

How to Radically Improve Email Performance NOW

JAY SCHWEDELSON

Founder: SubjectLine.com | GURU Events | CEO Outcome Media [Worldata]

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

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.

JayS@CorpWD.com

Twitter:

@Worldata

LinkedIn:

www.linkedin.com/in/schwedelson



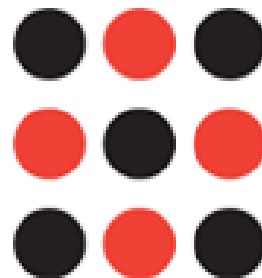
FOUNDER:

GURU  **EVENTS**

FOUNDER:

SubjectLine.com

CEO:

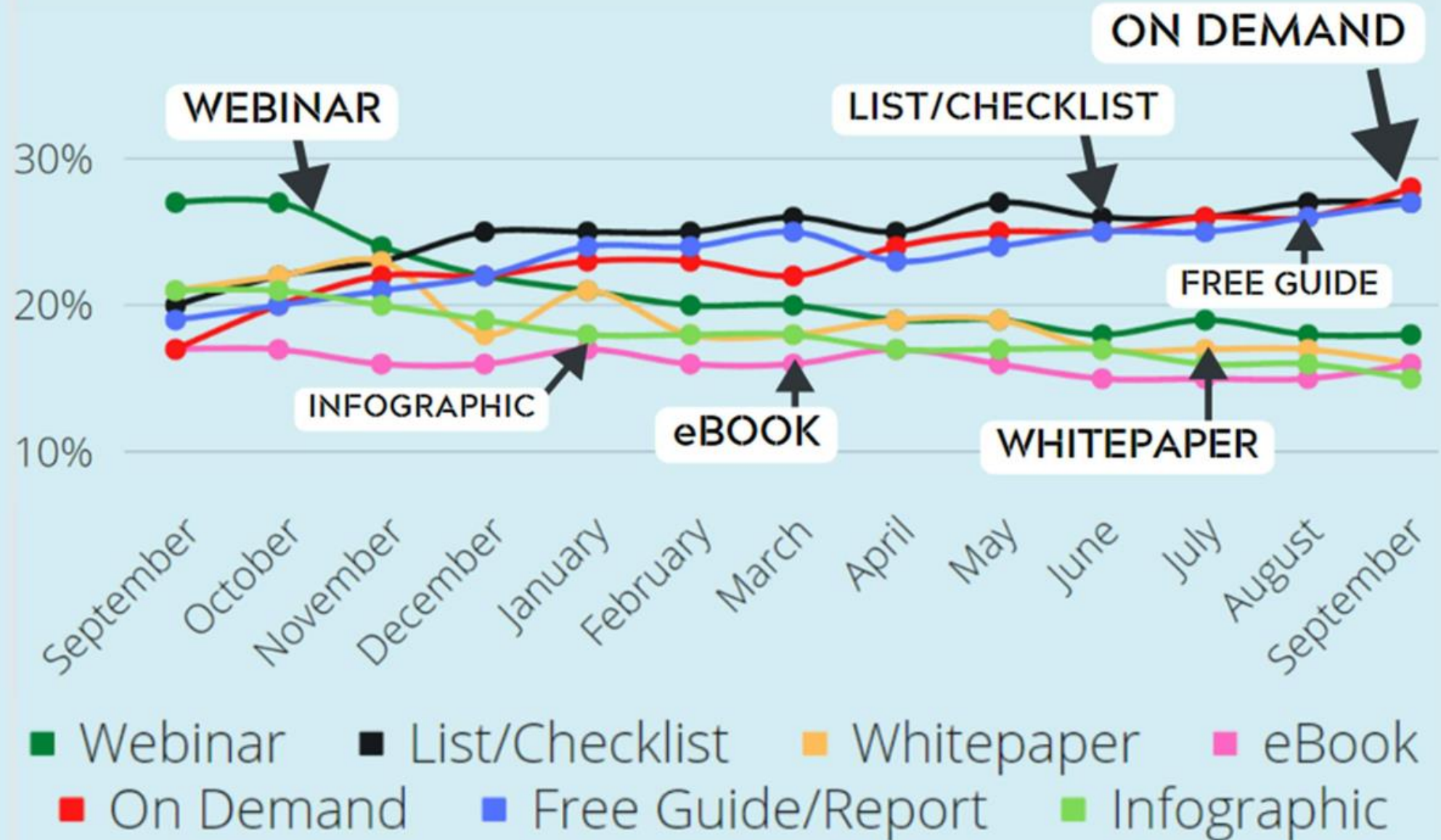


OUTCOMEMEDIA

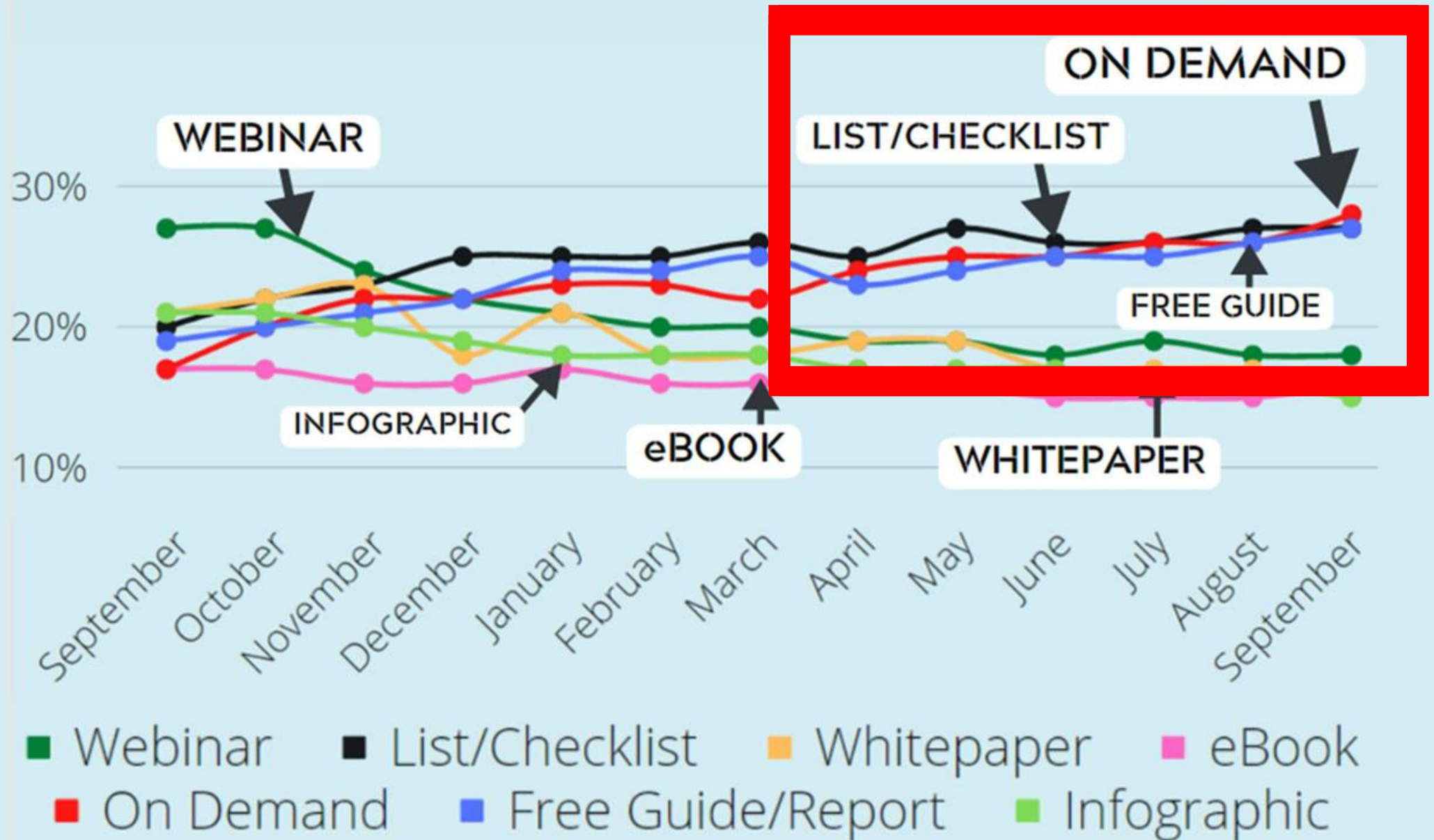
a Worldata division

**I'm Sorry In
Advance...**

B2B: Open Rates When Offer Mentioned In Subject Line



B2B: Open Rates When Offer Mentioned In Subject Line



The Content Choice Is Only Part 1...

