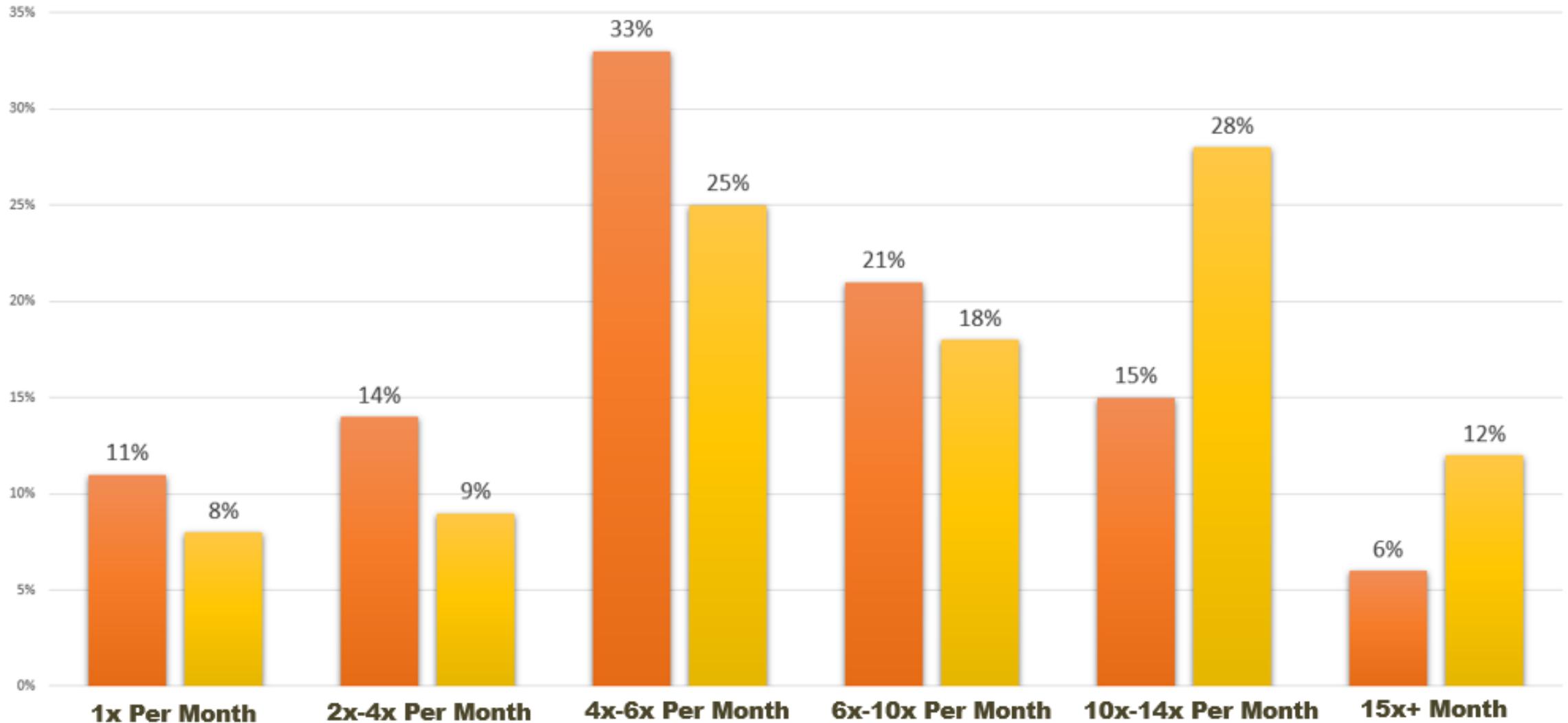
100,0

x .01

Those 12 people ARE NOT GOING TO RESPOND to your emails anyway – they are sick of all email!

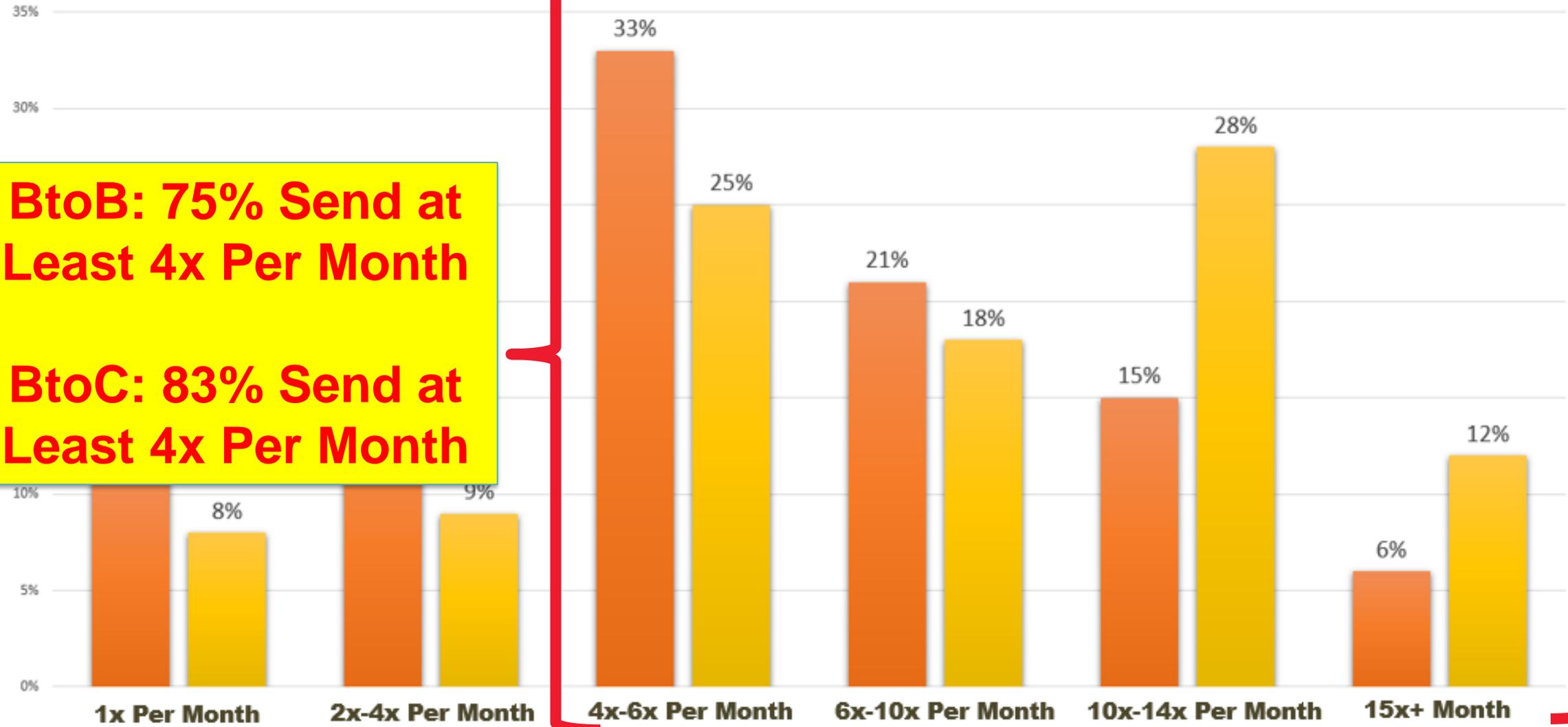
How Many Times Do You Send To Your List Each Month?

■ BtoB ■ BtoC



How Many Times Do You Send To Your List Each Month?

BtoB **BtoC**

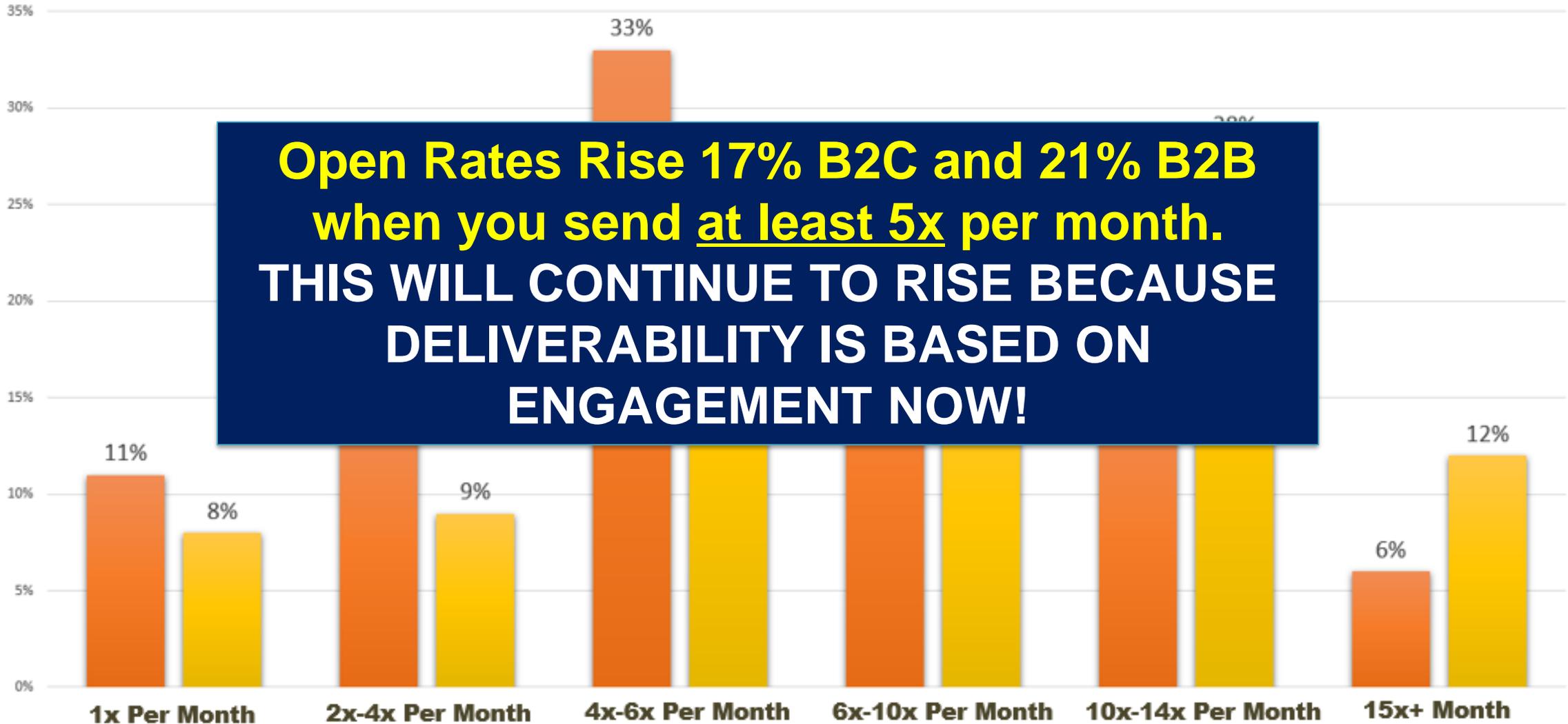


BtoB: 75% Send at Least 4x Per Month

BtoC: 83% Send at Least 4x Per Month

How Many Times Do You Send To Your List Each Month?

BtoB BtoC



Open Rates Rise 17% B2C and 21% B2B when you send at least 5x per month. THIS WILL CONTINUE TO RISE BECAUSE DELIVERABILITY IS BASED ON ENGAGEMENT NOW!

BtoC: 42x's For Gap in 30 days. Generic T-Shirts and Cargo Shorts Rock!

