

Cei 5 care contribuie la succesul/insuccesul oricarei campanii de email marketing

Andrei Georgescu

Managing Partner: White Image

- **Background:** O institutie financiara care ofera un produs de economisire.
- **Obiectiv:** Cresterea ratelor de clickthrough din email catre landing page
- **Scopul cercetarii:** Ce design de email va conduce la cele mai mari rate de clickthrough?
- **Abordarea:** teste A/B multivariabile

Sursa: MarketingSherpa & Marketing Experiments

I opened my
**SPRING FOR SOME
NEW COILSPRINGS**
account



The **High Interest eSavings®** account
Monica, isn't it time you opened yours?

Whether it's a vacation, electronics, down payment on a home and more, the **High Interest eSavings** account makes it easy to reach your savings goals sooner, with:

- High interest rate
- Instant online transfers between your Royal Bank® accounts
- No minimum balance
- No monthly fee

Discover your inner saver and start earning high interest today!

[Learn more and open an account >](#)

Get help growing your savings!

Check out **The Savings Spot** – your online resource for:

- handy tips
- helpful advice
- powerful tools

[Go to The Savings Spot >](#)



Questions? Simply call one of our Online Banking specialists 24/7 at

Mesajul initial (folosit ca si grup de control)

Folosirea de imagini in email

Mai multe butoane de call to action


Urmate de un singur landing page

Copy-ul dificil de citit din anumite puncte de vedere



High Interest eSavings account

Hello Monica,

Thank you for being an  account holder. 

If you're saving for your next vacation, home or just because, and you'd like a faster, more convenient way to reach your savings goals, our  High Interest eSavings[®] account is for you.


The  [High Interest eSavings Account](#) will help you reach your goals faster with:

- A high interest rate¹
- Instant online transfers between your  Royal Bank accounts²
- 24/7 secure online access
- No minimum balance to  in
- No monthly fees³

[Click here to earn more today!](#)

Sincerely,

The  Team

Questions? Simply call one of our Online Banking specialists 24/7 at 

Varianta1:

- Minimum de elemente grafice
- Bazandu-se pe un mesaj exclusiv text
- Stilul de adresare este personal
- Linkurile sunt inserate in copy

Isn't it time you opened yours?

The **High Interest eSavings[®]** account

> No minimum balance > No monthly fee

**DISCOVER
YOUR
INNER SAVER**

The High Interest eSavings[®] account

Monica, isn't it time you discovered your inner saver?

Whether it's a vacation, electronics, down payment on a home and more, the [High Interest eSavings](#) account makes it easy to reach your savings goals sooner, with:

- > High Interest Rate¹
- > Instant online transfers²
- > No minimum balance
- > No monthly fee³



RBC3.jpg

Discover your inner saver and start earning high interest today!

Save More Now! >

Questions? Simply call one of our Online Banking specialists 24/7 at

[Unsubscribe](#)

[Privacy & Security](#)

[Contact Us](#)

Varianta 2:

- Foloseste hederul pentru a capta atentia
- Contentul este organizat intr-un mod clar, usor de parcurs
- Afiseaza un simbol pentru a intari sentimentul de garantie/incredere
- Un singur call to action

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- > **No monthly fee**³



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[Unsubscribe](#)

[Privacy & Security](#)

[Contact Us](#)

Varianta 3:

- Similar cu varianta 2
- Nu foloseste header grafic
- Organizarea contentului este curata, usor de urmarit
- Afiseaza simbolul garantiei
- Un singur call to action

Grup de control

I opened my
**SPRING FOR SOME
NEW COILSPRINGS**
account



Varianta 1

The **High Interest**
Monica, isn't it time you

Whether it's a vacation, e
more, the **High Interest**
reach your savings goals

- High interest rate-
- Instant online transfers
Royal Bank® acco
- No minimum balance
- No monthly fee-

Discover your inner sa
today!

Learn more and open an a

Get help g

- Check out The Savings
your online resource fo
- handy tips
 - helpful advice
 - powerful tools

Go to The Savings Sp

Questions? Simply call on

High Interest

Hello Monica,

Thank you for being an **High Interest** a

If you're saving for your next vacation, hom
convenient way to reach your savings goals
for you.