**Biggest Trend That Nobody
Talks About...Literally.**

#1: THEY ARE ALL PROMOTING WEBINAR OFFERS

#2: NONE OF THEM SAY 'WEBINAR' IN SUBJECT LINE

HUH?

Hiring Today	Inbox	What to know about background checks: Can they be wrong? - What some...	Oct 7
CRM Bulletin	Inbox	How to plan & implement WFO solution - Sign up today! - Click here to view ...	Oct 7
Social Media Today	Inbox	Oct. 7 - How Gen Z Breaks Marketing's Cultural Mold - Who Really Benefits ...	Oct 7
Employment Law	Inbox	Do your managers understand employment law? - Do your managers under...	Oct 7
MediaPost Sponsored.	Inbox	Contextual, Why the hesitation? - REGISTER FOR THE WEBINAR The adtech i...	Oct 7
Search Engine Journ.	Inbox	SEJ Today: 7 Tips For Better Local SEO Reporting - Get the latest SEO, PPC, ...	Oct 7
Marissa Coslov	Inbox	[Join Us] How to Leverage Data Clean Rooms - Ensure you're getting the mo...	Oct 7
Digiday Daily	Inbox	WTF is piggybacking? - Piggybacking is how an ad tech firm can drop a third-...	Oct 7
eMarketer	Inbox	[Secure Your Seat] Holiday Shopping Predictions Unwrapped - Find out ho...	Oct 6
Leaders & Managers	Inbox	30-60-90-day plan for new managers: Examples - Workshop: Skills for New ...	Oct 6
Multichannel Mercha.	Inbox	Need a New Fraud Prevention Strategy? - Join Us for a Free Webinar on Octo...	Oct 6
Social Media Today	Inbox	Oct. 6 - 5 Tips to Help Maximize Instagram Marketing This Holiday Season -	Oct 6
AWeber Team	Inbox	📈 Get ready for Black Friday - 50 days until Black Friday... AWeber This week'...	Oct 6

[Last 90 Days]

**Emails Promoting Webinars That
INCLUDE the Word 'WEBINAR' in
Subject Line = 29% Lower Overall
Open Rate Than Those That Only
Mention Topic.**

SUBJECT LINE: The Ultimate Guide to Trade Show Marketing

**IT'S AN
EBOOK
OFFER!!**

The Ultimate Guide to Trade Show Marketing inbox x

Marketing Dive <newsletter@divenewsletter.com> [Unsubscribe](#) Thu, Oct 6, 8:56 AM (2 days ago) ☆ ↶ ⋮
to me ▾


This week's **MARKETING DIVE** brought to you by:

cvent

The Ultimate Guide to Trade Show Marketing

Industry best practices for every stage of your event

[Get Your eBook](#)



Are you maximizing ROI from the trade shows that you sponsor and attend? Marketers are thrilled at the thought of resuming attendance at trade shows to generate leads and grow relationships. As we return to these types of events however, you might be wondering how to make the most of these events and ensure you see a return on your investment.

Cvent's **eBook** covers everything you need to think about, from start to finish, to make the most of trade show opportunities.


- Tips to help you pre-schedule appointments
- Best practices on qualifying and capturing leads
- Valuable ways you can accelerate your sales pipeline

[Get Your eBook](#)

**BORING
BORING
BORING
BORING**



[Ebook] Fix Your Website Search in Minutes
View Message in Browser / Add Us to Safe Sender List Lucidworks Site Search


 Content Marketing Institute
Add to Group

Thursday, April 28, 2022
@1:01 pm

Desktop

Add to list Download Share

View Message in Browser / Add Us to Safe Sender List



The image shows the cover of an ebook titled 'Site Search Buyer's Guide' by Lucidworks. The cover features a woman with long dark hair, wearing a grey sweater and a red tie, looking towards the camera. The background is white with blue wavy lines. The text on the cover includes 'Lucidworks' at the top, 'Site Search Buyer's Guide' in the middle, and a subtitle 'Everything you need to know to get faster, better search for your website' below it. The Lucidworks logo is also visible at the bottom left of the cover.



Source: GIPHY



5 Azure backup & recovery must-haves

Veeam NEW E-BOOK 5 Azure backup & recovery must-haves Hello Chris. In this

Veeam Software Monday, April 18, 2022 @12:31 pm

Add to Group


The five must have capabilities in any Azure backup and recovery solution [View in a browser](#)



Hello Chris,

In this ever-changing, hybrid-cloud world, it's critical that you retain ownership and control of your data. Choose what's best for your business by taking a deeper look in our NEW e-book at the **five must-have capabilities in any Azure backup and recovery solution**:

- Ease of deployment and management
- Meeting SLAs
- Optimizing spend
- Security and compliance
- Hybrid/ Multi-Cloud Support



[GET E-BOOK](#)

[Last 90 Days]

**Emails Promoting eBooks That
INCLUDE the Word 'eBook' in
Subject Line = 34% Lower Overall
Open Rate Than Those That Only
Mention Topic.**

Good Offer: Be Proud
Bad Offer: Be Smart



YOU
VERY
SMART

MC
results speak

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

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American Association for Clinical Chemistry,
Inc.

Tuesday, April 12, 2022

@10:01 am

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CLN SPONSOR
CONTENT

AACC

LAST 90 DAYS:

'On-Demand' vs. 'Watch Now'

'Watch Now' in Subject Line Increases Open Rates:

31%

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: Pharmacogenetic-Guided Pharmacotherapy: Recent Developments and

On-Demand Webinar - Pharmacogenetics-Guided Pharmacotherapy in Clinical Practice

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American Association of Clinical Chemistry, Inc.

Tuesday, April 12, 2022

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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

What Would You Rather Open?

- » MarTech Webinars Inbox **Watch now** - 4 Proven Methods to Maximize Your Marketing Efforts (No Form!) - D
- » eMarketer Inbox **[Watch Now + Comp Report]** What Does the Omnichannel Shopper Value Most? - A
- » Multichannel Mercha. Inbox **WATCH NOW:** Meet Your E-Fulfillment Demands with Automation-as-a-Service - V
- » Yelp for Restaurants Inbox **[Watch Now]** In-Person Restaurant Industry Town Hall - Featuring Cocktail Academy
- » South Florida Busin. Inbox CFO Guide: 4 Inflation Metrics to **Watch Now** - Critical Metrics Prepare for Pricing Sw
- » Search Engine Land Inbox **WATCH NOW:** Website Migration Dos and Don'ts to Avoid Disaster - This week's Se
- » Event Marketer Inbox **[Watch Now]** Event ROI: Tips for Sponsorships & Monetization - Watch our on-dema
- » Dreamforce Inbox Dreamforce is here. Sign up to **watch now.** - Get ready to learn, connect, have fun, a

The Top 4 Small and Medium Business Trends

Inbox x



Salesforce Sales Cloud <email@mail.salesforce.com> [Unsubscribe](#)

Wed, Apr 13, 2:10 PM



to me

salesforce

Small and Medium Business Trends Report

WATCH NOW



... of growing SMBs say they've survived the pandemic through
... zation. How are they using technology to adapt their businesses
... success — and what challenges are still the most daunting?

LAST 90 DAYS:

'On-Demand' vs.

