

EMAIL MARKETING • WEBINAR



SubjectLine.com
presents

60 Minutes to Radically Improve your Email Marketing

Speakers:



Jay Schwedelson

Founder SubjectLine.com
& CEO of Worldata



Nancy Harhut

Co-Founder + Chief Creative
Officer, HBT Marketing

Today's Speaker: Jay Schwedelson

JAY SCHWEDELSON - who????

President & CEO – Worldata [Worldata.com]

- Founder of SubjectLine.com
- 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)



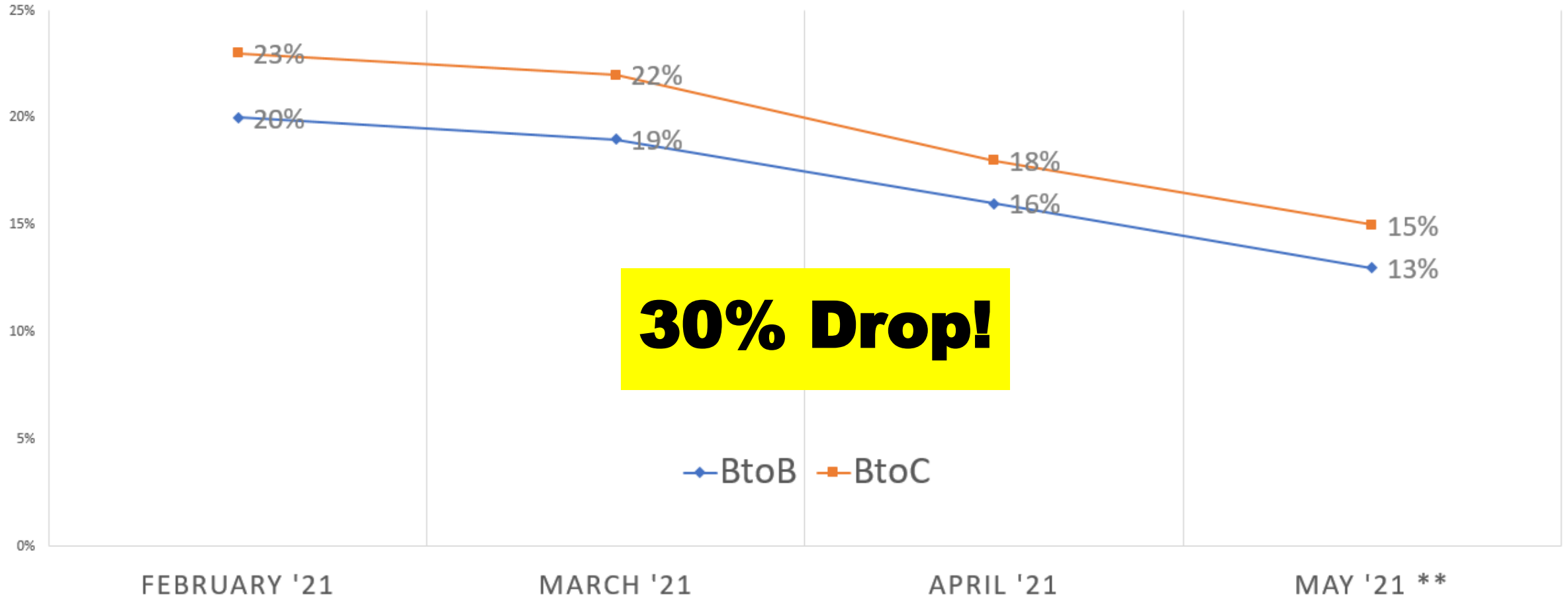
- **Worldata executes over 40,000 Email, Online and Direct Marketing Campaigns on Behalf of Clients Each Year.**
 - **We are the largest buyer of permission email media in North America.**
- **Our research division, Worldata Research, provides free industry metrics based on these programs. Our email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

Last 30 Days: Marketers Are Losing It

- **Email Open Rates: Down**
- **SEO/SEM: Down**
- **Retargeting: Flat**
- **Paid Social: Down**
- **Direct Mail: Flat**



