

# Email Marketing Tips: DO THIS, NOT THAT

Jay Schwedelson – Founder, CEO  
SubjectLine.com & Worldata Group

**INBOUND 22**

# Today's Speaker: Jay Schwedelson

## **JAY SCHWEDELSON - who????**

- President & CEO – Outcome Media
- Founder of SubjectLine.com
- Founder of Guru Events [GuruConference]
- Crain's Top 100 Industry Professionals (10 Years in a row)
- University of Florida Hall of Fame Inductee (go Gators!)
  - [UF College of Journalism and Communications]

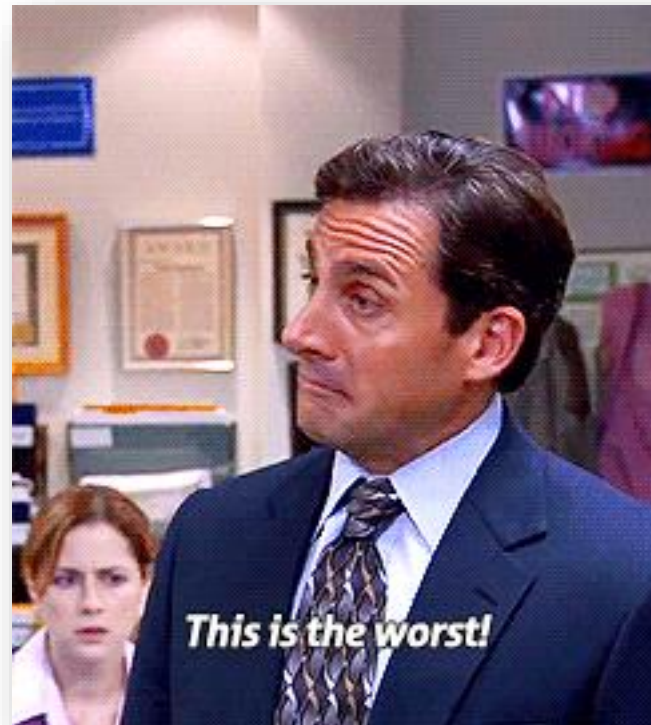


**Outcome Media executes over 40,000 Email, Online and Direct Marketing Campaigns on Behalf of Clients Each Year.**

**Demand Gen Experts: Email and Direct Mail. Database Growth and Data Hygiene & Improvement Specialists.**

**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.**

# Jay's Session Rating!



## UGC: User Generated Content...

Email Click Through Rates  
Increase When Primary  
Content is UGC  
[Last 60 Days]:

Business: UP 32%  
Consumer: UP 28%

Over 26,000 five-star reviews!

26,000 Five Star Reviews & Counting Believe the hype: Shop Loungewear Shop

**SKIMS**

FREE SHIPPING ON U.S. ORDERS \$75+



**2,000 FIVE-STAR  
REVIEWS—  
AND COUNTING!**

DON'T JUST TAKE OUR WORD FOR IT.  
OUR CUSTOMERS LOVE THESE  
BESTSELLERS, AND YOU WILL TOO.

SHOP SKIMS

# #1 Rewards & Recognition Software on Gartner Digital Markets



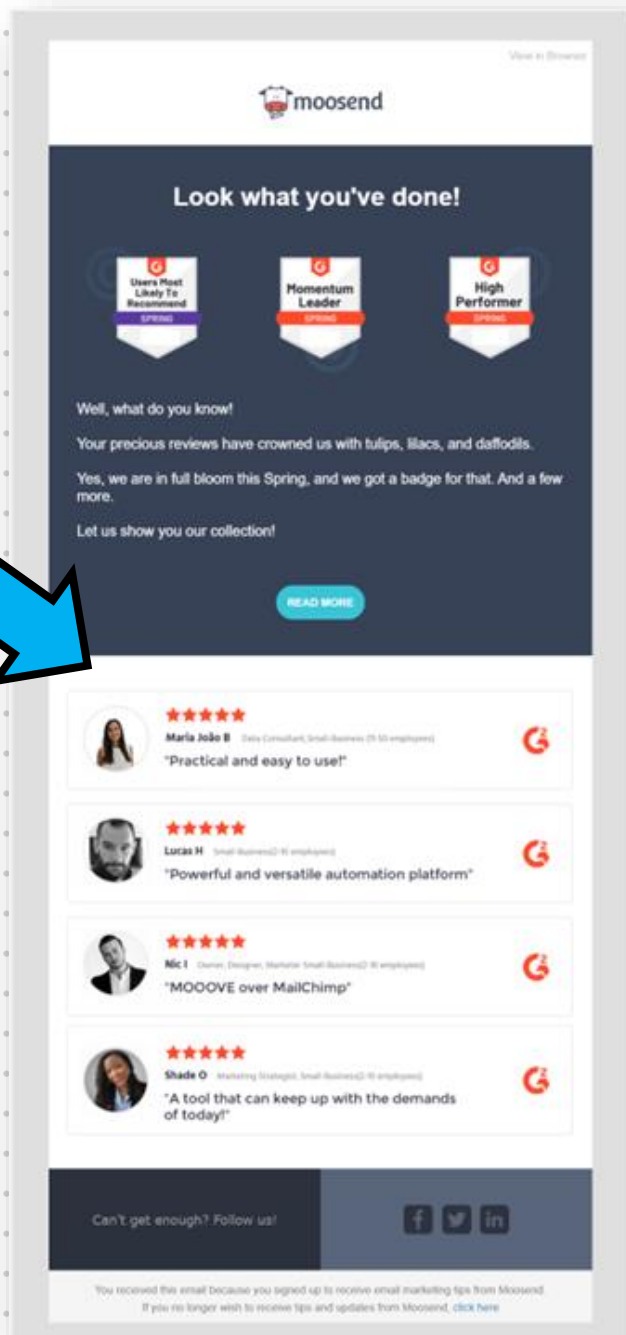
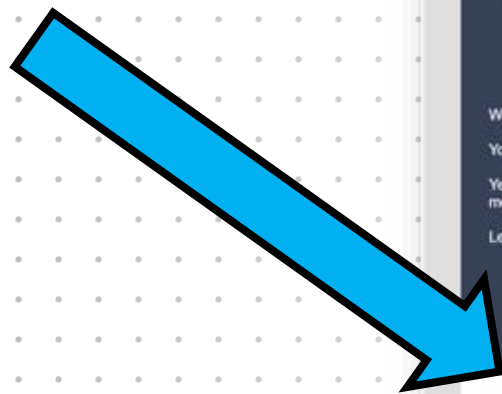
Employee rewards and recognition is crucial in today's economy. Who wouldn't want a 23% profitability boost and a 18% reduction in turnover?\* The good news is that no one does employee recognition better than Awardco. See customer reviews on Capterra, and learn why our flexibility, simplicity, and customizability is better than anything you've seen before.

[Learn More](#)



Source: GIPHY.