'Watch Now'

'Watch Now' increases

CLICK THROUGH:

22%

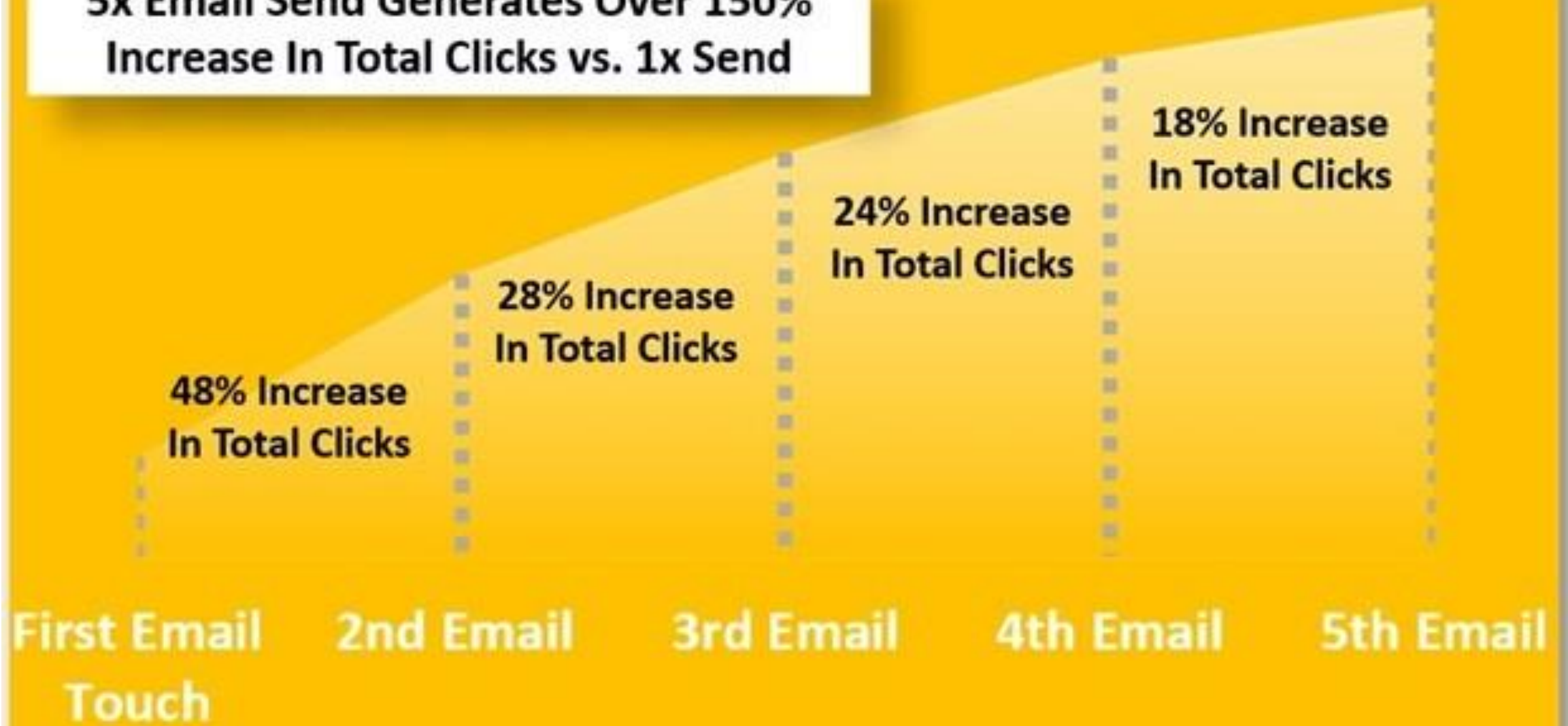
We are sending out too much!

little!

We are sending out too ~~many~~ **n**!



5x Email Send Generates Over 150% Increase In Total Clicks vs. 1x Send



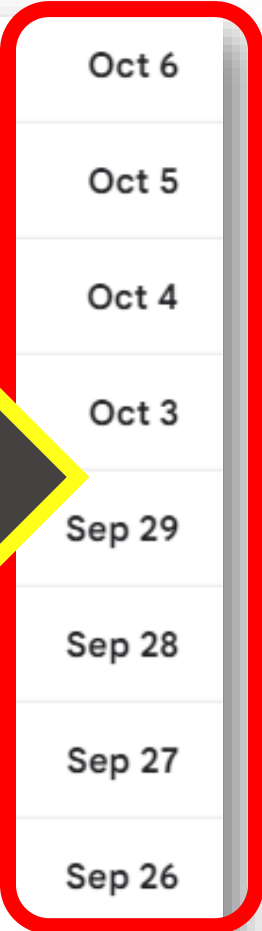
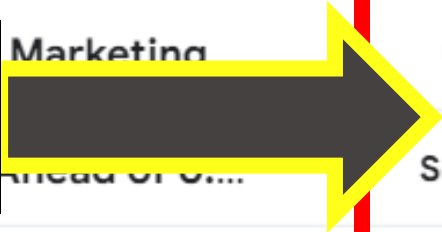
Source: Worldata Research Q2 '22

META Knows a Little About Data...

They Send EVERY SINGLE DAY!

» Meta for Business	Inbox	Have you registered? Instagram's creator marketplace ...	Oct 6
» Meta for Business	Inbox	The Latest Meta for Business Highlights - Social Skills: H...	Oct 5
» Meta for Business	Inbox	Download our new Latinx and Hispanic Heritage Month...	Oct 4
» Meta for Business	Inbox	Key takeaway Marketing	Oct 3
» Meta for Business	Inbox	Webinar: Upco Ahead of C...	Sep 29
» Meta for Business	Inbox	Own every moment this holiday season - Meta [Meta] ...	Sep 28
» Meta for Business	Inbox	[You're invited!] Kickstart your creator partnerships wi...	Sep 27
» Meta for Business	Inbox	Exclusive access to the Meta Performance Marketing S...	Sep 26

**THEY ONLY SKIP
FRIDAY, SATURDAY,
SUNDAY.**



WAYFAIR is Great!

Obviously, They Like Me Too!

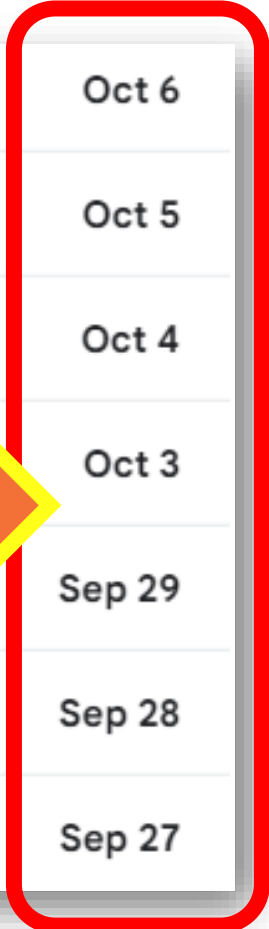
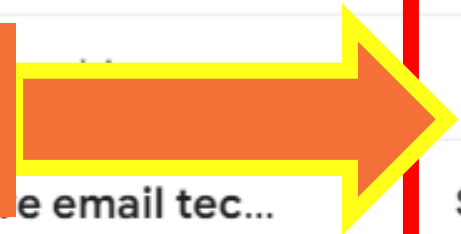
» WAYFAIR	Inbox 5 DAYS 5,000+ DEALS FOR GOOD CLICK FAST -	...	Oct 7
» Wayfair SALE	Inbox Up to 80% OFF 🧡💜 5 Days of Deals - 🧡💜🧡💜🧡💜🧡💜🧡💜🧡💜🧡💜🧡💜	...	Oct 7
» Wayfair	Inbox (!) In-stock alert: Top ADDRESS PLAQUES -	...	Oct 6
» Wayfair	Inbox ADDRESS PLAQUES for less. *MAJOR* markdowns → -	...	Oct 5
» Wayfair	Inbox ADDRESS PLAQUES at a great price. -	...	Oct 4
» Wayfair	Inbox SHEET SETS you'll love!! -	...	Oct 3
» Wayfair	Inbox PET BLANKETS are heeere! -	...	Oct 2
» Wayfair	Inbox TEA KETTLES you'll love!! -	...	Oct 1
» Wayfair	Inbox Your password has been updated - FREE Shipping Over \$35* & Financing Av...	...	Sep 30
» Wayfair	Inbox Accent pillows - Plus, FLASH DEALS ⚡ (24 hours and that's it!)	...	Sep 30

I Don't Have a Pet
and I Don't Like Tea
- Nailed it!