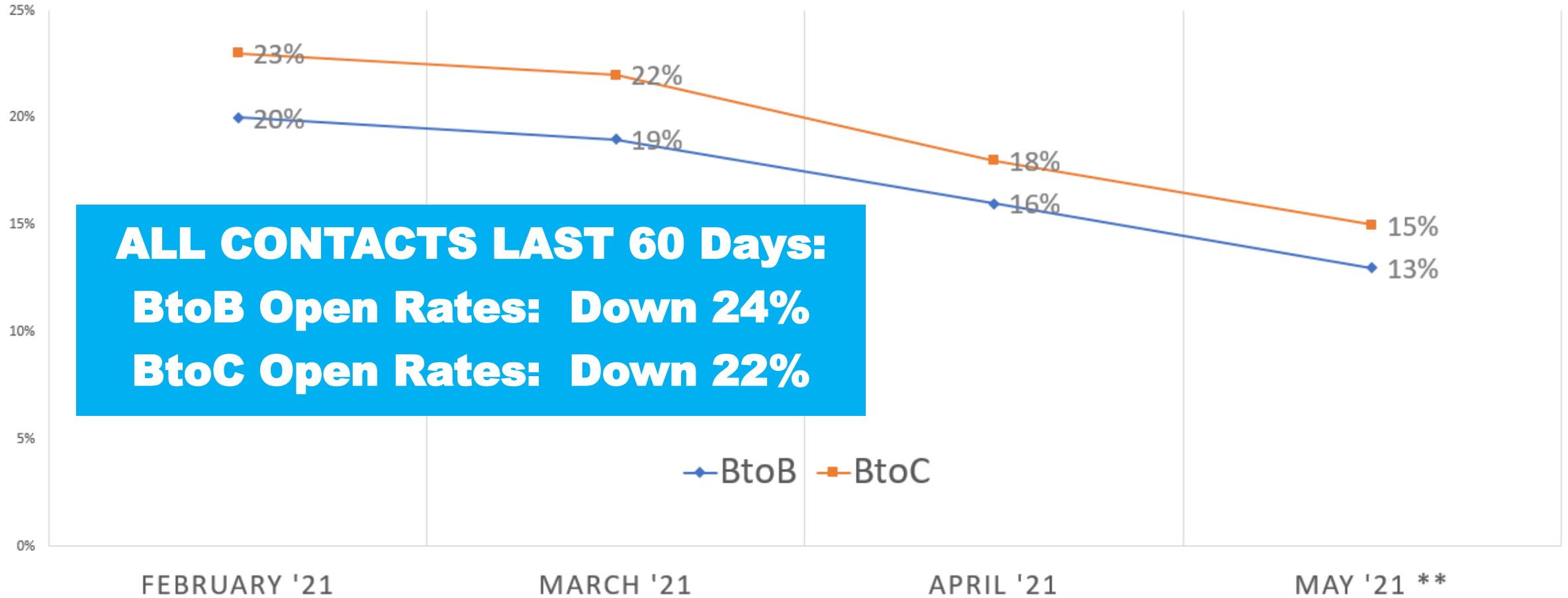
OPEN RATES OF NET NEW CONTACTS GENERATED APRIL 1ST 2020 THROUGH JAN 31ST 2021



30% Drop!