The **High Interest eSavings Account** wil

- A high interest rate¹
- Instant online transfers between your
- 24/7 secure online access
- No minimum balance to [RB2C.jpg](#)
- No monthly fees³

[Click here to earn more today!](#)

Sincerely,

The **High Interest** Team

Questions? Simply call one of our Online Ba

Varianta 2

Isn't it time you opened yours?
The **High Interest eSavings®** account

- > No minimum balance
- > No monthly fee

**DISCOVER
YOUR
INNER SAVER**

The **High Interest**

Monica, isn't it time you discover

Whether it's a vacation, electron
and more, the **High Interest**
to reach your savings goals soon

- > High Interest Rate¹
- > Instant online transfers²
- > No minimum balance
- > No monthly fee³

Discover your inner saver an
today!

Save More

Questions? Simply call one of ou

[Unsubscribe](#) [Privacy &](#)

Varianta 3

The **High Interest eSavings®** account

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42% crestere in clickthrough


Varianta text a depasit grupul de control cu 42%


Email		
	CTRL	Dif. Relativa
Grupul de control	0.51%	
Varianta 1	0.73%	42.34%
Varianta 2	0.63%	24.12%
Varianta 3	0.65%	26.27%


Ce este diferit in emailul care a generat cea mai buna rata de click



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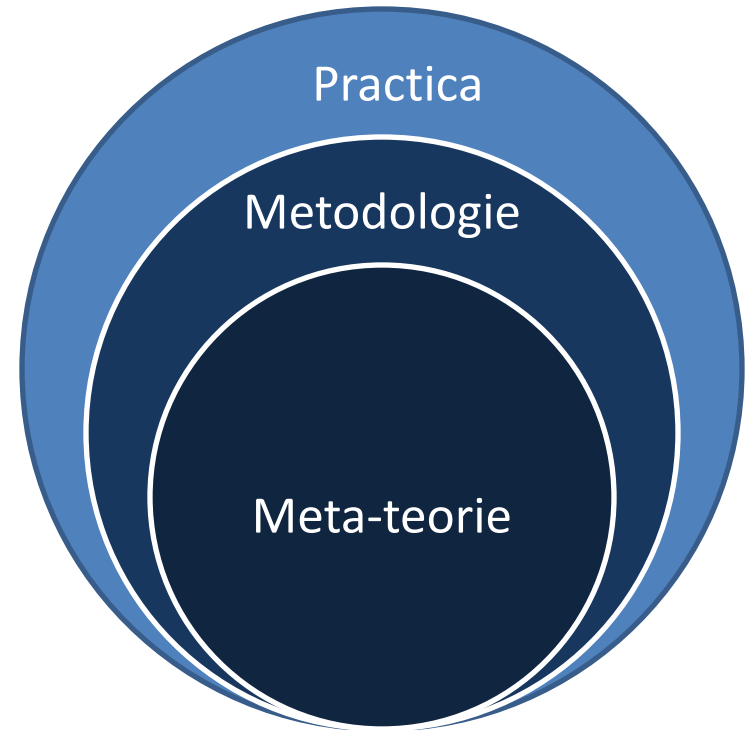
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Optimizarea pe baza de reguli

- Tine contentul in zona above the fold
- Evita sa folosesti prea mult content
- Prezinta beneficii
- Implementeaza mecanisme de reamintire a cosului de cumparaturi abandonat

Optimizarea stiintifica



Optimizarea euristica a emailurilor

$$iee = r(o + i) - (f + a)$$

iee= indexul de eficienta al emailurilor

r = relevanta fata de clienti

o = valoarea ofertei (de ce?)