I Think **LITMUS** is Awesome! They Certainly Know Email Best Practices...

» Litmus Weekly	Inbox	Dynamic blog posts—in email, be inspired by our faves ...	Oct 6
» Litmus	Inbox	Collaboration-but better ✨ - Fine tune your review and ...	Oct 5
» Becca at Litmus	Inbox	Show me your award-winning email campaign - ...and b...	Oct 4
» Alaina at Litmus	Inbox	October's Litmus	Oct 3
» Litmus Weekly	Inbox	The one checklis... e email tec...	Sep 29
» Litmus	Inbox	We're so excited! - And we just can't hide it. 27 days to g...	Sep 28
» Litmus News	Inbox	How 'bout them email apples? - Email tips you autumn k...	Sep 27

THEY ONLY SKIP
FRIDAY, SATURDAY,
SUNDAY.



**94% of Unsubscribes are From
People Who Have NOT
Opened/Clicked in Over 6 Months**



litmus

THIS!

ricing ▾

Resources ▾

Company ▾



LOGIN

Spam complaints hurt your deliverability. Unsubscribes don't.

“Should I Buy From Them or Unsubscribe?” -SAID NO ONE EVER!



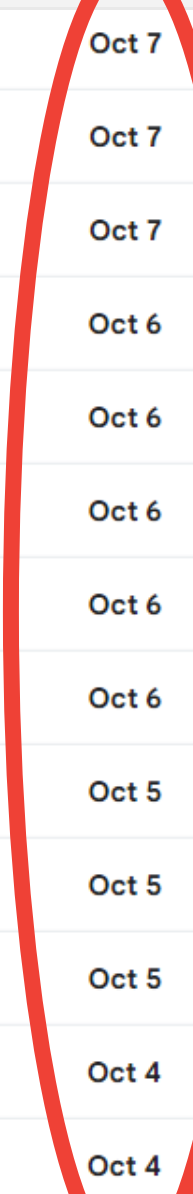
DJ Khaled Is The G.O.A.T. of Email Marketing



Source: GIPHY

OutcomeMedia.com

Source: GIPHY



» eMarketer Editors	Inbox	[REPORT] Martech Spending Trends and Forecast - Get ...	Oct 7
» eMarketer Daily @ I.	Inbox	How Musk could change Twitter - Big ad world, searchin...	Oct 7
» Marissa Coslov	Inbox	[Join Us] How to Leverage Data Clean Rooms - Ensure y...	Oct 7
» eMarketer Webinars	Inbox	[Secure Your Seat] Holiday Shopping Predictions Unwra...	Oct 6
» eMarketer FYI	Inbox	Measuring Brand Campaign Success Across Platforms - G	Oct 6
» eMarketer Daily @ I.	Inbox	SCOTUS vs internet - Supreme cases, Geico's marketing ...	Oct 6
» eMarketer FYI	Inbox	Guide: Measurement in the age of privacy - Future-pro...	Oct 6
» Nancy Taffera-Santos	Inbox	Why Emotional Ads Get Our Attention - Increase your R...	Oct 6
» eMarketer Editors	Inbox	[Guide] Drive Conversions with Video - How to immedia...	Oct 5
» eMarketer Daily @ I.	Inbox	Something Meta this way comes - Self-publishing, we s...	Oct 5
» Marissa Coslov	Inbox	What's at the Heart of JCPenney's CX Strategy? - Disco...	Oct 5
» eMarketer Webinars	Inbox	Jay, Is Your Performance Tracking Ready? - How trackin...	Oct 4
» eMarketer FYI	Inbox	Learn how to target audiences with transparency and ...	Oct 4

TOMS

ENDS TOMORROW

FLASH SALE!

30% OFF

OVER 200 STYLES

Fall favorites almost gone!

USE CODE: FLASH30

SHOP NOW

Elevate your casual looks +
30% OFF

EXCLUSIVELY
AT TOMS



TOMS

Sep 17 2022 • 9:05 AM

TOMS

ALMOST OVER

FLASH SALE!

30% OFF

OVER 200 STYLES

Big savings on fall favorites

USE CODE: FLASH30

SHOP NOW

Our newest boot is here |
30% off—FLASH SALE



TOMS

Sep 16 2022 • 10:06 AM

TOMS

DON'T MISS OUT

FLASH SALE!

30% OFF

OVER 200 STYLES

Fall style savings are here!

USE CODE: FLASH30

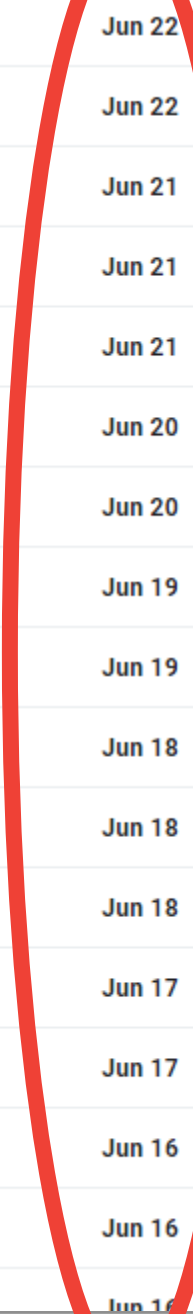
SHOP NOW

Top-rated style & 30% off



TOMS

Sep 15 2022 • 9:01 AM



» Best Buy	Inbox	The Appliance 4th of July Sale. You won't want to miss ...	Jun 22
» Best Buy Deal of th.	Inbox	Today only: Save \$170 on Samsung 27-inch Odyssey G...	Jun 22
» Best Buy	Inbox	We keep the offers coming - Plus, check out the Deal of...	Jun 21
» Best Buy Deal of th.	Inbox	Today only: Save \$400 on Samsung 75-inch class Neo ...	Jun 21
» Best Buy	Inbox	Jay, save during the Discover Samsung event until Jun...	Jun 21
» Best Buy Top Deals	Inbox	You should see these offers... - Plus, save now on our ...	Jun 20
» Best Buy Deal of th.	Inbox	Today only: Save \$200 on Samsung 3.1.2-ch. sound ba...	Jun 20
» Best Buy Top Deals	Inbox	Best Buy has it all! - Also inside, shop the Appliance Su...	Jun 19
» Best Buy Deal of th.	Inbox	Today only: Save \$3,700 on Infinity Smart Chair X3 zer...	Jun 19
» Best Buy	Inbox	Smart TVs from \$109.99 (no joke!) Get high-quality en...	Jun 18
» Best Buy Deal of th.	Inbox	Today only: Just \$29.99 for Insignia 3.4-qt. digital air f...	Jun 18
» Best Buy	Inbox	Make this summer the best yet with e-bikes, scooters ...	Jun 18
» Best Buy	Inbox	Whoa... INCREDIBLE deals on Apple have arrived. - Plu...	Jun 17
» Best Buy Deal of th.	Inbox	Today only: Save \$100 on Dyson V11 Torque Drive cord...	Jun 17
» Best Buy	Inbox	Land a new laptop for less today. - Plus, check out the ...	Jun 16
» Best Buy Deal of th.	Inbox	Today only: Save \$140 on Ninja Foodi 11-in-1 convecti...	Jun 16
» Best Buy	Inbox	This could put a smile on your face 😊 - Also inside, sa	Jun 16

salesforce LIVE WEBINAR

OCTOBER 11 11:00 AM PT

What apps do you need to consolidate to meet budget?