◆ BtoB ■ BtoC

OPEN RATES OF NET NEW CONTACTS GENERATED APRIL 1ST 2020 THROUGH JAN 31ST 2021



**ALL CONTACTS LAST 60 Days:
BtoB Open Rates: Down 24%
BtoC Open Rates: Down 22%**

◆ BtoB ■ BtoC

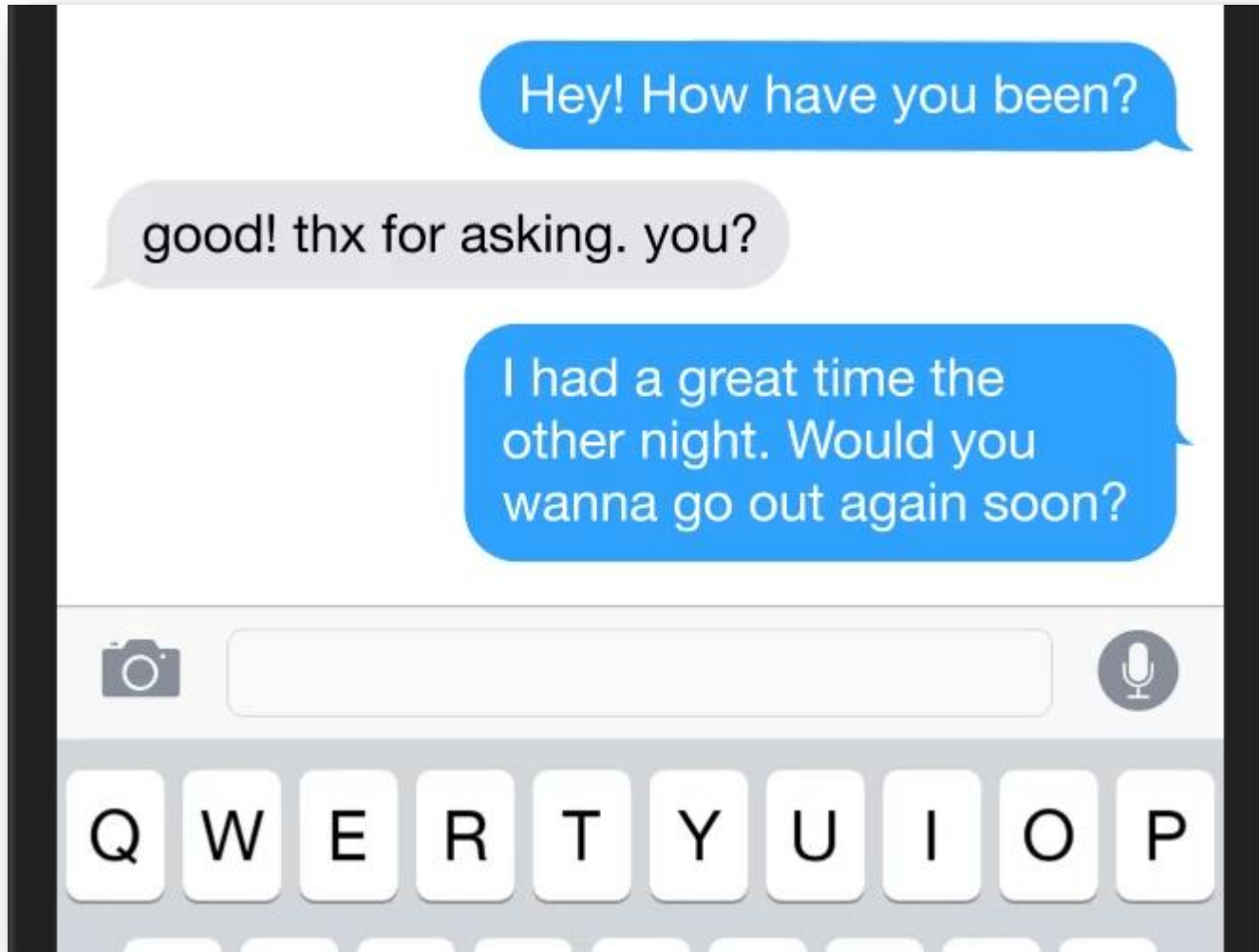
FEBRUARY '21

MARCH '21

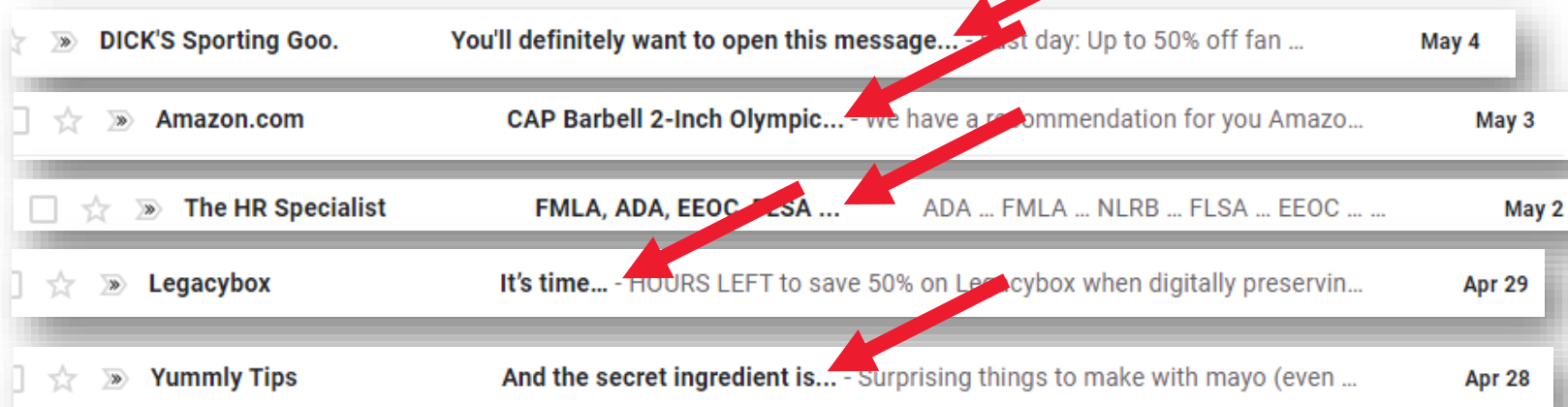
APRIL '21

MAY '21 **

25 Minutes



Three Dots In Subject Line Are a Big Deal!



Examples:

- Just Announced...
- Our Keynote is...
- We Never Do This...

BtoC:

... (THREE DOTS) In Subject Line –Open Rates **UP** 17%

BtoB:

... (THREE DOTS) In Subject Line -Open Rates **UP** 14%

Just announced... [only examples X](#)

The Venetian Resort (mailto:email@venetian.com) | unsubscribe
to JSCHWEDE... -

Thu, Apr 29, 6:25 PM (13 days ago) ☆ ↶ ⋮

[Explore what's new at The Venetian Resort](#) | [View in browser](#)


THE VENETIAN[®] RESORT
LAS VEGAS

AROUND OUR WORLD

Explore The Venetian Resort in your Inbox



Gondola Rides at The Venetian Resort

BtoB: 'New Normal' in Subject Line Open Rates UP 22%

› Erick at StitchDX	Inbox	DIGITAL WORKPLACE WEBINAR : Be ready For The NEW New Normal - for the new "new normal": a strate
› MarTech Today	Inbox	📄 As 'new normal' approaches, don't forget the lessons we've learned - Good morning, Jaymar, I'm wond
› Franchise Times	Inbox	Is your franchise's technology optimized for the new normal? - the-new-normal?e=d549c17948) https://w
› Digital Marketing D.	Inbox	ROI Elevated: Driving Outcomes in the New Normal - in the New Normal Organizations have been pressur
› eMarketer Webinars	Inbox	[Register] Touchless Payments, QR Codes and More—The New Normal CX? - to introduce new experience
› Bespoke Post	Inbox	The New Normal: Make the Most of 2021 - page The New Normal We've teamed up with Inside Hook For C
› Flipboard Photo Desk	Inbox	The New Normal in NYC - ButcherBox The New Normal in New York City [flipboard.com - With masks on a
› Crain's Partner	Inbox	How financial leaders are managing and embracing the new normal - ahead for New York City For the fou
› InfoWorld	Inbox	Personal Security for Employees in the New Normal - in the New Normal The latest technology news, insi
› Think with Google US	Inbox	Think at a Glance: How to approach measurement in the new normal - of our new normal, measurement h

C'MON!!!!