i = incentive-ul oferit pentru actiune

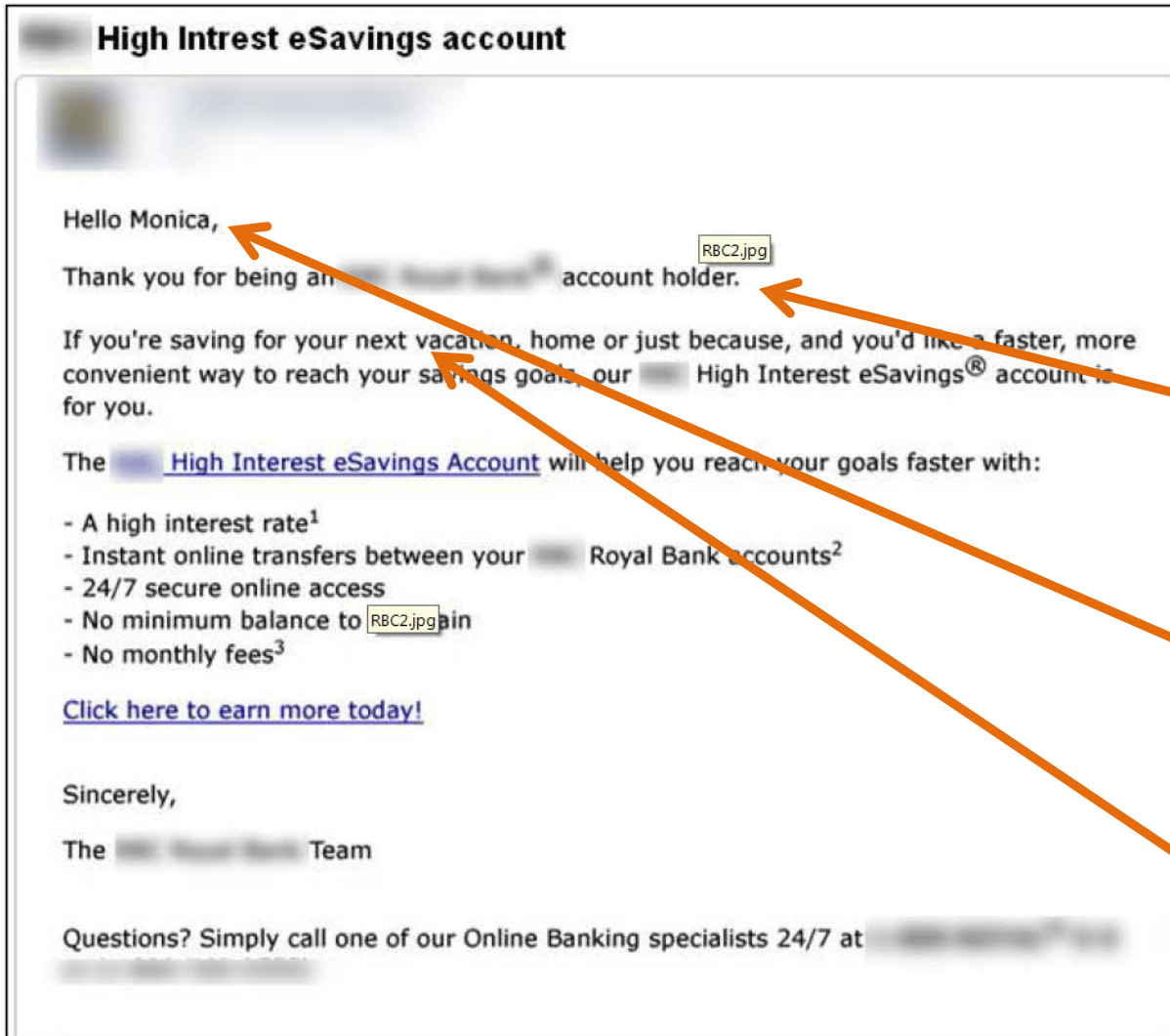
f = friction

a = anxietatea

Sursa: MarketingSherpa & Marketing Experiments

$$iee = r(o + i) - (f + a)$$

Relevanta = Compatibilitatea mesajului din email cu motivatiile abonatului/recipientului



Formulari simple folosite pentru a realiza o conexiune relevanta cu fiecare persoana

-referiri la istoricul anterior de achizitii "being a XXXXXaccount holder"

-Numele personal este folosit ca modalitate de salutare "Monica"

Referiri la comportamentul si/sau interesele personale "saving for next your vacation, home, etc."