REGISTER NOW

If we must all learn to do more with less, then so should our tech apps, right? As you begin planning for your next fiscal budgets, it's important to audit your tech investments and know if they are actually helping improve operational efficiencies across your business.

Learn how Salesforce customers operate their businesses more efficiently with the dynamic duo of Sales and Service Cloud.

 **FEATURING**
Andi Williams
Senior Product Marketing Manager
Salesforce

3 Tips to Increase Tech Investment Efficiency

 **Salesforce**
Sep 29 2022 • 2:05 PM

salesforce LIVE WEBINAR

OCTOBER 11 11:00 AM PT

What apps do you need to consolidate to meet budget?


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Andi Williams
Senior Product Marketing Manager
Salesforce

3 Tips to Increase Tech Investment Efficiency

 **Salesforce**
Sep 28 2022 • 2:04 PM

salesforce LIVE WEBINAR

OCTOBER 11 11:00 AM PT

What apps do you need to consolidate to meet budget?


REGISTER NOW

If we must all learn to do more with less, then so should our tech apps, right? As you begin planning for your next fiscal budgets, it's important to audit your tech investments and know if they are actually helping improve operational efficiencies across your business.

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 **FEATURING**
Andi Williams
Senior Product Marketing Manager
Salesforce

3 Tips to Increase Tech Investment Efficiency

 **Salesforce**
Sep 27 2022 • 2:06 PM

OFFER RELATED EMAIL CADENCE:

2x's Over 3 Days vs. 3x's Over 3 Days

3x Email Send Increases Response Rate Vs. 2x Send:

Business : 27%

Consumer : 31%

Your email performance will not get better by you sending less. It will get better by sending more relevant stuff.

The most successful marketers happen to also be the most frequent senders.

**Apparently, we
are all 'full of it'...**

And we know it.



Trust no one. Ever.

SUCCESION

HBO

Source: GIPHY

The truth about first-party data strategy



Inbox x



Think with Google US <thinkwithgoogle-nor... Fri, Apr 22, 10:02 AM (3 days ago)
to me ▾



Think with **Google**

[View as webpage](#)

Think at a Glance

Debunking measurement myths

INSIGHTS & TRENDS



The True Cost of 15 Remodeling Projects Inbox x // x Print Share

HomeAdvisor - Boca Raton <updates@ce.homeadvisor.c... Sat, Nov 19, 10:32 AM (11 days ago) Star Reply More
to me ▾

Too many emails? Change your [frequency settings](#).

HomeAdvisor POWERED BY Angi

The True Cost of 15 Remodeling Projects

We'll show you what your neighbors paid for popular home improvements.

[See Costs](#)

Top Ten Projects in Boca Raton

Bathroom Remodel

Roofing

Painting

Cleaning Services

Landscaping

[View All Projects](#)

Handyman

'True' 'Truth' 'Actual' 'Real'

In Subject Line Increases Open Rates:

B2B: 27%

B2C: 32%

- » Think with Google US Inbox The balancing act that makes true agility possible - Your Tuesday roundup of
- » Social Media Today Inbox The Truth Behind TikTok: 4 New Success Stories - JUST IN: Learn how consu
- » Seth Godin Inbox Seth's Blog : Five true statements we don't hear very often - It's a shame, be
- » CRM Bulletin Inbox Real digital transformation requires an MDM strategy - Click here to view th
- » Demand Gen Report Inbox What's The Real Cost Of Corporate Gifting? - Get your copy now! Have you e
- » eMarketer FYI Inbox The Real Value of Your Customer Data - Use data to maximize campaign perf
- » Dave Gerhardt Inbox The truth about thought leadership - Founder vision is key.
- » Event Marketer Inbox 🌟 [Exclusive Case Study] Go Behind the Scenes of an Actual Hybrid Event

Apple uses this tactic all the time

Apple News

Inbox Russian forces block aid to besieged city, the truth about the Great Resignation, and more - I

Apple News

Inbox HBCUs face wave of bomb threats, the surprising truth about metabolism, and more - Here...

Apple News

Inbox The places you're most likely to catch COVID, the truth about night sweats, and more - Her...

Shhh...I'm Clueless (please help me)



Source: GIPHY

BIMI 101: Here's how to get started



Litmus <info@e.litmus.com> [Unsubscribe](#)
to me



SEJ Today: Small Business Marketing 101: Getting Started

101 x Inbox x

Search Engine Journal <info@searchenginejournal.co... Tue, Apr 19, 1:05 PM (9 days ago) ★
to me



Getting with

Learn how to bo
trust in th

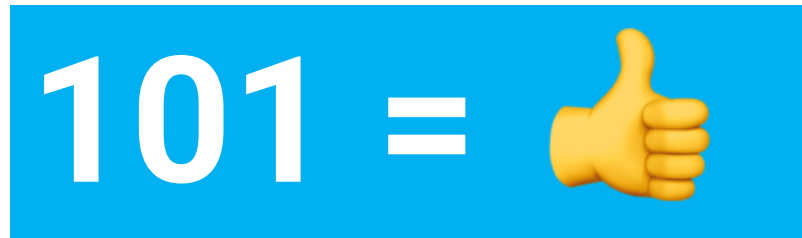
SEM RUSH Make your site shine for only \$120/month

SEJ Today

Tuesday, April 19, 2022

Brought to you by:





» Poppin	Inbox	PoppinSpaces 101: How to get started - We're here to help you every step of the way. ...	10:00 AM
» Search Engine Journ.	Inbox	SEJ Today: Small Business Marketing 101: Getting Started - Get the latest SEO, PPC, conte...	Apr 19
» Dormify	Inbox	college prep 101 ✓ - here's the ultimate checklist ...	Apr 19
» CRM Bulletin	Inbox	Customer Journey Measurement 101 [eBook] - Click here to view this message as a web p...	Apr 19
» PCMag Lab Report	Inbox	Samsung Galaxy Book2 Pro 360, Reviewed / Working From Home 101 / The Best Smart St...	Apr 16
» Marketing Dive	Inbox	[Ebook] SMS Marketing 101 - Marketing your customers will actually read. PODIUM Logo S...	Apr 9
» Leaders & Managers	Inbox	Boss 101 for new managers - Don't Let Rookie Managers Make Rookie Mistakes Boss 101 f...	Mar 28
» Litmus	Inbox	BIMI 101: Here's how to get started - Get to know the basics of BIMI, including why it matte...	Mar 22
» Retail Dive	Inbox	[New Guide] SMS Marketing 101: Everything You Need to Get Started - A comprehensive g...	Mar 1
» Flipboard Foodies	Inbox	Plant-based eating 101 - Plus, a breakfast sweet potato and the best rigatoni you'll ever try...	Feb 24
» Mastering Finance	Inbox	Basic business finance 101 - Mastering Business Finance Not a number-cruncher? You're n...	Feb 23

101 = 👍

› Poppin	Inbox	<u>PoppinSpaces 101: How to get started</u> - We're here to help you every step of the way. ...	10:00 AM
› Search Engine Journ.	Inbox	<u>SEJ Today: Small Business Marketing 101: Getting Started</u> - Get the latest SEO, PPC, conte...	Apr 19
› Dormify	Inbox	<u>college prep 101</u> ✓ - here's the ultimate checklist ...	Apr 19
› CRM Bulletin	Inbox	<u>Customer Journey Measurement 101 [eBook]</u> - Click here to view this message as a web p...	Apr 19
› PCMag Lab Report	Inbox	Samsung Galaxy Book2 Pro 360, Reviewed / W	
› Marketing Dive	Inbox	<u>[Ebook] SMS Marketing 101</u> - Marketing your cu	
› Leaders & Managers	Inbox	<u>Boss 101 for new managers</u> - Don't Let Rookie M	
› Litmus	Inbox	<u>BIMI 101: Here's how to get started</u> - Get to kno	
› Retail Dive	Inbox	<u>[New Guide] SMS Marketing 101: Everything Yo</u>	
› Flipboard Foodies	Inbox	<u>Plant-based eating 101</u> - Plus, a breakfast swee	
› Mastering Finance	Inbox	<u>Basic business finance 101</u> - Mastering Busines	