DIGITAL WORKPLACE WEBINAR : Be ready For The NEW New Normal



Inbox



Erick at StitchDX 5:10 PM



to me ▾



Hi there -

RIGHT NOW is the moment to consider a Digital Workplace plan that's purpose-built for the *new* "new normal": a strategy to enable *maximum communication, collaboration, and productivity* among your in-office, hybrid, and remote workers.

Why right now? Because the technologies that quickly enabled 100% remote work in 2020 also

SUBJECT LINE WORDS THAT ARE TRENDING:

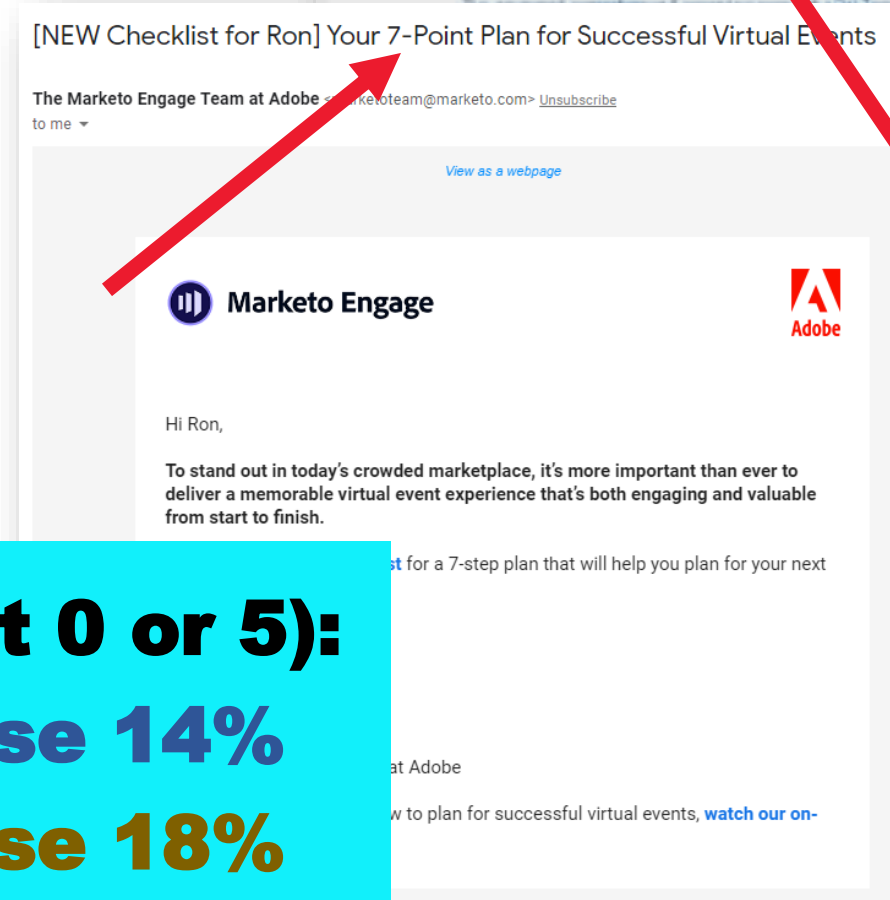
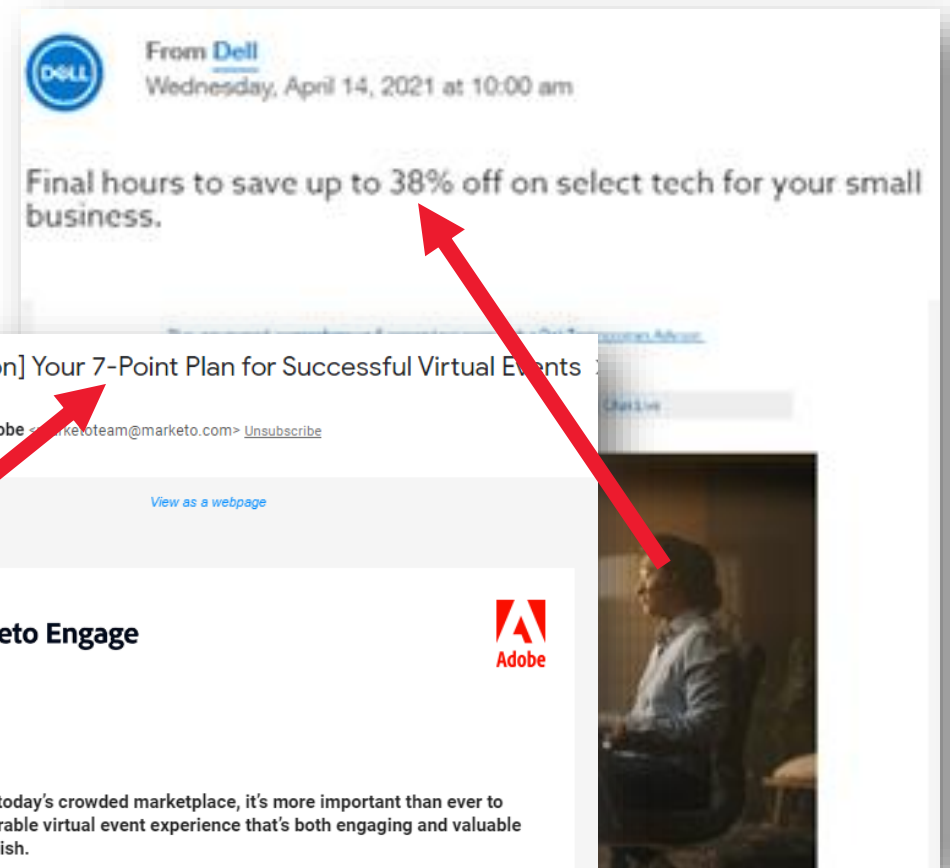
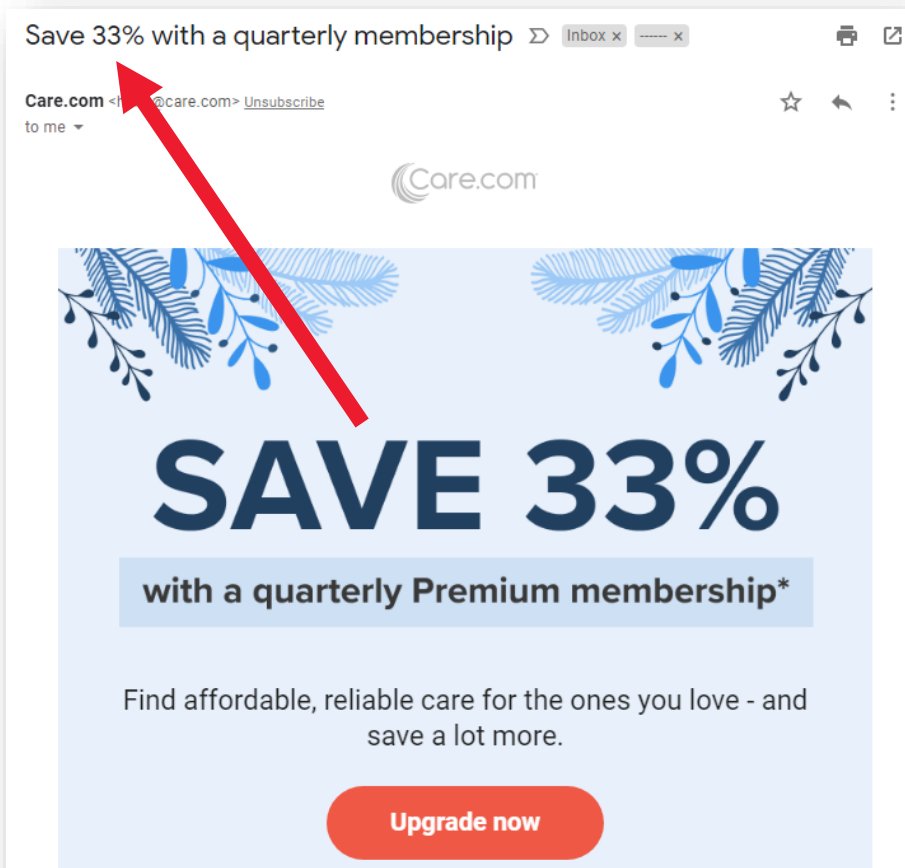
Last 30 Days: Open Rate Increase When Used in Subject Lines:

BtoC:

- Remember **DOWN** 20%
- Last Year –**DOWN** 15%
- Back -**UP** 12%
- Preview -**UP** 18%
- Limited -**UP** 19%

BtoB:

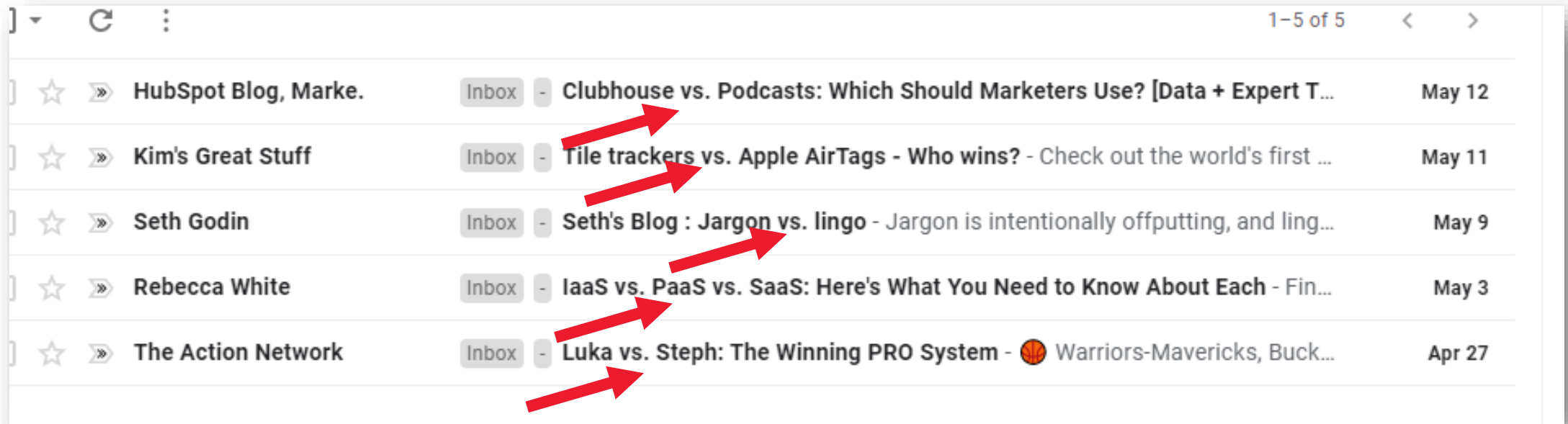
- 2020 -**DOWN** 28%
- Q1 –**DOWN** 19%
- 2021 -**UP** 14%
- Q2/Q3 -**UP** 21%
- Preview -**UP** 19%