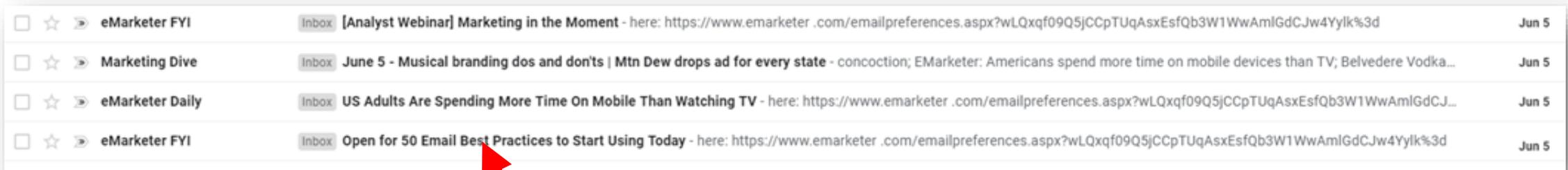
Gap	Inbox	Introducing our NEW loyalty program, Bright Rewards! - Earn points on every purchase. Become a member for free now. GAP https://click.email.gap.com/?qs=	Apr 30
Gap	Inbox	The new official pant of summer - Plus, 45% off everything, including denim. GAP https://click.email.gap.com/?qs=	Apr 30
Gap	Inbox	Thank you for EVERYTHING! - 45% off everything, including denim. GAP https://click.email.gap.com/?qs=	Apr 29
Gap	Inbox	Before you step outside... - Put these on. GAP https://click.email.gap.com/?qs=	Apr 29
Gap	Inbox	You've got 45% off EVERYTHING with this code - Check out your thank-you deal below. GAP https://click.email.gap.com/?qs=	Apr 28
Gap	Inbox	We're going BIG on saying thank you - 45% off everything, including denim. GAP https://click.email.gap.com/?qs=	Apr 28
Gap	Inbox	TODAY: 50% off every single pair of shorts - Great things are happening online and in stores now. GAP https://click.email.gap.com/?qs=	Apr 27
Gap	Inbox	These tees are perfection - Great things are happening online and in stores now. GAP https://click.email.gap.com/?qs=	Apr 26
Gap	Inbox	One day only! You're getting half off ALL T-shirts - Great things are happening online and in stores now. GAP https://click.email.gap.com/?qs=	Apr 26
Gap	Inbox	We brought you flowers - Plus, 40-70% off sitewide + extra 20% off. GAP https://click.email.gap.com/?qs=	Apr 24
Gap	Inbox	Pick a number between 40 and 70 (hint: savings involved) - 40-70% off sitewide + extra 20% off your purchase. GAP https://click.email.gap.com/?qs=	Apr 23
Gap	Inbox	Code SPRING will be gone soon (40% off) - 40% off everything + extra 10% off. Plus, up to 70% off Spring Sale. GAP https://click.email.gap.com/	Apr 22
Gap	Inbox	Earth to Jay - Plus, 40% off everything + extra 10% off. Spring Sale: up to 70% off. GAP https://click.email.gap.com	Apr 22
Gap	Inbox	40% off and NO EXCLUSIONS - 40% off everything + extra 10% off. Plus, up to 70% off Spring Sale. GAP https://click.email.gap.com/	Apr 21
Gap	Inbox	Hop to it! 2 deals + EVERYTHING'S included - 40% off everything + extra 10% off. Plus, up to 70% off Spring Sale. GAP https://click.email.gap.com/	Apr 21
Gap	Inbox	The dress you'll be wearing 24/7 - Plus, 40% off everything + extra 10% off. Spring Sale: up to 70% off. GAP https://click.email.gap.com	Apr 19
Gap Email Exclusive	Inbox	Code SPRING has arrived—40% off EVERYTHING - 40% off everything + extra 10% off. Plus, up to 70% off Spring Sale. GAP https://click.email.gap.com/	Apr 18
Gap Email Exclusive	Inbox	You've lucked out! NO EXCLUSIONS + email-only bonus - 40% off everything + extra 10% off. Plus, up to 70% off Spring Sale. GAP https://click.email.gap.com/	Apr 18
Gap	Inbox	This dress looks good on everyone. Seriously. - Plus, up to 70% off Spring Sale styles. And an extra 40% off your purchase. GAP https://click.email .	Apr 16
Gap	Inbox	Up to 70% OFF sale + more! IT. GOT. BETTER. - Up to 70% off Spring Sale styles. Plus, extra 40% off your purchase. GAP https://click.email.gap.com/	Apr 16
Gap	Inbox	(Redeem ASAP!) SALE'S ON SALE - Extra 50% off sale styles. Including Spring Sale, already up to 60% off. GAP https://click.email.gap .	Apr 15

BtoB: 28x's For Marketo in One Month – Why? Because It Works!

Team Marketo	[Worksheet] don, Don't Advertise in Silos! - Create a cross-channel digital advertising plan	Sep 27
Team Marketo	[Worksheet] What Generates More Sales-Ready Leads? - Your Nurture Streams!	Sep 26
Team Marketo	[Cheat Sheet] Are You Taking Advantage of YouTube? - Over one billion people are using it!	Sep 25
Team Marketo	[New Cheat Sheet] 5 Marketo Secrets to Scalable Demand Generation - Secret #2: Drive Revenue with Triggers	Sep 25
Team Marketo	[New Cheat Sheet] 5 Marketo Secrets to Scalable Demand Generation - Secret #2: Drive Revenue with Triggers	Sep 24
Team Marketo	[Ebook] The Definitive Guide to Engaging Content Marketing - Get the complete guide to EVERYTHING content!	Sep 23
Team Marketo	[Ebook] The Definitive Guide to Engaging Content Marketing - Get the complete guide to EVERYTHING content!	Sep 23
Team Marketo	[Slides] 3 Hacks to Boost Email Open Rates - #1. Keep on Top of Your Bounce Management	Sep 21
Team Marketo	[Cheat Sheet] 8 Tips to Become a Facebook Marketing Guru - #1. Use the cover photo to promote large assets, announcements, or events	Sep 20
Team Marketo	[Ebook] The Definitive Guide to Social Media Marketing - Get the ULTIMATE guide to everything social!	Sep 19
Team Marketo	[Template] Your Marketing Program Planning Deck for Q4 - Start Planning For Q4!	Sep 18
Team Marketo	[Ebook] 3 Marketing Key Performance Indicators for Success - #1. Tactical Key Performance Indicators	Sep 17
Team Marketo	[New Worksheet] 3 Steps to Transform Your Customer Relationships - #1. Listen: What is Each Customer Telling You?	Sep 17
Team Marketo	[Ebook] 5 Simple Tips for Developing a Social Media Calendar - #1 Define Your Content Mix	Sep 16
Team Marketo	[Ebook] 8 Reports to Boost Marketing Credibility - Reports from top-funnel lead analysis to complex opportunity influence and more	Sep 13

eMarketer Just Sent Me **4 IN ONE DAY!**

Don't You Feel Better About Yourself?



<input type="checkbox"/>	☆	▶	eMarketer FYI	Inbox	[Analyst Webinar] Marketing in the Moment - here: https://www.emarketer.com/emailpreferences.aspx?wLQxqf09Q5jCCpTUqAsxEsfQb3W1WwAmlGdCJw4YyIk%3d	Jun 5
<input type="checkbox"/>	☆	▶	Marketing Dive	Inbox	June 5 - Musical branding dos and don'ts Mtn Dew drops ad for every state - concoction; EMarketer: Americans spend more time on mobile devices than TV; Belvedere Vodka...	Jun 5
<input type="checkbox"/>	☆	▶	eMarketer Daily	Inbox	US Adults Are Spending More Time On Mobile Than Watching TV - here: https://www.emarketer.com/emailpreferences.aspx?wLQxqf09Q5jCCpTUqAsxEsfQb3W1WwAmlGdCJ...	Jun 5
<input type="checkbox"/>	☆	▶	eMarketer FYI	Inbox	Open for 50 Email Best Practices to Start Using Today - here: https://www.emarketer.com/emailpreferences.aspx?wLQxqf09Q5jCCpTUqAsxEsfQb3W1WwAmlGdCJw4YyIk%3d	Jun 5

This is the best!

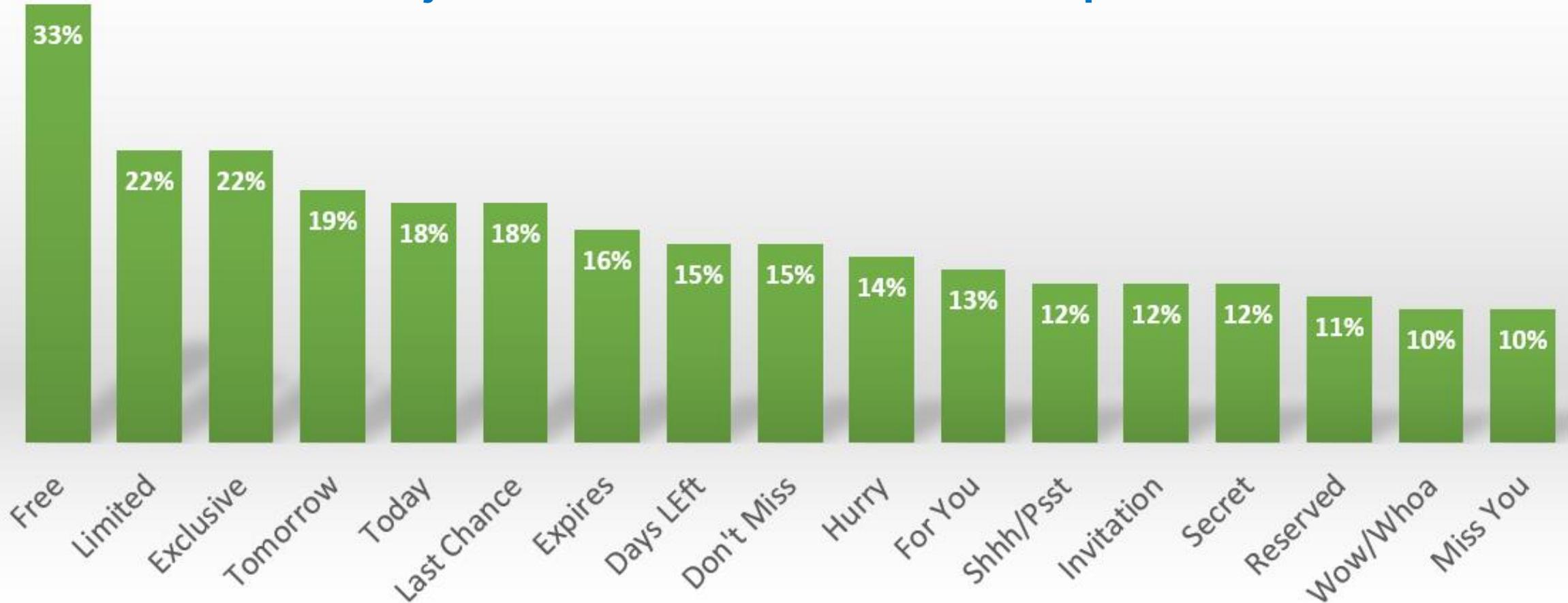
FOMO is The Key To Email Marketing!



FACT: Emails With Offers
That Expire Have a 62%
Higher Overall Response Rate
for BtoC and 55% for BtoB.

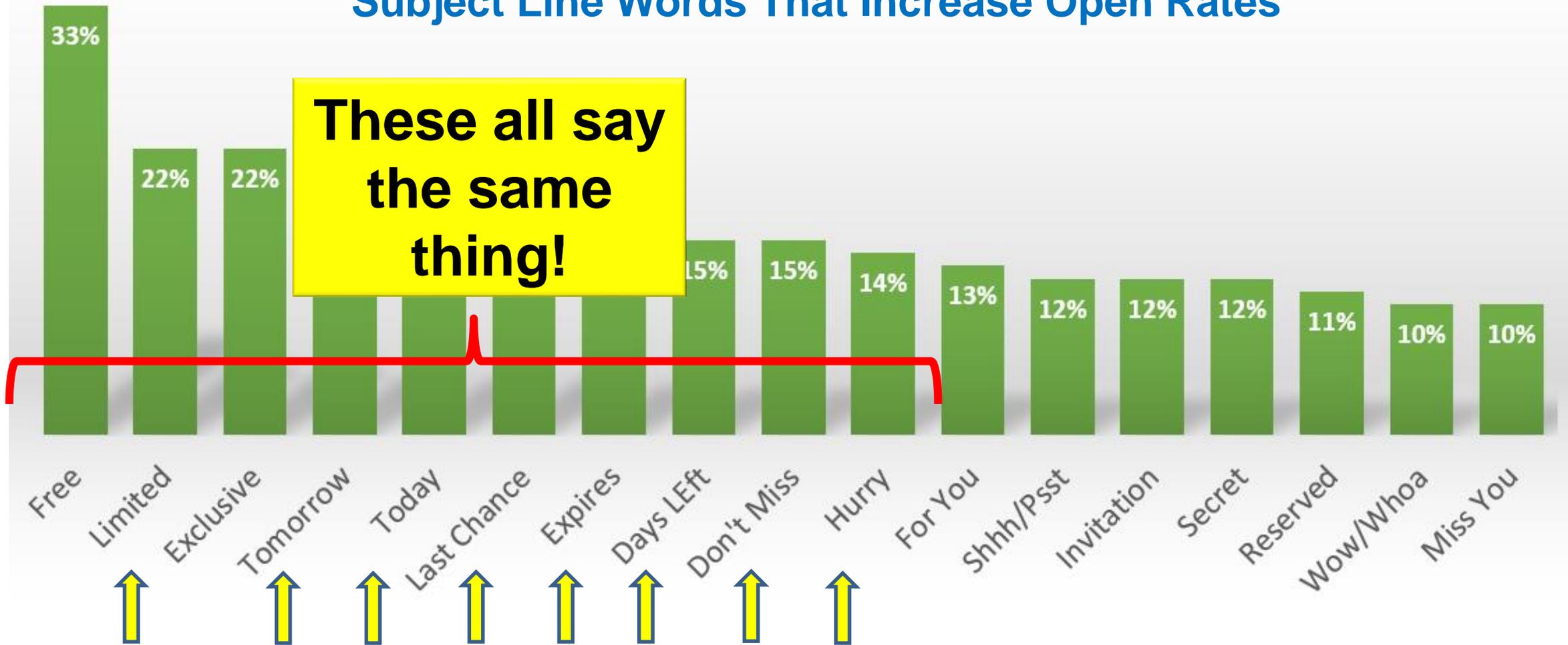
August 2019

Subject Line Words That Increase Open Rates



August 2019

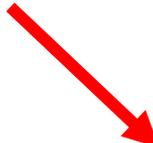
Subject Line Words That Increase Open Rates



August 2019

Subject Line Words That Increase Open Rates





Frontgate

Inbox Final day: 20% off + Free Shipping ends tonight! -



**Which One Would
You Open First?**

Frontgate

Inbox Save even more: 20% off your order PLUS Free Shipping

B2B: Open Rates Increase 38% When Offer Expiration Mentioned in Subject Line

TODAY ONLY

CMN
CONFERENCE

~~\$100~~ \$89

February 1 - One-Day Sale

Today only, we're cutting the price of registration for the Church Multiplication Network Conference to only \$89!