LAST 90 DAYS:
'101' In Subject Line
Increases Open Rates:
Business: 33%
Consumer: 28%

Uh oh...Rapid Fire Tips



Source: GIPHY

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!!**



CTA's: Specifics = Click-Throughs



Sign Up

Free Trial

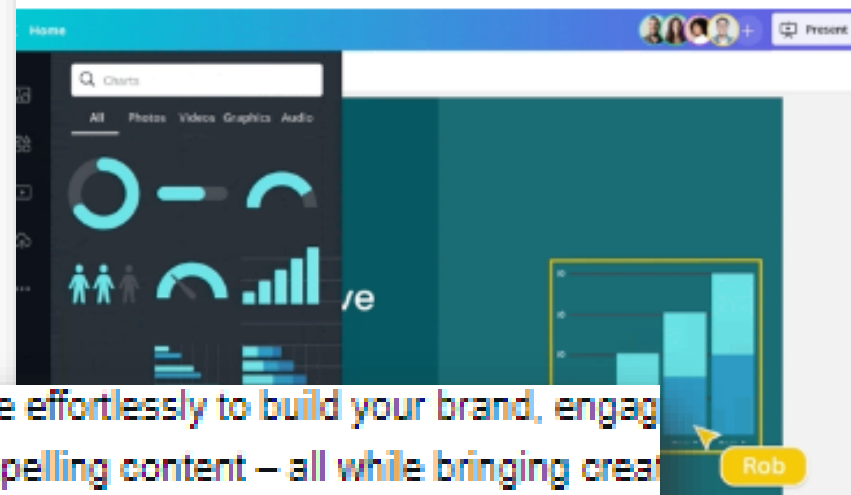
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**“SPECIFIC” CALL-TO-ACTION Buttons
Increase Click-Through Rates 28% Vs.
Standard CALL-TO-ACTION Buttons**

Canva

Introducing: Canva for Teams



to collaborate effortlessly to build your brand, engage
out with compelling content – all while bringing creat
side projects.

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"Don't Tell Me What To Do!!"

👉 **CTA Buttons (Call To Action)
Within Email Messages
That State Benefit vs.
Commitment Have a 24% Higher
Overall Click-Through Rate**

YOUR CALL-TO-ACTION BUTTON IS SORTA RUDE

BENEFIT	COMMITMENT
GET THE TIPS	DOWNLOAD
SAVE NOW	BUY NOW
SAVE MY SEAT	REGISTER

“Can I put a video in my email?”

DON'T DO THAT! But...

Referral?



Kyle Ackermann <Kyle.Ackermann@email.zoominfo>
To Jay Schwedelson



Thu 4/21/2022 6:35 AM

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hi Jay,

We haven't been able to connect so I wanted to send over a quick video of the ZoomInfo Recruiter platform in action.

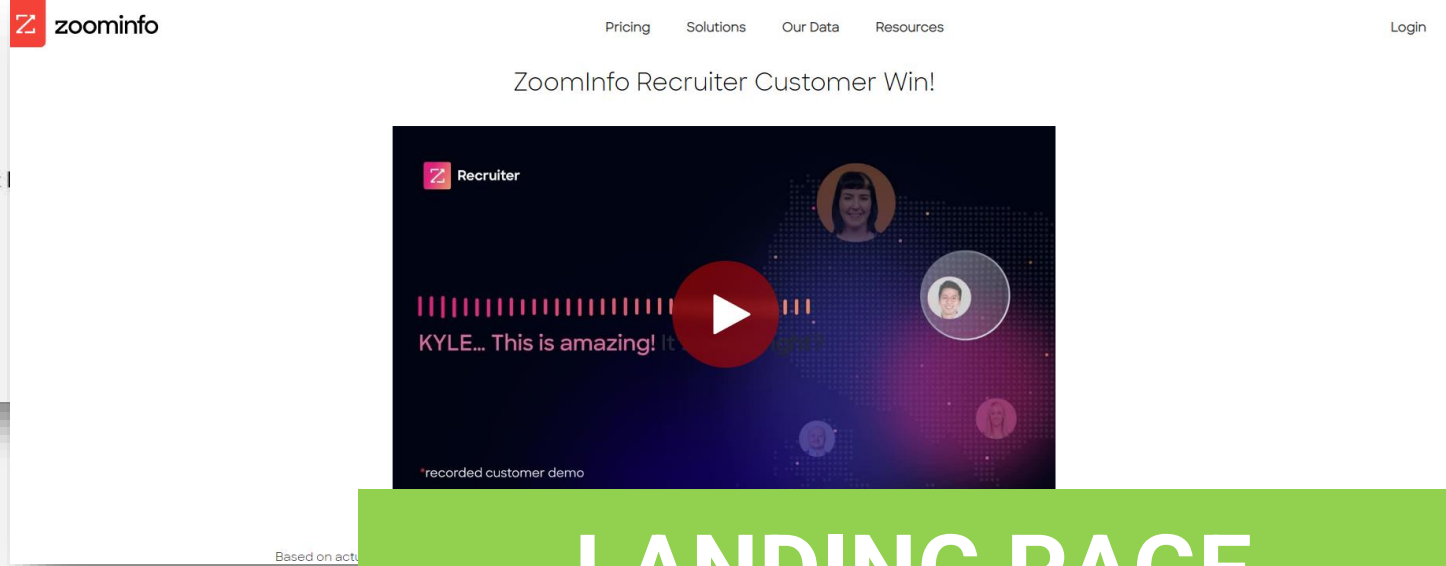


Once you've had a chance to review, let me know if you have any questions or if there is someone else that I'd be happy to walk through a quick demo. Just let me know!