Non-Round Numbers (Not 0 or 5):
BtoB Open Rate Increase 14%
BtoC Open Rate Increase 18%



VS. = Open Rate Increase!



A screenshot of an email inbox interface. The inbox contains five email entries. Red arrows point to the word 'vs.' in the subject lines of each email, highlighting the use of comparison terms. The interface includes a search bar at the top, a refresh icon, and a page indicator '1-5 of 5'.

Sender	Subject Line	Date
HubSpot Blog, Marke.	Inbox - Clubhouse vs. Podcasts: Which Should Marketers Use? [Data + Expert T...	May 12
Kim's Great Stuff	Inbox - Tile trackers vs. Apple AirTags - Who wins? - Check out the world's first ...	May 11
Seth Godin	Inbox - Seth's Blog : Jargon vs. lingo - Jargon is intentionally offputting, and ling...	May 9
Rebecca White	Inbox - IaaS vs. PaaS vs. SaaS: Here's What You Need to Know About Each - Fin...	May 3
The Action Network	Inbox - Luka vs. Steph: The Winning PRO System - 🏀 Warriors-Mavericks, Buck...	Apr 27

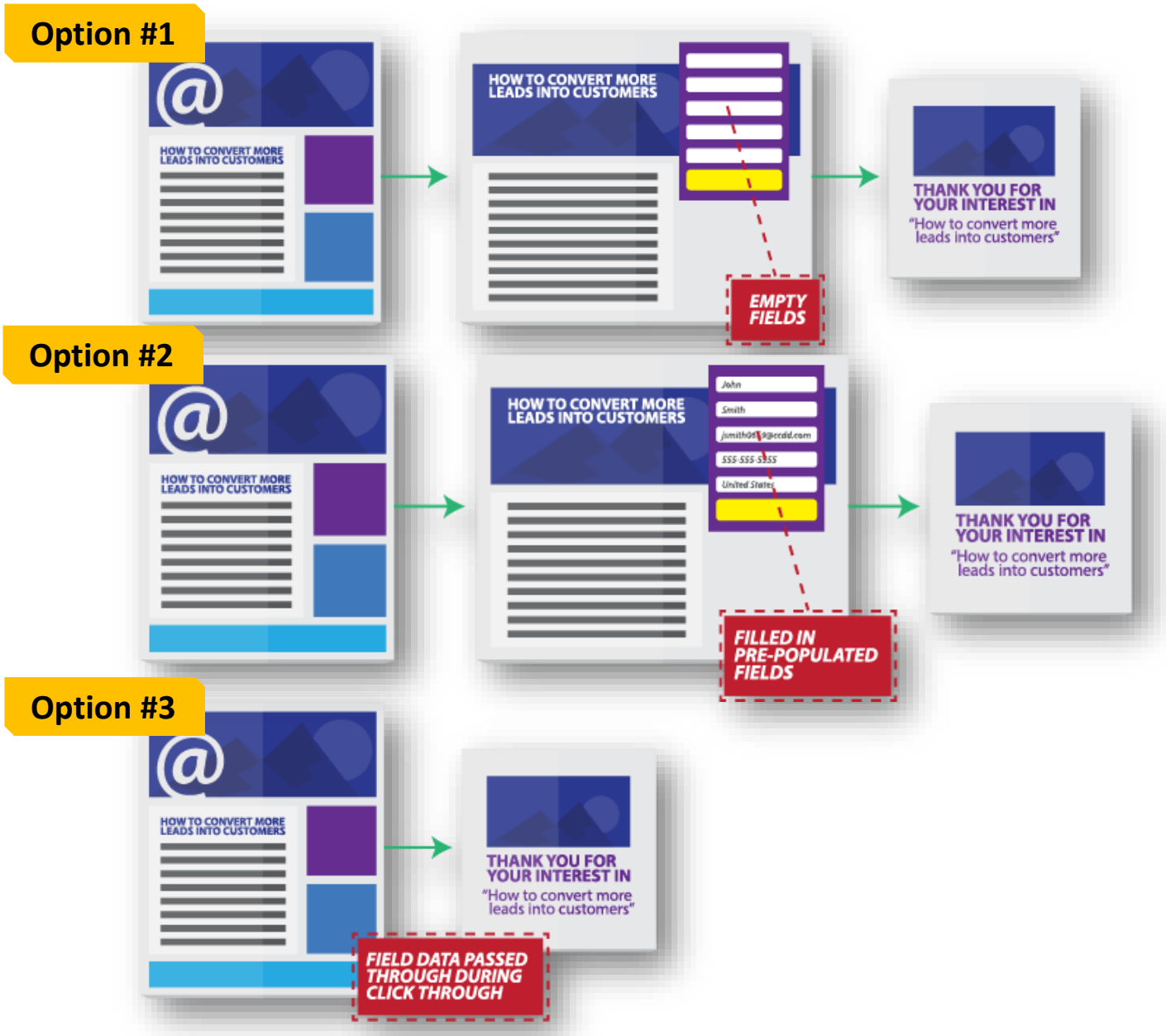
Comparison (Vs.) In Subject Line:

BtoB Open Rate Increase 21%

BtoC Open Rate Increase 22%

**When Performance Is
Dropping You Can't
Keep Doing The Same
Things...**

DRAMATICALLY INCREASE LEADS AND LOWER COST:
3 Options Exist:
Option #1: Empty fields
Option #2: Pre-Populated
Option #3: Direct-to-Thank You



- **Highest Quality Leads**
- **Highest Cost**
- **Lowest Response Rate**

- **As Compared to Option #1:**
- **Cost Per Lead Lower by 120%**
- **Conversion Rate 240% Higher**

- **As Compared to Option #1:**
- **Cost Per Lead Lower by 155%**
- **Conversion Rate 320% Higher**

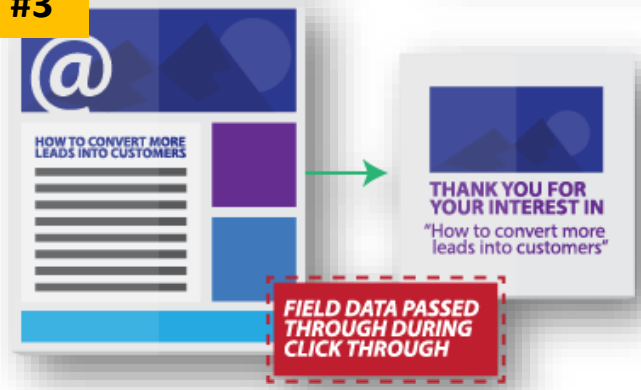
Option #1



Option #2



Option #3




RANDOM NEW TREND

Bookend Emoji's: Increase Open Rate by 31%


› Hollister Club Cali	🕒 25% off ends at midnight, fam!!! 🕒 - Get it while the gettin's good.	...	May 10
› Fanatics.com	🏀 Your Weekly Leaderboard 🏀 - Officially licensed everything	...	May 10
› Urban Sophistication	🌟 Up Your Selfie Game 👍 - Must-Have Phone Cases	...	May 6
› Domino's Pizza	🍷 night > non-🍷 night - Add Stuffed Cheesy Bread to your Mix & Match or...		Apr 19
› Uncommon Goods	🎁 Put twinkles in their eyes and springs in their steps 🎁 - Unique gifts for ...		Apr 12


Why Do BtoB Marketers Think They Are Different...

PRWeek  **Take a Coffee Break with Bospar's Curtis Sp...** Thu 5/13/2021 12:20 PM
The principal talks DE&I, LGBTQ in the PR industry and more


Event Marketer  **Your Event Industry Comeback Course Start...** Wed 5/12/2021 12:29 PM

Simon Payne  **MilSat Symposium Speaker Lineup** Wed 5/12/2021 9:01 AM
View the complete speaker lineup for the 2021 MilSat Symposium and join the community protecting and expanding critical space assets.

 **Looking to double-down on ABM?**

 MarketingProfs Update <MarketingProfs@em.marketi>
To Jay Schwedelson


[Reply](#) [Reply All](#) [Forward](#) [More](#)



Eyeing an ABM platform?

Know exactly what to look for

[GET THE GUIDE](#)



TOP 5 Emoji's For Subject Lines: *Last 30 Days:*

BtoC



▪ Open Rate: UP 24%



▪ Open Rate: UP 22%



▪ Open Rate: UP 19%



▪ Open Rate: UP 18%



▪ Open Rate: UP 17%

BtoB



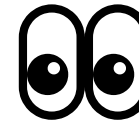
▪ Open Rate: UP 21%



▪ Open Rate: UP 17%



▪ Open Rate: UP 17%



▪ Open Rate: UP 15%



▪ Open Rate: UP 12%

Stop Overthinking Things...

Complimentary vs Free

Seven (number) vs 7 (number)

Last Chance vs Today

Stop Overthinking Things...

Complimentary vs Free

Open Rate:
UP 27%

Seven (number) vs 7 (number)

Open Rate:
UP 16%

Last Chance vs Today

Open Rate:
UP 12%

What Is The Most Important Email Marketing Metric?

