

45 DAYS LATER: EMAIL MARKETING TIPS YOU NEED TO KNOW

J A Y S C H W E D E L S O N
P R E S I D E N T & C E O
W O R L D A T A

JayS@CorpWD.com

30 Seconds On Who I Am?



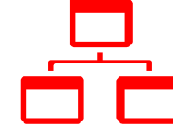
NEW CUSTOMER ACQUISITION PROGRAMS

Acquisition Email Programs,
CRM Retargeting, Data
Aggregation and Content
Syndication



DATA SERVICES

Data Maintenance and
Improvement, Hygiene, Append,
Data Hosting, Landing Page
Development



EMAIL MARKETING CONSULTATION

Competitive Intelligence, ESP
Auditing, Campaign Review
and Best Practice Support

1. Help you acquire new customers and grow your database

2. Data Improvement and Hygiene

3. Provide Best Practice Email Consultation, Email Competitive Intelligence and Audit Tools

RESEARCH INFORMATION

JAY who?

- President & CEO – Worldata
- 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.**

RESEARCH INFORMATION

JAY who?

Special Metrics: Worldata Research ran key metrics from April 1st– April 30th.

Our metrics are based on a review of over 200 Million Emails from the last 30 days within the United States.

Please use this information as 'Directional'. During normal times we rely on longer periods to establish key metrics.

metrics based on these programs. Our email research is based on over 6 billion transmitted messages annually.

Last Month:

Caring and Compassionate (and super long emails)

2 Weeks Ago:

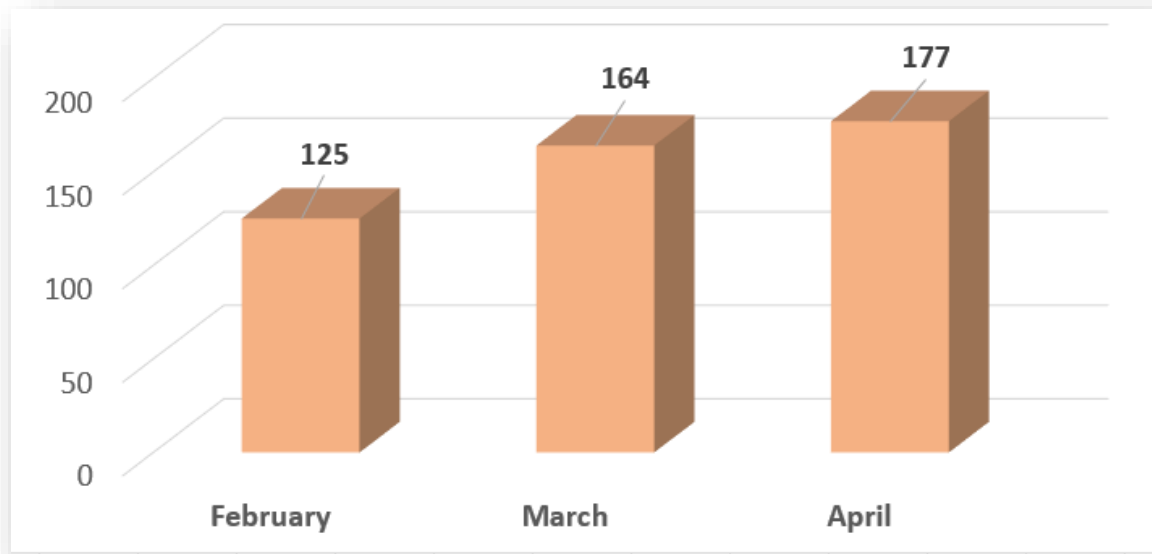
I'm so bored I'll read anything...

NOW:

**You BETTER have something
GOOD to show me...**

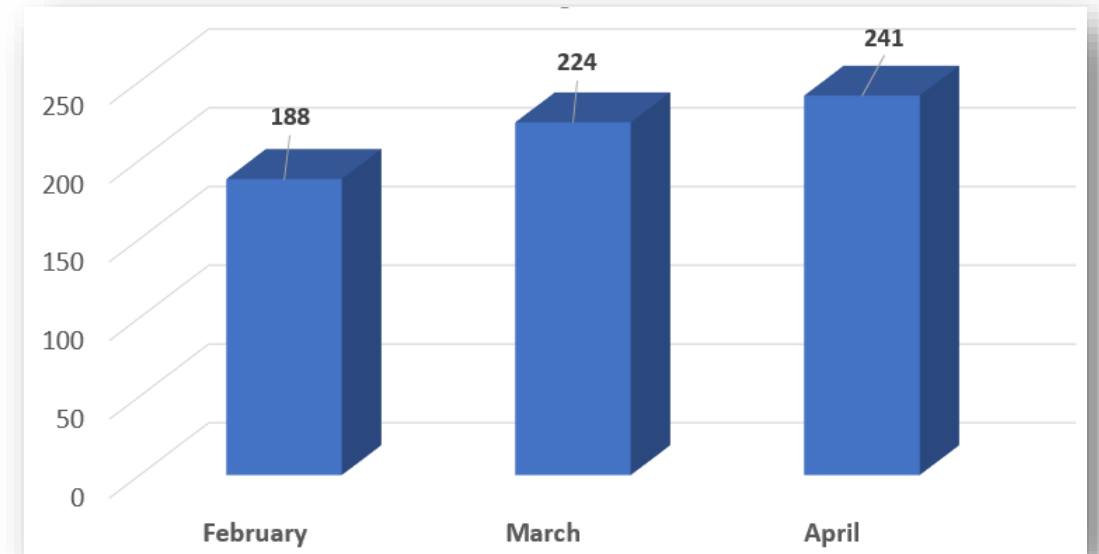
Daily Minutes Spent Emailing

BtoC



***Through April 28th**

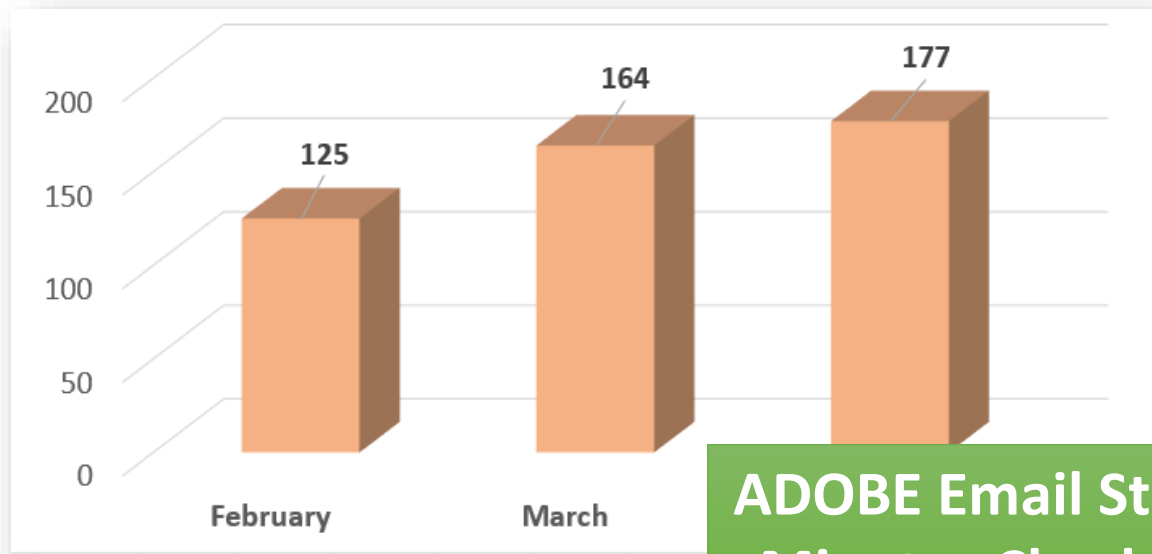
BtoB



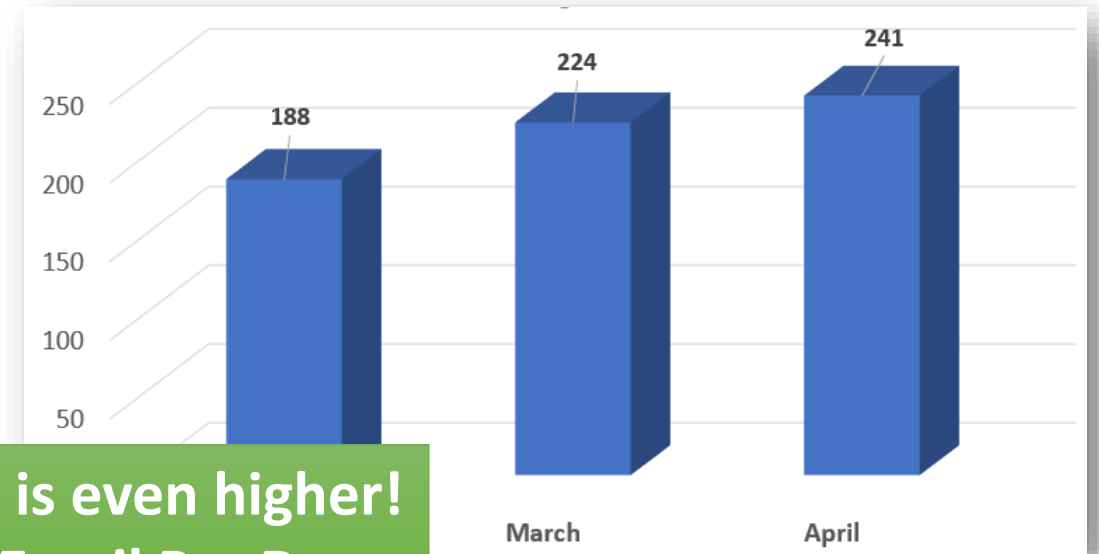
***Through April 28th**

Daily Minutes Spent Emailing

BtoC



BtoB



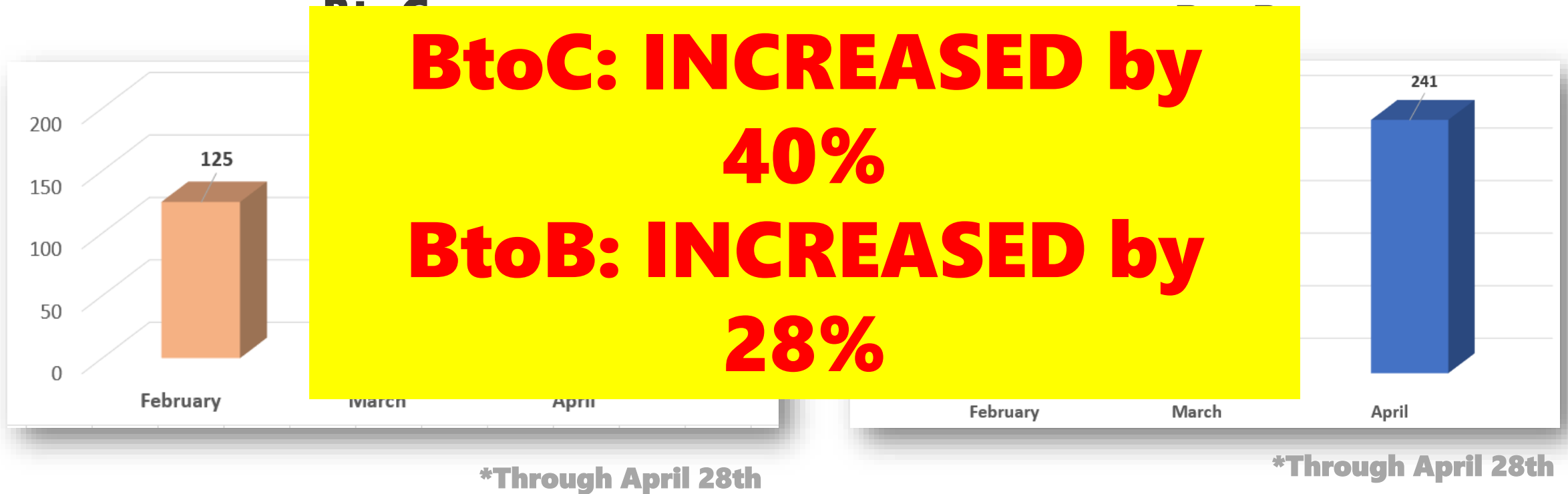
ADOBE Email Study is even higher!
Minutes Checking Email Per Day:

BtoC - 209

BtoB - 256

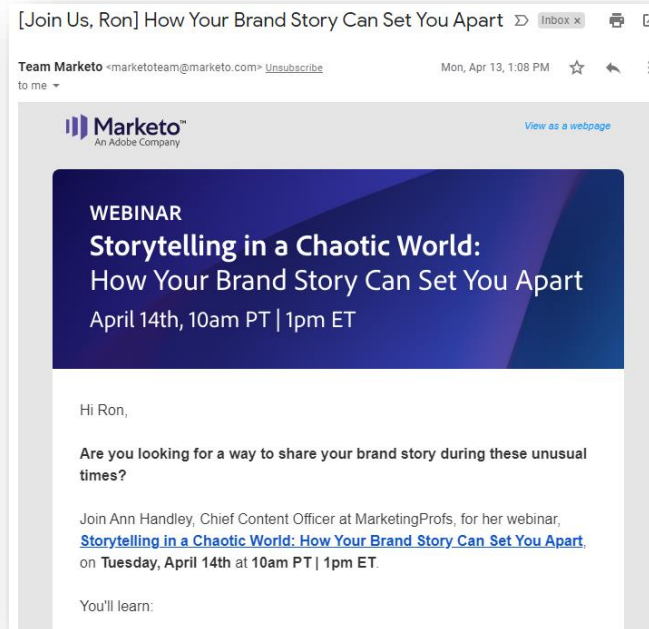
*Through April 28th

Daily Minutes Spent Emailing

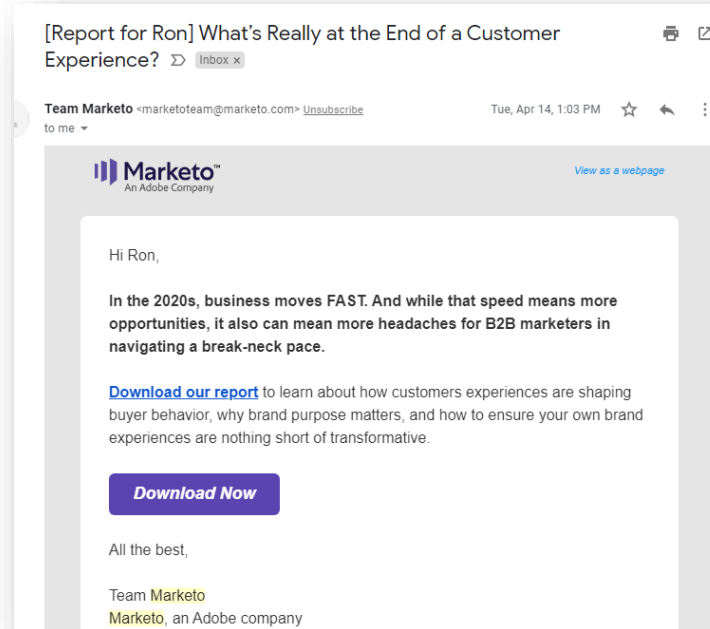


THESE ARE FROM MARKETO THEY DO EMAIL FOR A LIVING!