If you've been waiting to register, you don't want to miss this deal. Get your team signed up to attend before February 2 at 12:00AM CST to take advantage of this special price.

Last Chance to Register: Managing Your Marketing Data Webinar Σ Inbox x

eMarketer Webinars <webinars@emarketer.com> [Unsubscribe](#)
to me ▾

Tue, Jun 19, 11:09 AM

As marketers and sellers aim to execute more persona-targeted and account-based programs, this inevitably requires them to use new technologies and data sources to better understand their buyers. Integrating all that data and managing it, however, poses significant challenges.

[Register here](#) for "Marketing Data Management—What B2Bs Need to Know" to learn:

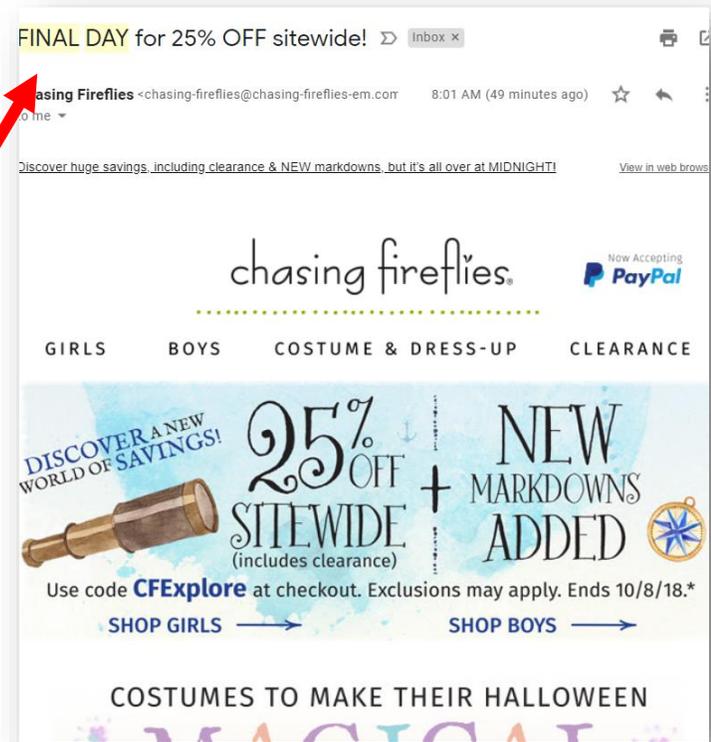
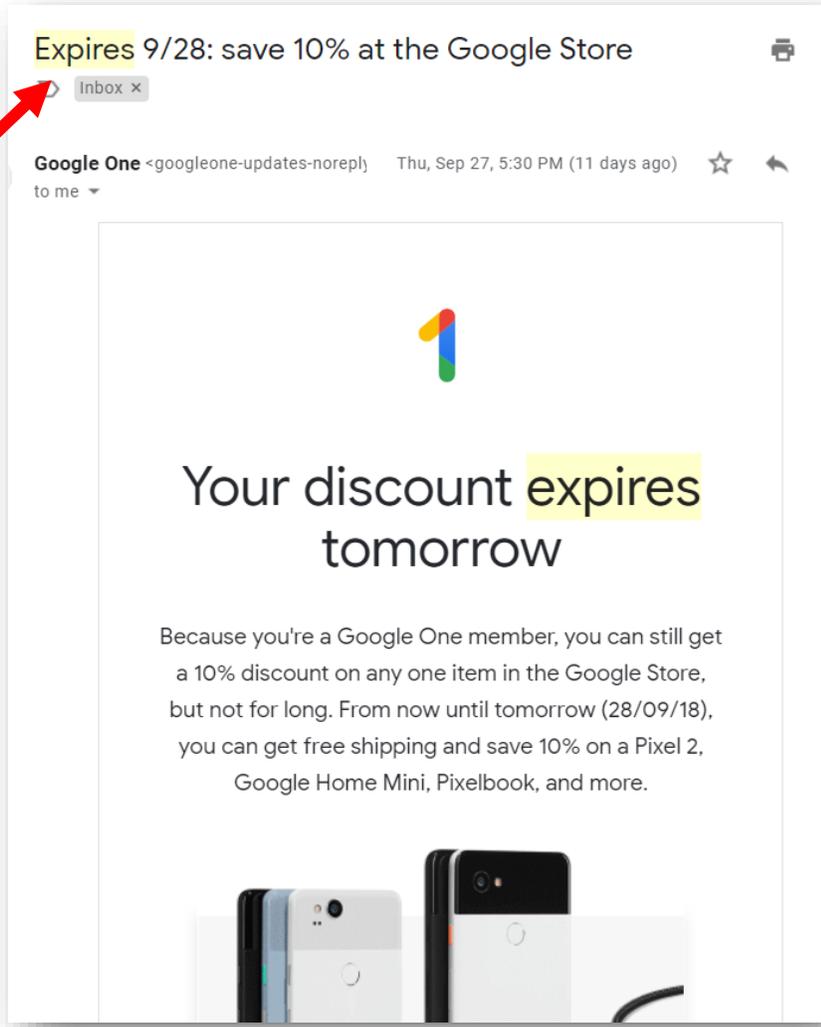
- The key types of data B2B companies are identifying
- How these firms source and collect their data
- Best practices for keeping data up to date and hygienic
- The current state of capabilities for data integration

[Please reserve your seat today.](#) The eMarketer Live [webinar](#) will take place this **Thursday, June 21 at 1:00 PM ET**. We hope you can attend, but if you sign up and can't make it we'll send you a link to view the deck and recording the day after the [webinar](#).

The [webinar](#) is made possible by MiQ

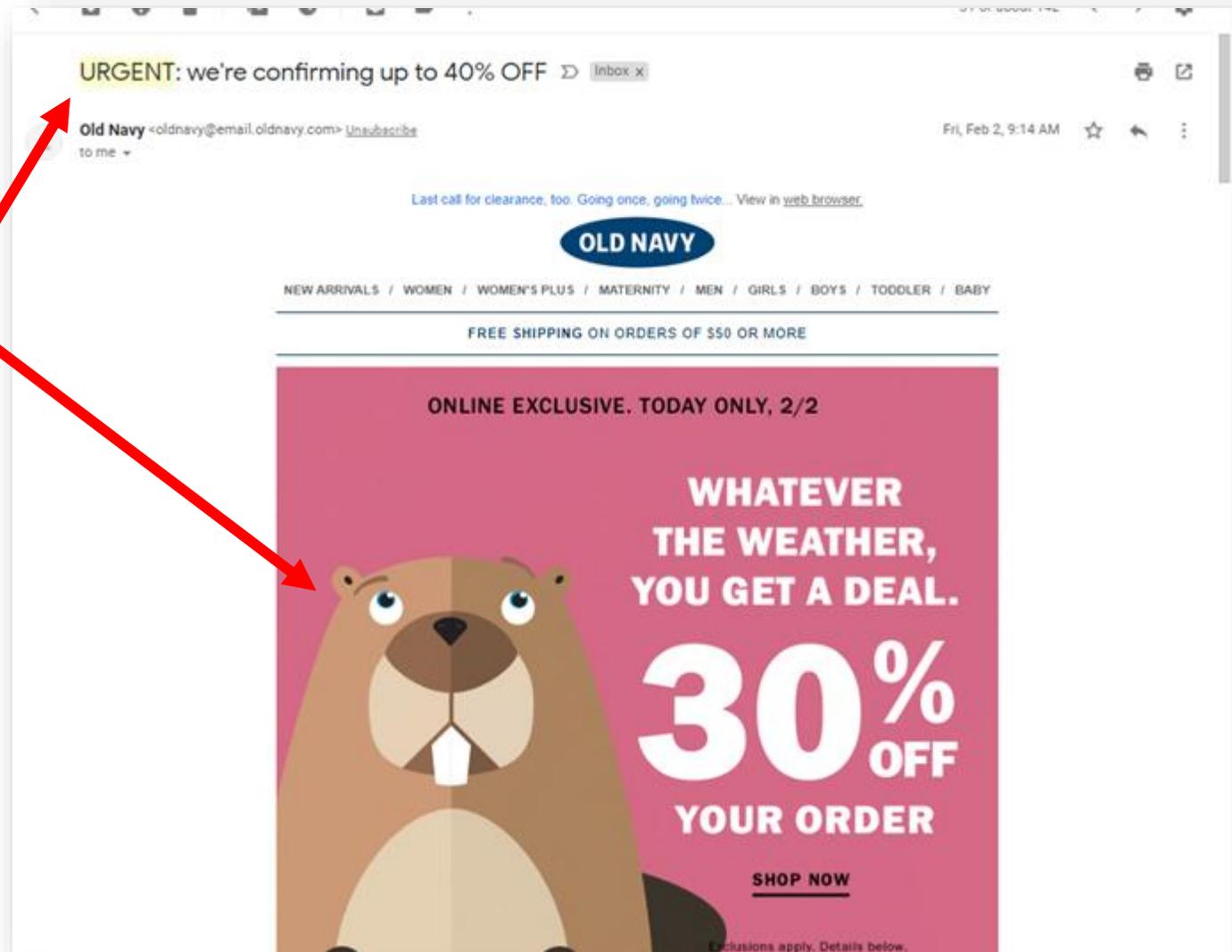
Sincerely,
eMarketer Editors

**B2C: Open Rates Increase 34%
When Offer Expiration
Mentioned in Subject Line**



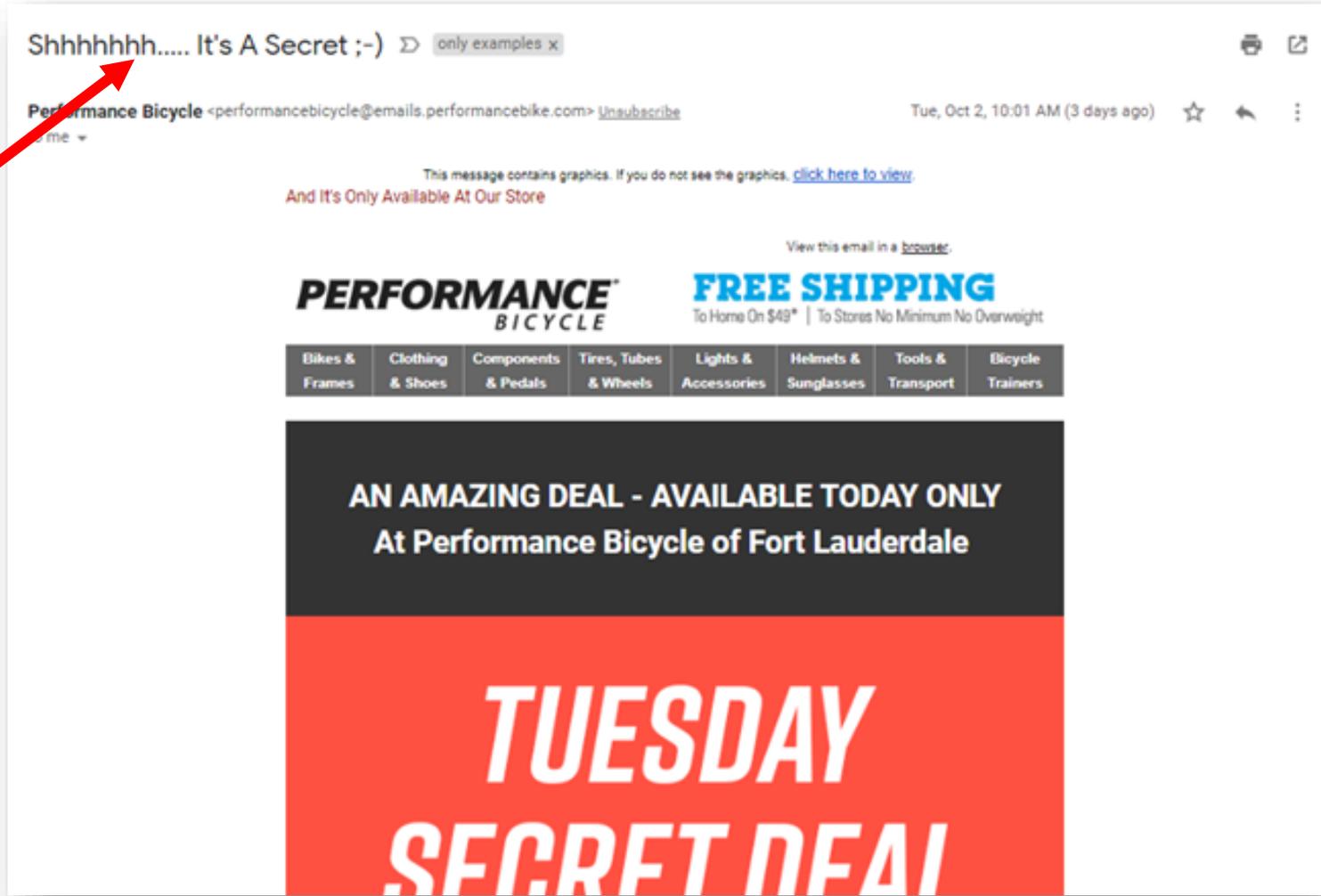
NOT ALL 'URGENCY' IS GOOD:

**C'MON
It Can't Be Urgent
When You Have a
Cartoon Beaver in Your
Email**



BAD FOMO

Shhh...It's
If you say so.

