

How It Started & How It's Going: How Failure & Pivoting Can Create Massive Opportunity

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

INBOUND 22

29 Minutes...

I'm Jay.

The rest is blah, blah, blah.

Where I grew up...

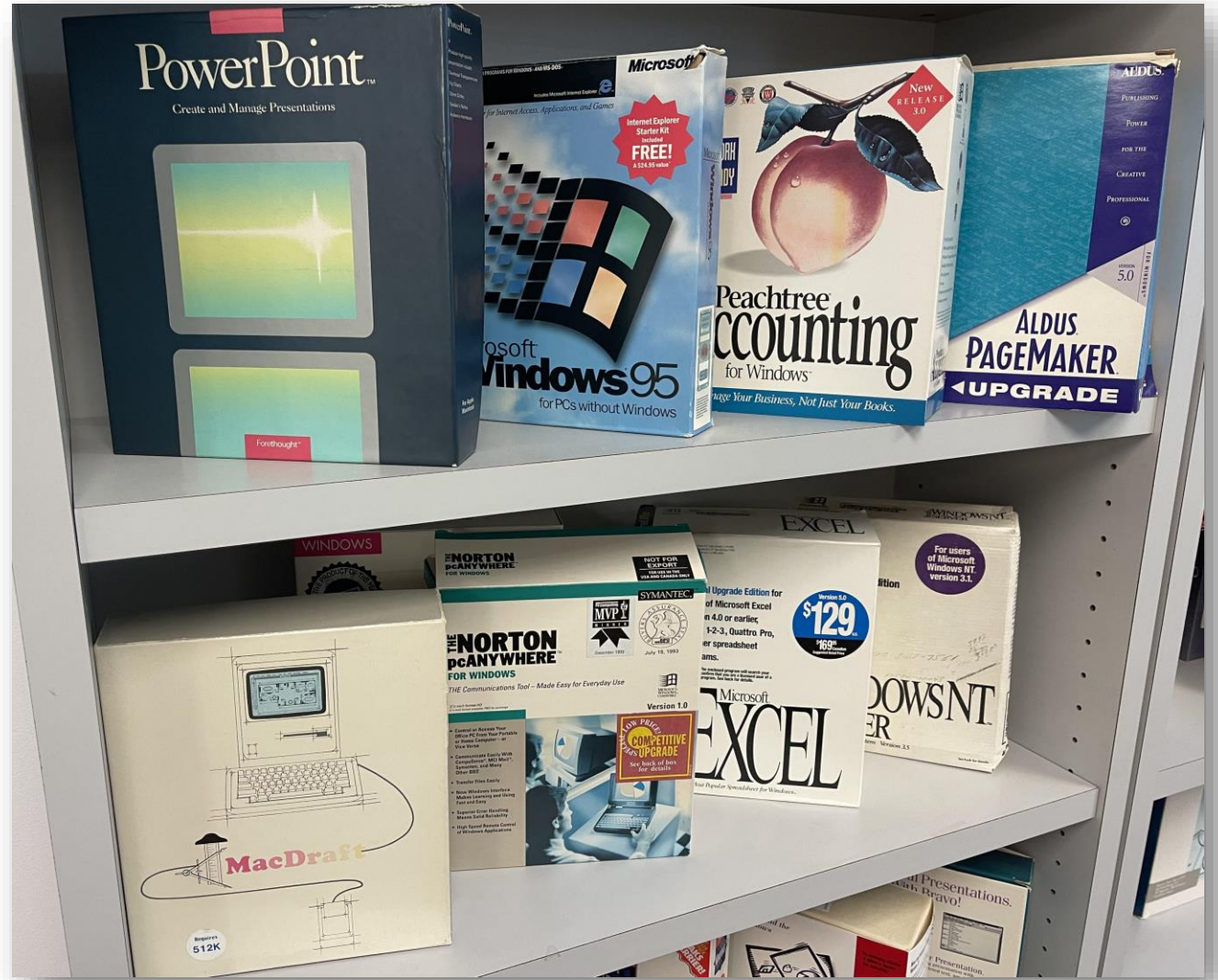


COMDEX 1989

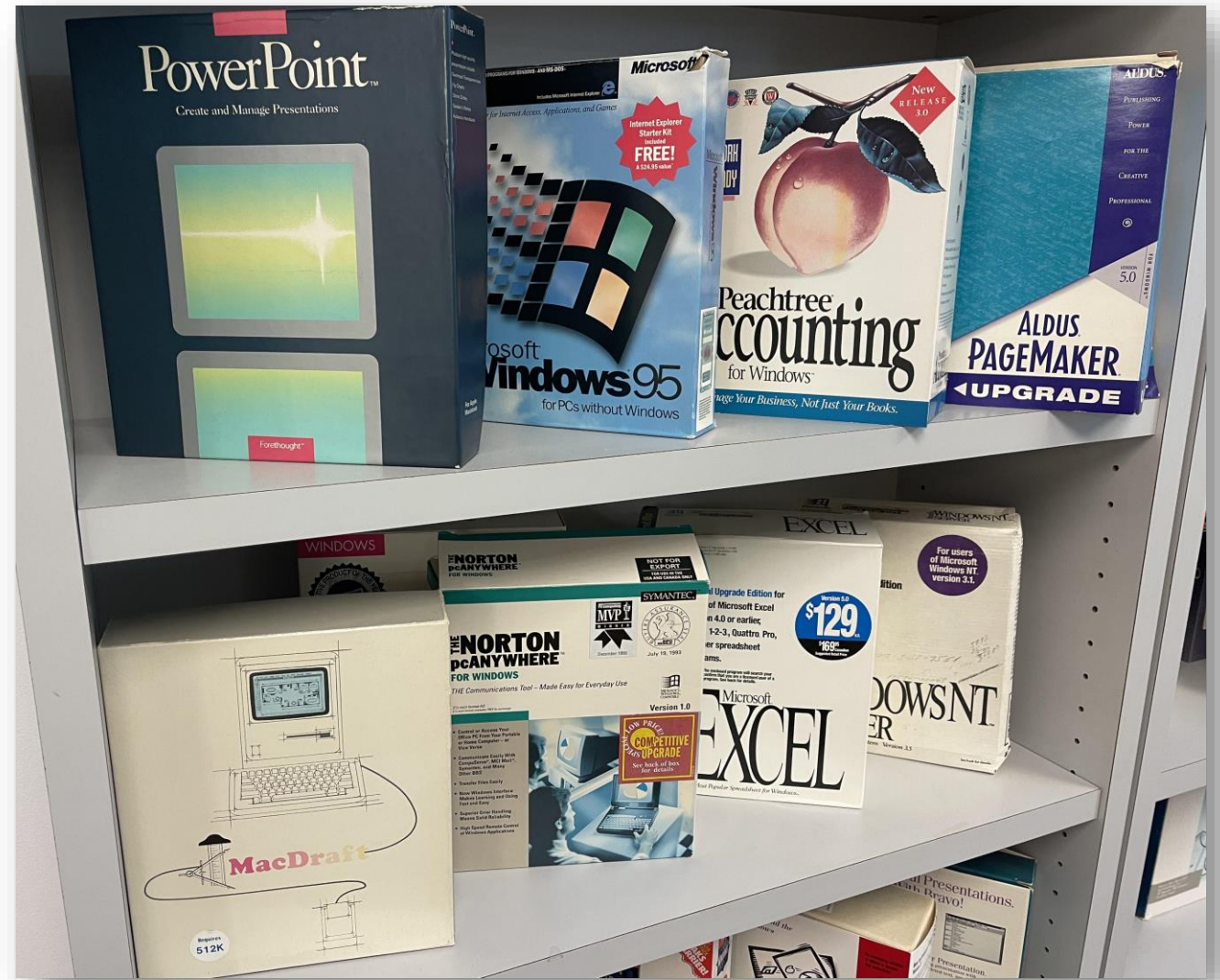
The kitchen table was always about marketing.



The Company Specialized In Marketing Campaigns Selling Software Via The Mail



This Was
90% of The
REVENUE





I'M FEELING THIS, LIKE, DEEP
ACHING SENSE OF DREAD

#SCHITTS CREEK

Pop TV

1995:
Had a thought...
Ads on the
internet



I was close...

keyword based advertising thus enabling the advertisers to reach target audience and garner high click through rate and conversion rates.



1995-1997

Development of Advertising Networks

The first ad networks were developed, the most popular being, WebConnect and DoubleClick. More than 150 websites were included in the WebConnect network in 1995. Introduced "frequency capping" to prevent "banner fatigue". One year later, advertisers got access to campaign analytics to see and control the conversion rate, which was the big step forward. Google would later purchase DoubleClick for \$3.1b in 2007.

1999

Introduction of PPC model

GoTo.com (renamed Overture in 2001, and acquired by Yahoo! in 2003) brought the concept of pay-per-placement searches, shifting



The History of Online Advertising

1994 From the first banner ad to everything that's happened since 2000

websites organised in a hierarchy.

1995



Online Display Ads became targeted

Following the success of AT&T, online display ads became increasingly popular. Advertisers were looking for ways to better target ads, specifically targeting consumer demographics. Ad agency **WebConnect**, which was the first ad network, began to work with their clients to pinpoint the websites that their ideal consumers visit. Ads were then placed on these websites where by they were more likely to be seen by the most relevant audience. **WebConnect** also produced a tool to prevent 'ad fatigue,' which occurs when users are repeatedly shown the same ad. These developments were revolutionary in the digital advertising space.