Principiul relevantei:

Relevanta unui email se poate baza:

- 1) Pe motivarea interna a abonatului
- 2) Factori externi care se intampla in jurul abonatului



Dear Andrei

If the first three months of 2011 have flown by as fast for you as they have for us, you'll be looking forward to taking some holiday over Easter in April. For those of you in the UK, you won't have been able to escape the Royal Wedding preparations, in fact the world has Kate and Wills fever - us included.

Friday 29th April will go down as a date to remember in British history and whilst you are partying, Rackspace will still be supporting your business. It should also be marked in your diary for another reason, because if you purchase an additional server(s) or load balancer before the Royal Wedding, you'll receive:

- A Royal Wedding party pack for the first 10 customers to sign
- A bottle of champagne for each order
- £100 credit when you sign up to the Rackspace Cloud*

With these fantastic offers, April is the perfect time to add to your solution giving you more flexibility and performance for:

- Additional backup/redundancy
- New project/s
- Different applications or databases

With this addition, you can ensure your business is well equipped and flexible enough for any unexpected challenges that may be ahead.

If you'd like to join in the celebrations and add to your current configuration or discuss how Rackspace can help you and your business run more efficiently, please contact me today.

I look forward to hearing from you,

Amanda Henman
Business Development Consultant
+44 (0)208 734 500

***Terms and Conditions**

1. To qualify for the offer, customers must purchase at least one dedicated server or a load balancer based in a Rackspace UK data centre with a minimum monthly spend of £325.00 exclusive of VAT on at least a 12month contract. 2. Offer valid for all contracts signed between 06.00 Tuesday 5th April 2011 and 18.00 Thursday 28th April 2011. 3. Cloud credit is valid until 15th July 2011, after which credit will automatically expire. 4. For existing Cloud customers, Cloud credit will be applied to Cloud account following signature and verification of the new Managed Hosting contract. For new Cloud customers, a promotional code will be given upon signature and verification of Managed Hosting contract. 5. This offer cannot be used in conjunction with any other offer and Rackspace reserves the right to change or end the offer at any time.



Relevanta Externa:

Se folosesc de motivul sarbatorilor nuntii regale:

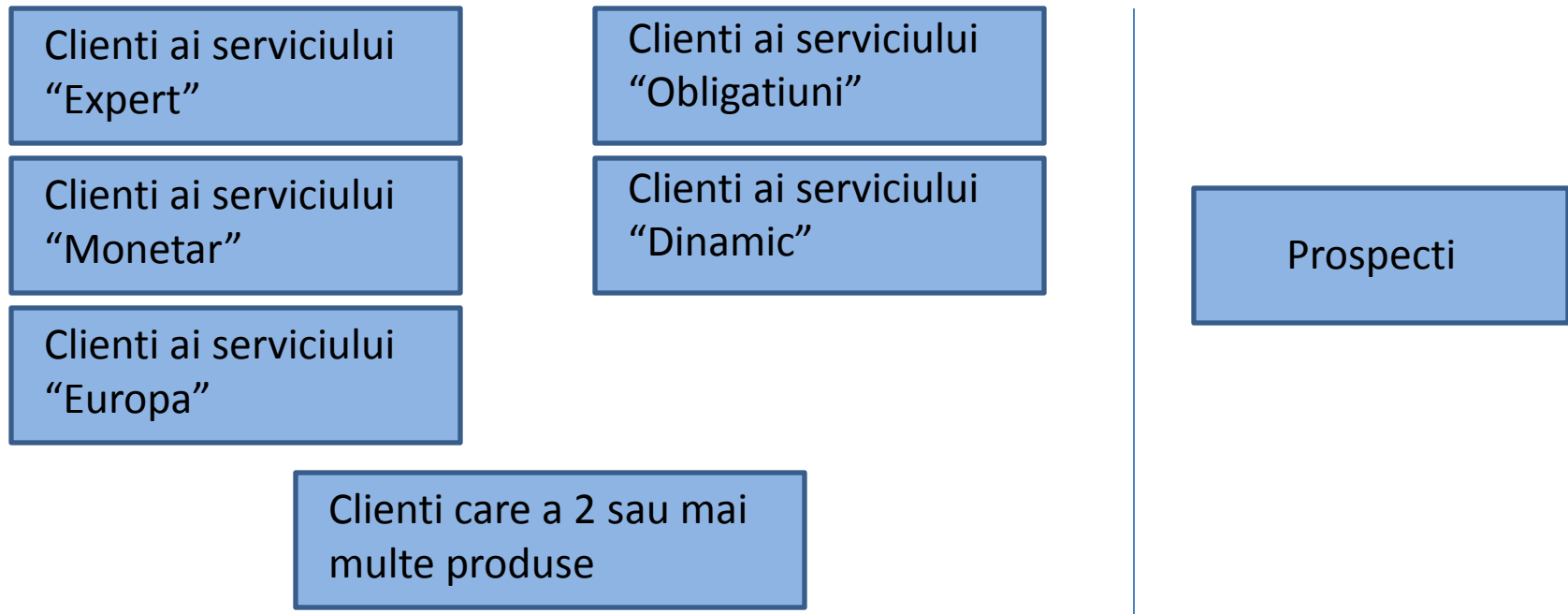
–“Royal Wedding preparations, in fact the world has Kate and Wills fever ...”