**UGC: User Generated Content...**



**SUBJECT LINES That  
Mention  
'REVIEW/TESTIMONIAL'  
Have Increased Open  
Rates:**

**Business: UP 22%  
Consumer: UP 27%**

See What People Are Saying About This Best Seller 🗣️  
FREE Shipping on U.S. Orders \$35+ & International Orders \$100+! Case-Mate P

Friday, May 20, 2022  
@2:02 pm

CASE•MATE

PHONE CASES ACCESSORIES POWER

**Put A Ring On It**

MAGSAFE, BUT MAKE IT FASHION



Let the reviews do the talking ▾ Inbox x UGC x

Sweaty Betty  
to: sweatybetty@email.sweatybetty.com> [Unsubscribe](#)

Tue, Jul 19, 6:12 PM ☆ ↶ ⋮

Free Shipping On Orders Over \$75 (US) / \$150 (CA)



New In

Leggings

Wellness





**BIG BTW:  
Animated Gifs....  
(all emails)**

**Increase Click-Through  
Rates: [Last 60 Days]**

**Business: UP 34%  
Consumer: UP 31%**



**SHOP YOU**

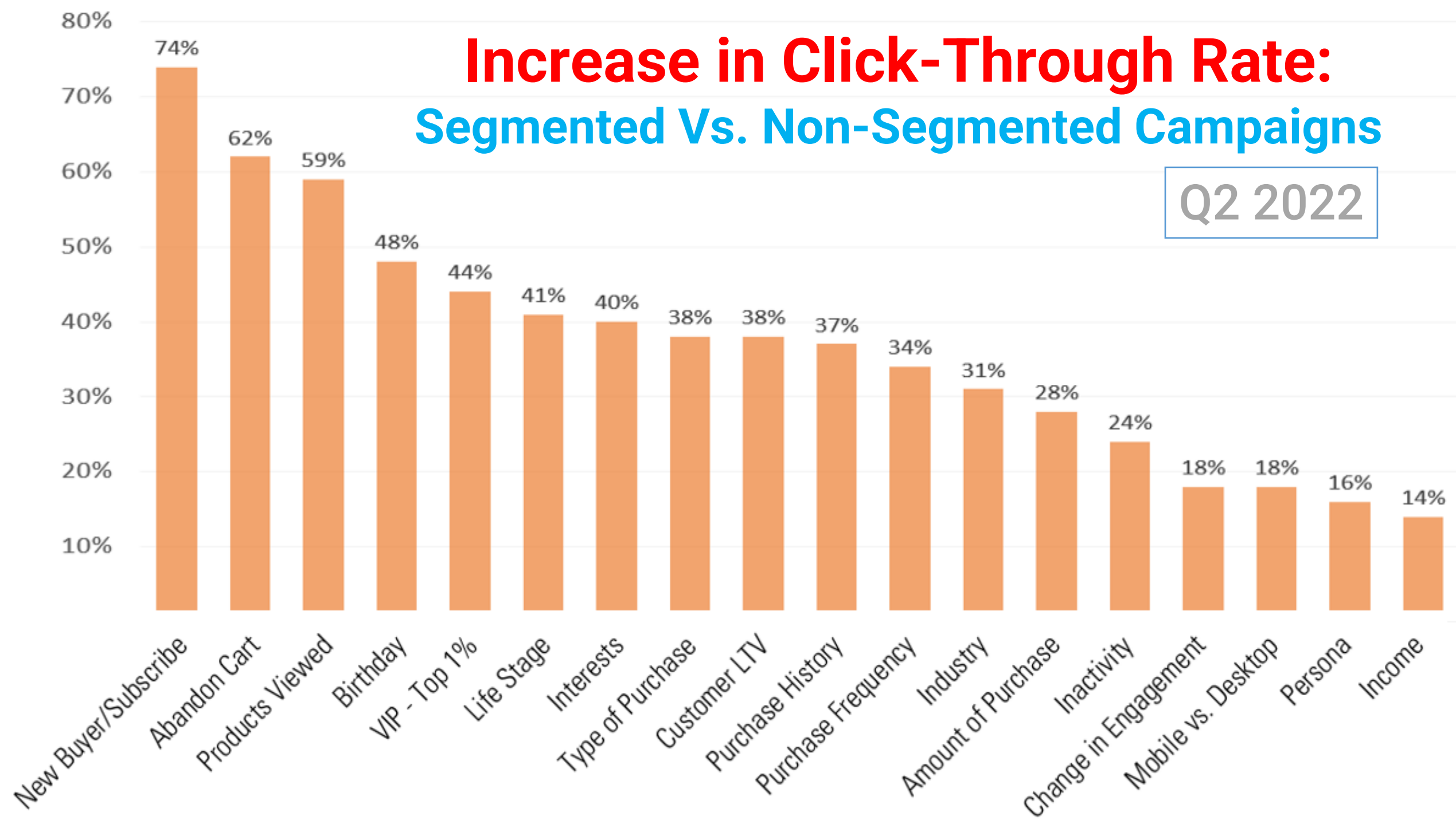
# Next Slide is So Bad!!!



Source: GIPHY

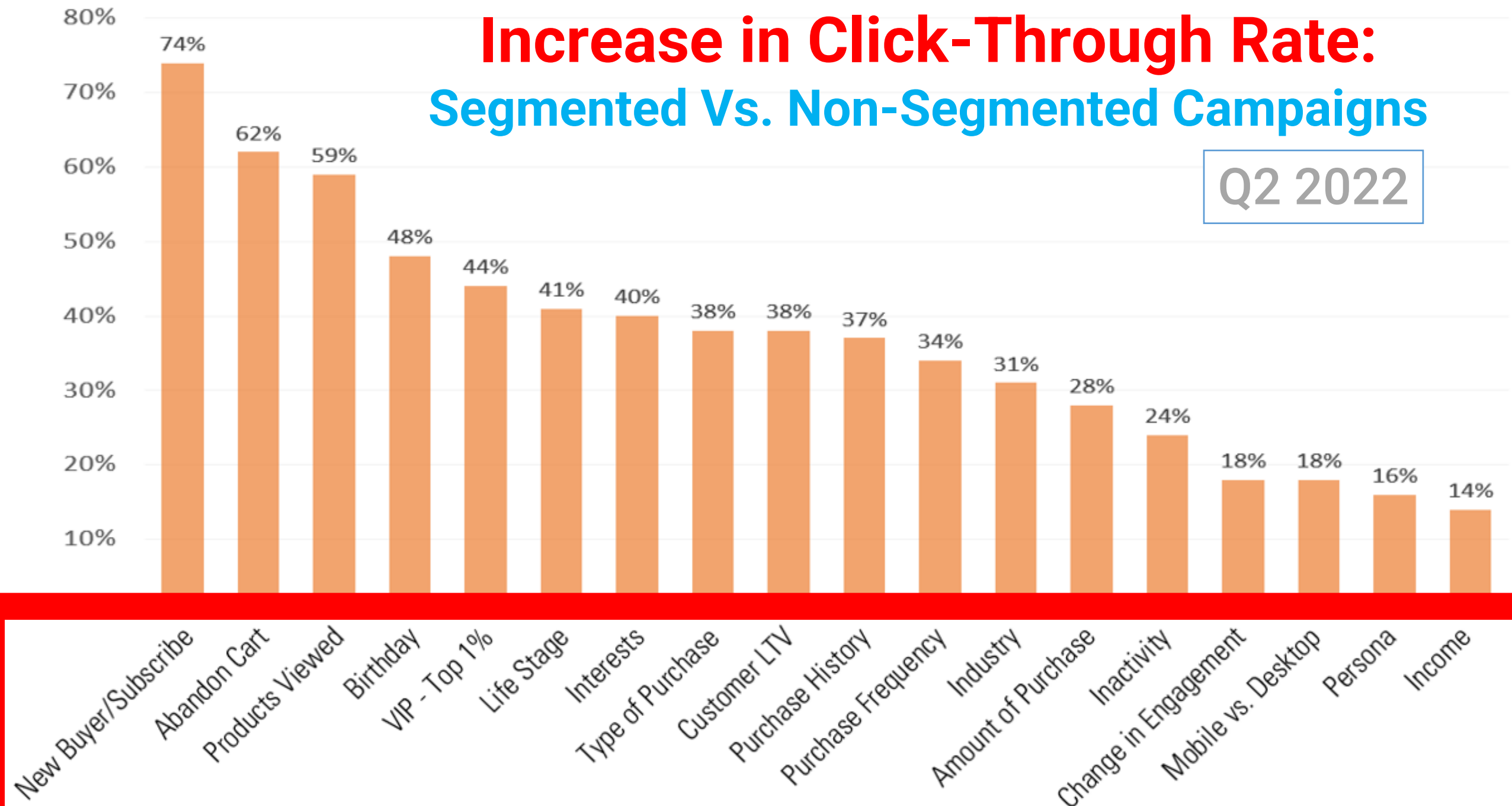
# Increase in Click-Through Rate: Segmented Vs. Non-Segmented Campaigns