- **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 = $\frac{\text{Delivered}}{\text{Sent}}$

- Hard bounce = an email recipient due to a permanent address error

- Soft bounce = an email recipient due to a temporary address error

- Opened = raw opens

- Open Rate = $\frac{\text{raw opens}}{\text{delivered emails}}$

- Clicks = raw clicks

Who Cares?
How many are going to the Inbox?

emails

scribes

subscribes/delivered

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 = (delivered / sent) * 100
- Hard bounce = recipient does not exist
- Soft bounce = recipient does not exist or mailbox is full
- Opened = raw opens
- 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%

Source: Validity

Worldata.

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/raw opens
- CTO = raw clicks/delivered emails
- 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 19% of All 'Clicked' Emails

- Opened = raw opens

THINK DIFFERENTLY...

**Email is a laboratory.
Test, Fail and Test Again...**

LAST 30 DAYS:

11% of Subject Lines Have LESS Than 20 Characters...

Subject Lines With LESS Than 20 Characters Have OPEN RATE INCREASE:

B2B = 21%

B2C = 25%

LAST 30 DAYS:

8% of Subject Lines Have **MORE** Than 65 Characters...

Apple News	Inbox	U.S. reaches key vaccination target, the dark side of the houseplant boom, and more from Apple News - G.	Apr 22
Apple News	Inbox	A landmark moment in the fight for racial justice, what's next for Derek Chauvin, and more from Apple N...	Apr 21
Apple News	Inbox	All U.S. adults are now eligible for a COVID vaccine, why toilet-paper sales are slowing, and more from A...	Apr 20
Apple News	Inbox	A tragic weekend for gun violence, why experts say COVID vaccines are safe, and more from Apple News -	Apr 19

Subject Lines With **MORE** Than 65 Characters Have **OPEN RATE INCREASE:**

B2B = 15%

B2C = 18%

@Worldata

NEW FREE STUFF!



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

For SLIDES & Calendar:
JayS@CorpWD.com

WAIT....There is more!!!!

Worldata
EMAIL MARKETING CALENDAR

Worldata's research division aggregates email campaign statistics from over 40,000 campaigns that are executed annually. These campaigns measure results from over 6 Billion transmitted messages. Worldata strongly encourages marketers to test all delivery timing options to find the optimal strategy for your specific programs.

- TOP PERFORMING DATES
- AVERAGE PERFORMING DATES
- POOR PERFORMING DATES

Services

- ✓ Premier Source - Rapid Database Growth
- ✓ Content Syndication & CPL Programs
- ✓ Direct Mail Solutions
- ✓ Email Production Services
- ✓ Best Practice Consultations
- ✓ Data Hygiene & Improvement
- ✓ List Management Representation

SubjectLine.com
Enter Your Subject Line Here... **EVALUATE**
#1 Free Subject Line Rating Tool

Jay Schwedelson
E: JayS@corpwd.com
T: 800.331.8102, Ext. 176
www.worldata.com @worldata

**UPDATED AGAIN!
NEW AS OF May 1st!!!!**

www.JaySchwedelson.com

Subscribe to Jay's Inside Scoop

Let's Stay Connected.
Share Ideas.
And Be The First To Know...

First Name

Email

JAY SCHWEDELSON



If you email me you
can also just say "add
me to SCOOP"

For Slides, Calendar, Questions: JayS@CorpWD.com

[@Worldata](#) – Instagram and Twitter

WAIT... There is more!!!!

Worldata.

Last updated on:
Thursday, December 10, 2020



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[TOPICS](#)

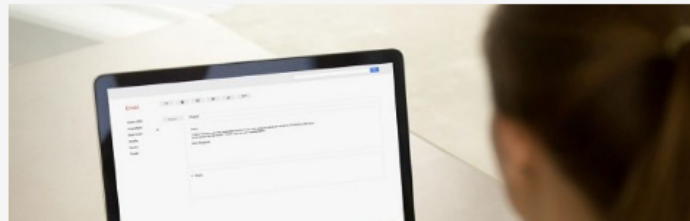
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Get tips & tricks on how to navigate the busy months ahead in this...
FREE Exclusive HOLIDAY INFOGRAPHIC!
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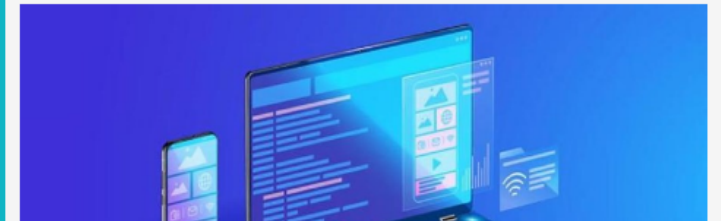


Email Marketing & Growth: What You Need to Know

Email marketing is widely regarded as the best way to grow companies of all sizes. When you consider that the average email campaign has a return on investment of 4,400%, the impact of this becomes clear.

Top FREE Marketing Resource

2021 EMAIL MARKETING CALENDARS
ARE NOW AVAILABLE!
[Get Yours Today!](#)



What to Know About Email Marketing in 2021

The digital transformation that has been accelerated by the COVID outbreak has affected all parts of marketing. The volume of email marketing campaigns has increased, but how it has changed?

[READ MORE](#)

Over 10 million Subject Lines Checked **And It's FREE!**

Enter Your Subject Line Here...

[EVALUATE](#)

THANK YOU!

JAY:

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