Relevanta Interna:

Mesajul face referire la actiunile noastre anterioare (produsele care le folosim) /interesele noastre:

–“if you purchase an additional server(s)...”

Background: Societate din domeniul investitiilor financiare
5 produse financiare in care clientii au investit



- Segmenteaza audienta in functie de produsele care le folosesc
- Si trimit mesaje relevante pentru fiecare grup



Stimata Doamna Claudia Cocrean,

Va multumim ca sunteti client

Dorim sa va tinem la curent cu privire la situatia investitiilor Dumneavoastra. Mai jos, va prezentam informatii complete de ultima ora despre fondul de investitii in care Dumneavoastra activati, inclusiv date privind evolutia lui, beneficiile si detalii de performanta.

Pentru orice alte informatii, nu ezitati sa ne contactati.

EXPERT - Riscul bine stapanit



Actiunile tranzactionate la bursa vand, de fapt, viitorul. Prin actiuni, cumparatorii iau ieftin profiturile viitoare ale companiilor. Cresc mai mult si mai repede companiile din tari ca Romania, a caror dezvoltare a inceput recent.

Profita de pe acum de dezvoltarea viitoare a Romaniei. Cumpar-o ieftin si asteapta macar sapte ani sa se scumpeasca.

▶ [Aflati mai multe despre evolutia acestui fond!](#)

Va recomandam

Aflati ce beneficii suplimentare puteti sa obtineti, alegand sa investiti in urmatoarele fonduri.



MONETAR -
Mai mult ca perfectul verbului "a economisi"

▶ [Aflati mai multe](#)



OBLIGATIUNI
-Fruitele investitiei tihnite

▶ [Aflati mai multe](#)



DINAMIC -
Imblanzirea riscului

▶ [Aflati mai multe](#)



EUROPA AVANSAT -
Pietele lumii iti sunt la indemana

▶ [Aflati mai multe](#)

Relevanta externa:

Foleseste orizontul temporar pentru a motiva fiecare persoana: "informatii complete de ultima ora"

Relevanta interna:

-Mesajul face referire la istoricul de achizitii al fiecarei persoane:

"despre fondul de investitii in care Dumneavoastra activati"

- Primul fond de investitii prezentat (cel cu rosu) este fondul in care persoana respectiva are investitii

Offroad Experience



It will remain in Timisoara for

02.days

Come to Iulius Mall to test

Don't miss the opportunity to test on a super off-road circuit alongside a professional driver! Get ready for an extraordinary show, many prizes and surprises!

