



www.emailexperience.org

The Email Experience Council's **EMAIL EVOLUTION CONFERENCE**

The Big Bang Theory: For More Effective Campaigns

Joe Colopy, CEO, Bronto Software

Casey Kohner, eCommerce Manager, Trek Bicycle

Bill McCloskey, President and CEO, Email Data Source

Steps For Email Success

Establishing an Email Relationship

- Welcome Letters
- Utilizing personalization and promotion

Design & Messaging

- Product Targeting
- Product Launch Targeting

Timing & Frequency

- Re-mailing
- Increasing send frequency



Establishing an Email Relationship

Bill McCloskey
CEO, Email Data Source



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Helping make your life easier.

August 24, 2006 [Shop Online](#)



Grilled Fish Steaks

Your grocery dollar goes further with Albertsons

WELCOME!

Thank you for signing up for Albertsons' email program. From now on, you'll be receiving weekly emails full of shopping specials, recipes, coupons, and weekly ads designed to make your grocery dollar go further!

Whether you shop in-store or online, make your inbox your first stop for Albertsons' savings.

[Learn more](#)

[Visit Albertsons](#)
[Security & Privacy](#)

Features



Online Shopping

Get all your grocery, party, floral, and drugstore needs at your fingertips.



Easy Recipes

Great, family-friendly recipes for any occasion from Allrecipes.



Coupons

Print them for in-store savings on brand-name products.



Weekly Ads

It's a new million of savings every week.

Thanks for joining!
Please accept this printable cookbook as our welcome gift.

[View Thank You Gift](#)



Introduce a friend!
Albertsons recipes, savings-filled emails.

[Spread the Word](#)

Albertsons

Key Features:

- Personalized
- Statement of Purpose
- Thank You Gift
- Send to a Friend

Key Phrase:
“...make your inbox your first stop for Albertson’s Savings.”



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Thank you for subscribing to the RitzCamera.com newsletter.

What you will receive:

- Useful Tips and Advice
- Special Offers and Sale Event Notification
- Information on Hot New Products

What you will not receive:

- Excessive e-mail messages.
We do not like receiving a lot of e-mails any more than you do!

Opting out:

- If you do not want to receive additional e-mail newsletters?
It is simple to opt-out, every newsletter includes an unsubscribe link.

Some Free Photo Lessons to get you started:



Shooting Great Portraits with Portable Strobes

This lesson demonstrates how to configure your camera and lighting gear so that you can shoot professional-quality portraits quickly and easily.
[More >>](#)



Shooting Coastal Panoramas

Shooting scenic can be fun and one of the most rewarding experiences you can have using your camera.
[More >>](#)



How to Use a Tripod: The Basics

A "good" tripod is a fundamental part of any photographer's kit, and well worth its weight in gold.
[More >>](#)



Using Lexar Memory Products

In this lesson, we will introduce you to the line of CompactFlash™ and xD™ memory products from Lexar Media.
[More >>](#)

[Click here](#) to read about our Privacy Policy.

[Click here](#) to unsubscribe from our newsletter.

This email was sent to you because you asked to receive updates and promotions from RitzCamera.com.

Ritz Interactive, Inc. | 2010 Main Street | Suite 400 Irvine, CA 92614

RitzCamera

Key Features:

- Free photo lessons
- Opt-Out Reminder
- What you Will Receive/What You won't Receive

Key Phrase:

“We do not like receiving a lot Of e-mail any more than you do!”



APPAREL FOR HER SHOES & HANDBAGS JEWELRY & ACCESSORIES BEAUTY & FRAGRANCE MEN'S & ELECTRONICS KIDS' WORLD HOME & ENTERTAINING GIFT IDEAS SALE & VALUES

FREE SHIPPING* ON YOUR FIRST PURCHASE

Neiman Marcus

GREAT NEWS

You're now a Neiman Marcus insider. You'll receive e-mails updating you on top designers, trends from the runways, the scoop on sales, and much more. Plus, enjoy these special benefits:

FREE SHIPPING* ON YOUR FIRST ORDER WITH CODE **WELCOME**

FAST & EASY CHECKOUT. REGISTER NOW >

EARN INCIRCLE® POINTS ON YOUR NM® CREDIT CARD PURCHASES. APPLY NOW >

SHOP YOUR FAVORITE NAMES WITH OUR DESIGNER INDEX >



Neiman Marcus

Key Features:

- Links Back to Site
- Free Shipping with Code
- Fast Check Out Registry
- Designer Index

Key Phrase:

“Great News. You’re now a Neiman Marcus insider.”