Thanks,
Kyle

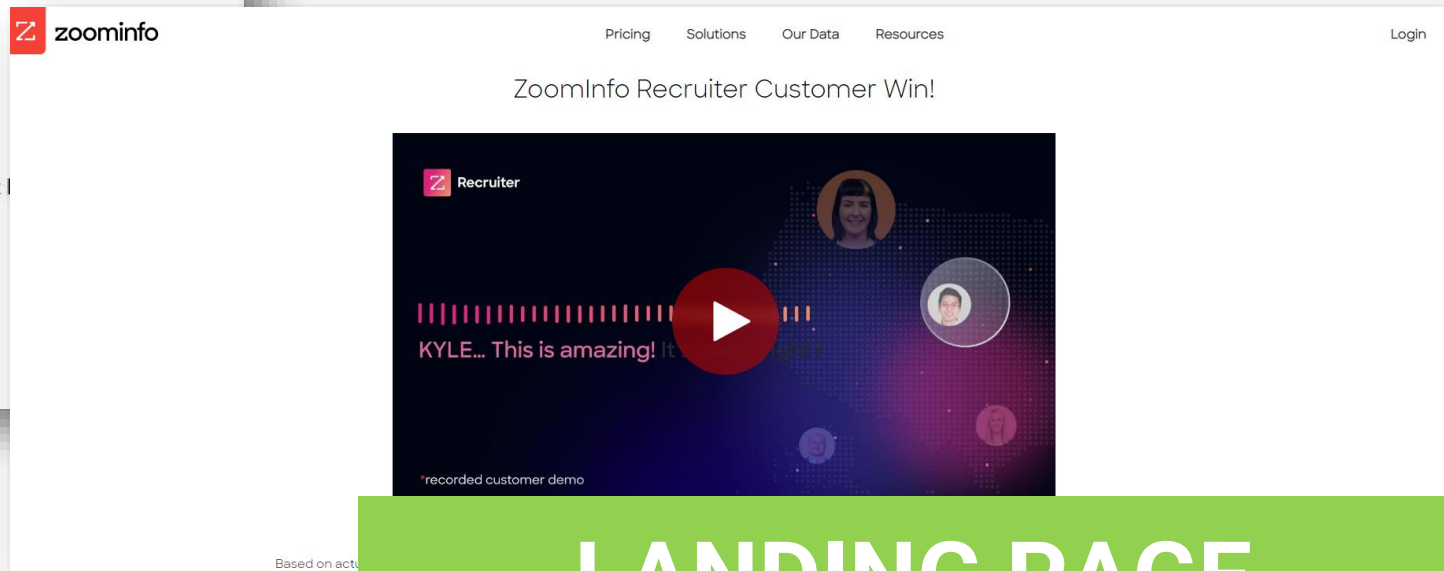
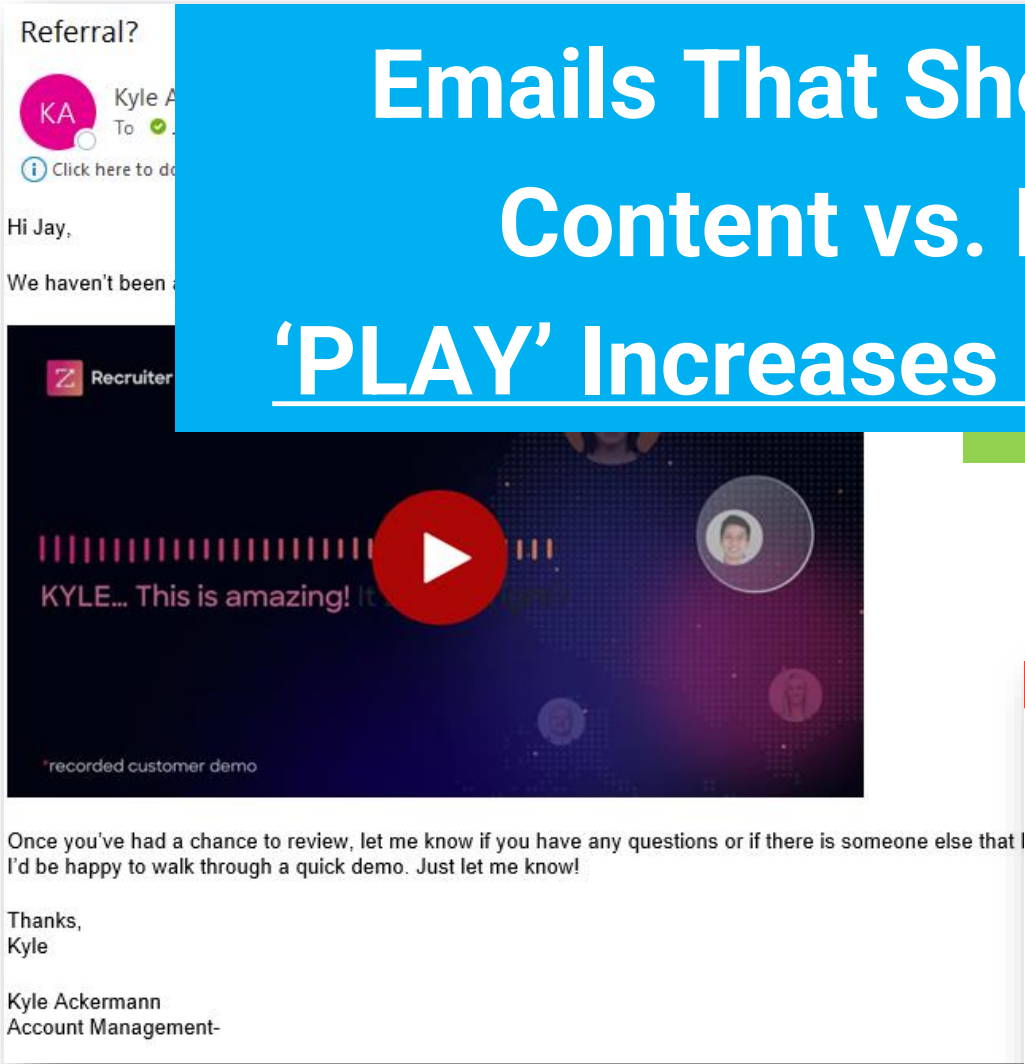
Kyle Ackermann
Account Management-

EMAIL



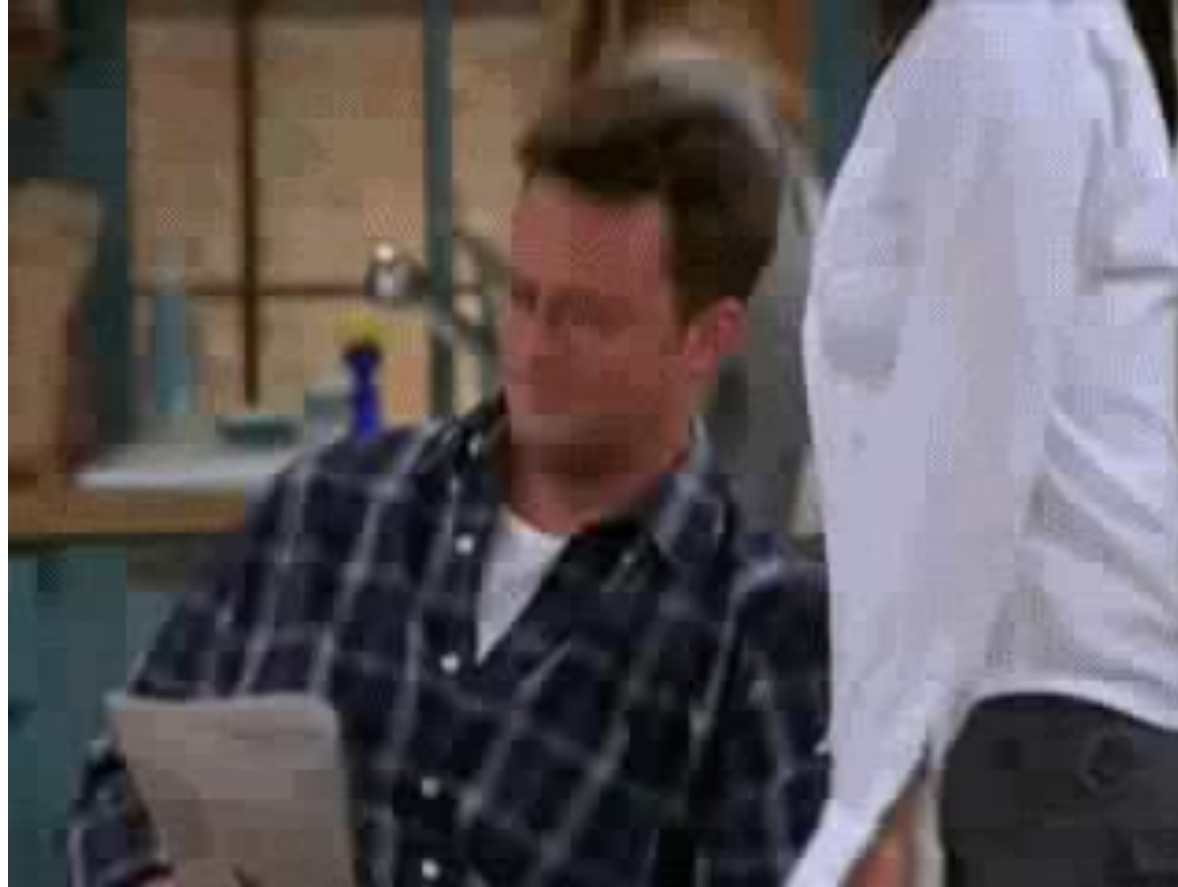
LANDING PAGE

Emails That Show 'Play' Button For Video Content vs. Discuss Video Content: 'PLAY' Increases Click-Through Rates by 34%



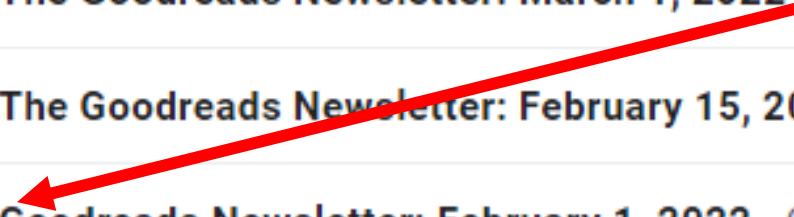
LANDING PAGE

We are putting people to sleep!