Q2 2022



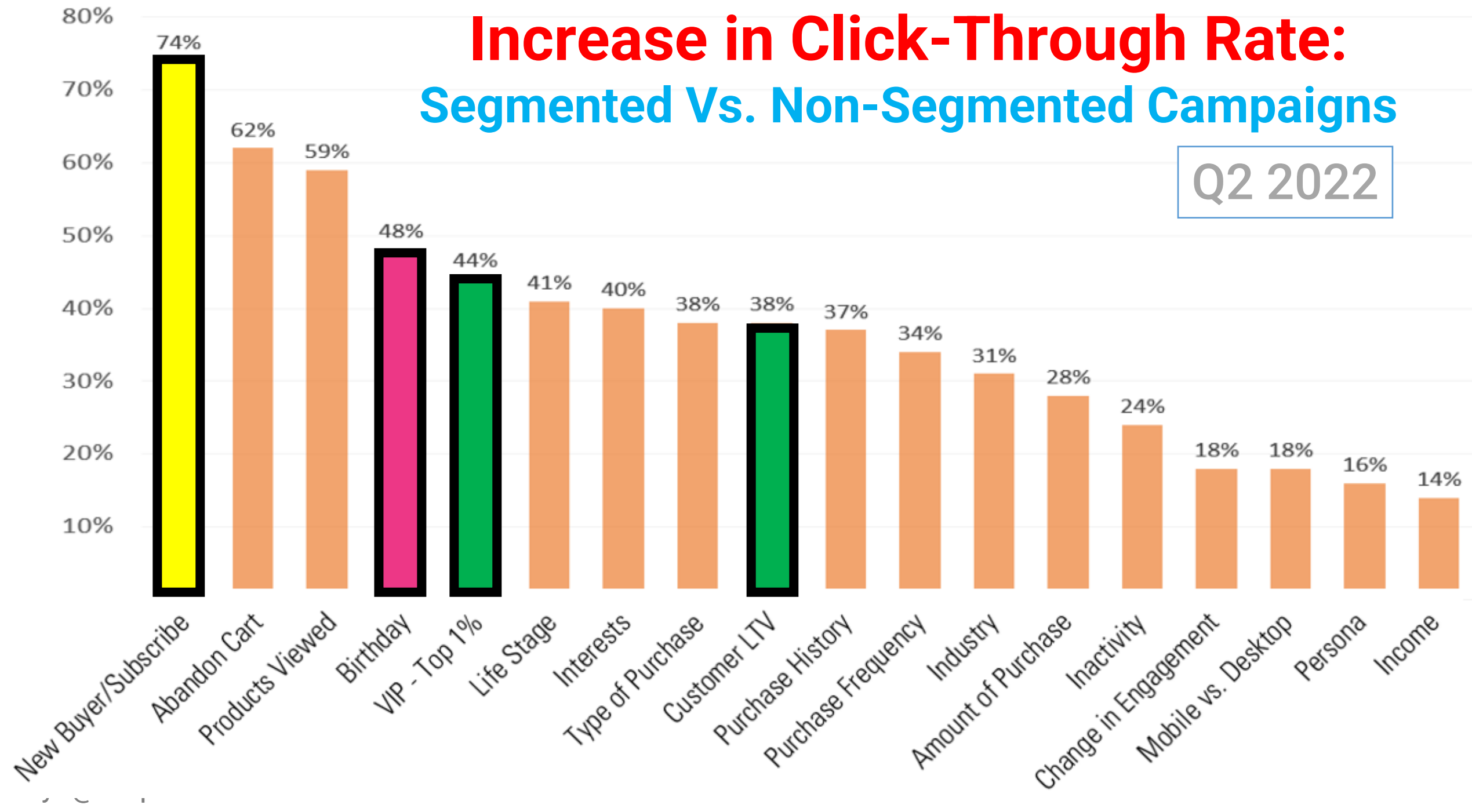
# Increase in Click-Through Rate: Segmented Vs. Non-Segmented Campaigns