1996

The rise in Ad Servers

The rise in online display ads meant that advertisers were now looking for ways in which they could measure the results of their efforts. Advertisers needed a system that enabled them to display ads and track their performance to better target internet users. That's where DoubleClick came in - one of the world's first ad servers. At this point, it was not owned by Google; the concept had been developed by Kevin





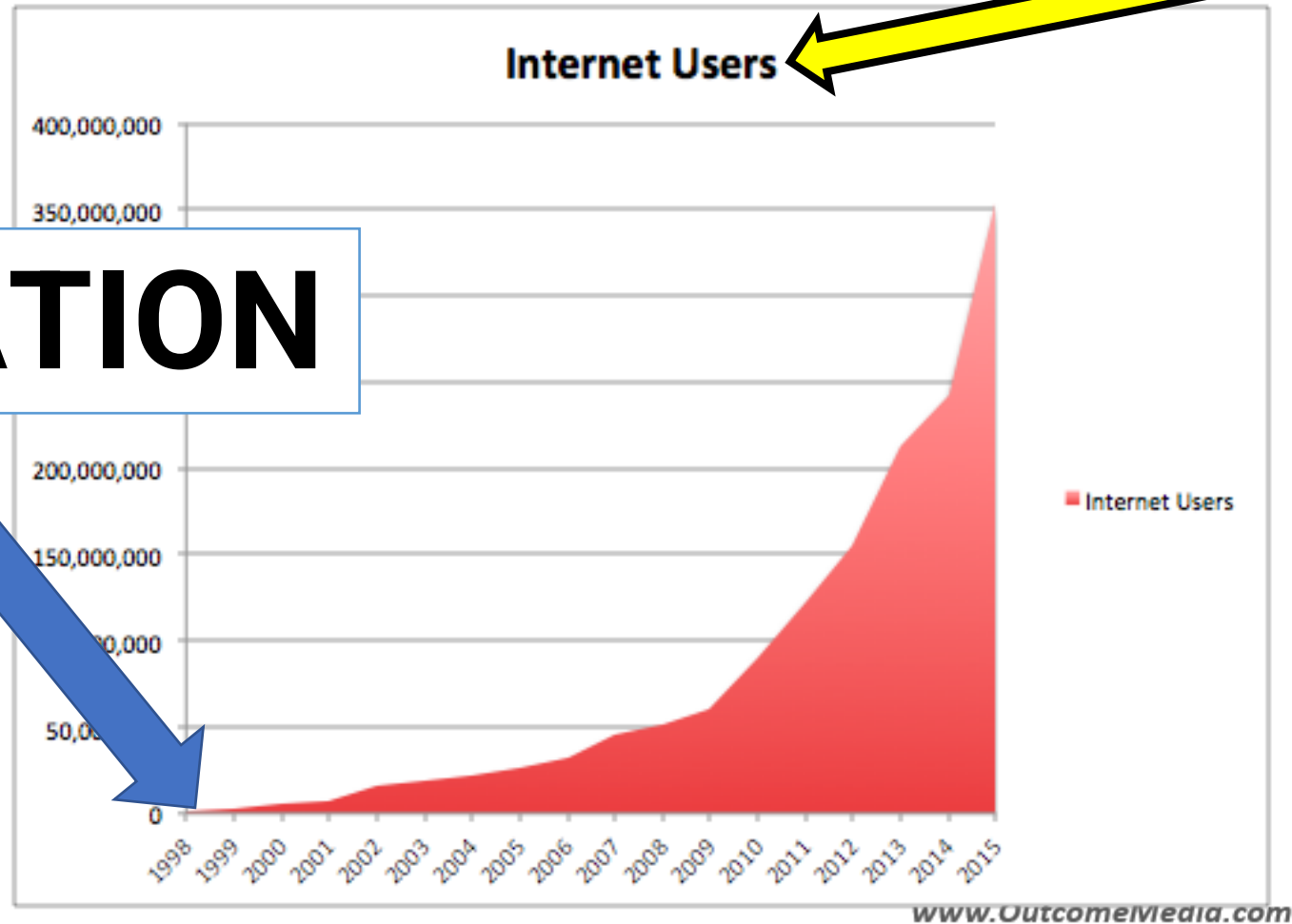
Big Decision!

Folks wanted to retire...

WebConnect in trouble...

Ok, lets merge all of this stuff...