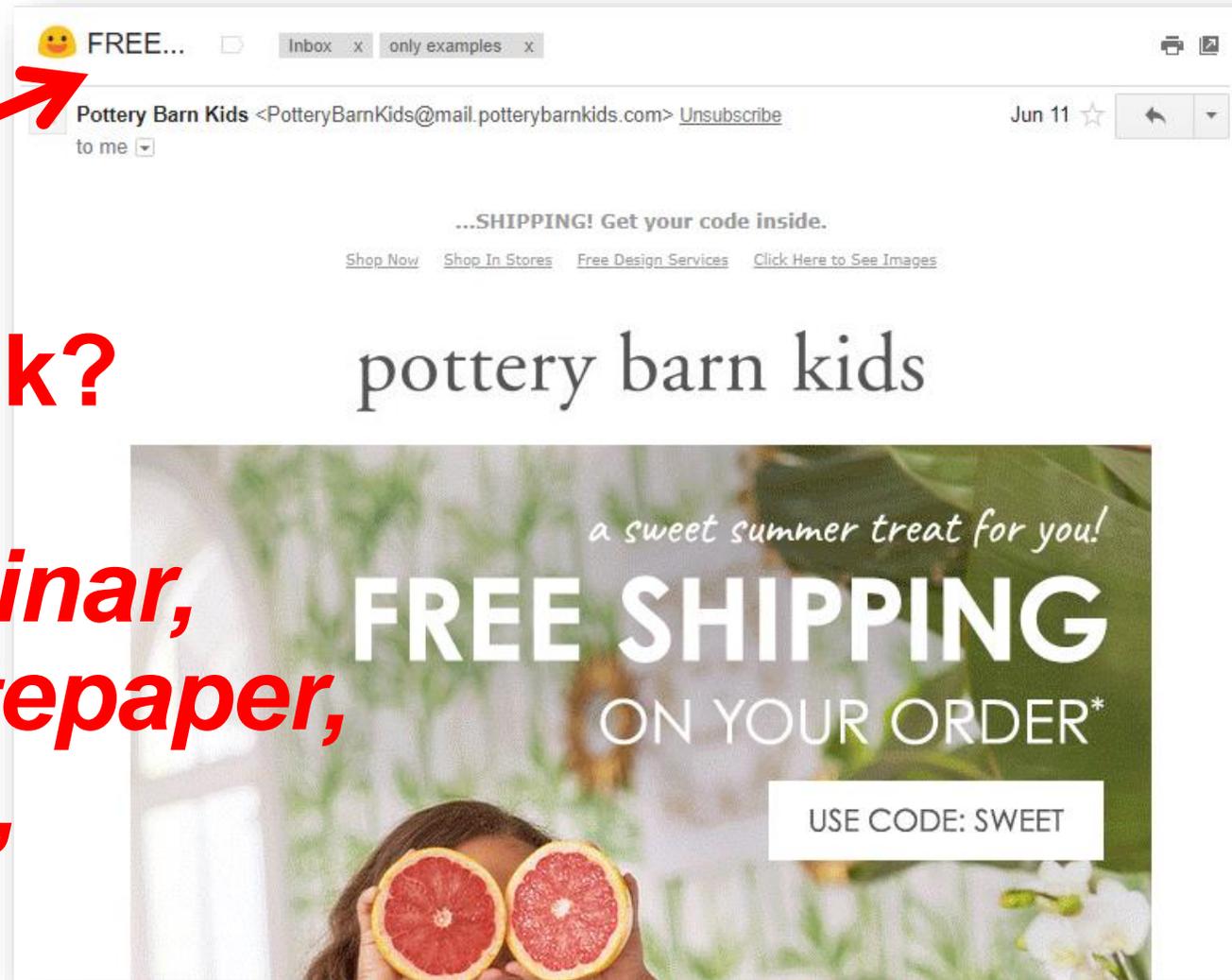


I CAN READ MINDS!

**But I Heard 'Free' Will
Go Into Spam Folder?**

Is 'Free' ok?

**Free Webinar,
Free Whitepaper,
Free Visit,**



FREE is ok for - Amazon, Marvel, IBM, Salesforce, Walgreens, NFL, etc...

» Frontgate	Inbox	Your own Parisian cafe: FREE shipping on all outdoor, including furniture - ONLY. Free Shipping applies to standard ground, in-home, and truck charges within the contiguous US Excludes expedited	8:32 am
» Williams Sonoma	Inbox	OVER 60% Off a CALPHALON Favorite + FREE Fast Shipping! - A STORE" style="display:block;" /> FREE FAST SHIPPING on orders over \$49* with code SHIP4FREE" style="display:block;" />	7:17 am
» Kim Komando's Helpful Tip	Inbox	How to move your phone over to another carrier, 7 things you didn't know your smart TV ... - websites for free. Click here to start building your website today with simple drag-and-drop building tools! KIM'S	4:45 am
» SiriusXM	Inbox	Jay, Last Chance – Don't miss out on a free SiriusXM trial. See details inside. -Month Free Trial. No Obligation. SiriusXM Radio Dear Jay, Thank you for having your Jeep serviced recently. To show our	10:58 pm
» Fanatics.com	Inbox	✓ SPECIAL MESSAGE: You've Hit It Big With New St. Paddy's Day Gear + Free Shipping On A... - Gear + Free Shipping On All Orders http://cl.exct.net/?qs=01dbdbbe2547f220d79b7e1d8bba5097c608642383acb!	Feb 23
» Small Business Tip from .	Inbox	Don't let ransomware kill your business, Free alternatives to expensive software, 3 tot... - Plus - Free alternatives to expensive software, 3... Problems viewing this email? Click here to view in a browser. Kim's	Feb 23
» Pottery Barn Kids	Inbox	Get ready for spring break! FREE SHIPPING on ALL backpacks, luggage and more - In Stores Free Design Services Click Here to See Images pottery barn kids PBteen	Feb 23
» Frontgate	Inbox	Over 400 new arrivals are in (plus, get free shipping on all outdoor) - ONLY. Free Shipping applies to standard ground, in-home, and truck charges within the contiguous US Excludes expedited	Feb 23
» Neiman Marcus	Inbox	Clearance arrivals, the must-have shoe + Free 2-day shipping! - To ensure delivery to your inbox, please add neimanmarcus@neimanmarcusemail.com to your address book.	Feb 22
» Shutterfly	Inbox	● FREE gifts for 2/22—today only - To view this mail in an Internet browser, please click here: https://e.shutterfly.com/pub/sf/FormLink	Feb 22
» Good Morning Football	Inbox	Free Agency Tales - ** Free agency tales http://e.nfl.com/13a20488flayfousuawckerqaaaaa22eochqzylngeyaaaaa	Feb 21
» west elm	Inbox	FINAL hours: Free shipping + 100s of deals from us, Williams Sonoma, Pottery Barn + more - west elm" width="700" height="60" border="0" align="top" style="display: block"> Free Shipping. Use code FREEBIE" :	Feb 20
» Ancestry	Inbox	Last chance to explore your British heritage for FREE - Get free access to all UK records from Feb 17-20. Search for free Ancestry FREE ACCESS* TO UK RECORDS FEB 17-20 Was your family	Feb 20
» Gap	Inbox	Effective immediately: 40% off EVERYTHING + FREE shipping - bonus and free shipping on every order. Can't see images? Click here. GAP Women GapFit Maternity Men Girls Boys	Feb 20
» Creative Market	Inbox	☺ Happy Monday – Download 6 New Free Goods! - Creative Market Free Goods	Feb 20
» Walgreens.com	Inbox	Last chance! Buy 2 Get 3rd FREE Skin Care + Top Feb. Deals - To ensure delivery to your inbox, please add Walgreens@e.walgreens.com to your address book.	Feb 20
» TOMS	Inbox	Free shipping ends tonight + Core Classics - *Free shipping valid on all orders placed on TOMS.com from 12:00 am PST on February 17, 2017 through 11:59 pm PST on February	Feb 20
» Frontgate	Inbox	Final day: Save 25% sitewide + FREE shipping during our Presidents' Day Sale - charges. Free Shipping applies to standard ground, in-home, and truck charges within the contiguous US Excludes expedited	Feb 20
» SiriusXM	Inbox	Reminder - Don't miss out on a free SiriusXM trial. See details inside. -Month Free Trial. No Obligation. SiriusXM Radio Dear Jay, Thank you for having your Jeep serviced recently. To show our	Feb 19
» Amazon Prime	Inbox	Your Prime Membership: How to set up Prime Music, free magazines, most watched on Prime... - more - free on any device. Download the Kindle app and explore Prime Reading today. https://www.amazon.com/ki	Feb 19
» Marvel Shop	Inbox	FREE SHIPPING on your entire order! - ENDS MONDAY FREE SHIPPING ON YOUR ENTIRE ORDER! CODE: SHIPFREE Shop Now: https://marvelstore.rsys2.net/pub/cc?_ri_	Feb 19
» Amazon.com	Inbox	Last chance! Your Prime membership includes a free Kindle book - now for FREE. Kindle First is a free benefit of your Prime membership. Learn more: http://www.amazon.com/gp/digital/	Feb 19

FREE was a problem when you had one of these...



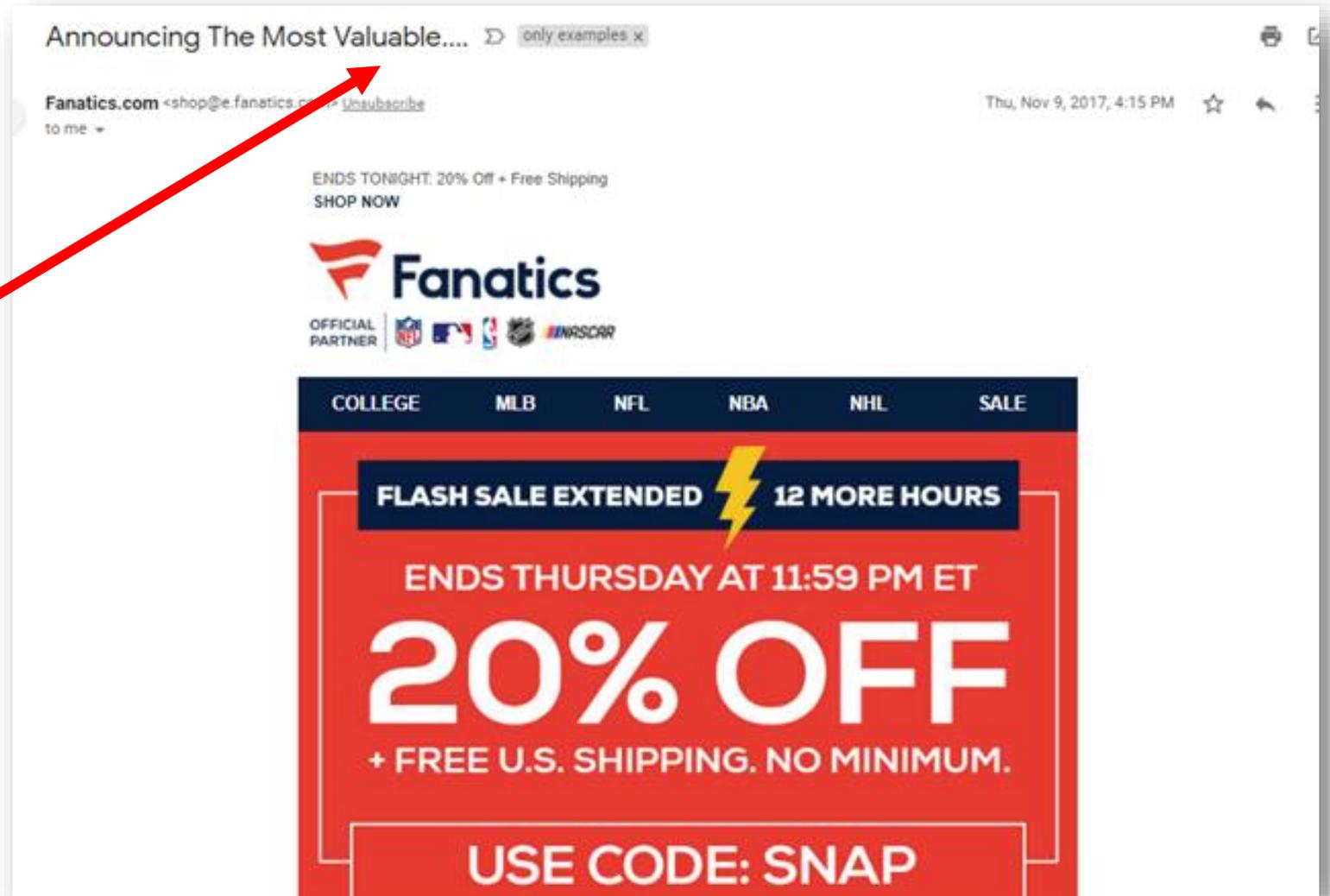
FREE was a problem when you had one of these...