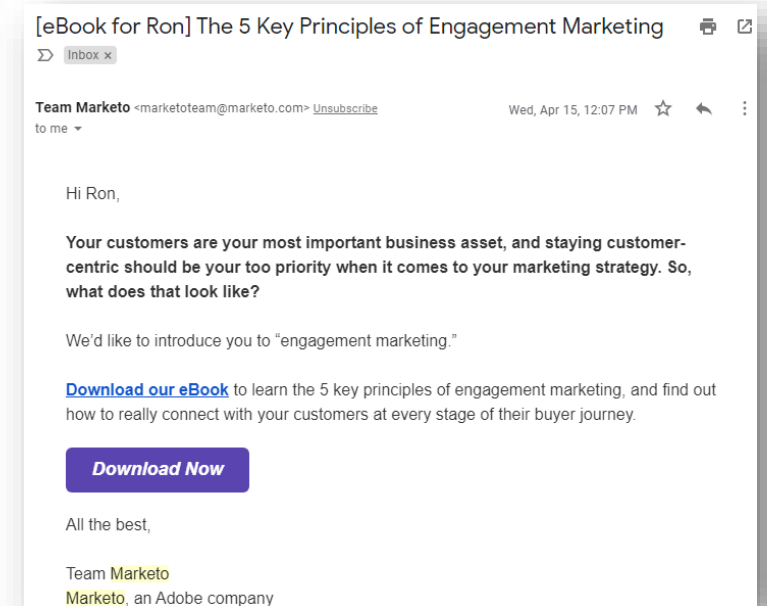
Tuesday April 13th



Wednesday April 14th



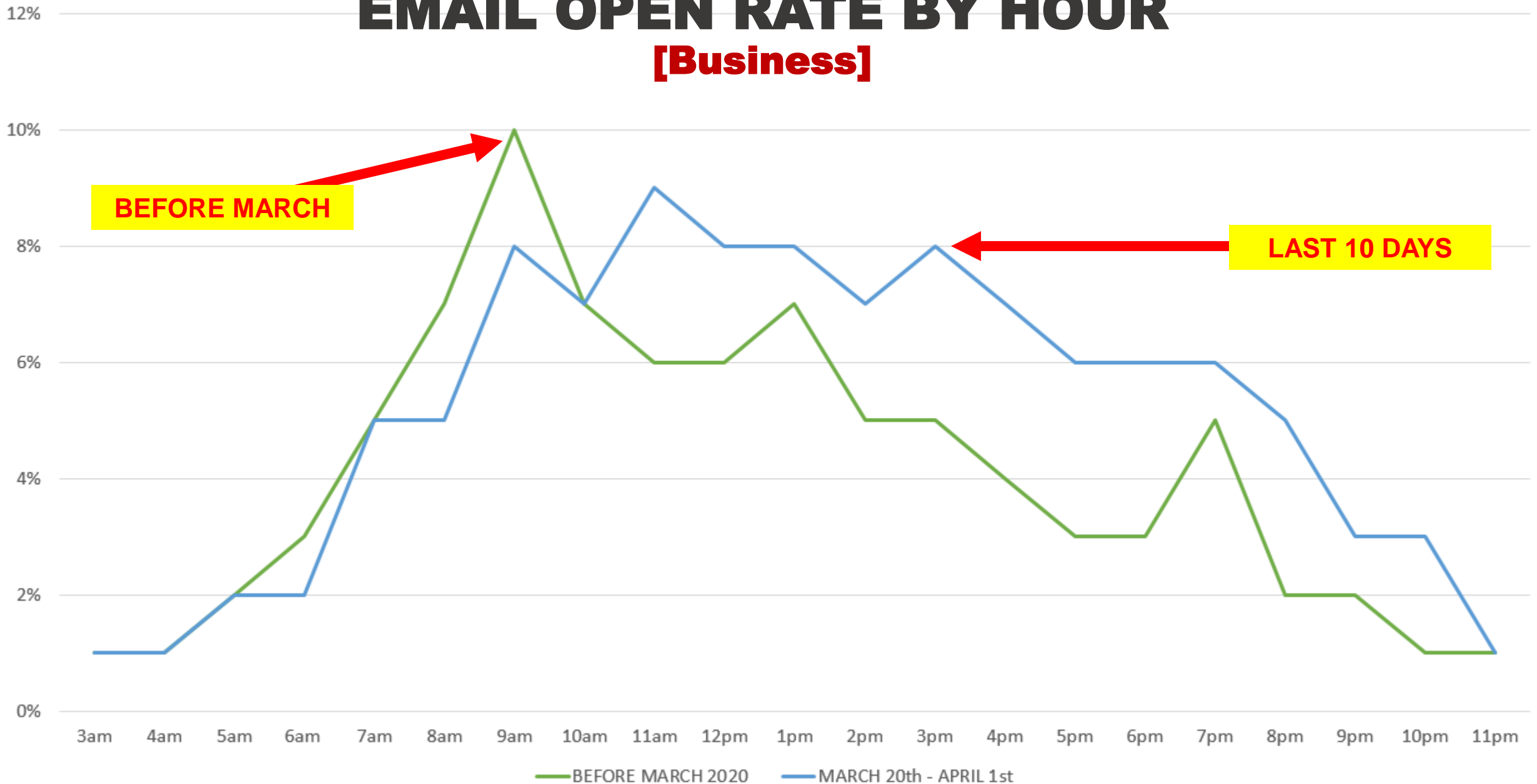
Thursday April 15th



**Forget What
You Know**

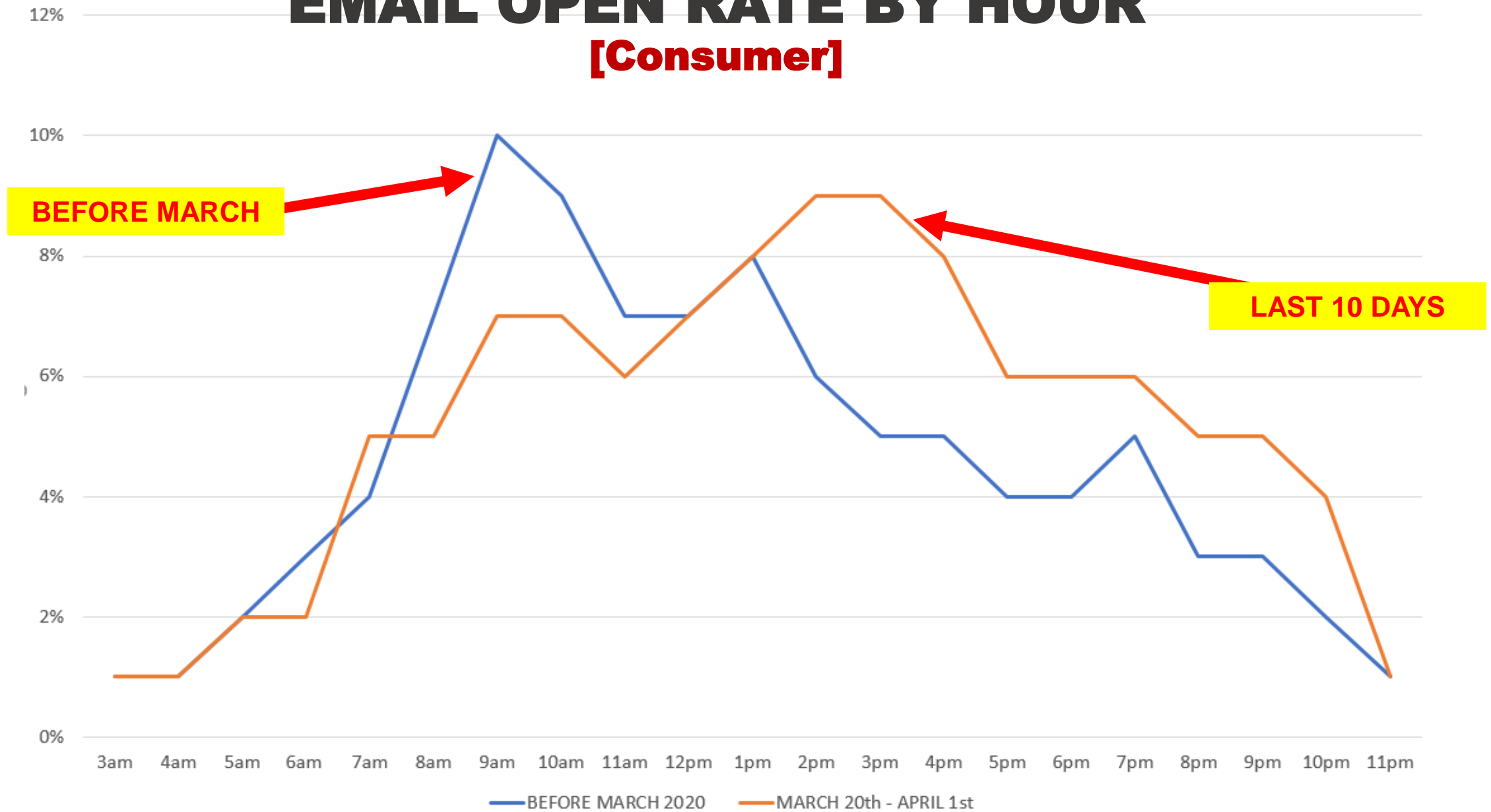
EMAIL OPEN RATE BY HOUR

[Business]