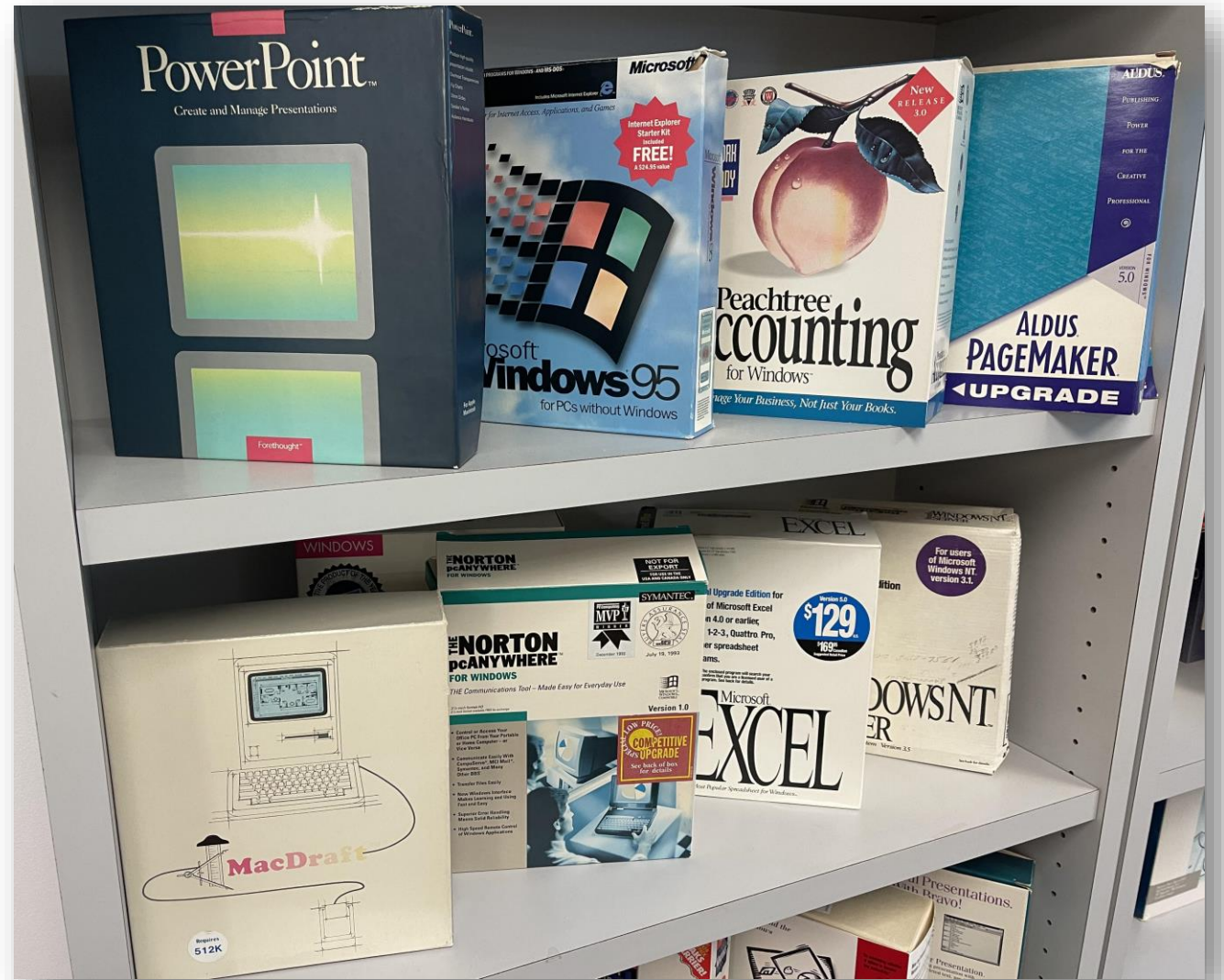
Graduated College 1998.
Folks Retired 2000.
Company \$2,000,000 in Debt



GRADUATION

Do you buy software via the mail?

Our revenue dropped by 60% the year I took over.





Time to Make a Plan!

(apparently a bad one)

**“Let’s be a marketing
company that sells any
option the client could
possibly need”**

We will do everything!!!



YOU
VERY
SMART

MC
entails Sintel

OUTCOMEMEDIA
a Worldata division

My website in 2004

Worlddata
List Marketing - Interactive Marketing - InfoCenter
the Worlddata Group of Companies
The Leader in Direct/Interactive Marketing

- Banner Advertising
- Email Marketing
- Search Engine Marketing
- Direct Mail
- Data Management
- Online Count Systems
- InfoCenter Services

ARTICLES ABOUT US CONTACT US

FEATURES
BLEAK ← → BLEAKER

CIO INSIGHT
Reach Top-Level Senior IT Decision Makers

LIST PROPERTIES
CBS SportsLine.com

Online Databank Library [SEARCH]
Go
Keyword List Name

WORLDATA Plus
WORLDATA TRACKER
> Login > Demo
ETS LIST OWNER
Email Transmission System
> Login > Demo
eSmart
Worldata WebConnect's Email Marketing Division
Online Count Systems
WebConnect
The Ad Placement Service of The Internet

Worldata - 3000 N. Military Trail, Boca Raton FL 33431-6375
Phone: 561 393-8200 - 800 331-8102 Fax: 561 368-8345 Email: mail@worldata.com - Web: http://www.worldata.com

MPA NEPA DMA member Privacy Pledge

Every Presentation Was Horrible!