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Please add PotteryBarn@service.potterybarn.com to your address book to ensure our emails reach your inbox.

POTTERY BARN

SHOP | SALE | GIFTS | REGISTRY | STORE LOCATOR



Welcome

Exclusive benefits are now yours to enjoy.

As a new member of our email list, you will now be among the first to learn about our exclusive online sales, new products, seasonal trends, special events, style tips and more.

With so many ways to shop - stores, catalog and website - it's never been easier to create the home of your dreams.

We look forward to helping you create the home you've always wanted. Use our [store locator](#) to find a store near you or shop now at potterybarn.com. To request a copy of our latest catalog, [click here](#).



how to...



Design The
Ultimate
Kitchen ▶

stylehouse ▶

Style solutions for every
space - and every occasion ▶



FAVORITE

timeless classics we love year after year

Pottery Barn

Key Features:

- Store Locator
- Order Catalog
- Design Ideas

Key Phrase:

“As a new member of our email list, you will now be Among the first to learn about our exclusive online sales, new products, seasonal trends, special events, style tips and more.”



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Kirkland's Home

Welcome to Kirkland's Home!



Thanks for sharing your e-mail address with us!

We're delighted to have you!

By signing up for Kirkland's Home communications, you have shared the know about:

- the latest trends in home decor
- new distinctive merchandise
- special Kirkland's Home promotions
- in-store sales and special events

Our distinctive merchandise is the best choice when creating beautiful spaces in your home. Now you'll be the

Kirkland's Home

Key Features:

- 25% off printable coupon
- Store traffic driving

Key Phrase:

"Print this e-mail and present it, in-store to receive your Special welcome discount!"

25% OFF

any single item*

Offer good for one, in-store purchase only. Coupon is not valid on prior purchases and cannot be used for the purchase of gift cards or in conjunction with any other discount. Coupon must be surrendered at time of purchase. No cash value.

Expires Date: October 31, 2008

Print this e-mail and present it in-store to receive your special welcome discount!

1-877-208-6608 | Store Locations | Company Information | Kirkland's Home Card



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Keep JCPenney Emails coming! Add JCPenneySupport@jcpenny.com to your address book now. If you have trouble viewing this Email, [click here](#).

FREE SHIPPING* throughout jcp.com on orders of \$49 or more with code AUGWLC

women's | men's | kids | shoes | jewelry | bed & bath | window | home furnishings | housewares | gifts & registry

today's store ad

search

welcome
to what's inside

It's more of everything you want. More trends. More brands. More savings. As a jcp.com customer, you get special offers, the latest news and more.

Use code **AUGWLC** to get free shipping* on orders of \$49 or more through September 10th.

[start shopping jcp.com](#)

Win-box \$150,000 sweepstakes

you could be next!

As a JCPenney Email subscriber, you're automatically registered for a chance to win monthly gift cards and cash grand prizes.

NO PURCHASE NECESSARY. Ends 09/30/07. [Click here for Official Rules.](#)

[learn more](#)

How to get free shipping throughout jcp.com:

1. After adding items to your shopping bag, proceed to the shopping bag page. Select "yes" under "Discounts" to indicate that you are using a promotional code.
2. Enter code **AUGWLC** in the "promotional code" box on the following page. Your discount, if applicable, will be reflected on the order summary page at final checkout.
3. **Shop now! Offer ends September 10, 2006.**

*Offer good only on merchandise orders of \$49 or more delivered within the 48 contiguous United States (excludes Alaska, Hawaii and Puerto Rico) by standard delivery to your home, office, or a JCPenney Catalog Desk. The following purchases do not qualify for this offer nor toward the \$49 purchase amount required: truck or express deliveries; taxes; Jodee catalog; Teleflora; Sephora website; clearance/outlet prices; Services; prior purchases; orders currently being processed and cannot be used with any other offers. Offer good through September 10, 2006.