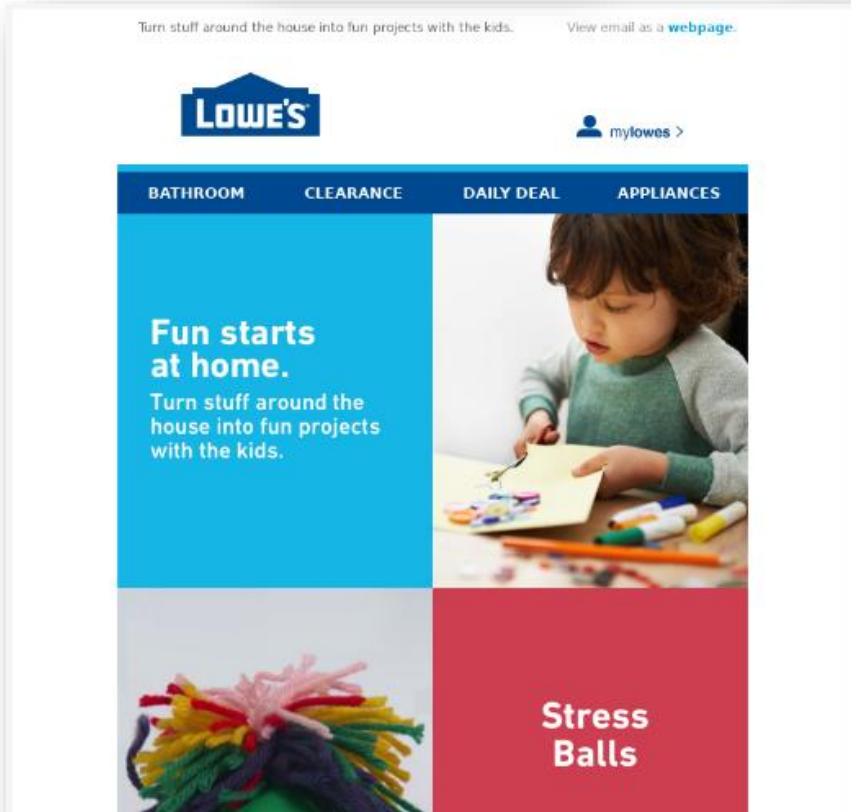
EMAIL OPEN RATE BY HOUR

[Consumer]



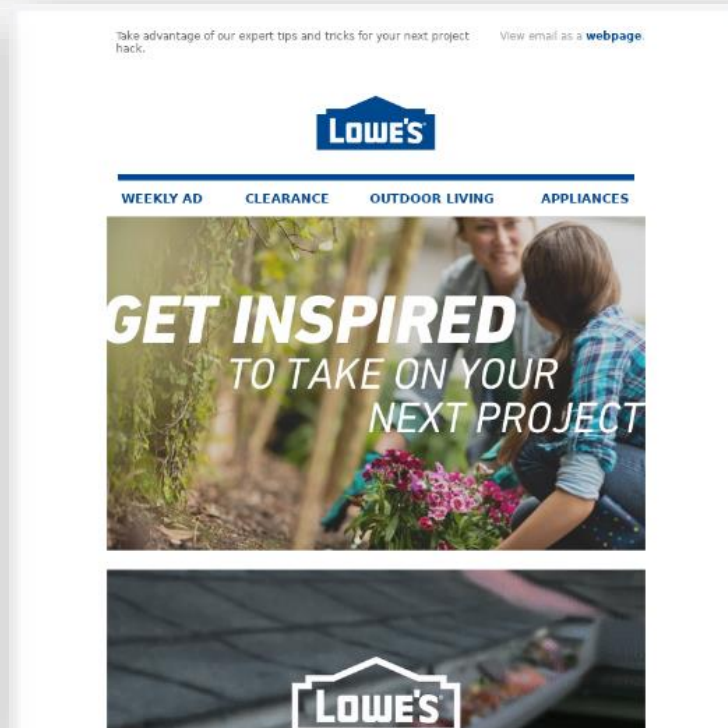
RECEIVED: April 1st 4:27 PM

Fun starts at home.



RECEIVED: MARCH 29th 8:34 PM

Need Help With Your Next Project, We Got You Covered!



RECEIVED: APRIL 1st 7:03 PM

This Week's Picks: Gyakusou & more

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

Nike <nike@official.nike.com>

To: JayS

Wed 4/1/2020 7:03 PM

Free Shipping

Get free shipping as a Nike Member. [Learn More](#)



RECEIVED: MARCH 31st 4:33 PM

Adobe Announces Offerings to Help Small & Mid-Sized Companies



Matters of Marketing Newsletter

Keeping you up-to-date on the latest industry news



Adobe Announces Offerings to Help Small & Mid-Sized Companies

Amid the coronavirus outbreak and growing containment efforts, small and mid-sized businesses are reeling from... [Read more →](#)

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RECEIVED: APRIL 1st 6:09 PM

Stories of Resilience: Small business advice from Mark Cuban



REGISTER NOW



April 8, 2020



Online



9:00 a.m. PDT

Today's uncertain landscape leaves businesses – particularly small and midsize ones – looking for tools, advice, and inspiration.

You may know Mark Cuban as the Dallas Mavericks owner or Shark Tank judge, but the famed entrepreneur and investor has

**At first the days were all
blending together...**

**But now it's hard to keep
up with all the changes.**

I'm Going On Record: **THIS IS BAD!**

But this is showing up in the data...