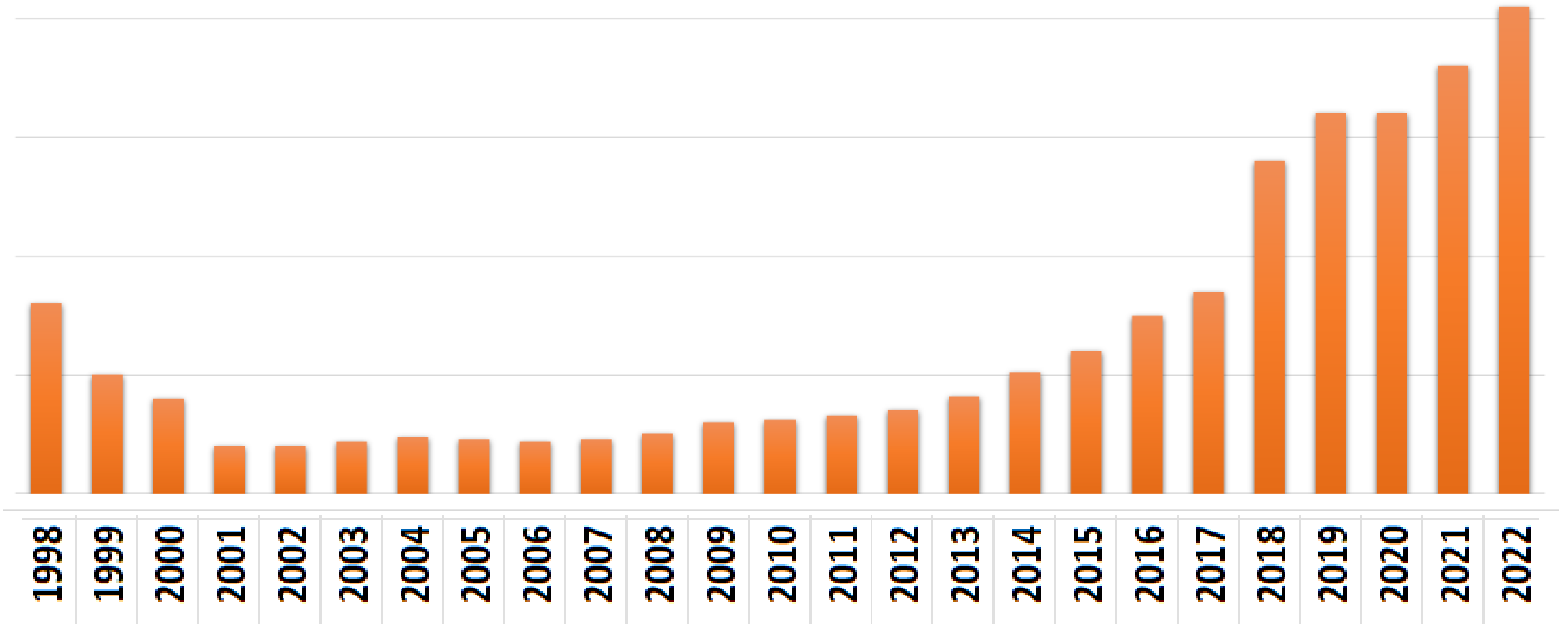


**Pitch after Pitch after
Pitch...FAIL!**

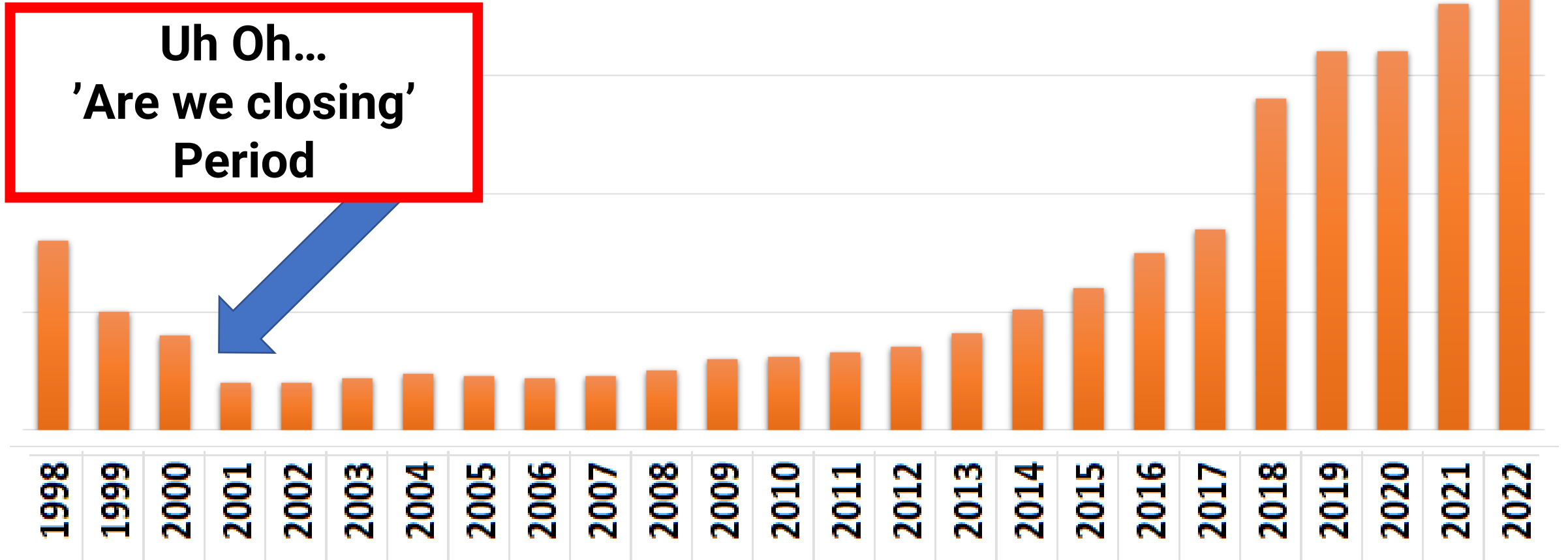
Weren't Known For Anything...