JC Penney

Key Features:

- Sweepstakes
- Search Box
- Free Shipping Code

Key Phrase:

"As a JC Penney Email subscriber, you're automatically registered for a chance to win monthly gift cards and cash grand prizes."



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BEALLS
beallsflorida.com

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women's | shoes | mens | at home | kids | juniors | clearance

Welcome!

Welcome!

Please confirm your subscription.

To confirm your subscription to BeallsFlorida.com and receive your two 10% off coupons for subscribing, please click on the link below.

[click here to confirm your subscription](#)

By clicking on the link above, you agree to receive weekly sales and promotions from BeallsFlorida.com!

I do not want to be subscribed!

If you do not wish to be subscribed, you may delete this e-mail. You will not be subscribed unless you click on the confirmation link above.

Live the Florida Lifestyle® BeallsFlorida.com BeallsCoastalHome.com Bealls Blog

Bealls

Key Features:

- Double Opt-in
- Coupon for Confirming



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Welcome Letter Conclusions

- Double Opt-in
- Can-Spam Compliance
- Follow-Up
- Potential



Design & Messaging Targeting

Focused Product Messaging
Product Launch Targeting

Casey Kohner

E-Commerce Manager, Trek Bicycle

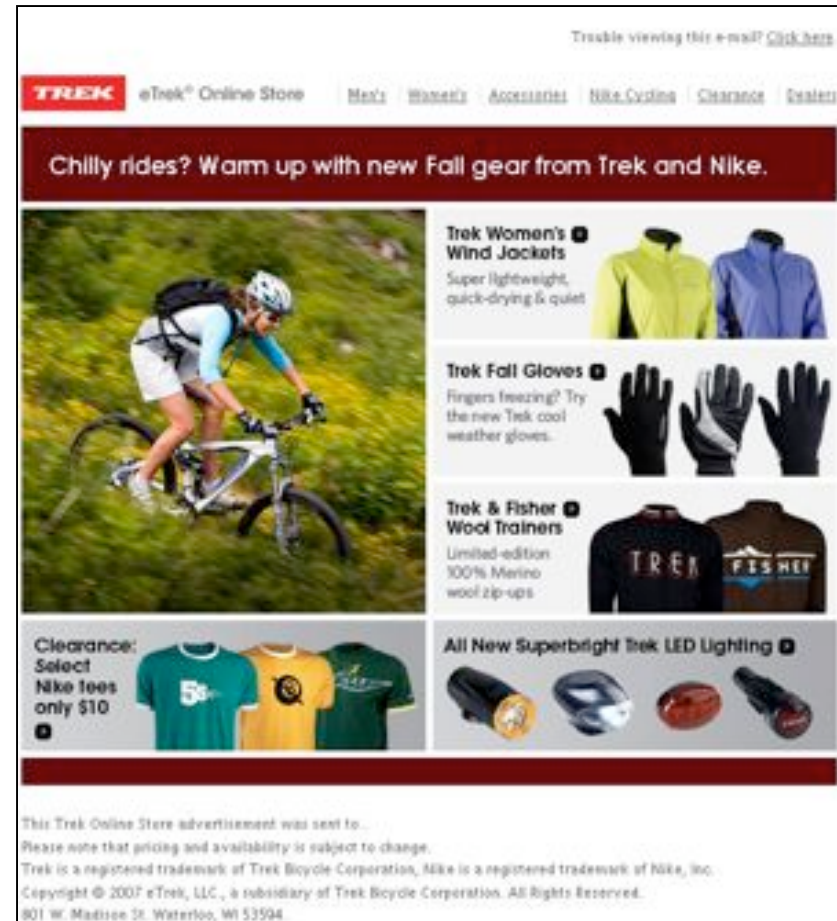


Product Messaging:

Reign in the Focus – Online Store Campaigns

Improve our layouts

- More Content for Fewer Products
- More CTAs
- Improve customer engagement
- Sync brand standards
- Reduce developer build time
- Target for specific product introductions



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Product Messaging:

Move to single product template

Borrowing Success

- Common Theme
- Tested over a 3 month series
- Focus on 1 product
- Compelling Creative




TREK

Trouble viewing this email? [Click here.](#)

The all-new Madone has arrived.