Q2 2022



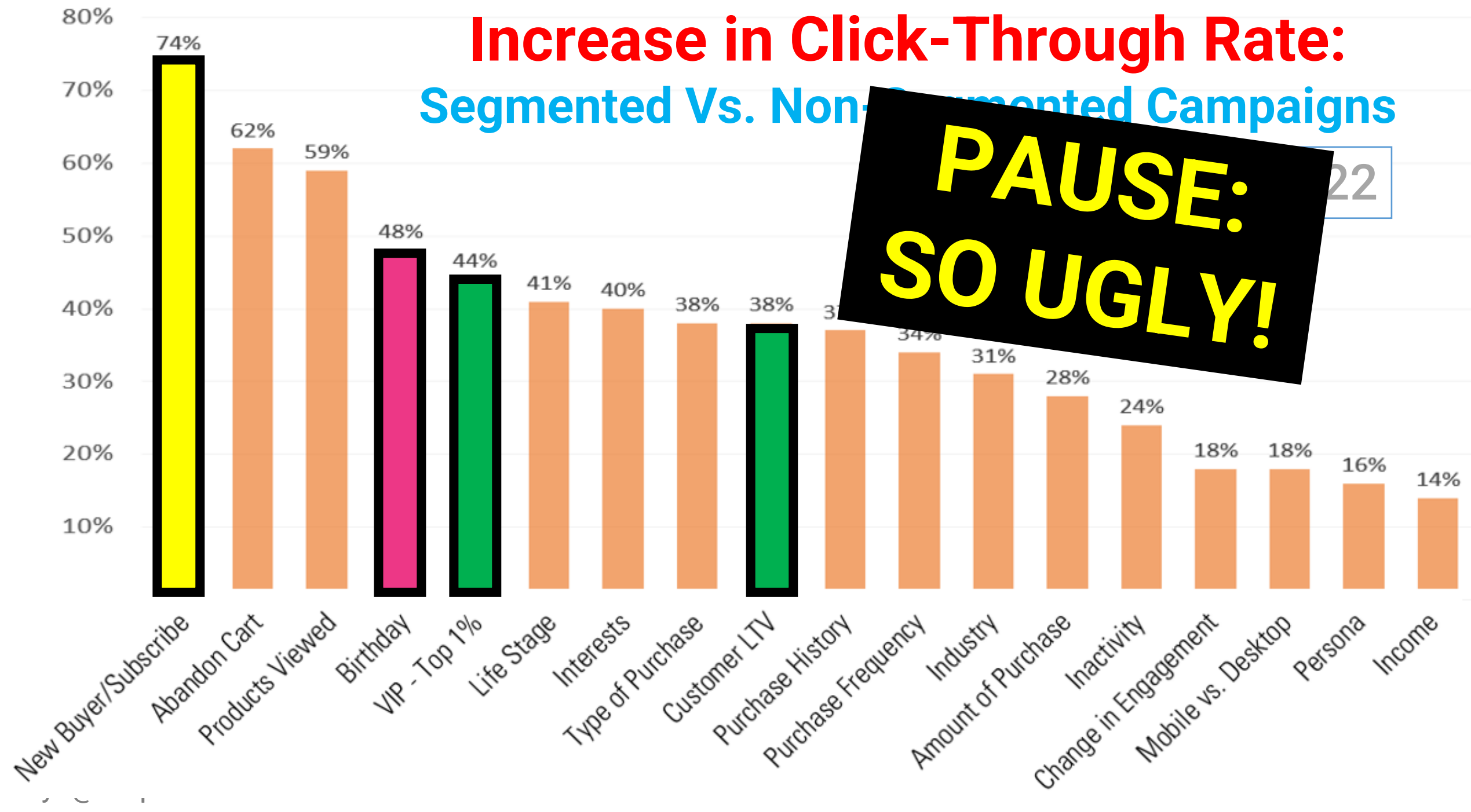
# Increase in Click-Through Rate: Segmented Vs. Non-Segmented Campaigns

Q2 2022





# Increase in Click-Through Rate: Segmented Vs. Non-Segmented Campaigns



Subject: TVs: the one you picked.

Preview text: View: Web Wanda T. | My Best Buy® View Account > Ready in one hour with Cur

View: Web

Wanda T. | My Best Buy®  
View Account >

Ready in one hour  
with Curbside Pickup.\*

**BEST  
BUY**

Top Deals >

Clearance >

TVs

Computers

Cell Phones

Appliances

# 'Products Viewed' Making up your mind?

We'll help you find the perfect TV.

Shop Now



Samsung - 40" Class 5 Series LED Full  
HD Smart Tizen TV

See It Again



ALEX MILL

Good News: We Saved Your Picks :)