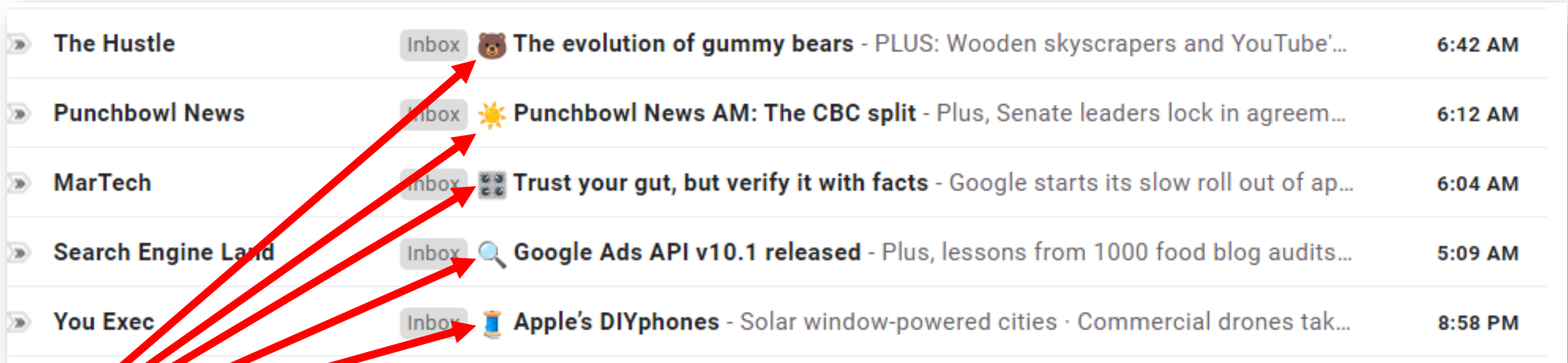


Boooooorrrring!
Most exciting
thing is that they
forgot the 'THE'!!!!

- › Goodreads Inbox The Goodreads Newsletter: April 19, 2022 -
- › Goodreads Inbox The Goodreads Newsletter: April 5, 2022 - F
- › Goodreads Inbox The Goodreads Newsletter: March 1, 2022 -
- › Goodreads Inbox The Goodreads Newsletter: February 15, 2022 - The most anticip
- › Goodreads Inbox **Goodreads Newsletter: February 1, 2022 - Celebrate Black Histo**
- › Goodreads Inbox The Goodreads Newsletter: January 19, 2022 - The most anticip
- › Goodreads Inbox The Goodreads Newsletter: January 4, 2022 - Readers' most ant



Newsletter Trend That is Working!



» The Hustle	Inbox 🐻	The evolution of gummy bears - PLUS: Wooden skyscrapers and YouTube'...	6:42 AM
» Punchbowl News	Inbox ☀️	Punchbowl News AM: The CBC split - Plus, Senate leaders lock in agreem...	6:12 AM
» MarTech	Inbox 🧠	Trust your gut, but verify it with facts - Google starts its slow roll out of ap...	6:04 AM
» Search Engine Land	Inbox 🔍	Google Ads API v10.1 released - Plus, lessons from 1000 food blog audits...	5:09 AM
» You Exec	Inbox 📱	Apple's DIYphones - Solar window-powered cities · Commercial drones tak...	8:58 PM

Emoji as 1st Character of eNewsletter

Increases Open Rates: 27%

[Last 6 Months]

Emojis are Boosting Open Rates:

Last 30 Days:
Increase in Email Open Rate % When Used in Subject Line

CONSUMER

	UP 27%
	UP 24%
	UP 22%
	UP 22%
	UP 21%
	UP 20%

BUSINESS

	UP 24%
	UP 21%
	UP 20%
	UP 20%
	UP 19%
	UP 19%

Are You at a Career Crossroads?

Gearing Up for Planning Season?

Register for the 2022 NAIS School Leadership Institute. [No images? Click here](#)

NAIS
SCHOOL LEADERSHIP INSTITUTE

Back by popular demand!

The [2022 NAIS School Leadership Institute](#) (SLI) is a unique development experience for professionals in independent schools who want to spend time reflecting on their career, leadership styles, and redefining their purpose. SLI is an opportunity to build close-knit relationships with mentors and peers from across the country—and these connections will help sustain and support you throughout your career.

[Register today](#) to join us live and in person July 26–29, at **Episcopal High School in Alexandria, VA** for SLI, one of NAIS's highly sought-after professional development programs.

Participation in SLI will include:

- a 360-degree assessment with actionable insights into your own professional and leadership styles;
- a new cohort of independent school colleagues to help expand your network; and
- leadership skill-building in a fun and experiential

QUESTION = Opens!

**Last 3 Months:
'Questions' in Subject
Line Increases Open
Rate:
Business – 24%**

Use these stakeholder surveys from NAIS. [No images? Click here](#)

NAIS
National Association
of Independent Schools

We're getting closer to the end of the school year, and it's time to assess the progress toward yearly goals and objectives. Stakeholder surveys give valuable insight into the experiences of individuals and groups in your school community. [NAIS offers a variety of surveys](#) you can customize to suit your school's characteristics and areas of focus.

The NAIS team will help administer your survey from start to finish. What's more—you can now purchase benchmark and crosstab reports to gain further insights with the data you have collected!

The following templates are available:

- Board Self-Assessment
- Head of School Assessment
- Parent Satisfaction Survey
- Faculty and Staff Satisfaction Survey
- College-Age Alumni Survey
- Post-College Alumni Survey

[Learn More and Order Today](#)

Please reach out with any questions—[simply click here](#).



P.S. = CLICK-THROUGHS

"P.S." at the End of Letter Format Emails
Increase Overall Click-Through Rates by 14%

Sign me up

Join Podium's Sr. Director of Revenue Marketing, Marc Hansen, and Kelley Knott, Co-Founder of Intrepy Healthcare Marketing, as they demonstrate how to upgrade your customer journey to meet the modern consumer's expectations.

We'll be taking questions following the presentation.

Hope you can make it!



Loren Baker

Founder, Search Engine Journal

P.S. [Register now](#) and we'll send you the on-demand version later in the day if you can't attend the webinar live.

FREE STUFF!



Source: GIPHY

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EMAIL CALENDAR

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A few things...



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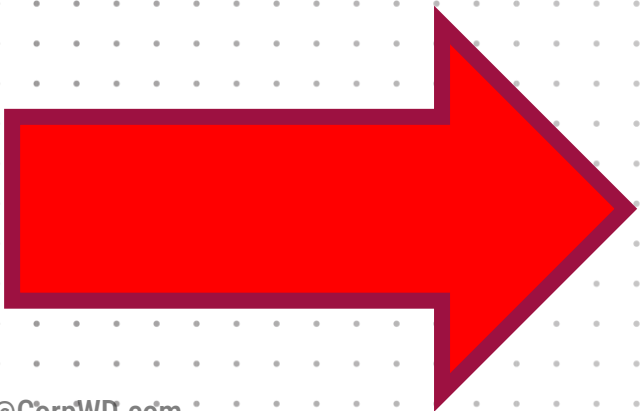
“SEND ME EVERYTHING”

Send me GURU On-Demand

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 GURU On-Demand!

Send me SLIDES

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**Almost forgot!
Subjectline.com!**