The all-new Madone® began when Trek's Advanced Concept Group challenged itself to create the finest all-day performance bike. There would be a blank slate—no givens or constraints. Anything and everything could be questioned. The only requirements: No compromises between ride quality and weight. Merge form and function. Make it snaking and make it beautiful.


[See the new Madone](#) 

Everything Else is History.

Moving Past the Podium

By the time Lance stepped off cycling's center stage in 2005, Trek was already preparing to transform the Madone beyond elite racing machine to the ultimate performance experience. To make it happen would take the kind of learning that comes from seven consecutive Tour de France victories, 15-plus years of OCLV Carbon engineering, and input from some of the world's most discerning riders.

Together, Trek and Lance understood what it would take to become the absolute best. On the development of the all-new Madone, Trek's dedication and focus were just that—absolute. It has been the biggest design project Trek has undertaken on any bike, at any time. For almost two years, an army of designers, engineers, physicists, chemists, carbon producers, bike shop owners, project managers, average riders—and a few above average riders that go by the names of George, Levi, Popo and Lance—scrutinized every detail of the all-new Madone in relentless pursuit of the ultimate ride.



World Premiere

Lance Armstrong and Trek President John Durtz introduce the all-new Madone at the Milwaukee Art Museum.



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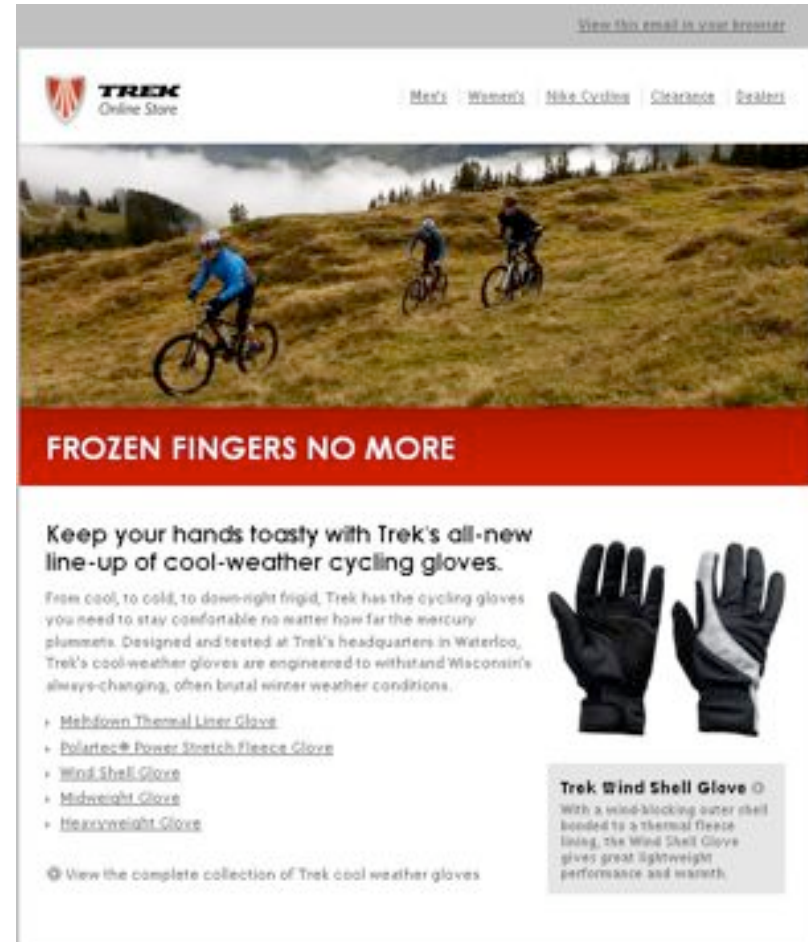
Product Messaging: *Results*

Increased category sales:

- 44% compared to same month prior year
- 57% compared to previous month

Other notable results:

- 15% increase in open rate
- Slight decrease in unsubscribe rate
- Reduced build time



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Product Launch Targeting:

Link media campaigns to product availability

Trek Lime:

- Delayed availability
- March Media Blitz
- How do we bridge the month-long gap between the publicity events and when a consumer can actually buy a Lime?