This Past Sunday

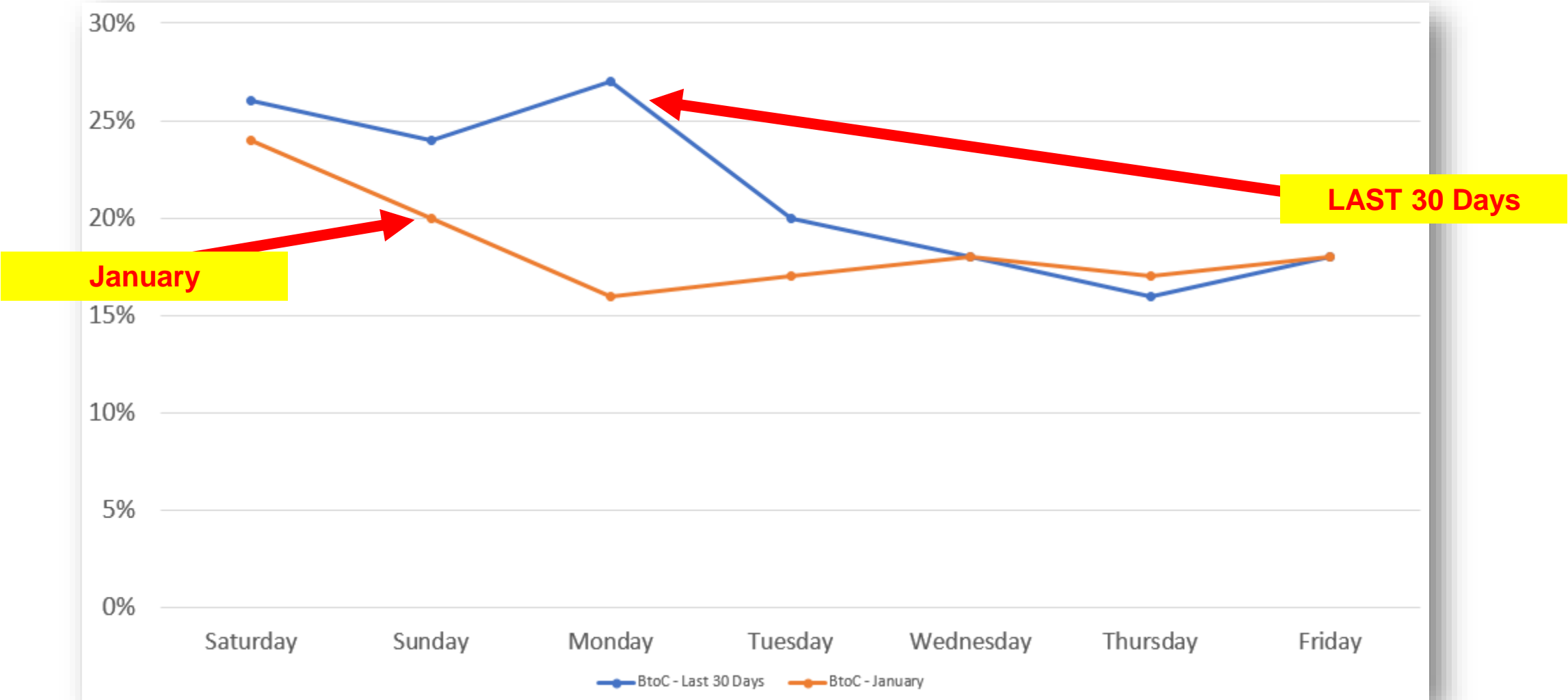


This Past Monday

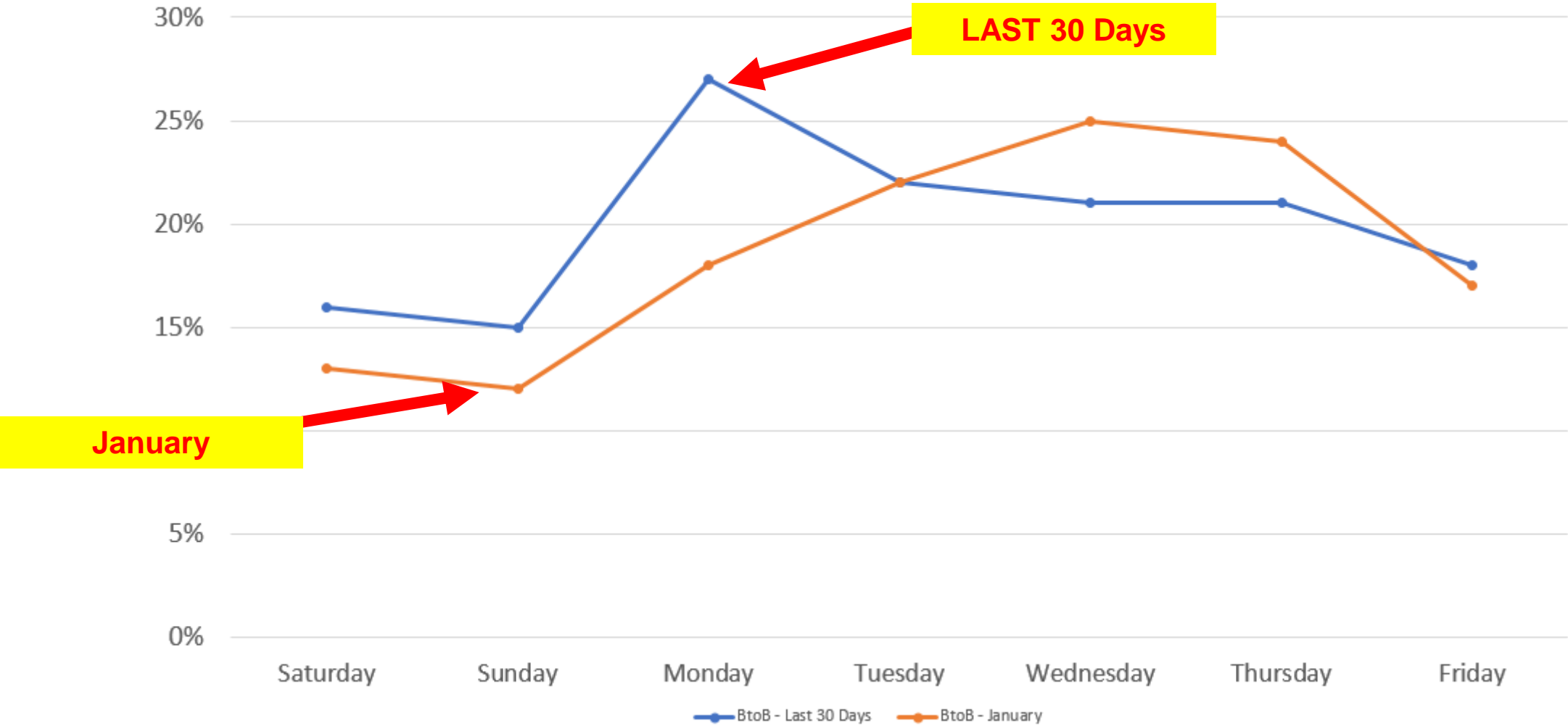


**This will change but for
NOW this specific DAY is
SUPER IMPORTANT!**

BtoC: Open Rate Average by Day



BtoB: Open Rate Average by Day





**Standing Out In The Inbox Requires Serious
Attention to Detail...**

Words Matter...

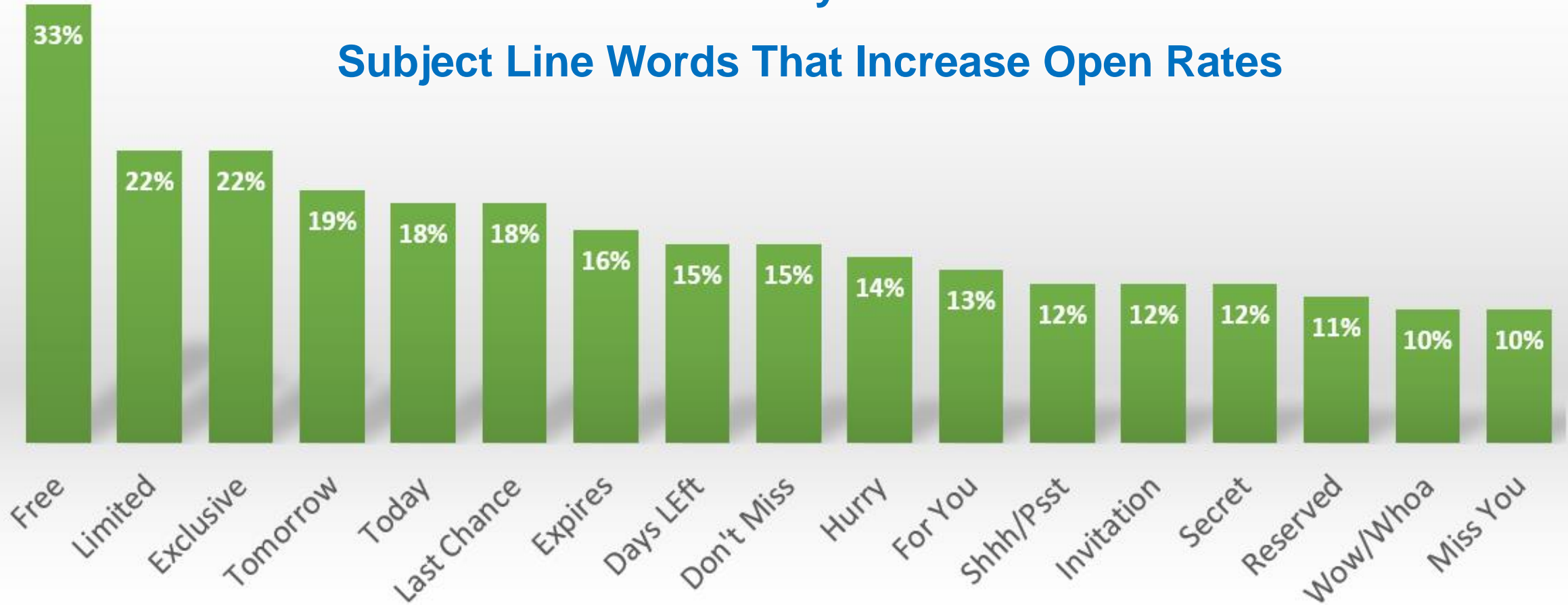


**Your Subject Line is
More Important
Today Than Ever!**

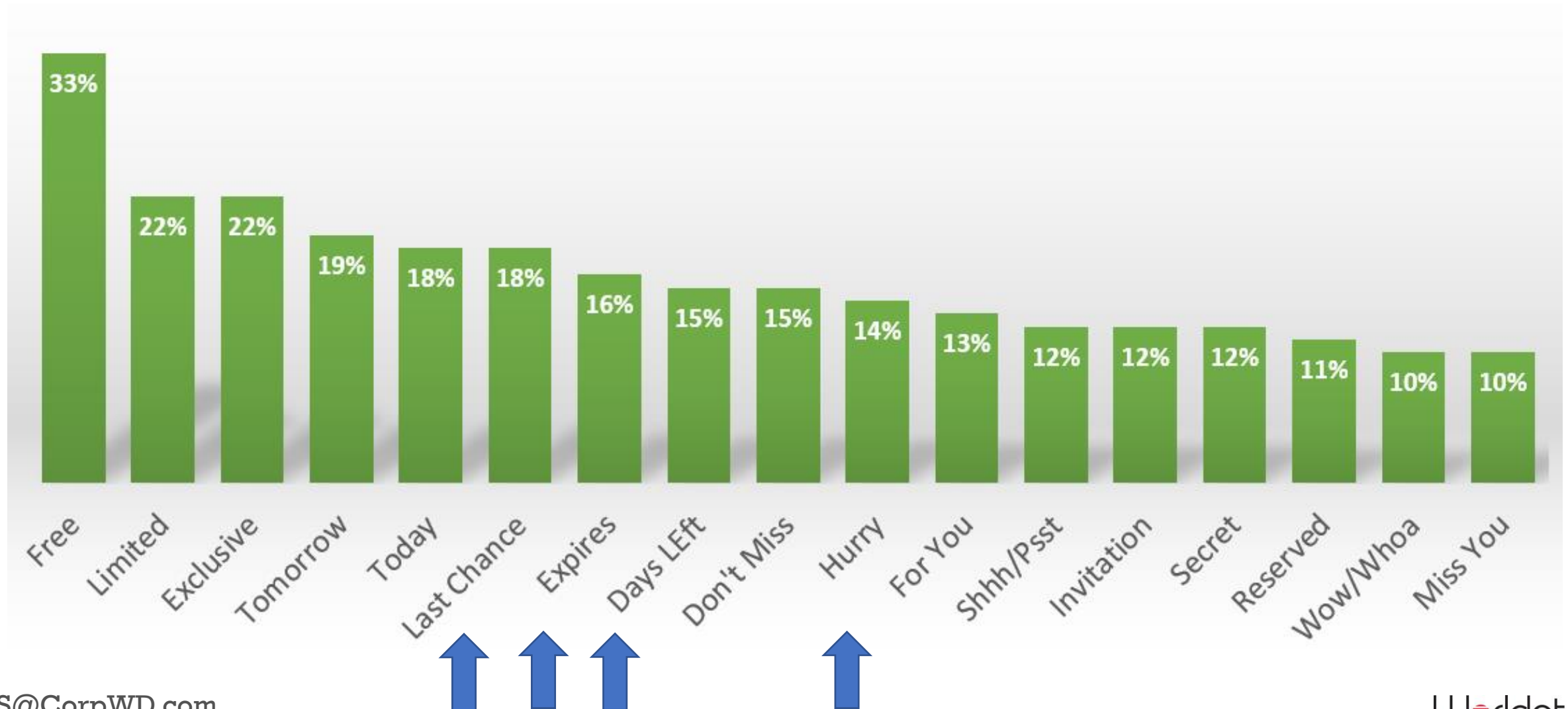
If we didn't have a pandemic going on the chart below would be useful...