“That part about email was interesting. You probably would have gotten our other business eventually.”

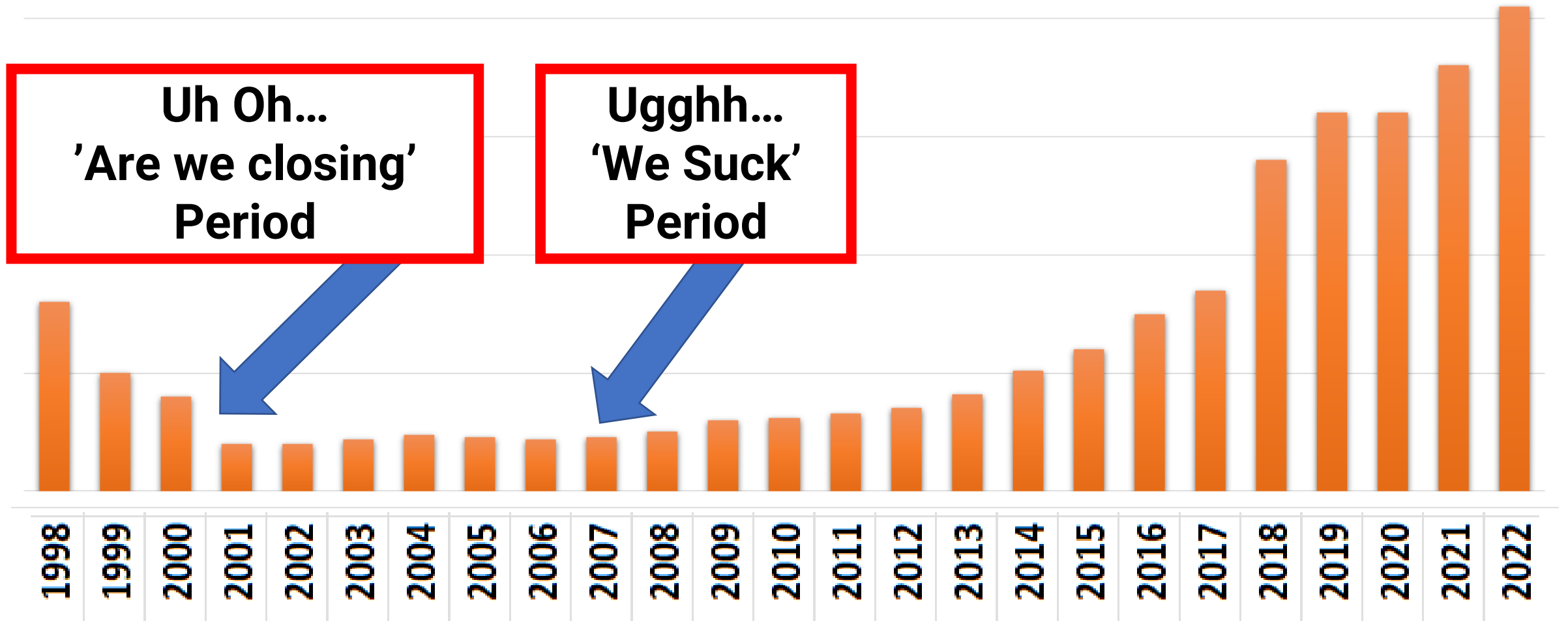
Our Revenue: 24 Years



Our Revenue: 24 Years

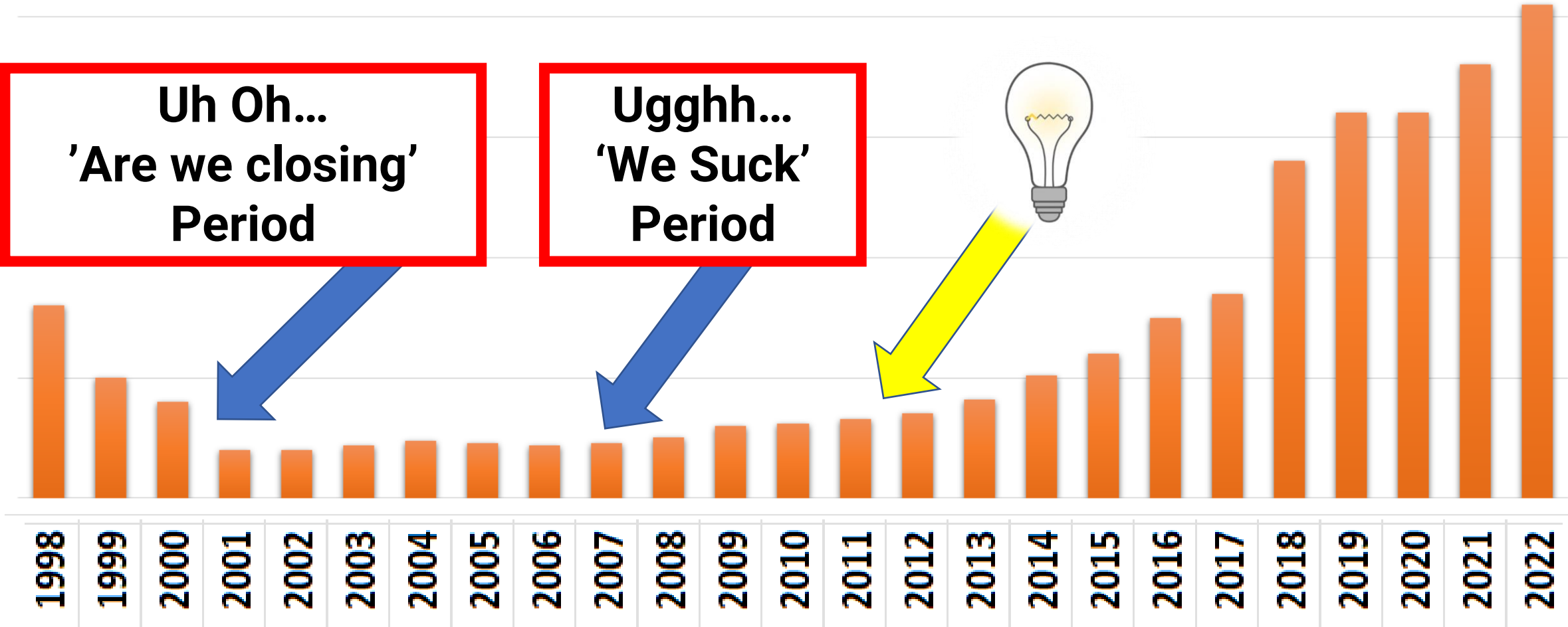


Our Revenue: 24 Years



“That part about email was interesting. You probably would have gotten our other business eventually.”

Our Revenue: 24 Years



Apple = Phone

50% of Revenue from Non-Phone Products/Services

Starbucks = Coffee

40% of Revenue from Things Other Than Coffee

Tommy John = Underwear

70% of My Clothes Are Tommy John!

The 2 Big Ideas!

- **Be Known For Something!**
- **Give Something Instead of Asking For Something**

The 2 Big Ideas!

- Be Known For Something!

- Give Something Important

THIS IS NOT JUST FOR A BUSINESS OWNER. THIS IS FOR YOUR CAREER!

SubjectLine.com

Over 15 Million Subject Lines Tested. #1 Free Subject Line Rating Tool.

FREE EMAIL MARKETING WEBINAR

BRAND NEW WEBINAR. WATCH NOW!

Do This, Not That
Gear up your
EMAIL MARKETING
for Q3

Speaker: **Jay Schwedelson**
Founder of SubjectLine.com
& CEO of Worldata Group

Did you miss the Live Webinar?
BRAND NEW MATERIAL FOR Q3. DON'T MISS OUT!

WATCH NOW! UNGATED!





Your Line Scored a
100
out of 100

100% organic bedding (if ALL ships free!)

19 points

MARKETING RESULTS

- Needs subtle urgency - 19 pts
- Contains the word "Free" - important word used but should appear in first half of subject line - 15 pts
- Contains Capitalization - important tactic but should appear in first half of subject line - 9 pts
- Contains word free + 14 pts
- Use of parenthesis or square or curly brackets + 21 pts
- Includes one exclamation mark + 4 pts
- Contains two or more of the same punctuation in a row + 4 pts
- Contains number + 8 pts
- One word in subjectline is all caps + 5 pts
- Starts with a number + 2 pts
- Contains punctuation + 4 pts

i **OUR ADVICE**

Great job! Your subject line meets industry standards.
About this Tool

Enter Another Subject Line Here

EVALUATE

Are you an **Email Marketer?**

If so, this **FREE Event** is for you!



RESERVE YOUR SPOT NOW!

GURU 2022
THE CONFERENCE

BRAND LOYALTY



11 Ways to Increase Brand Loyalty Through Better Email Marketing

Here, a panel of Young Entrepreneur Council members share pointers on how businesses can improve their email marketing to boost brand

Subject Line's Checked via SubjectLine.com



Over 15 Million!