» Frontgate	Inbox	You
» Williams Sonoma	Inbox	OVE
» Kim Komando's Helpful Tip	Inbox	How
» SiriusXM	Inbox	Jay,
» Fanatics.com	Inbox	✓ S
» Small Business Tip from .	Inbox	Don
» Pottery Barn Kids	Inbox	Get
» Frontgate	Inbox	Over
» Neiman Marcus	Inbox	Clea
» Shutterfly	Inbox	● FF
» Good Morning Football	Inbox	Free
» west elm	Inbox	FINA
» Ancestry	Inbox	Last
» Gap	Inbox	Effe
» Creative Market	Inbox	⊙ H
» Walgreens.com	Inbox	Last
» TOMS	Inbox	Free
» Frontgate	Inbox	Fin
» SiriusXM	Inbox	Rem
» Amazon Prime	Inbox	You
» Marvel Shop	Inbox	FRE
» Amazon.com	Inbox	Last

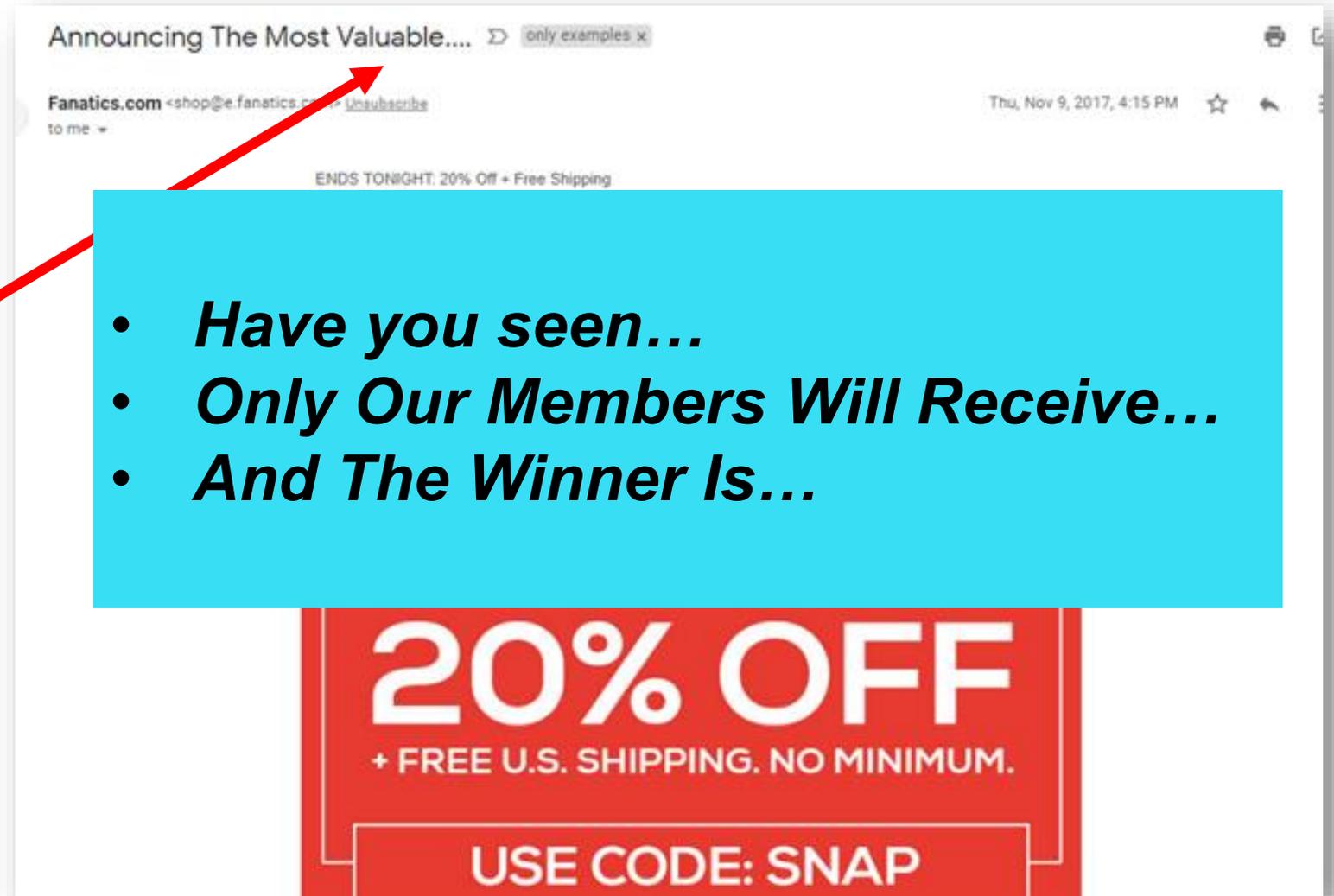
ides expedited	8:32 am
ock;" />	7:17 am
building tools! KIM'S	4:45 am
ntly. To show our	10:58 pm
1d8bba5097c608642383acb!	Feb 23
view in a browser. Kim's	Feb 23
	Feb 23
edited	Feb 23
	Feb 22
	Feb 22
	Feb 21
pping. Use code FREEBIE" :	Feb 20
our family	Feb 20
	Feb 20
	Feb 20
	Feb 20
S Excludes expedited	Feb 20
show our	Feb 19
https://www.amazon.com/ki	Feb 19
	Feb 19
	Feb 19

QUICK TIP

HALF Sentence:
'Half Sentence'
Subject Lines
37% Higher Open
Rate B2C
31% Higher Open
Rate B2B



HALF Sentence:
'Half Sentence'
Subject Lines
37% Higher Open
Rate B2C
31% Higher Open
Rate B2B



- *Have you seen...*
- *Only Our Members Will Receive...*
- *And The Winner Is...*

HALF Sentence Example

And never complain
about the limitations
your legal people
have on your
emails...

Introducing the First Ever...

WARNING: Smokeless
tobacco is addictive.



Title Casing in Subject Line:

Title Casing Improves Open Rates By 14%

VS.

Standard Capitalization

This is
NERDY stuff

Jay Is The Coolest Speaker Ever

Jay is the coolest speaker ever

jay is the coolest speaker ever

Little Things = Big Performance

[]

Just using these 2 characters in my subject line can increase my open rates by how much?

▶ The Land of Nod	Ship Everything for FREE (Today Only!) - Plus, get unlimited furniture delivered for only \$99! View with
▶ Bed Bath & Beyond	(Announcement!) Your 20% off coupon is enclosed. - Get your offer now! View as web page Bed Bath
▶ SwimOutlet.com	[Whoops! We fixed it!] Additional 25% OFF WETSUITS! 🎉 *prices as marked + Shop GoPro C... - -
▶ Old Navy	(1) amazing deal: up to 50% OFF storewide - Snag our best-selling Pixie & Harper at the lowest price o
▶ Digital Marketing	[New announcement] Do You Struggle To Think Of New Content For Webinars? - You are invited to ;
▶ Demandbase	[Webinar tomorrow] SiriusDecisions unravels the Demand Unit Waterfall - Demandbase UNRAVELII
▶ eMarketing Association N.	[New announcement] Webinar: 500+ marketers discuss personalized content engagement - Hi fello
▶ Demandbase	[SiriusDecisions Webinar]: An Inside Look a
▶ Marketing Dive	[Webinar] How to Become an Everywhere Br

**Top Performer:
[Brackets] or
(Parentheses) in
Subject Line Boosting
Open Rates by 31%**

[Free Online Event] The Ed-Tech Leadership & Innovation Summit



Education Week Online Summit
The Ed-Tech Leadership & Innovation Summit
Cutting through the hype, learning valuable lessons
Wednesday, June 5, 2019 / 1 to 3 p.m. ET



REGISTER TODAY

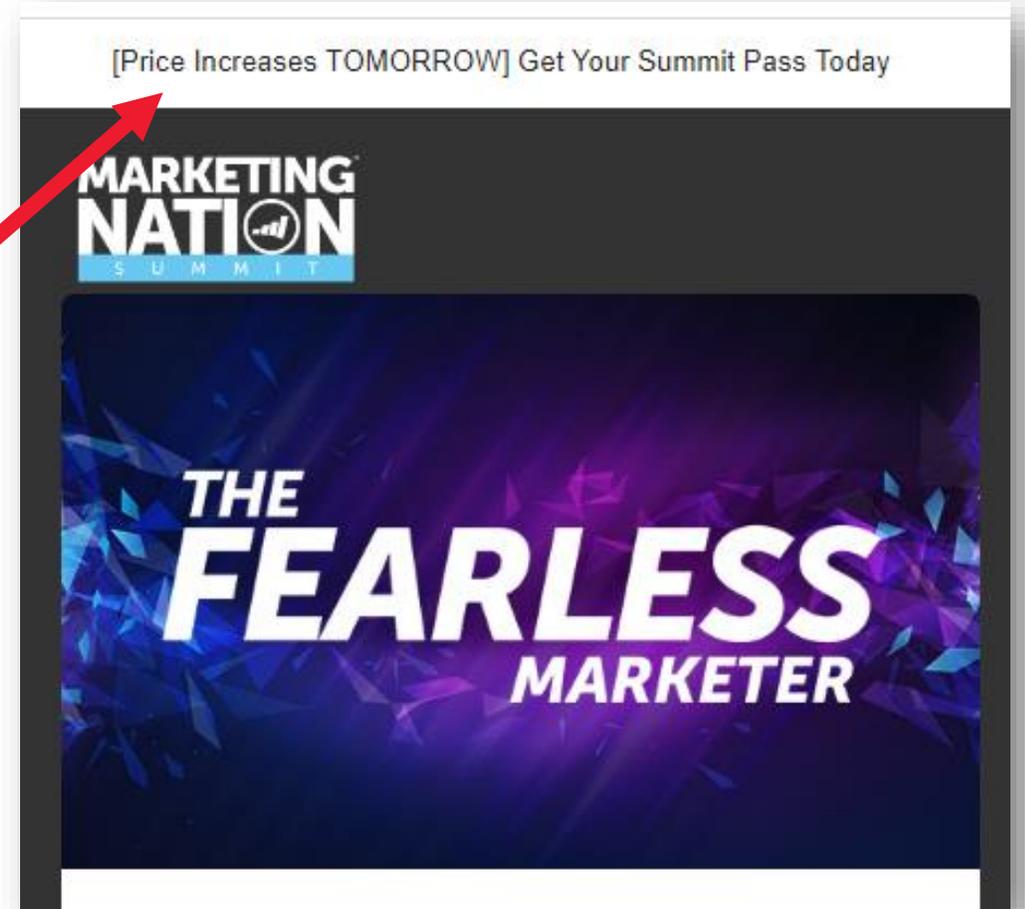
Join us Wednesday, June 5, 2019, at 1 p.m. ET for
Education Week's
"Ed-Tech Leadership & Innovation" Online Summit.

[Register Now](#)

Education Week's newsroom offers you an opportunity to probe and better understand the challenges facing ed-tech leaders and innovators.

In this Online Summit, *Education Week* journalists and guests will staff online "discussion" rooms on a host of topics, including:

- Why technology is not transforming teaching, with a special look at a nationally representative survey that examines the attitudes, beliefs, and practices of K-12 teachers as they relate to technology-driven innovation.



[Price Increases TOMORROW] Get Your Summit Pass Today

MARKETING NATION
SUMMIT

THE FEARLESS MARKETER

The Key Metrics

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 emails/ sent emails
- Hard bounce = an email that doesn't reach the recipient due to a permanent error
- Soft bounce = an email that doesn't reach the recipient due to a temporary error
- Opened = raw opens
- Open Rate = raw opens/delivered emails
- Clicks = raw clicks
- CTR = raw clicks/delivered emails
- CTO = raw clicks/raw opens
- Unsubscribed = raw unsubscribes
- Unsubscribe Rate = raw unsubscribes/delivered emails

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 emails / sent emails
- Hard bounce = an email that bounces back to the sender because the recipient due to a permanent error
- Soft bounce = an email that doesn't reach the recipient due to a temporary error
- Opened = raw opens
- Open Rate = raw opens/delivered emails
- Clicks = raw clicks
- CTR = raw clicks/delivered emails
- CTO = raw clicks/raw opens
- Unsubscribed = raw unsubscribes
- Unsubscribe Rate = raw unsubscribes/delivered emails

**DON'T BE
FOOLED!!**

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
- Open Rate = raw opens/delivered emails
- Clicks = raw clicks

FACT:

Auto-Opens Account for 24% of All 'Opened' Emails

Auto-Clicks Account for 18% of All 'Clicked' Emails

- Opened = raw opens

Do You Know Your 'Inbox Rate'?