January 2020

Subject Line Words That Increase Open Rates



URGENCY vs. Subtle Urgency



URGENCY vs. Subtle Urgency

**Usually URGENCY is
the #1 Thing You
Should Do...**



URGENCY vs. Subtle Urgency

- Urgent
- Hurry
- Critical
- Serious
- Alert
- Rush

- Don't Wait
- Don't Miss Out
- Times Running Out
- Limited Supply
- Now's The Time
- Right Now

URGENCY vs. Subtle Urgency

- Urgent
- Hurry
- Critical
- Serious
- Alert
- Rush

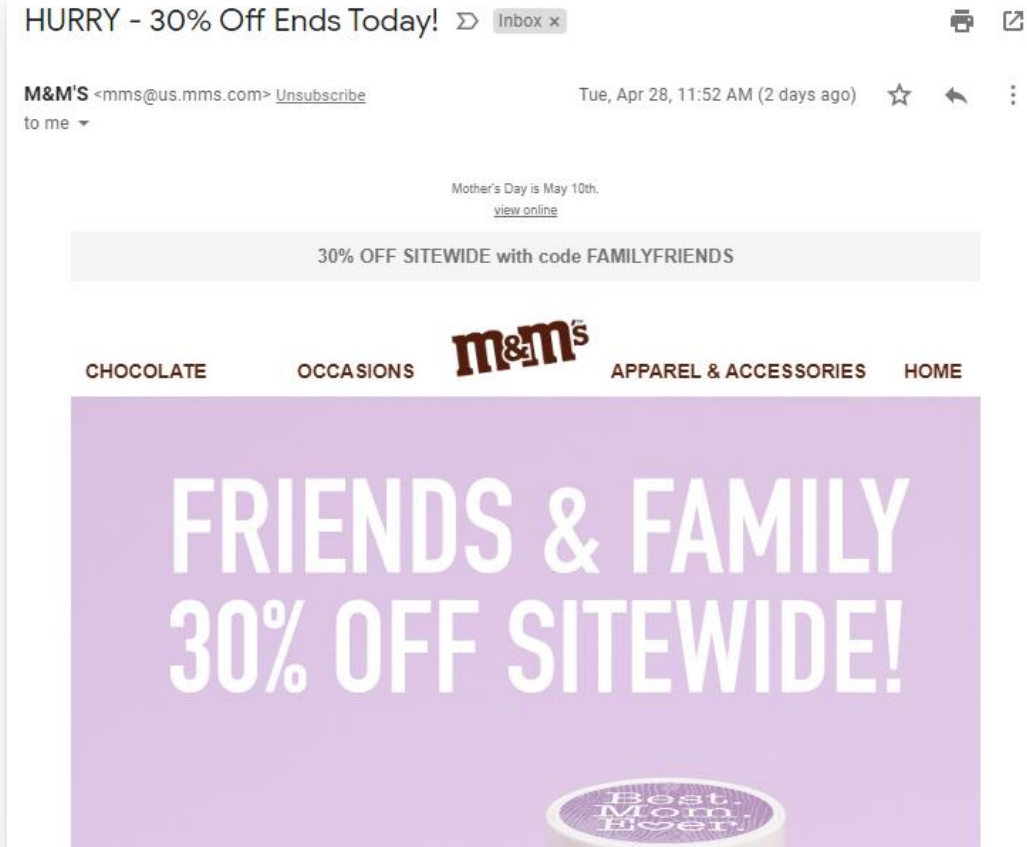
- Don't Wait
- Don't Miss Out
- Times Running Out
- Limited Supply
- Now's The Time
- Right Now

**'Subtle Urgency' in Subject Line (vs. No Urgency)
Increases Open Rate:**

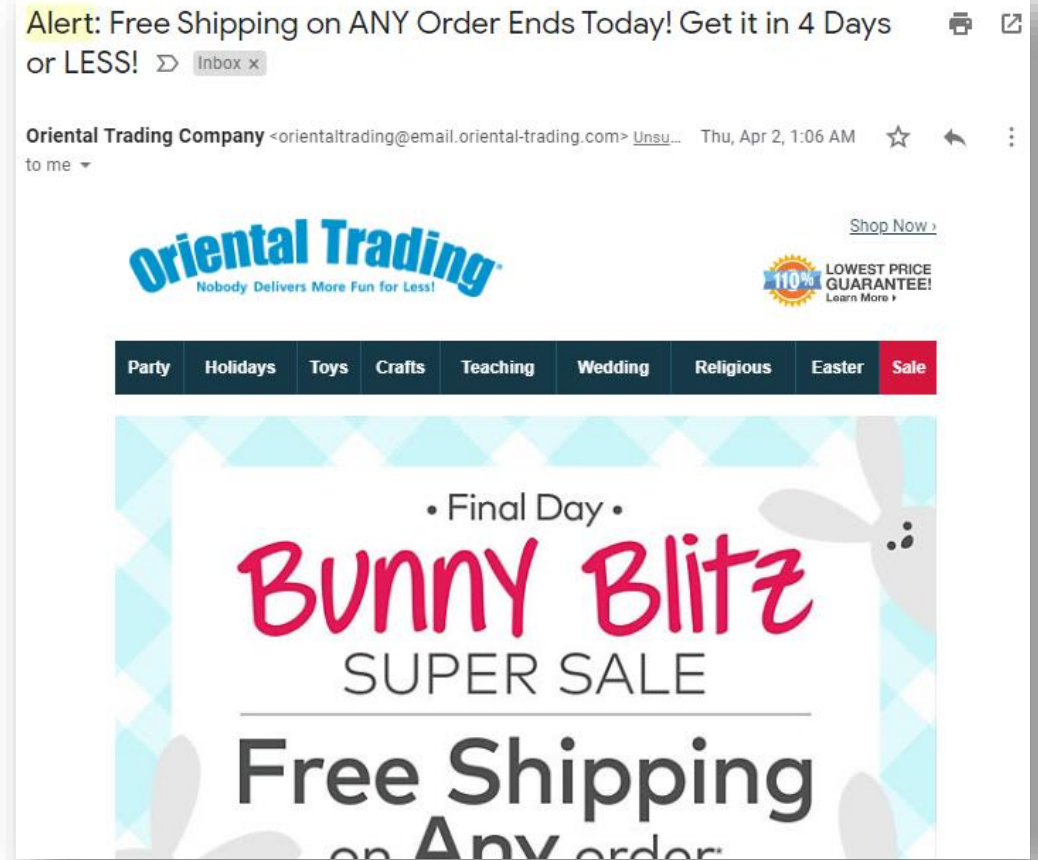
BtoB: 28%

BtoC: 32%

Nope



Wrong



SURGING WORDS IN SUBJECT LINE:

April 1st – APRIL 30th

B2C:

Open Rate Increase When Using:

Now – UP 24%

% OFF – UP 31%

Delivery – UP 24%

Shipping – UP 14%

Mom – UP 31%

WFH – UP 24%

Open – UP 18%

You/Your – UP 27%

Just For – UP 22%

'Free' is bigger than ever: UP – 42%

B2B:

Open Rate Increase When Using:

Virtual – UP 20%

New – UP 22%

Home – UP 18%

Remotely – UP 15%

Now – UP 17%

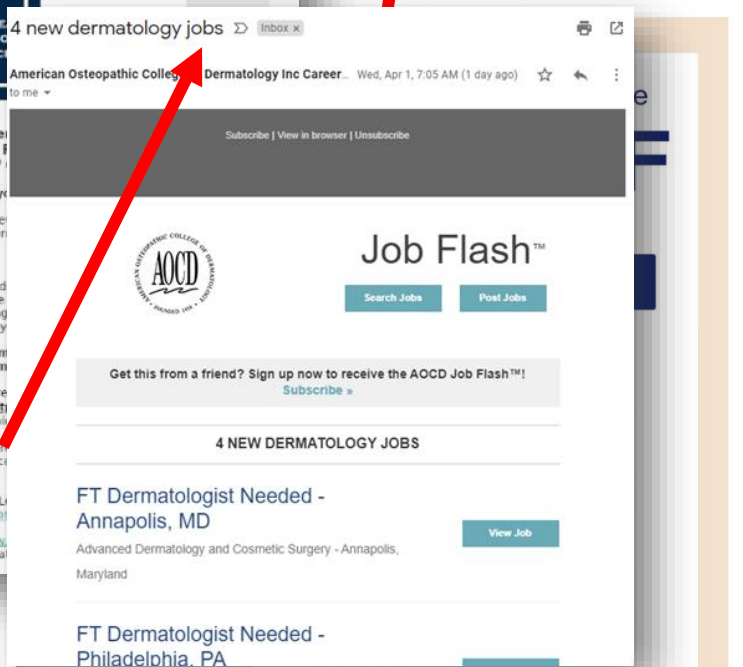
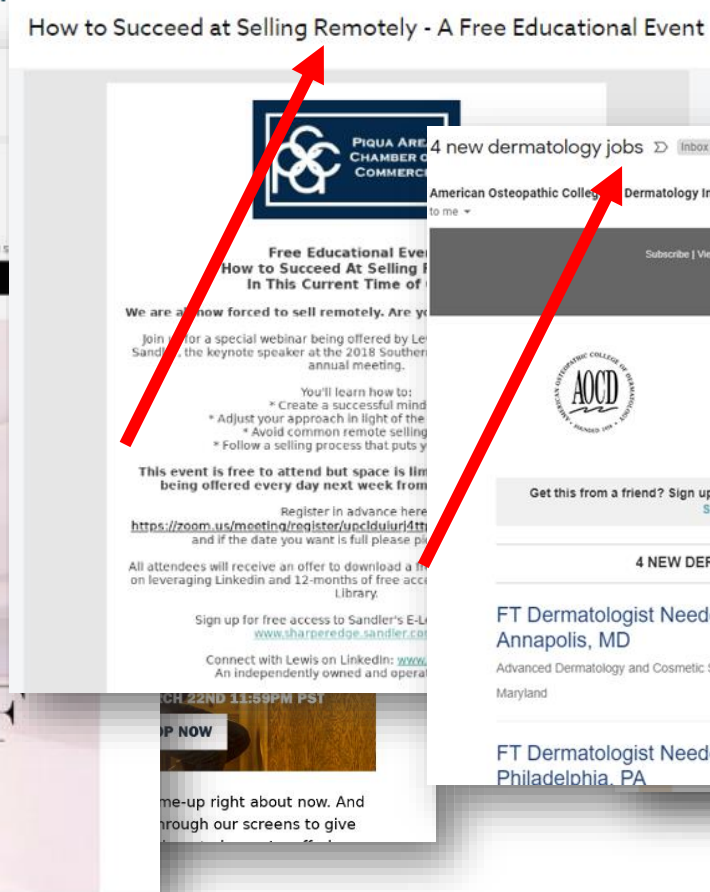
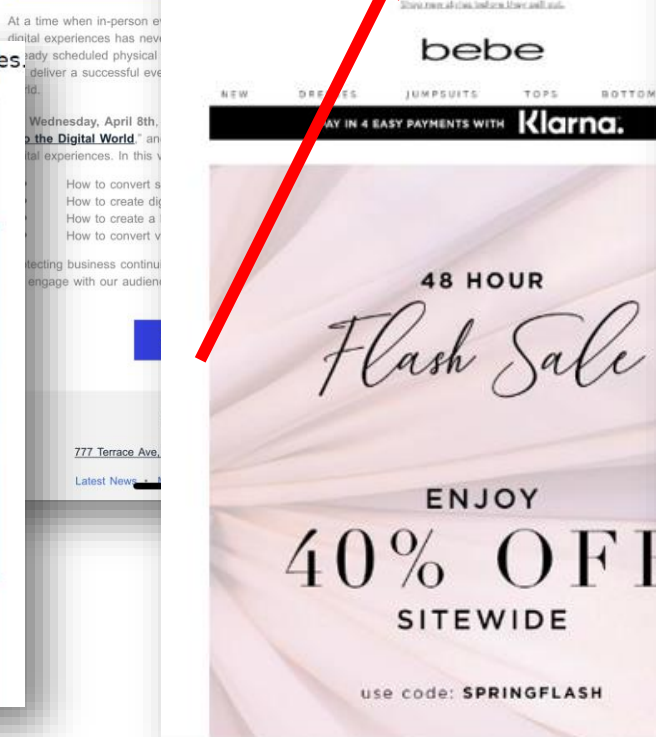
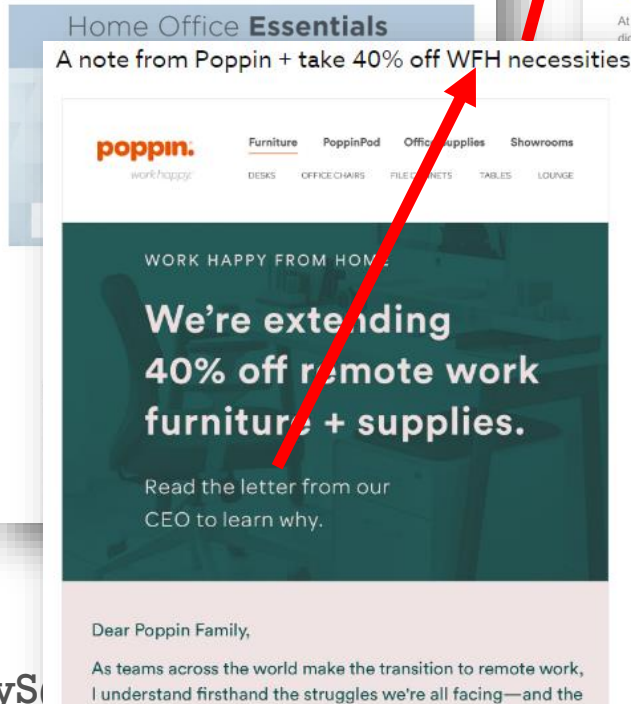
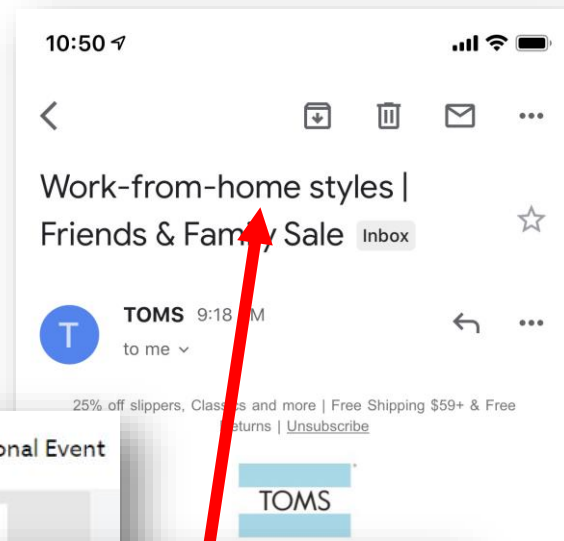
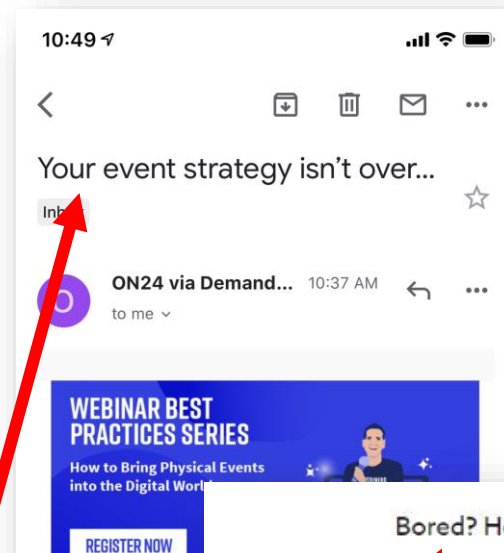
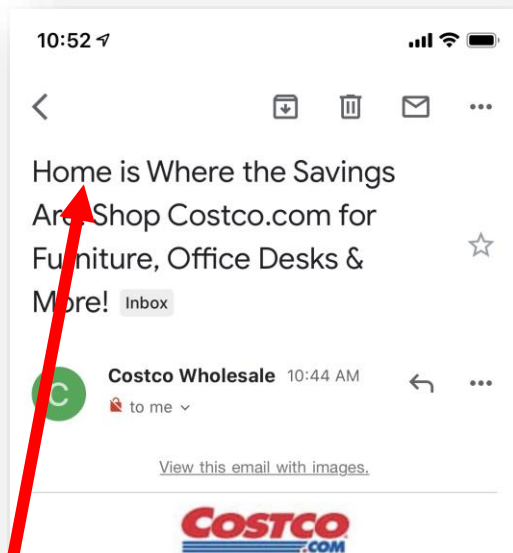
WFH – UP 28%