We'll be waiting for you this weekend at **Iulius Mall** in Timisoara,

OFFROAD

Relevanta externa:

Se folosesc imagini reprezentative din orasul publicului tinta

- Content dinamic relativ la momentul deschiderii emailului. Se afiseaza numarul de zile pana la sosirea caravanei si cat timp caravana ramane in oras

Relevanta Interna:

- pasiunea pentru off-road...

DILEMA!!

Trimitem newsletter vineri seara sau in weekend?

Promotie in perioada 19-20 februarie 2011 (sambata si duminica).

Data trimiterii: 2011-02-18 (vineri)

Ora trimiterii: 21:40:17

Dacă nu puteți vizualiza acest e-mail, vă rugăm să dați click [aici](#)

Stimați iubitori ai zăpezii, În luna Februarie încă mai ninge cu PROMOȚII ȘI REDUCERI echipament de schi echipament snowboard

ÎN PLUS, doar
în acest week-end
puteți beneficia de
reduceri substanțiale
de până la **- 50%**
din prețul afișat la raft*.

Vă mulțumim și vă așteptăm
cu numeroase oferte.

Echipa Raion Schi

BUCUREȘTI
BULEVARDUL IULIU MANIU
(MILITARI SHOPPING)

PROGRAM:
DE LUNI PÂNĂ VINERI 9.30 - 22.00
SĂMBĂTĂ 9.00 - 22.00
DUMINICĂ 10.00 - 20.00
TELEFON: 021.408.50.00

NE GĂSEȘTI PE:    

Vă reamintim o parte dintre produsele din ofertă



 SCHIUURI JUNIOR 849 499 lei	 SCHIUURI CLOUD 7 1599 849 lei	 SCHIUURI STRATO 7 2229 1399 lei	 PACHETUL PLACĂ SNOW + LEGĂTURI BENEFICIAZĂ DE O EXTRA REDUCERE DE -20% LA LEGĂTURI, REDUCEREA SE FACE DIN PREȚUL AFIȘAT.
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* În funcție de fiecare model în parte. Promoție valabilă doar în perioada 19-20 februarie.

Open rate duminica seara: 44%

Rata de clickthrough: 15% din cei care au primit 53% din
cei care au deschis

Motivele succesului?

- Segmentare pe baza achizițiilor anterioare..relevanta interna!!! + relevanta externa (oferta limitata!!!)

$$iee = r(o + i) - (f + a)$$

Oferta = Valoarea promisa intr-un email, in schimbul unui click

Valoarea este principalul motiv pentru care cineva va va raspunde.

I opened my
**SPRING FOR SOME
NEW COILSPRINGS**
account



The [redacted] High Interest eSavings® account

Monica, isn't it time you opened yours?

Whether it's a vacation, electronics, down payment on a home and more, the [redacted] High Interest eSavings account makes it easy to reach your savings goals sooner, with:

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
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Hello Monica,

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If you're saving for your next vacation, home or just because, and you'd like a faster, more convenient way to reach your savings goals, our [redacted] High Interest eSavings® account is for you.

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- 24/7 secure online access
- No minimum balance to  in
- No monthly fees³

[Click here to earn more today!](#)

Sincerely,

The [redacted] Team

Questions? Simply call one of our Online Banking specialists 24/7 at [redacted]

Learn more and open an account >

Varianta originala: Call-to-actionul este focusat pe ceea ce userul trebuie sa faca (“learn & open) in loc pe ceea ce ei pot castiga.

Aceasta mai degraba creaza Axietate decat Valoare

[Click here to earn more today!](#)

Varianta optimizata: Noul call –to –action este focusat pe ceea ce clientii pot obtine (“earn more money”) daca sunt dispusi sa dea click pentru a ajunge in pasul urmator.

Principii de baza:

Comunicarea valorii oferite incepe inca din subiect...si trebuie mentinuta in intrega conversatie.

In corpul mesajului, este important sa face distinctia intre produsul oferit si oferta din clickthrough. In multe cazuri le confundam.

Pentru a evita aceasta confuzie ar trebui sa raspundeti la 2 intrebari:

Q1: Care este obiectivul vostru?