And You Get Them  
For 15% Off

Check Out With 15% Off



Patrick Denim Jacket

View Cart

YOUR RECENTLY ADDED ITEMS



Som Socks

View Cart

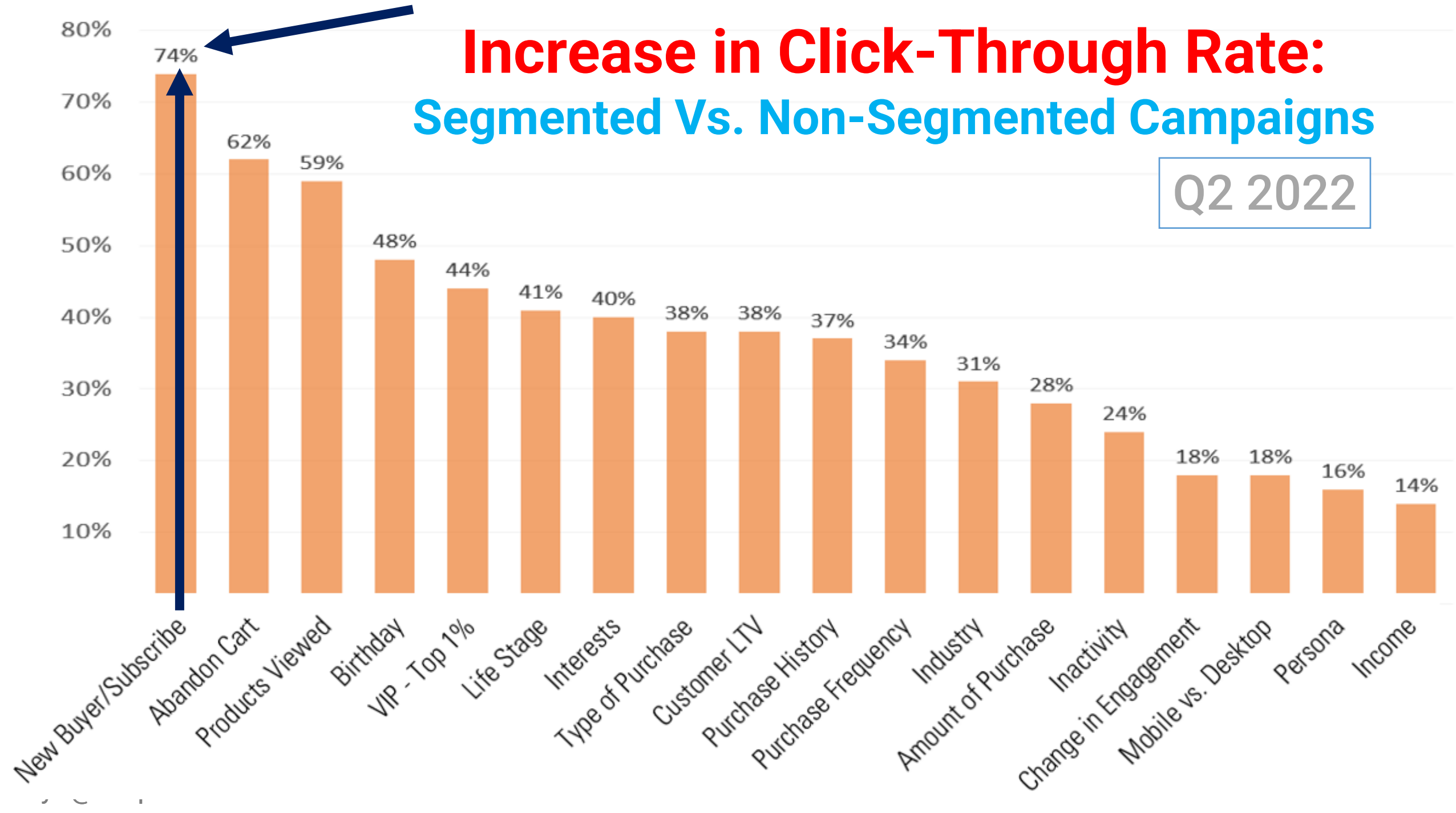


Standard Boatneck T-Shirt in Shub  
Cotton

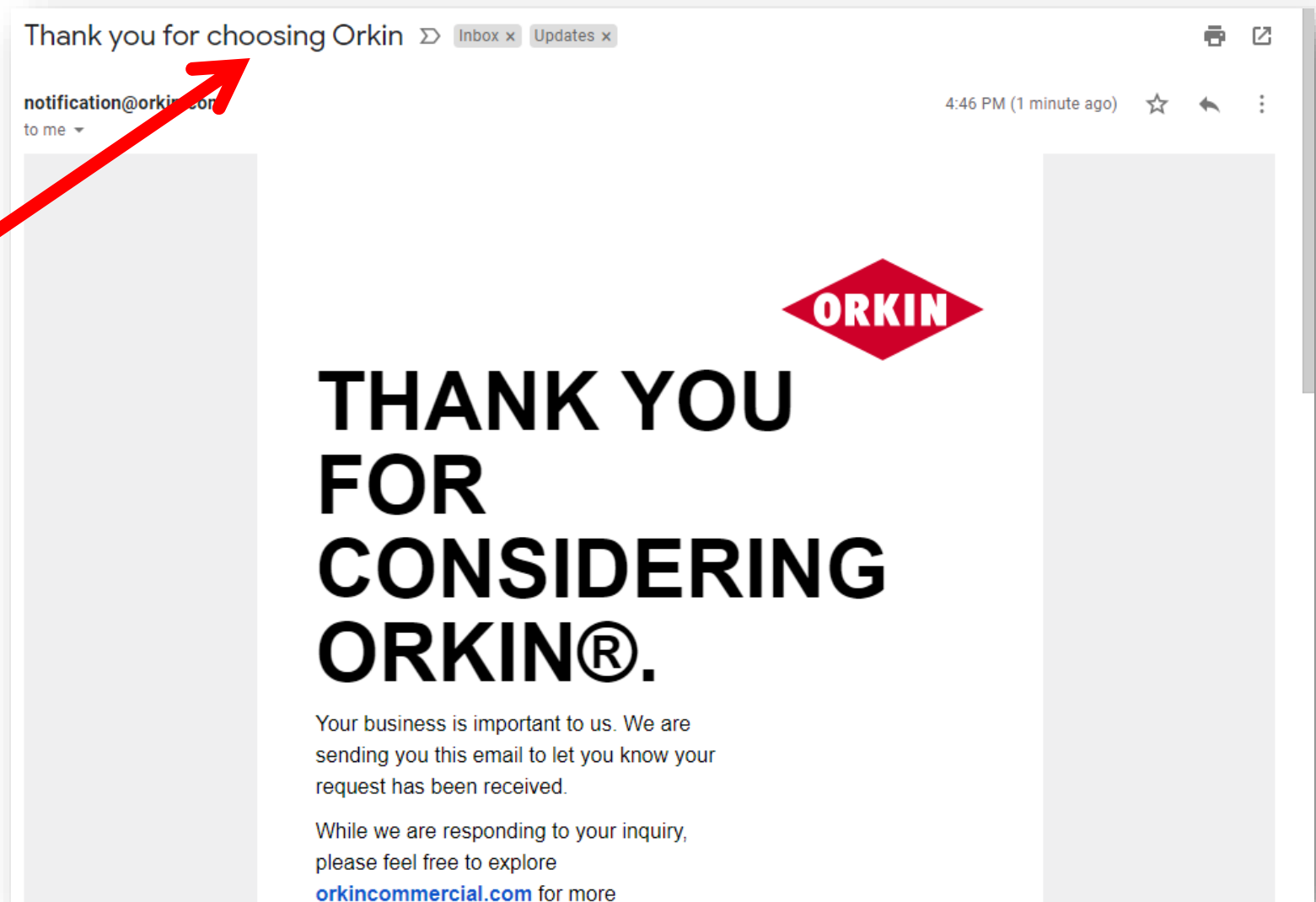
View Cart

# Increase in Click-Through Rate: Segmented Vs. Non-Segmented Campaigns

Q2 2022



**This 'FIRST EMAIL'  
is not just a  
confirmation or  
autoresponder  
that has no  
importance...**





Thanks for Joining ♦ Get Your Exclusive Coupon Inside  
[Home Depot Promo] Thanks for Joining ♦ Get Your Exclusive Coupon Inside-

Monday, July 18, 2022  
@2:31 am

The email content features a Home Depot banner with the slogan 'How doers get more done.' and a dollar sign icon. Below this is a navigation bar with categories: Appliances, Bath, Flooring, Lighting &amp; Fans, Tools, and Outdoor Living. The main promotional area has a background of various tools including a green garden hose, a power drill, and screws. It displays the text 'WELCOME', 'ENJOY THIS EXCLUSIVE OFFER', '\$5 OFF', and 'Your Next \$50+ In-Store Purchase'. A prominent orange button labeled 'Get Coupon' is centered, with 'Ends 08/01.' written below it. Further down, it says 'TODAY IS THE DAY FOR DOING' above a truck icon and 'FREE DELIVERY' with the note 'Over 1 Million Online Items Eligible' and a 'Shop Now' link. At the bottom, there is a paint can and a hammer icon, followed by the text 'DIY PROJECTS &amp; IDEAS' and a partially visible line 'Watch 15 mins &amp; Follow Step-by-Step Tutorials'.





**Subject:** You're in. Promo code inside.

Preview text: FREE SHIPPING ON ALL ORDERS OVER \$50 GoPro GoPro Welcome on board. Thanks!



## Welcome on board.

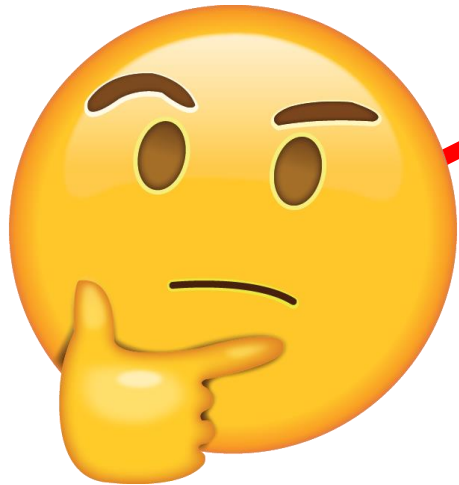
Thanks for signing up. Now when anything happens in the world of GoPro—from promos and product launches to live events and athlete tutorials—you'll be the first to know.

[Shop Now](#)

**Promo Code:**  
**2GX603P9R402**

When you add to cart, select View Cart and enter your promo code.  
Promo code cannot be combined with other offers or promotions.

Questions? [Contact us.](#)



Thanks for subscribing! Time to save BIG →

FREE Shipping Over \$35\* & Financing Available<sup>1</sup> | Wayfair Furniture | Décor |

Tuesday, July 26, 2022

@10:07 am

FREE Shipping Over \$35\* & Financing Available<sup>1</sup>



Furniture | Décor | Rugs | Lighting | **Sale**

## Welcome to **WAY MORE** Home

Here's how we make shopping easy,  
affordable, and fun. (Promise!)



Millions of Products



Offer enclosed: This is our way of saying thanks.

Monday, May 09, 2022

View in Browser Michaels: Make Creative Happen SHOP COUPONS WEEKLY AD Dis

@1:32 pm

[View in Browser](#)

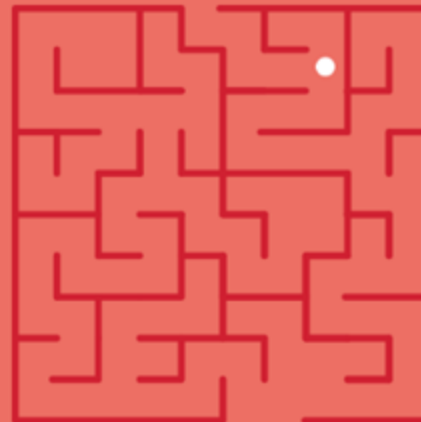
Michaels

Made by you®

SHOP | COUPONS | WEEKLY AD

You've got this!