Delivered Rate is The Old Metric

Spam Placement Rate by Quarter

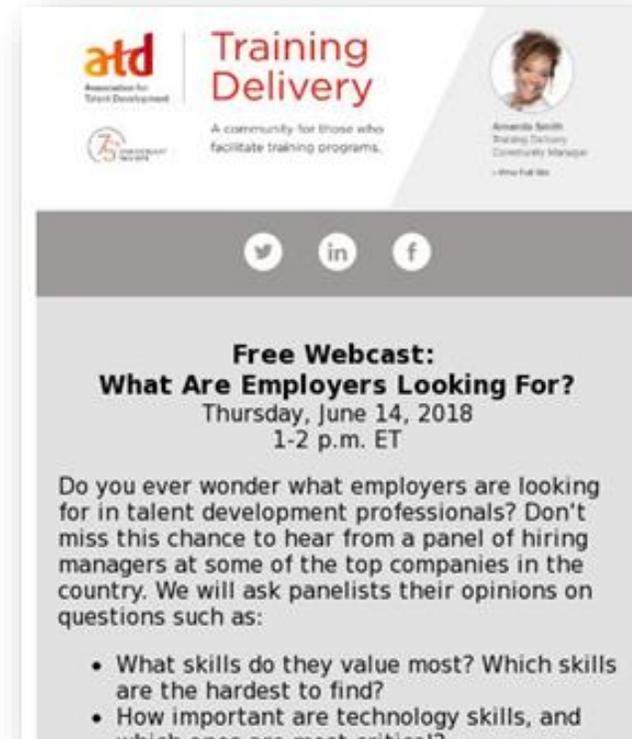
INDUSTRY	Q1	Q2	Q3	Q4
Apparel & Accessories	15.6%	16.2%	9.7%	7.4%
Automotive	20.4%	18.7%	12.7%	10.7%
Banking & Finance	6.4%	6.0%	4.9%	4.5%
Business & Marketing	16.1%	16.7%	15.1%	12.3%
Computers & Electronics	14.7%	12.2%	9.0%	8.5%
Deals & Rewards	15.3%	17.8%	10.6%	8.4%
Distribution & Manufacturing	2.8%	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%

Source: Returnpath

QUICK TIP

5 Things Learning Professionals Want

Subject lines that start with a number have a 21% Higher Open Rate



The image shows a preview of an email newsletter. At the top left is the 'atd' logo (Association for Talent Development) and the 'Training Delivery' logo. Below the 'atd' logo is a small circular logo with the number '5'. To the right of the logos is a profile picture of Amanda Smith, Training Delivery Community Manager. Below the profile picture is her name and title. In the center, there are three social media icons: Twitter, LinkedIn, and Facebook. Below the icons is the text: 'Free Webcast: What Are Employers Looking For? Thursday, June 14, 2018 1-2 p.m. ET'. Below this is a paragraph of text: 'Do you ever wonder what employers are looking for in talent development professionals? Don't miss this chance to hear from a panel of hiring managers at some of the top companies in the country. We will ask panelists their opinions on questions such as:'. At the bottom, there is a bulleted list of two questions: 'What skills do they value most? Which skills are the hardest to find?' and 'How important are technology skills, and which ones are most critical?'

BAD TREND

**11% of Emails Sent Now Use Prefix of 'DoNotReply' Example: no-reply@acme.com
(Up 700% In Use)**

Click Rates Drop by 23% When No-Reply Used



donotreply

5:34 AM

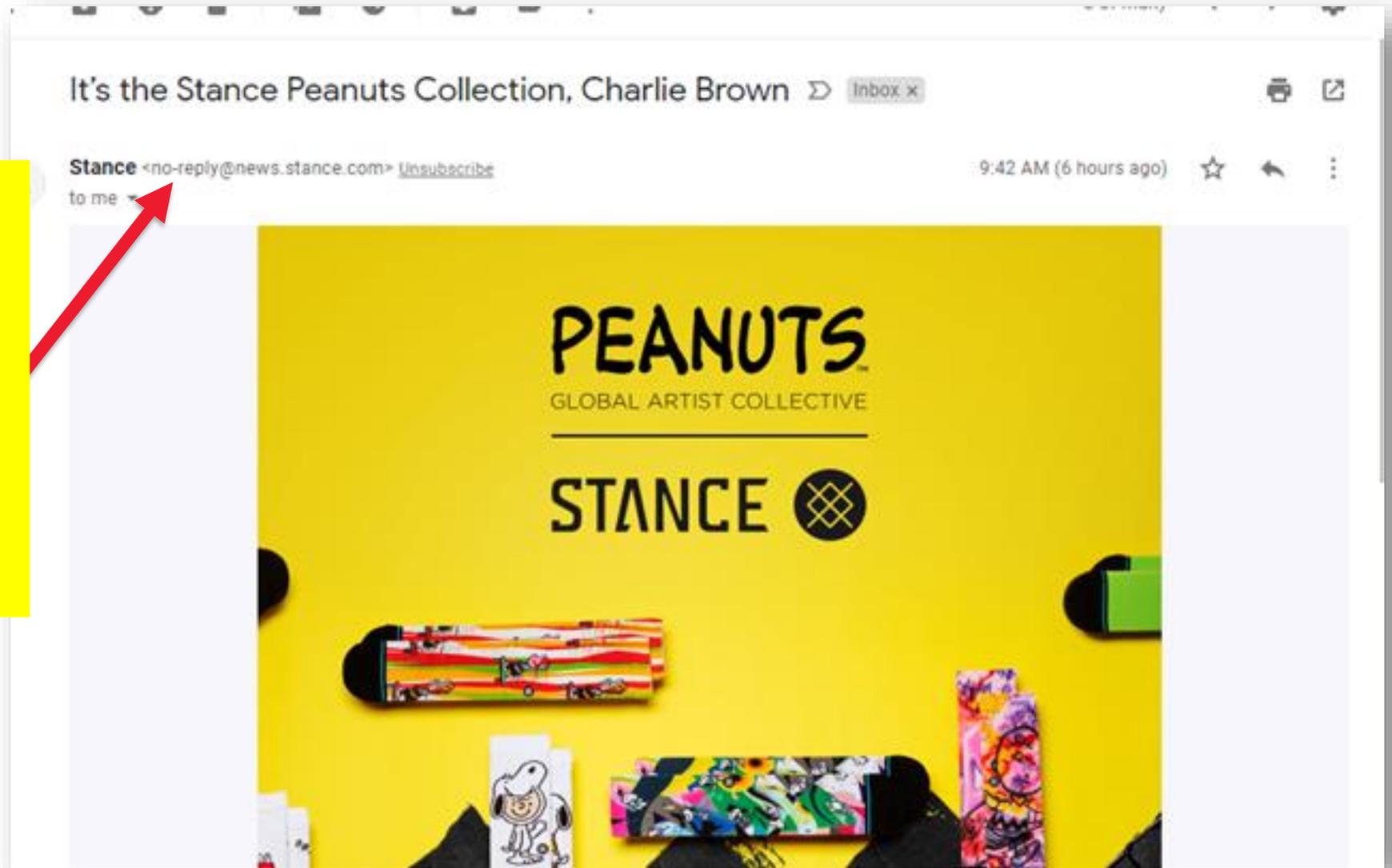
We want to know what you think - W...

Walgreens facebook twitter Pharmacy p...



**'no-reply@'
is destroying your
campaigns**

**No-Reply = No Clicks
(23% Drop When Used)**



The Challenge of a Lifetime Inbox x

Barry's Bootcamp <noreply@barrysbootcamp.com> [unsubscribe](#)
to Jschwedeison

Wed, Sep 26, 10:55 AM (9 days ago)



'no-reply@'
is destroying
your campaigns

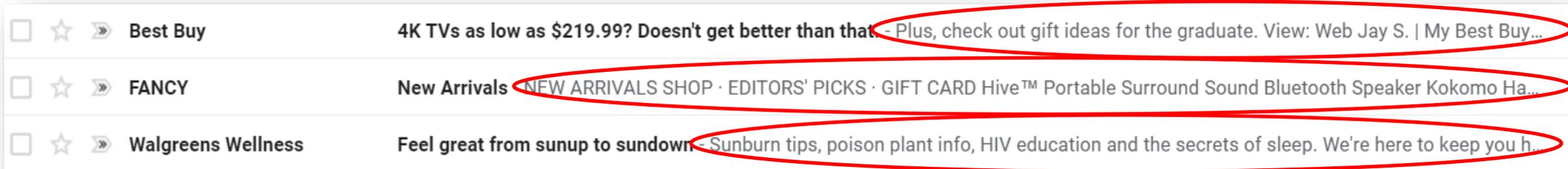


**Maybe We Are
Confused On How
The Testing
Works...**



**This 'Test Message'
Mistake Is
Destroying Your
Response Rate**

PRE-HEADERS ARE CRITICAL!



Subject Lines have become the 'from line' and the 'pre-header' has become the 'subject line'.

We Stink at This!

How We Use The Pre-Header:

37% Accidental HTML Code

22% Format Issue Link/Safe

Sender

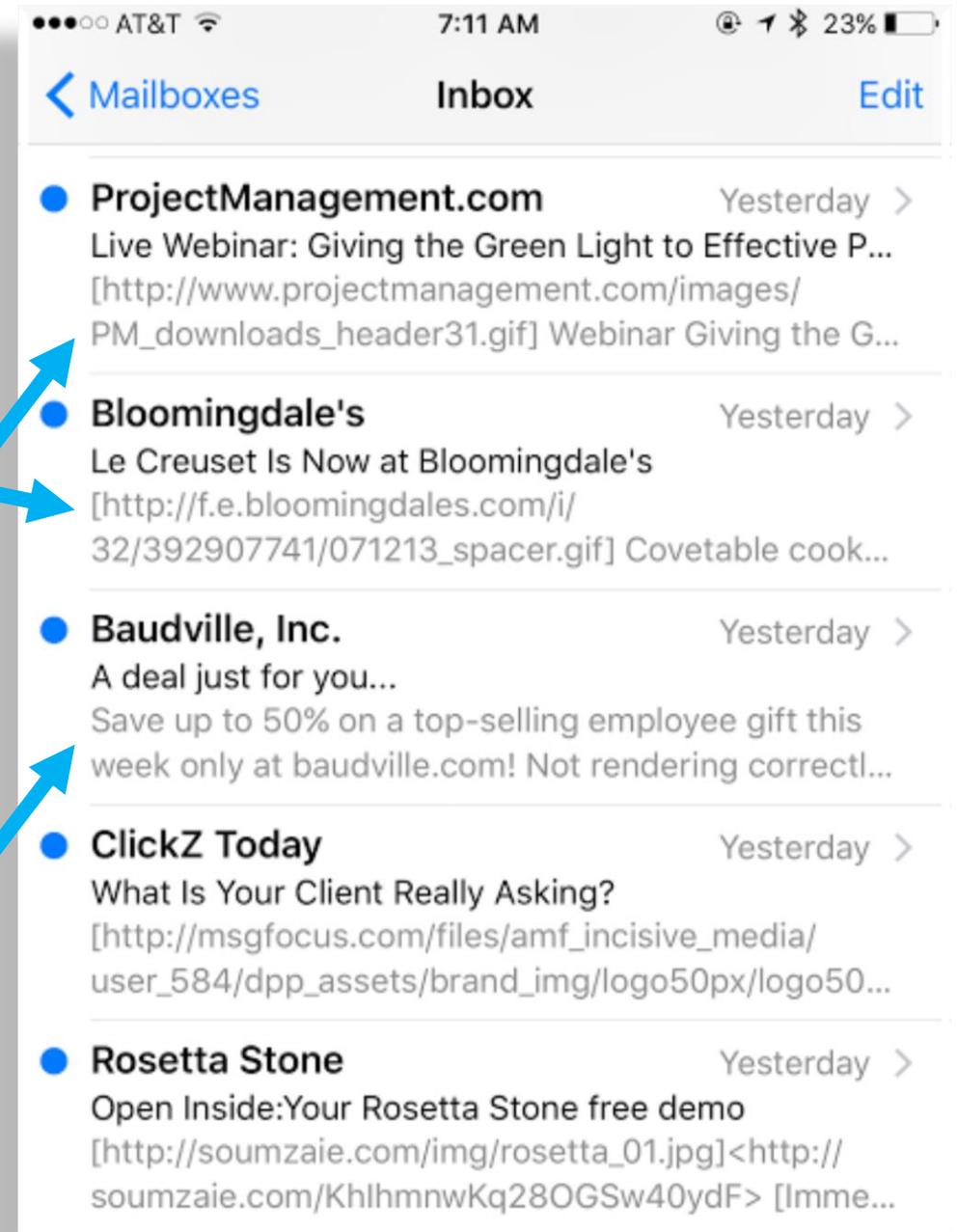
21% No Pre-Header

20% Offer Related



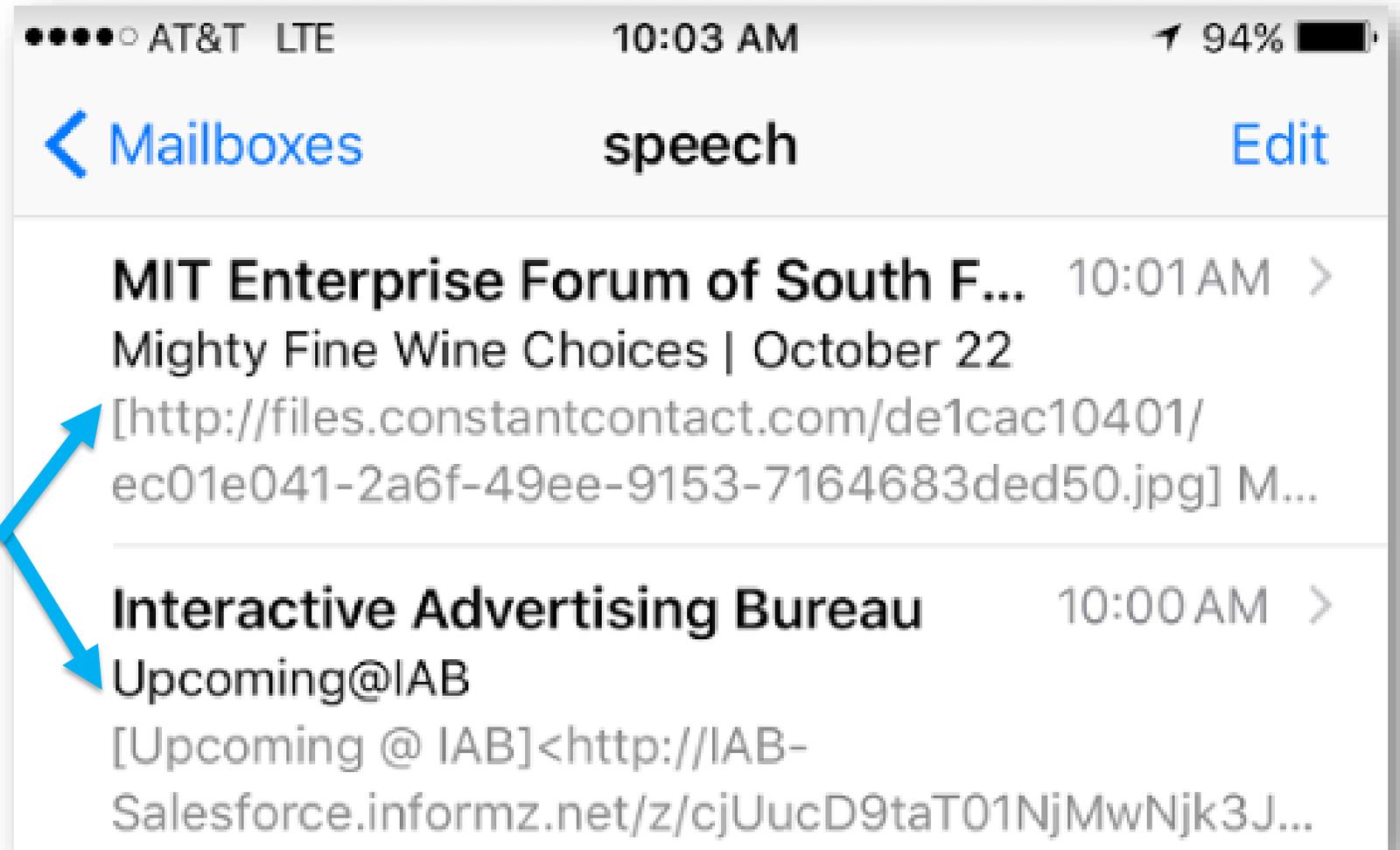
THE ONLY
CORRECT
OPTION

Emails that utilize the first line of a pre-header for 'offer' related information generate a **24% higher 'Open Rate'** than those that don't.



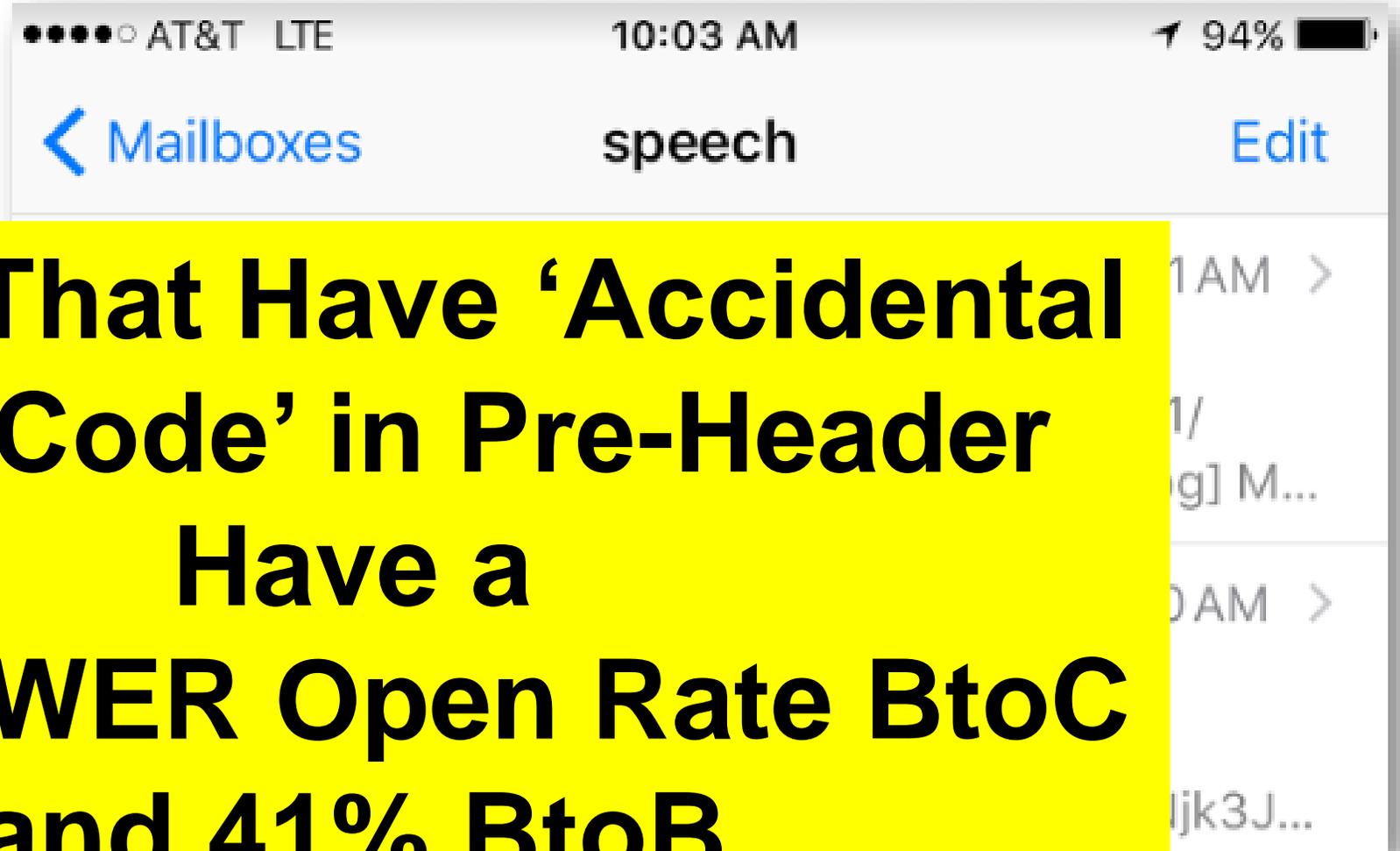
**You will only see
this if you test your
emails on your
mobile device.**

**IT WILL LOOK FINE
ON YOUR
DESKTOP TEST.**



**UGGGHHHHH
MIT and the IAB – C'mon!**

You will only see
this if y
email
mob
IT WILL
OF
DESK



**Emails That Have 'Accidental
HTML Code' in Pre-Header
Have a
39% LOWER Open Rate BtoC
and 41% BtoB**

**UGGGHHHHH
MIT and the IAB – C'mon!**



Tumi

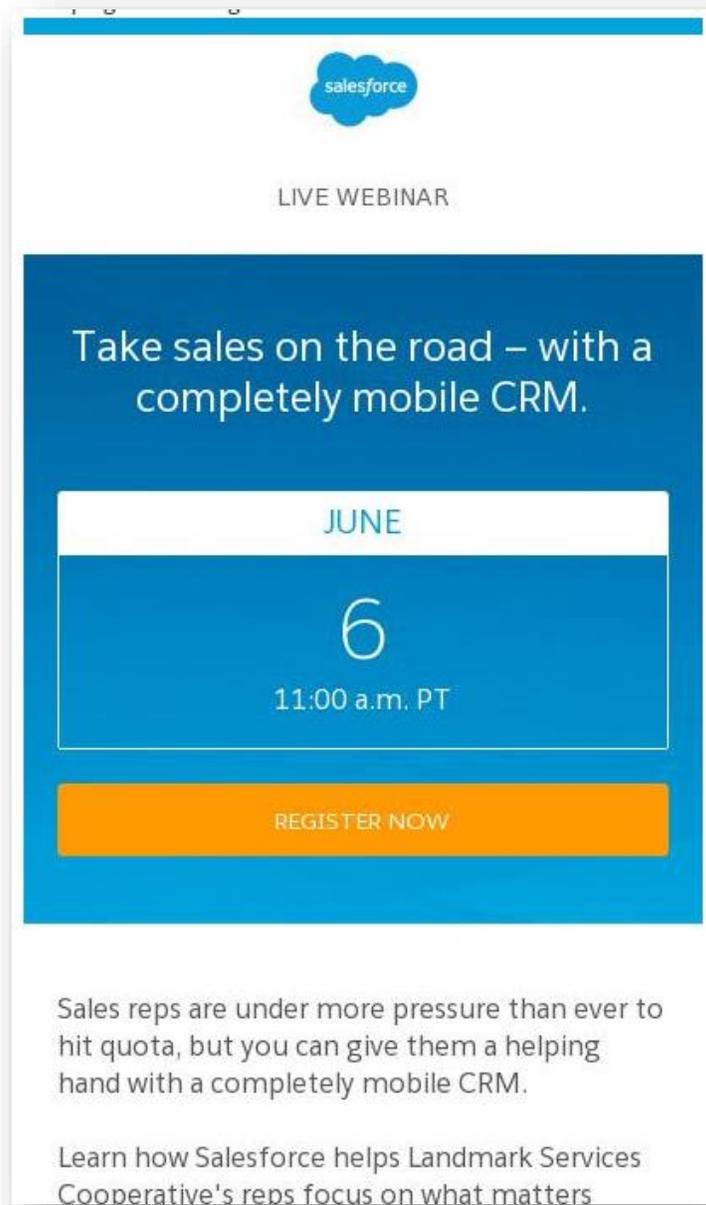
Inbox

72 Hours Only, Our Secret Sale Is On Now! - . SHH! ITS

Bad Pre-Header
Cutoff

A FEW MORE QUICK TIPS

**‘Single Offer’
Emails Generate
a 57% Higher
Overall
Conversion Rate
Vs.
Emails With
Multiple Offers**



The image shows a mobile-optimized email template for a Salesforce live webinar. At the top is the Salesforce logo and the text "LIVE WEBINAR". The main content area has a blue background with white text: "Take sales on the road – with a completely mobile CRM." Below this is a white box containing the month "JUNE", a large blue box with the number "6", and the time "11:00 a.m. PT". At the bottom is an orange "REGISTER NOW" button. Below the main content area, on a white background, is a paragraph: "Sales reps are under more pressure than ever to hit quota, but you can give them a helping hand with a completely mobile CRM." and another paragraph: "Learn how Salesforce helps Landmark Services Cooperative's reps focus on what matters".



The image shows a mobile-optimized email template for a Salesforce live webinar. At the top is the Salesforce logo and the text "LIVE WEBINAR". The main content area has a blue background with white text: "Best Practices for Scaling Revenue Operations". Below this is a white box containing the month "MAY", a large blue box with the number "25", and the time "11:00 a.m. PT". At the bottom is an orange "REGISTER NOW" button. Below the main content area, on a white background, is a paragraph: "Many companies find themselves dealing with cumbersome revenue challenges, such as:" followed by a bulleted list: "• Re-keying quote and contract data into multiple systems".

**Don't Just Target
by Industry...**

Have your offer and content focused on specific industries...

Nonprofit Insight: Graduate from Outdated Technology

[Download this new white paper](#) to learn how nonprofits are engaging modern technology to improve efficiency and fuel their mission.