Q2: Care este cea mai buna modalitate de a atinge obiectivul dumneavoastra?

$$iee = r(o + i) - (f + a)$$

Incentive = Un element care creaza tentatie, introdus in email pentru a conduce la realizarea unei actiuni dorite

Background: O companie din domeniul B2B in procesul de optimizare a landing page-ului a testat 2 incetiv-uri diferite, cautand sa promoveze download-ul unui anume white paper.

Obiectivul: Sa imbunatateasca rata de conversie a landing page-ului, si sa genereze cat mai multe abonari la newsletter

Scopul cercetarii: Care incentive va genera cele multe conversii?

Abordarea: A/B un singur factor



“...sansa de a castiga unul din cele **douazeci de cupoane de cumparaturi cadou, in valoare de 25\$, pe Amazon...**”



“...sansa de a castiga unul din cele **zece cupoane de cumparaturi cadou, in valoare de 50\$, pe Amazon...**”



31% crestere ratei de conversie

Varianta incentive	Rata de conversie	Dif. Relativa
Incentive 25\$	43%	
Incentive 50\$	56.5%	31.4%

Incentive-ul ideal: Incentive-urile trebuie testate. Exista ceea ce se numeste
“incentive ideal”

$$iee = r(o + i) - (f + a)$$

Friction = Rezistenta psihologica la un element dat din email

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- handy tips
- helpful advice
- powerful tools

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In emailul original rezistenta psihologica , este potential cauzata de 3 factori:

1. Multiple elemente vizuale care concureaza pentru atentia cititorului
2. Modul in care mesajul se parcurge vizual nu conduce privirea catre oferta .
3. Multiple call to actionuri diferite, intre care abonatul trebuie sa aleaga



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The  Team

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1. Elementele vizuale concurente au fost excluse

2. Modul de citire este liniar si elementele sunt puse in ordine

3. Exista un singur call to action (prezentat in 2 linkuri), minimizand dificultatea alegerii in procesul decizional

Studiu in supermarketul Menlo Park, California

- ½ din timp 6 tipuri de gem oferit cumparatorilor pentru a fi gustat
- ½ din timp 24 de sortimente

Rezultatul:

- La 6 tipuri de sortimente s-au oprit sa guste **40%** dintre cei care au trecut pe langa stand **30%** au cumparat
- (12 achizitii la 100 de vizitatori)
- La 24 de sortimente; **60%** s-au oprit sa guste, dar doar **3%** au cumparat (2 achizitii la 100 de vizitatori)

Principii de baza:

3 elemente care creaza Fricion in corpul emailului sunt:

- Lungimea
- Dificultatea de parcurgere a mesajului
- Prea multe optiuni

ASA NU

email in text

A special offer from

LAST CHANCE: 30 Multicolored Roses just \$30!

LAST CHANCE!
30 Multicolored Roses
just \$30!



SHOP NOW >

Get great Gifts
for birthdays!



Need it now?
Get it fast with same-day
delivery!



[Register Now & Member Benefits](#)
[Remove Me](#)

[Send a Greeting](#)
[Contact Us](#)

[Update your E-Mail Address](#)
[Security & Privacy](#)

[Store Locator](#)
[Terms of Offer](#)

ASA DA

LAST CHANCE!
30 Multicolored Roses
just \$30!

SHOP NOW >



Shop today for Beautiful [Birthday](#) gifts!

Get your flowers there today with [Same-Day Delivery!](#)

[Register Now & Member Benefits](#)
[Remove Me](#)

[Send a Greeting](#)
[Contact Us](#)

[Update your E-Mail Address](#)
[Security & Privacy](#)

[Store Locator](#)
[Terms of Offer](#)

$$iee = r(o + i) - (f + a)$$

Axietatea= Ingrijorarea psihologica, stimulata de un anumit element din email

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Tonul si modul de prezentare al emailului nu par a fi personale, mai degraba par a se incadra in jargonul de vanzari