GET AN AMAZING DEAL



MYSTERY  
OFFER

UNLOCK YOUR PRIZE

**Getting the 'First Email' opened to a new recipient will increase the likelihood of staying in that person's inbox by 85%.**

**How Do You Do That???**

**Thank You! VIP Gift Inside!**  
**You're In! And...**  
**We are on it! But...**



**NEWSLETTER SUBS:**  
**Net New Contacts Who Open**  
**‘First Email’ Convert To**  
**Customers 225% More Than**  
**Those That Don’t**

# Let Me Get Back to The 'Birthday' Thing...



Source: GIPHY

# We Will Celebrate Anything...

**TODAY: (not kidding):**

- **Care Bears Share Your Care Day**
  - **International Sudoku Day**
  - **International Box Wine Day**



Source: GIPHY

› Copperfish Kitchen	Inbox	day	<b>Celebrate National Oyster Day! The Weekend begins here... "Sea" what's inside!</b> - Enjoy
› Tommy John	Inbox	day	<b>It's National Underwear Day!</b> - 20% Off ALL Underwear to celebrate!* Tommy John Sho
› Burger King	Inbox	day	🥑 <b>National Avocado Day is real...creamy and delicious!</b> - Treat your taste buds to our
› AllPosters.com	Inbox	day	<b>Happy National Video Game Day!</b> - Fill your walls with gaming posters, then stay in and
› Displays2go	Inbox	day	<b>We're Celebrating YOU on National Get to Know Your Customers Day!</b> - Connect With
› Dormify	Inbox	day	<b>happy national nap day</b> 🥱 - our fave holiday
› Arby's	Inbox	day	<b>It's National Chocolate Mint Day.</b> - Celebrate w/this cool sweet treat.
› People Management	Inbox	day	<b>National Donut Day? Sure, take it off!</b> - Access expert advice to update your leave poli
› Team Successories	Inbox	day	<b>National Fun at Work Day is...</b> - + 10% OFF Sitewide - shop now Share: Forward facebo

**Consumer:**  
**'Celebration Related' Emails Generate a 29% Higher Open Rate Than Regular Emails.**

**Business:**  
**'Celebration Related' Emails Generate a 21% Higher Open Rate Than Regular Emails.**



Copperfish			
Tommy Joh			
Burger King			
AllPosters.			
Displays2go	Inbox	day	We're Celebrating YOU on National Get to Know Your Customers Day! - Connect With
Dormify	Inbox	day	happy national nap day 🥱 - our fave holiday
Arby's	Inbox	day	It's National Chocolate Mint Day. - Celebrate w/this cool sweet treat.
People Management	Inbox	day	National Donut Day? Sure, take it off! - Access expert advice to update your leave poli
Team Successories	Inbox	day	National Fun at Work Day is... - + 10% OFF Sitewide - shop now Share: Forward facebo



# 10 Tips 5 Mins...



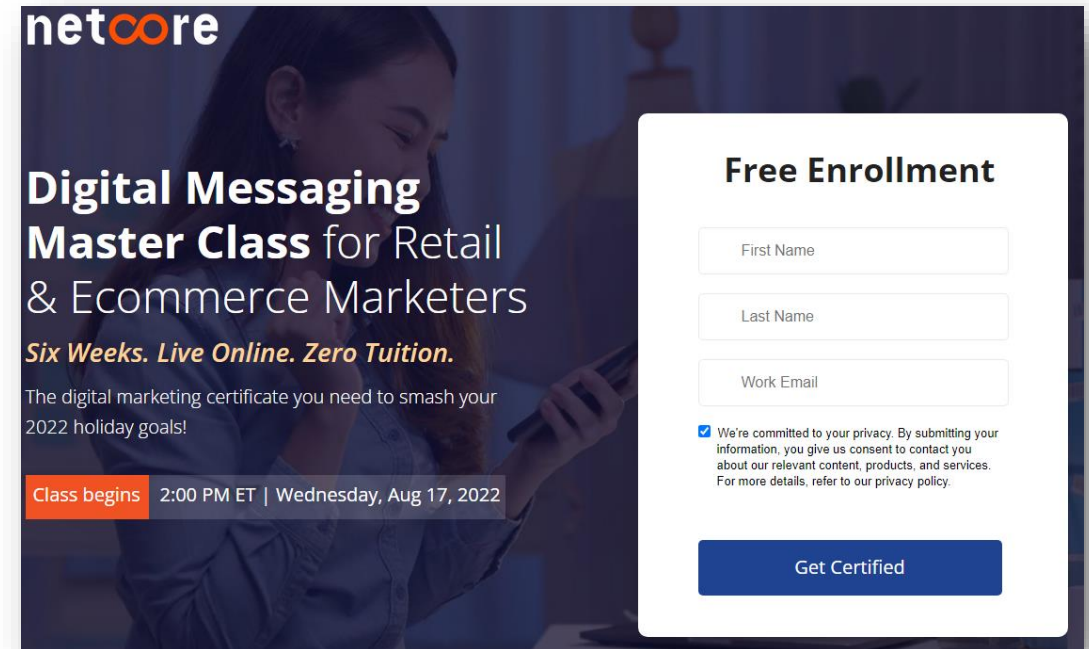
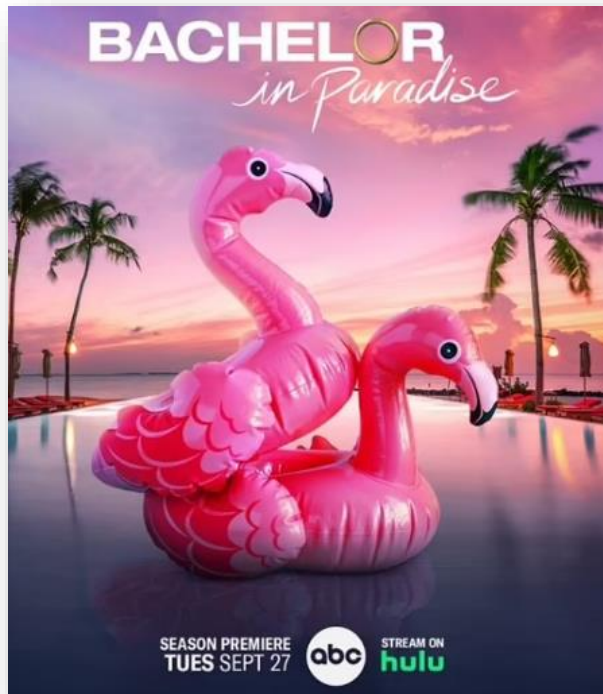
Source: GIPHY

**What Day Is It??? NO CLUE**

**Email Subject Lines Including the  
Word “TOMORROW” Receive 28%  
Higher Open Rates Than Those  
With a Day of The Week**

# Your Landing Page is NOT a MALL

Landing Pages That Allow Navigation Only to the OFFER Have 240% Higher Conversion Rate Than Those With Multiple Destination Options