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Product Launch Targeting:

Product availability messaging



lime

TREK

Ride at your speed. Lime is for everyone. It's a fun, easy three-speed bike that shifts automatically. So all you have to do is enjoy the ride. Register below to be notified when Trek Lime becomes available at your local Trek dealer this Spring.

Email Address

Zip/Postal Code

Register

Copyright © 2008 Trek Bicycle Corporation. All Rights Reserved.

The screenshot shows an email campaign for the Trek Lime bicycle. At the top left is the TREK logo. At the top right is the text "Trouble viewing this e-mail? [Click here](#)". Below this is a large lime green banner with the word "lime" in white lowercase letters and a small image of the bicycle. Below the banner is the "Meet Lime" section, which includes a paragraph of text, a "Find a Trek Dealer" link, and a photo of a woman riding the bike. At the bottom of the email is a footer with copyright information and a note about the email being sent to a contact list.

TREK

Trouble viewing this e-mail? [Click here](#)

lime

Meet Lime

You asked to be notified when Lime, our easy, three speed bike that shifts automatically will be arriving at your local Trek dealer. You've seen it on the web and on the air. We're excited to tell you that Lime is currently shipping to Trek dealers throughout the United States and Canada.

For the chance to Ride At Your Speed™, please contact your local Trek Authorized Dealer.

[Find a Trek Dealer](#)

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801 W. Madison St. Watertown, WI 53094

This e-mail and the Lime advertisement was sent to [333contact_email@123](#). No action is required to unsubscribe. To sign up for future special announcements or special offers from Trek, [click here](#). To share this message with a friend, [click here](#).

BRONTO



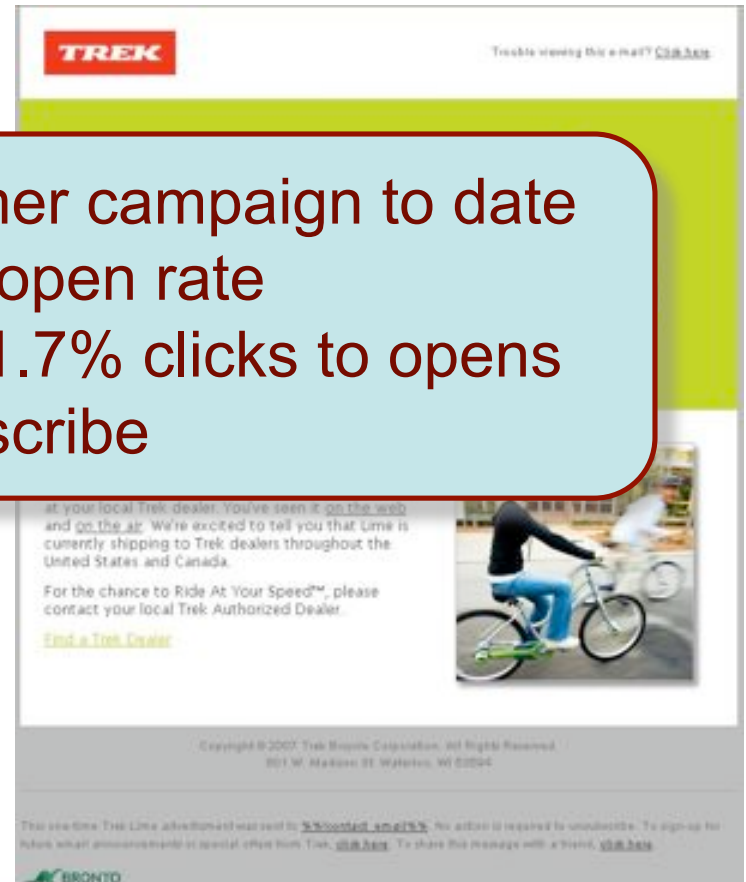
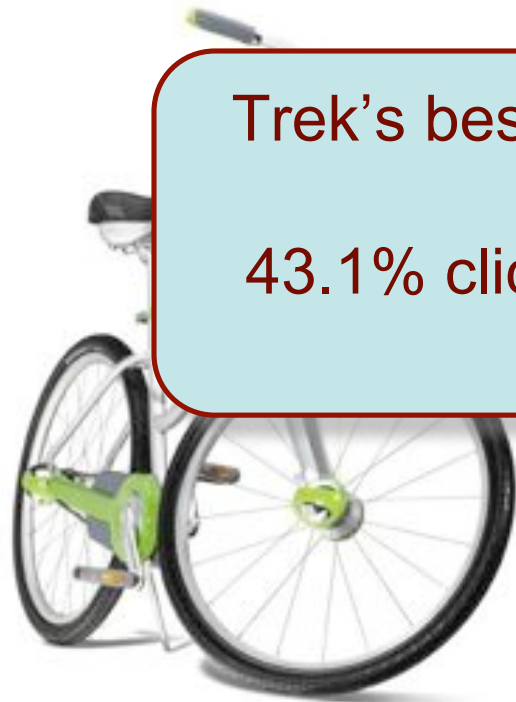
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Product Launch Targeting: *Results*