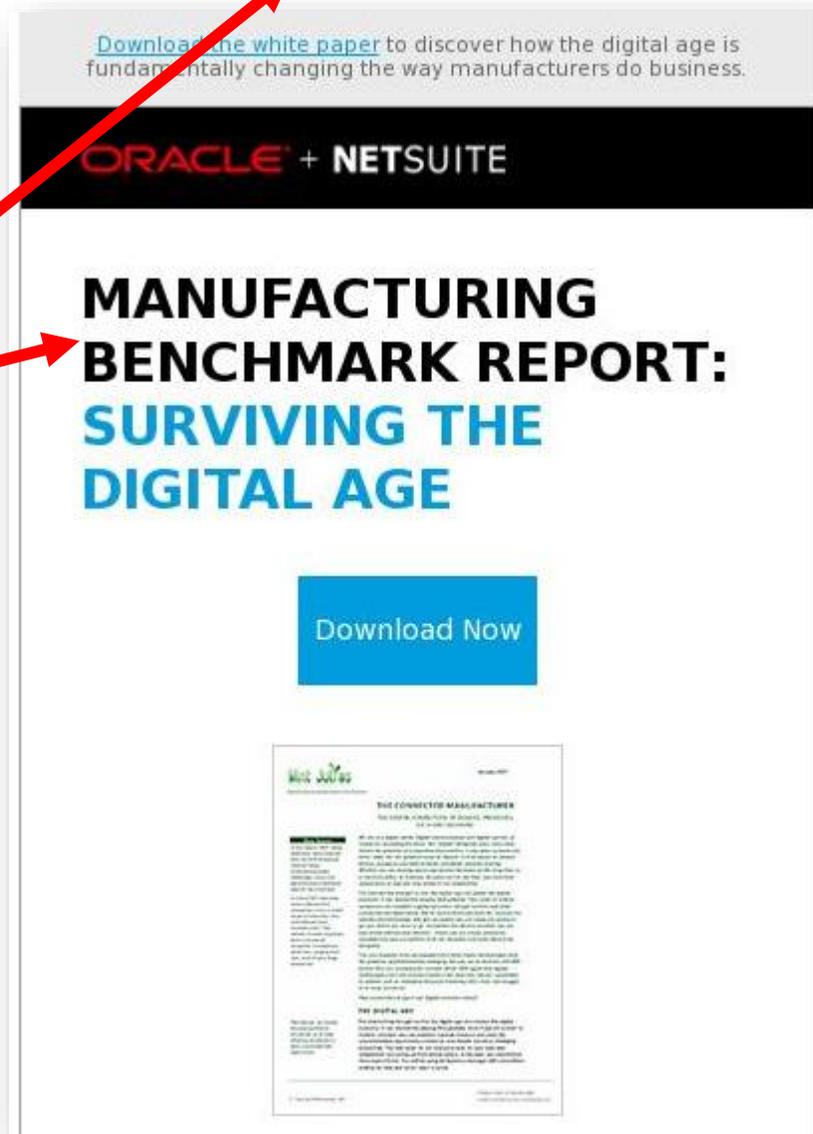
ORACLE + NETSUITE

**EMPOWERING
NONPROFITS
TO REACH
BEYOND THE
LIMITATIONS
OF
QUICKBOOKS**

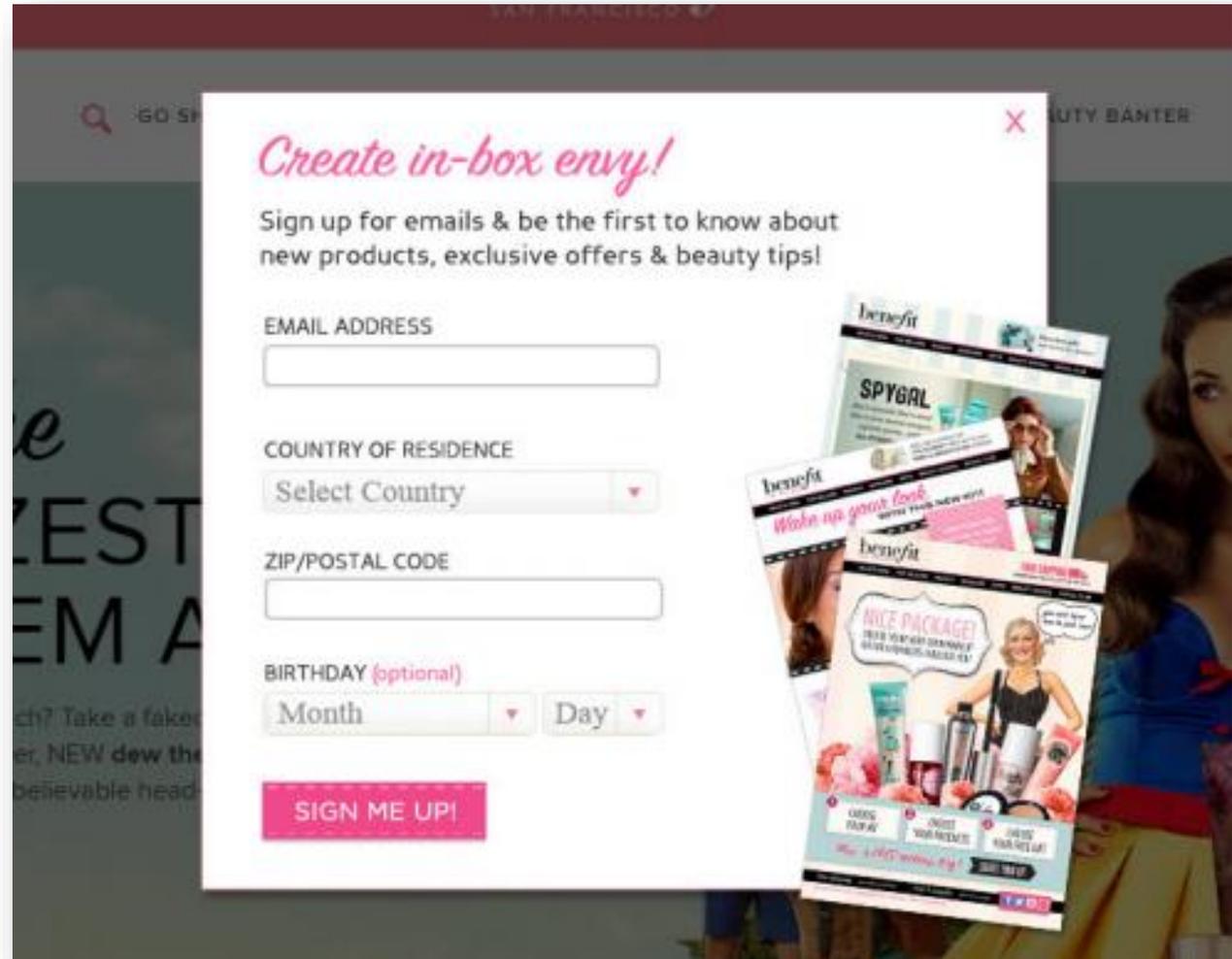
Download Now

The Era of Connected Manufacturing – Identifying key trends

Industry Specific Emails
(with Industry Specific Subject Lines)
Outperform Generic
Business Emails by Over
260%

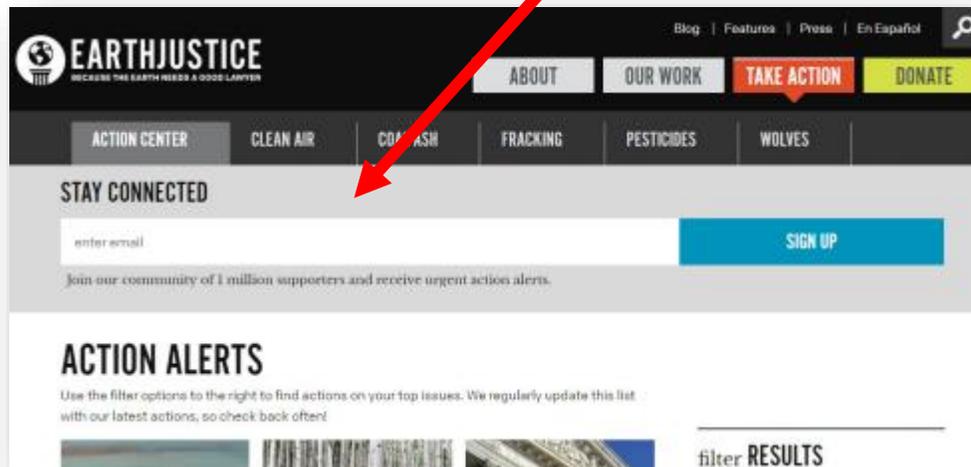
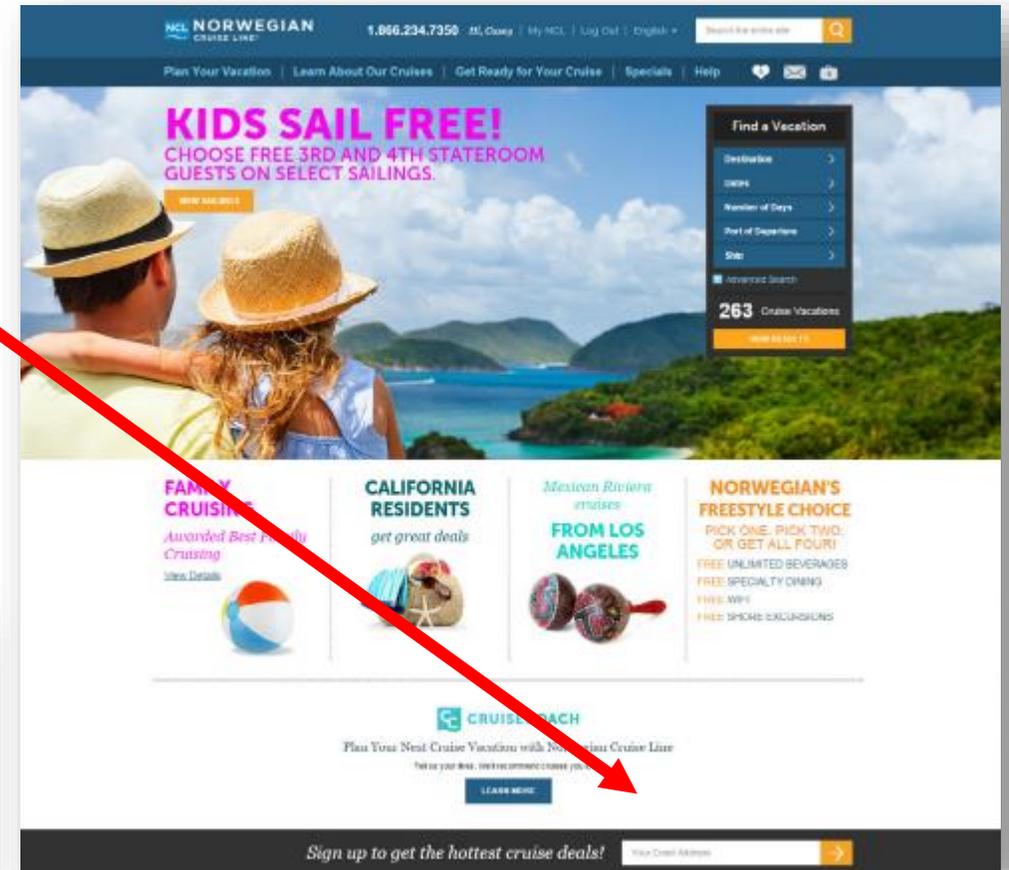


**Light Boxes
Have an
Average
Submit Rate
of 9% to First
Time Visitors**



The image shows a screenshot of a website's email sign-up form for Benefit Cosmetics. The form is titled "Create in-box envy!" and includes fields for "EMAIL ADDRESS", "COUNTRY OF RESIDENCE" (with a dropdown menu), "ZIP/POSTAL CODE", and "BIRTHDAY (optional)" (with "Month" and "Day" dropdowns). A pink "SIGN ME UP!" button is at the bottom. A light box overlay on the right side of the form displays three promotional cards for Benefit products: "SPYGAL", "Wake up your face", and "NICE PACKAGE!". The background of the website is partially visible, showing a search bar and a "GO SHOP" button.

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





TOOLS & FREE STUFF



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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.

[READ MORE](#)



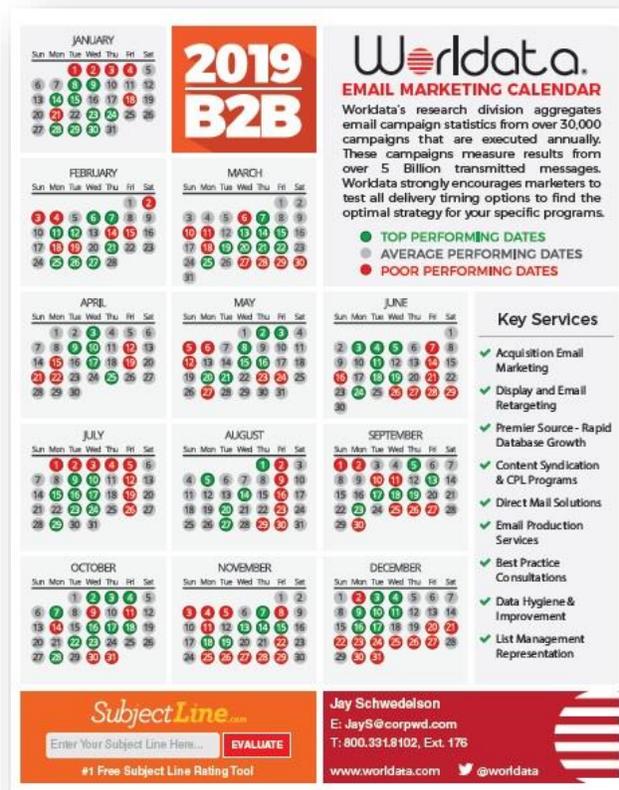
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DROP OFF YOUR CARD!

[CALENDAR IS PHYSICAL – NOT DIGITAL]



2019

**Email Marketing Calendar:
Best and Worst Days to Send**

**For Calendar and Slides:
JayS@CorpWD.com**

@Worldata