# YAY!!! What Else You Got?

**Additional "Offers" On A Post Registration Page  
On Average Receive A 13% Click-Through Rate**



# EVERYONE IS LYING!

**Using 'Free' in Your Subject Line Will Generate  
a 2X Open Rate Increase vs 'Complimentary'**



# 3 Second Rule...

**No, it's not about the food on the floor**

Re-direct Links That Take Longer Than 3  
Seconds To Load Will Lead To A 37% Higher  
Abandon Rate





**REALLY???**

**‘Black Friday’ Related Emails Have  
a 31% Higher Average Open Rate  
Than ‘Cyber Monday’ Related  
Emails.**

# **It's 5 O'clock Somewhere**

**Over 80% of all email campaigns are sent out on THE HOUR.**



**70% of all email traffic occurs within First 10 mins of every hour.**

Email Campaigns  
NOT Sent out on  
THE HOUR Have an  
Increased Open Rate:

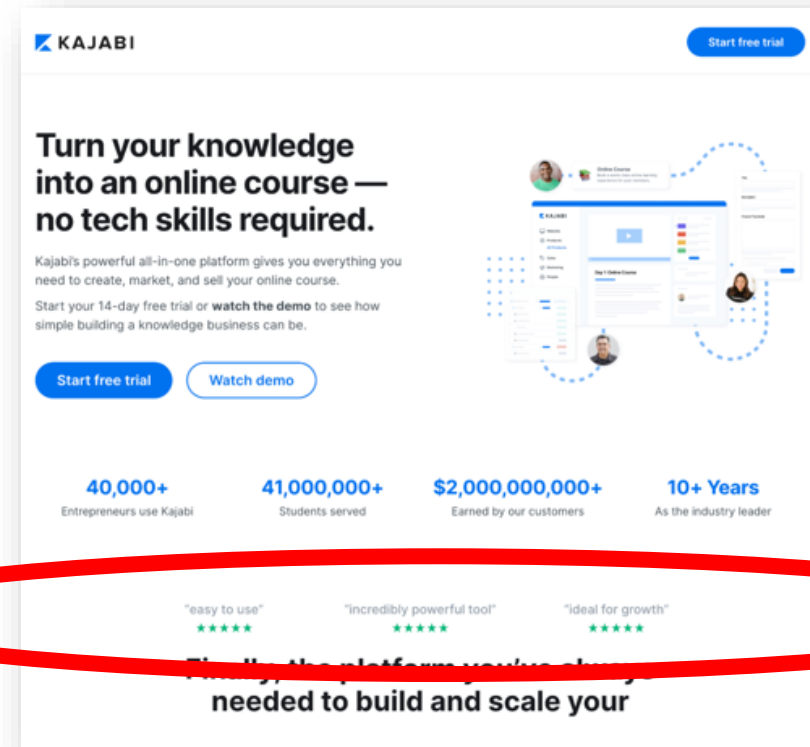
Consumer = UP 17%  
Business = UP 15%

CMSWire Breakfast B.	Inbox	Understanding Key Principles of ...	7:05 AM
Departures	Inbox	The Tesla of espresso machines - f	7:05 AM
Pottery Barn	Inbox	Lighter layers for warmer days. - A	7:05 AM
Marketing Insider G.			7:04 AM
Williams Sonoma			7:04 AM
JetBlue Vacations			7:04 AM
Bloomberg Technology	Inbox	The GOP vs. Zuck - Hi there, it's ...	7:04 AM
Zillow	Inbox	10 Results for beachfront - Daily ...	7:04 AM
Bronco Off-Road	Inbox	This is how Bronco does epic su...	7:03 AM
STACKED MARKETER	Inbox	Message testing. - Instagram ...	7:02 AM
Neiman Marcus	Inbox	Your double gift card offer ends ...	7:02 AM

**YOU ARE  
GETTING LOST IN  
THE CROWD!!**

# Destination Pages That Have Client Testimonials Have Increased Conversion Rates:

**Consumer = UP 22%**  
**Business = UP 27%**



## Last 60 Days:

# Top Performing Email Offers by Click-Through % Increase:

### CONSUMER:

- Flash Sale (1-Day Only) – **UP 19%**
- In-Stock – **UP 22%**
- 'Sitewide' Sale (titled sitewide) – **UP 22%**
- Early 'Holiday' – **UP 28%**
- Performance Dropping:
- Subscription Offer – DOWN **27%**
- Gift with Purchase – DOWN **18%**

### BUSINESS:

- List/Checklist – **UP 28%**
- Free Guide/Report – **UP 22%**
- Watch Now [On Demand Video] – **UP 21%**
- 2023 Content – **UP 29%**
- Performance Dropping:
- eBook – DOWN **24%**
- Webinar – DOWN **19%**
- Whitepaper – DOWN **22%**
- Infographic – DOWN **16%**

## On-Demand Webinar - PGx-Guided Pharmacotherapy in Clinical Practice

View in browser This is a paid advertisement for CLN readers. The views exp

American Association for Clinical Chemistry,  
Inc.

Tuesday, April 12, 2022

@10:01 am

Add to Group

Desktop

Add to list

Download

Share

[View in browser](#)

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CONTENT

**AACC**

LAST 90 DAYS:

'On-Demand' vs. 'Watch Now'

'Watch Now' in Subject Line Increases Open Rates:

34%

Implementing pharmacogenetics in clinical decision-making may change drug development and prescribing in the future.

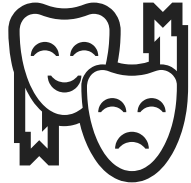
Agena Bioscience® invites you and your team to register for our on-demand webinar: Pharmacogenetics Guided Pharmacotherapy: Recent Developments and



# Reengagement does not start at 6 months!!!

**If someone goes 30 days without opening your emails 70% of those contacts will never open anything from you again! Ever!**

**It's like dating...If you stop talking for 30 days how many times do you pick things back up and resume – maybe 3 out of 10x's. Exactly!**