Trek's best performing consumer campaign to date
A whopping 69.8% open rate
43.1% click through rate for 61.7% clicks to opens
A single unsubscribe



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Timing & Frequency Targeting

Re-Mailing

Increasing Send Frequency

Joe Colopy

CEO, Bronto Software



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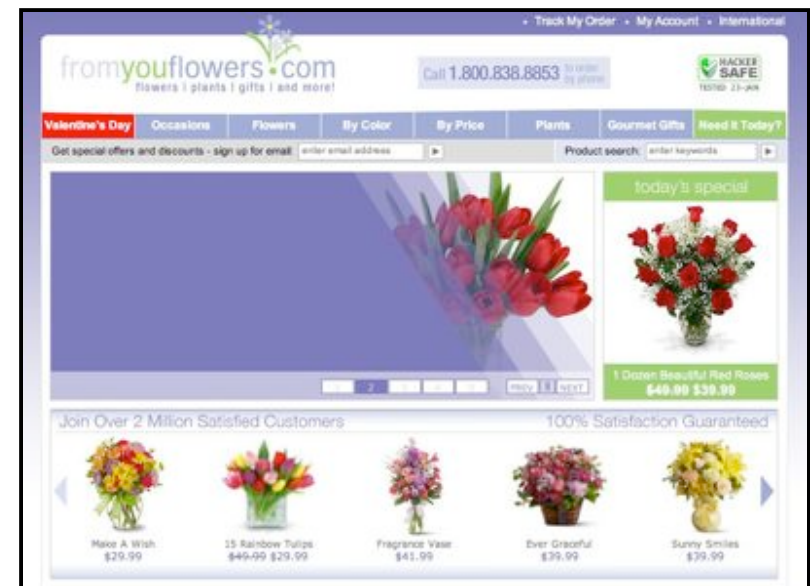
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Re-Mailing:

Follow-up send drives more conversions

Online Florist

- Goal: Increase conversion revenue
- Utilized re-mailing
- Stronger CTA
- Different Subject Line
- Varied Send Time



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Re-Mailing:

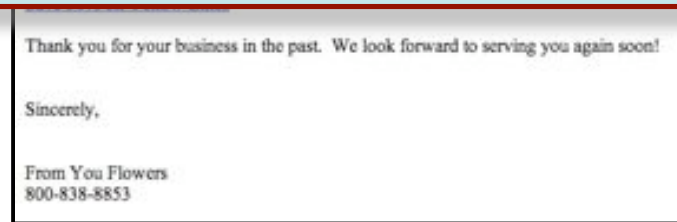
Updated creative to differentiate



Increased Campaign's Conversion Rate by 45%



Monday morning message



Wednesday afternoon message

- Segment non-openers
- Change creative
- Added text



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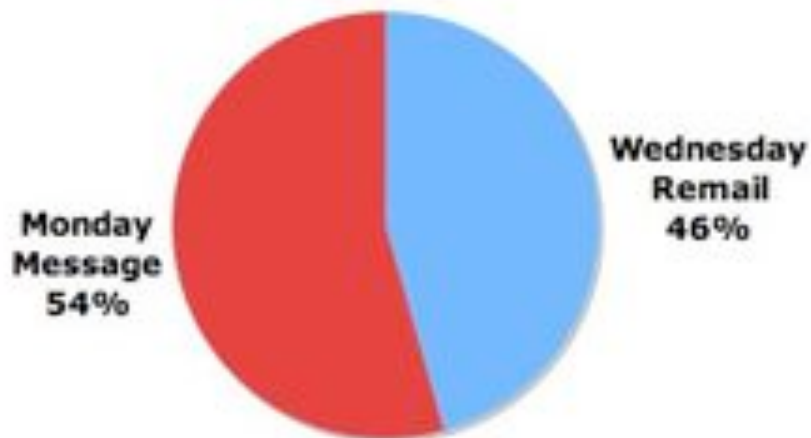
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Re-Mailing:

Significant increase in conversions

Re-mail almost doubled conversions



	Conversion/Click	Click/Open
Monday Message	16.0%	9.6%
Wednesday Remail	12.4%	21.5%



Increasing Frequency: Overview

Cosmetics Retailer

- Minimized List Fatigue
- Added Special Offer
- Evaluated Unsubscribe Rate

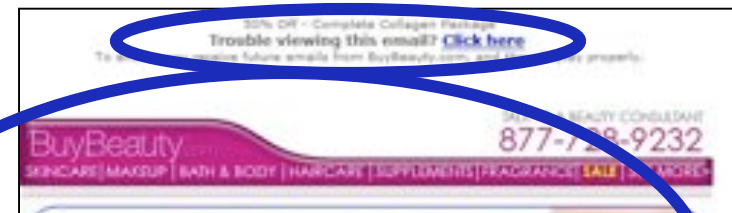
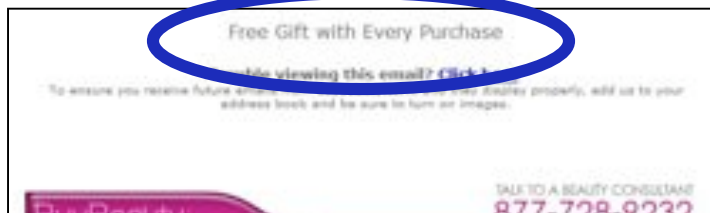


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Increasing Frequency: *Extra Send with Stronger Offer*



Increased Email Marketing Conversion Rate by 33%



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Increasing Frequency:

More conversions without list fatigue

Free Gift with Every Purchase

Trouble viewing this email? [Click here](#)

To ensure you receive future emails from BuyBeauty.com, and they display properly, add us to your address book and be sure to turn on images.

30% OFF - Complete Collagen Package

Trouble viewing this email? [Click here](#)

To ensure you receive future emails from BuyBeauty.com, and they display properly.

BuyBeauty.com

SKINCARE | MAKEUP | BATH & BODY | HAIRCARE | SUPPLEMENTS | FRAGRANCE | SALE | SEE MORE

CALL TO A BEAUTY CONSULTANT

877-728-9232

Weekend Special Offer Campaign:
Created 33% more conversions in 1st month
7.7% Higher Click/Open Rate
No Significant Increase In Unsubscribe Rate



CLARINS
Color Cubes
RRP \$30.00

[Get free now](#)



Col-Pure Collagen Trio



Col-Pure Collagen



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Questions

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CEO, Bronto Software*

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