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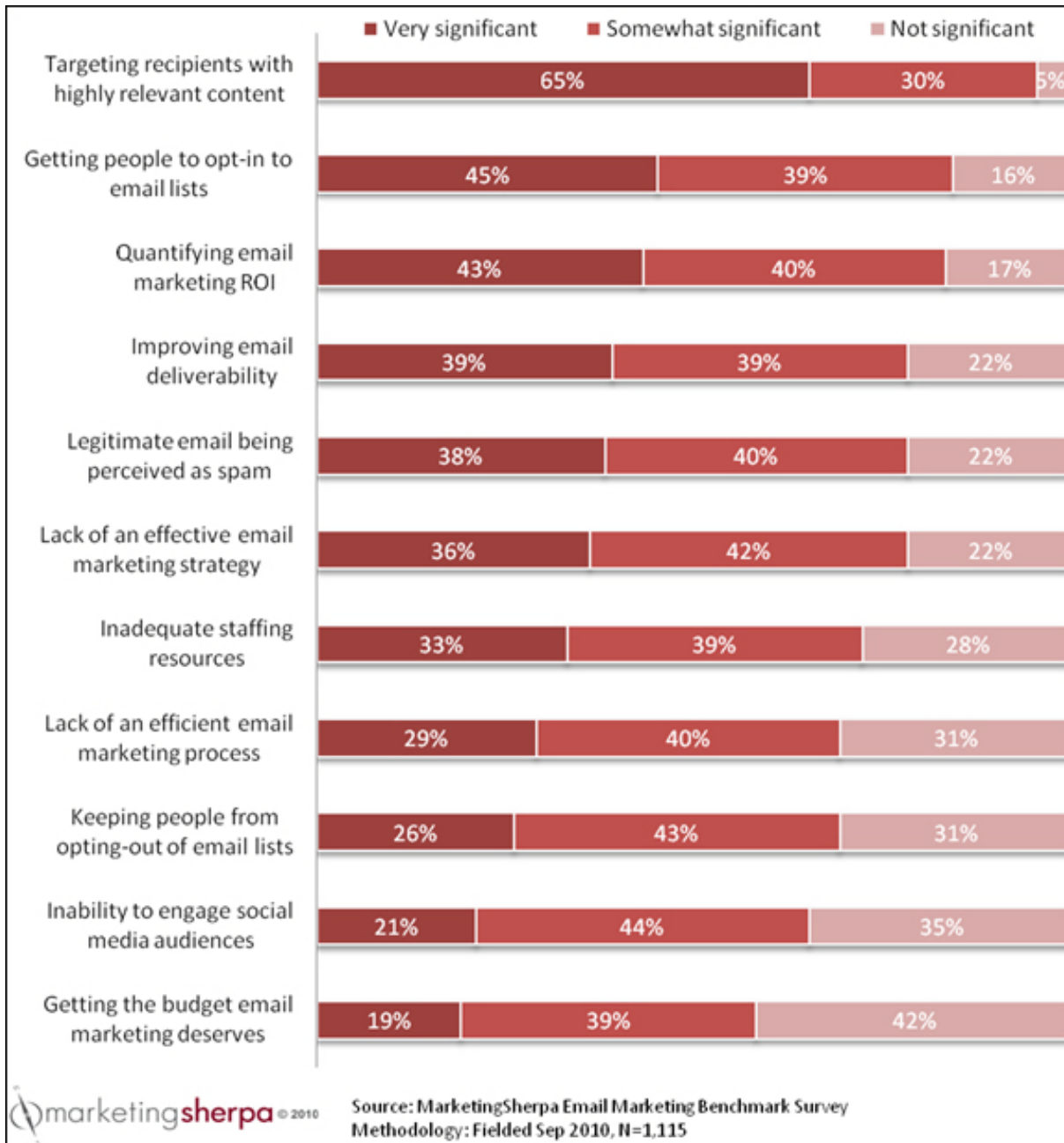
Questions? Simply call one of our Online Banking specialists 24/7 at 

Aceasta versiune foloseste un ton mai personal, si comunica mesajul intr- o abordare mult mai one to one.

Acest email seamana mai mult cu o scrisoare personala decat cu o oferta de vanzari.

Recomandare: Testeaza

Provocari pentru 2011 in email marketing!



Multumesc

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