**words + emojis in  
subject lines?**



# Subject Line Words That Increase Open Rate



# Subject Line Words That Increase Open Rate





# SUBJECT LINE

## 'PERSONALIZATION' TACTICS

### EMAIL OPEN RATE INCREASE:



Source: GIPHY

Source: SubjectLine.com Q2 '22 Trends Report

# TOP 5 Emoji's For Subject Lines:

## Last 60 Days:

### CONSUMER



▪Open Rate: UP 26%



▪Open Rate: UP 21%



▪Open Rate: UP 18%



▪Open Rate: UP 17%



▪Open Rate: UP 17%

### BUSINESS



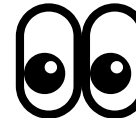
▪Open Rate: UP 24%



▪Open Rate: UP 18%



▪Open Rate: UP 16%



▪Open Rate: UP 14%



▪Open Rate: UP 12%



# TOP 5 Emoi's For Subiect Lines:



## CONSUMER

▪Open Rate: UP 24%



▪Open Rate: UP 18%



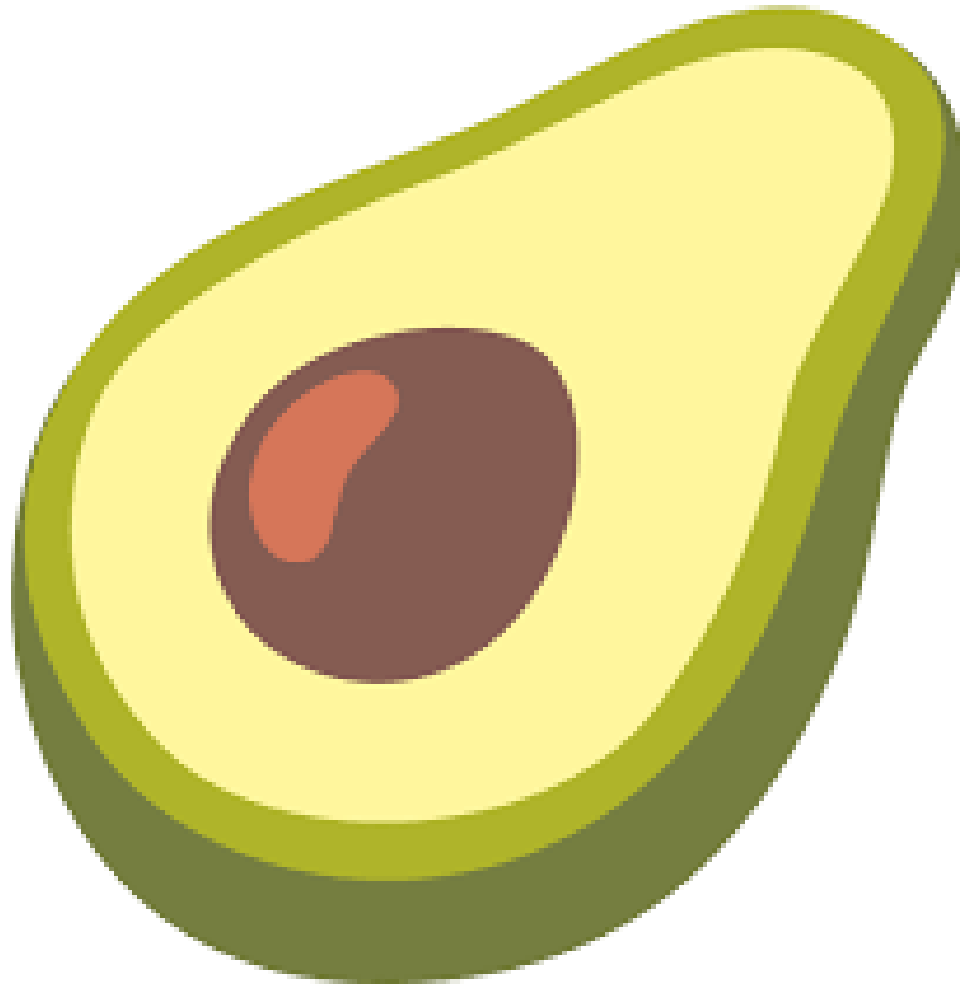
▪Open Rate: UP 16%



▪Open Rate: UP 14%



▪Open Rate: UP 17%



## BUSINESS

Open Rate: UP 24%

Open Rate: UP 18%

Open Rate: UP 16%

Open Rate: UP 14%

▪Open Rate: UP 12%



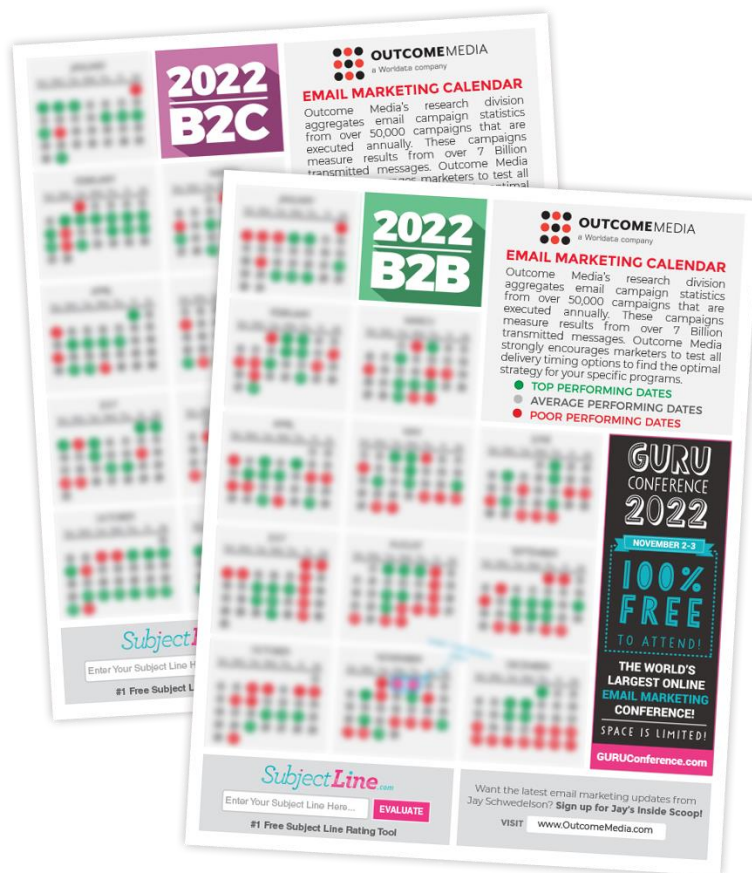
# FREE STUFF! And Something New...



Source: GIPHY

**2023 AVAILABLE ONLY**  
**AT INBOUND!!!!**  
**BEST/WORST DAYS TO**  
**EMAIL CALENDAR**

**Thank You!**  
**A few things...**



**Subscribe to Jay's Inside Scoop**

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

First Name

Email

Subscribe



**JAY SCHWEDELSON**

This is going to be a big deal...  
GuruConference.com [free]

SubjectLine.com  
presents

# GURU 2022

— THE CONFERENCE —

THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!

NOVEMBER 2-3, 2022

100% FREE TO ATTEND  SPOTS ARE LIMITED!

REGISTRATION IS OPEN!

Just email me and say...

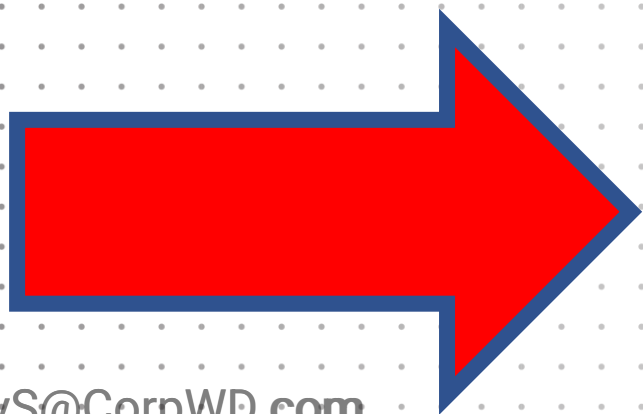
**“SEND ME EVERYTHING”**

**Sign me up for GURU!**

**Send me SLIDES**

**Send me CALENDAR**

**Sign me up for SCOOP**



**JayS@CorpWD.com**

Just email me and say...

**“SEND ME EVERYTHING”**

**Sign me up for GURU!**

**Send me SLIDES**

**Send me CALENDAR**

**Sign me up for SCOOP**

**JayS@CorpWD.com**

**Almost forgot!  
Subjectline.com!**