SubjectLine Quick Tips

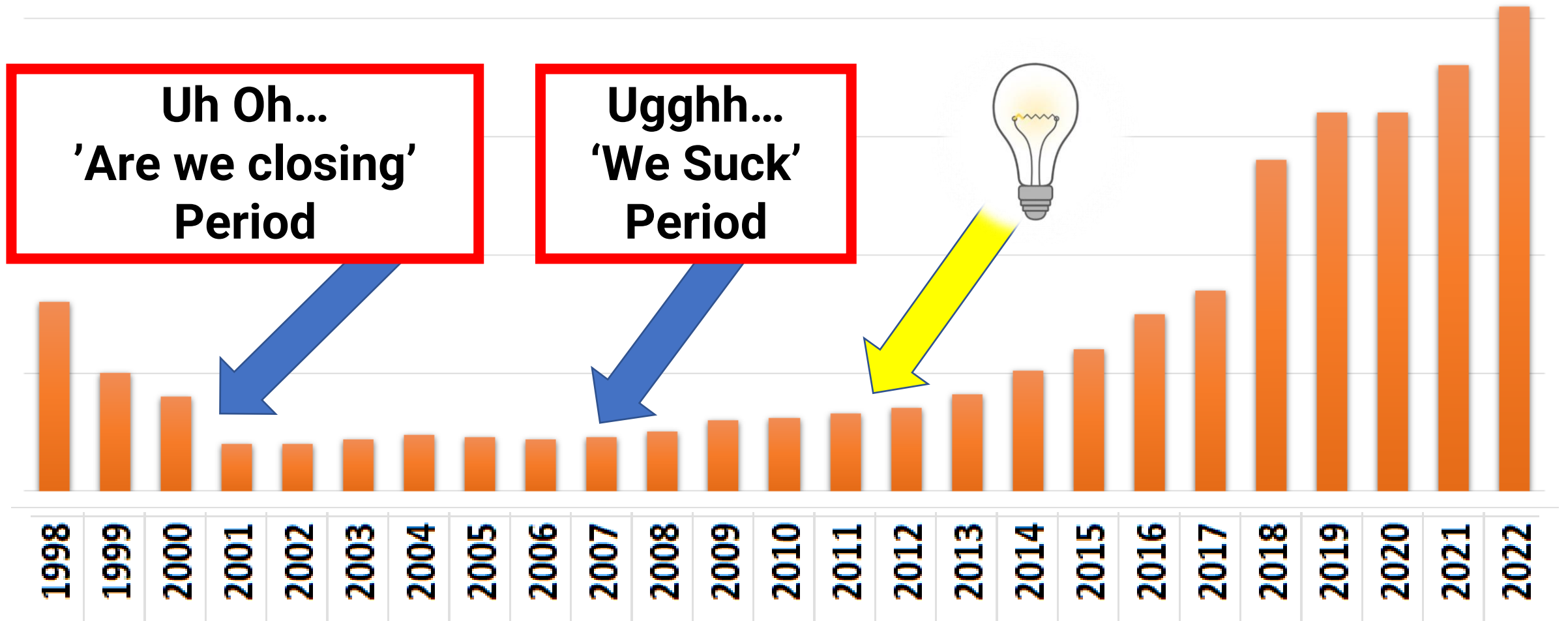
**“You Seem Like You Know
Stuff. What else can you
help us with?”**

I'm the 'Subject Line' guy...

**50% of my revenue is NOT
from email!**

Be Known For Something

Our Revenue: 24 Years



Most Recent Phase: “SCREW IT”

- **Started talking like myself...**
 - **Started a newsletter with details about my actual life...**
- **Being 'real' is the secret sauce to everything!**

**FREE Email Marketing
Calendar:
Best and Worst Days to Send
B2B and B2C Versions!
2022!!!**

**Since you
didn't
ask...**

GURU
CONFERENCE
2022

GuruConference.com



Subscribe to Jay's Inside Scoop

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

First Name

Email

JAY SCHWEDELSON



www.OutcomeMedia.com



JayS@CorpWD.com

Just email me and say...

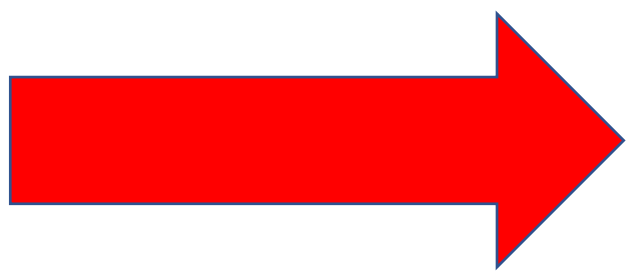
“SEND ME EVERYTHING”

Sign me up for GURU!

Send me SLIDES

Send me CALENDAR

Sign me up for SCOOP



JayS@CorpWD.com