Tips – UP 22%

You/Your – UP 22%

Jobs/Career – UP 27%

'Free' is bigger than ever: UP – 37%



SURGING WORDS IN SUBJECT LINE:

April 1st – APRIL 30th

B2C:

Open Rate Increase When Using:

Now – UP 24%

% OFF – UP 31%

Delivery – UP 24%

Shipping – UP 18%

Mom – UP 31%

WFH – UP 24%

Open – UP 18%

You/Your – UP 27%

Just For – UP 22%

'Free' is bigger than ever: UP – 42%

B2B:

Open Rate Increase When Using:

Virtual – UP 20%

**You all have 'free' things to give.
Content, Advice, Lists, Access,
Shipping, etc...**

WFH – UP 28%

Tips – UP 22%

You/Your – UP 22%

Jobs/Career – UP 27%

'Free' is bigger than ever: UP – 37%



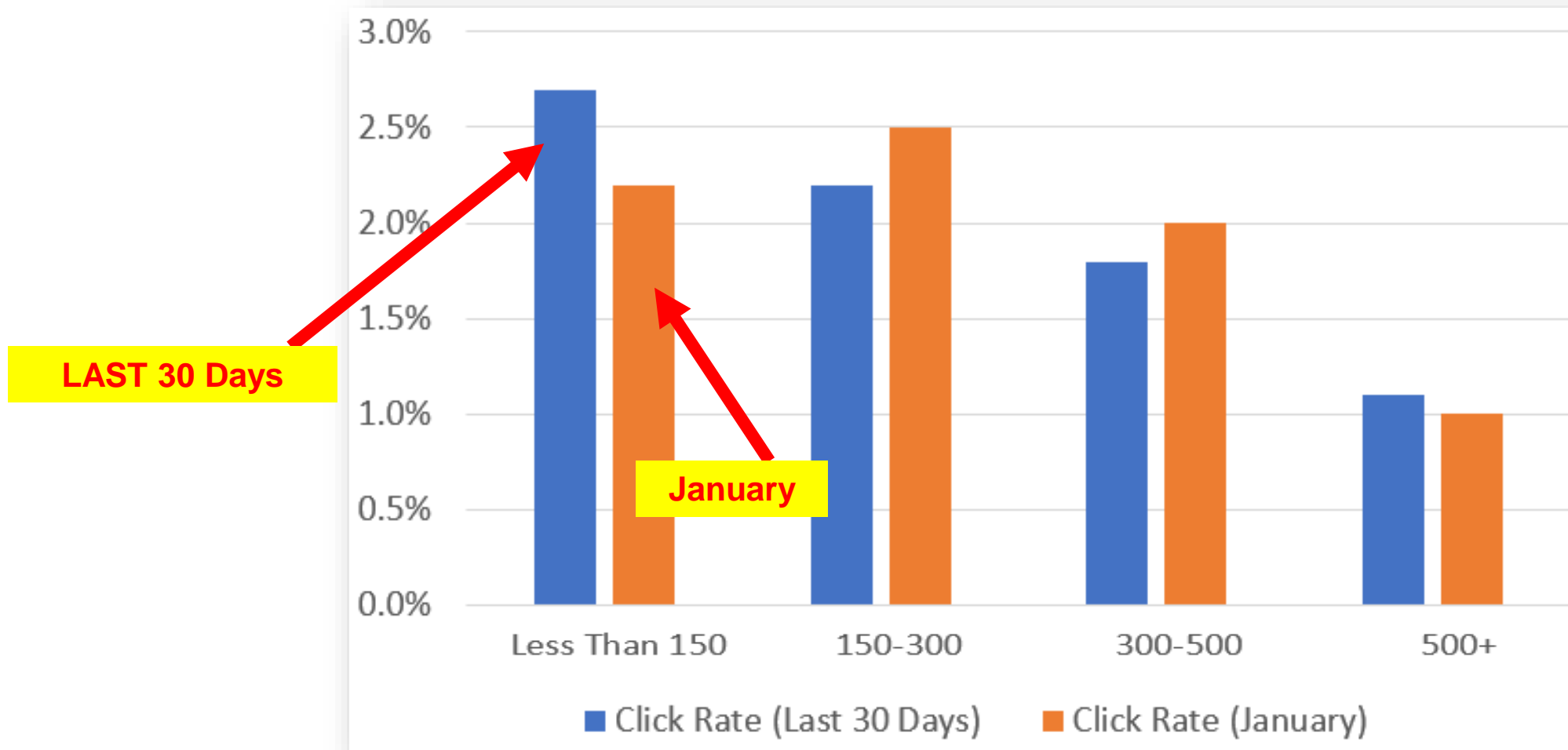
It's All About TODAY

Seth Godin	Inbox	Seth's Blog : Today's special - * Today's special - https://feeds.feedblitz.com/~622793140/0/sethsblog/posts~Todays-special/ I just noticed	5:50 AM
Cameo	Inbox	 Starts today: our Mother's Day deal! - cameo &znwj; &znwj; &znwj; &znwj; &znwj; &znwj; &znwj; &znwj;	Apr 29
Best Buy Deal of th.	Inbox	Today only: Big savings on small appliances, with free delivery or Curbside Pickup. - View as a Web page: https://view.emailinfo2.bestbuy.com/?qs=	Apr 29
Search Engine Journ.	Inbox	SEJ Today: Google Meet Is Free For All Users - on SEJ Today? Tell Us! (https://annaatsej.typeform.com/to/mPKoGK) Created by Vahan Petrosyan (https://www.linkedin	Apr 29
AllPosters.com	Inbox	Today Only! Save 40% on Canvas and Posters - Refresh your home with art. SUBJECTS POSTERS	Apr 29
Kate at Charitybuzz	Inbox	Charitybuzz Today: Billy Joel, Wimbledon, Bon Jovi, Roland-Garros - Tim McGraw, Qatar Prix de l'Arc de Triomphe + more No images? Click here https://charitybuzz .	Apr 29
Design Within Reach	Inbox	Ends today: 15% off dining area upgrades + more! - Ends today: 15% off dining area upgrades + moreFinal	
Justice	Inbox	Deals on her fave swimwear & extras are ending today! - \$15 swimsuits, \$10 swim separates & towels, \$5	
Amazon.com	Inbox	You can still download 2 free audiobooks today - =====	
MediaPost's OMMA Aw.	Inbox	Enter the 2020 OMMA Awards Today! - The 2020 OMMA Awards Are Now Open For Entries The OMMA Aw	
Search Engine Journ.	Inbox	SEJ Today: Google's Search Quality Raters Guidelines: A Guide for SEO Beginners - on SEJ Today? Tell Us	
Wish	Inbox	If you can wait 15 days for delivery... Get 60-90% discounts on Lingerie today 😊 - on Lingerie today 😊 W	
M&M'S	Inbox	HURRY - 30% Off Ends Today! - You have received the alternative text version of an HTML message. Please	
Best Buy Deal of th.	Inbox	Today only: Save 20% on an ASUS gaming monitor, with free delivery or Curbside Pickup. - View as a Web	
HGBags	Inbox	\$100 FREE Gift Card W/ Any Purchase Today! - Gift Card today! Limit 2. So many items ready to ship! ALL Givenchy bags and Givenchy/Valentino Shoes have had *pre	Apr 28
DICK'S Sporting Goo.	Inbox	Today Only! \$10 Off Sports Gear & Equipment Orders - Click here to view your DICK'S Sporting Goods email: https://e.dickssportinggoods.com/H/2/	Apr 28
Best Buy	Inbox	Big screen TVs starting at \$229.99. Try curbside pickup today. - View as a Web page: https://view.emailinfo2.bestbuy.com/?qs=	Apr 28
Mytheresa Daily Fas.	Inbox	Up to 30% off 80 styles in today's Daily Candy drop - Salvatore Ferragamo, ETRO, MSGM and more... Refresh your edit with 80 designs at up to 30% off for	Apr 28

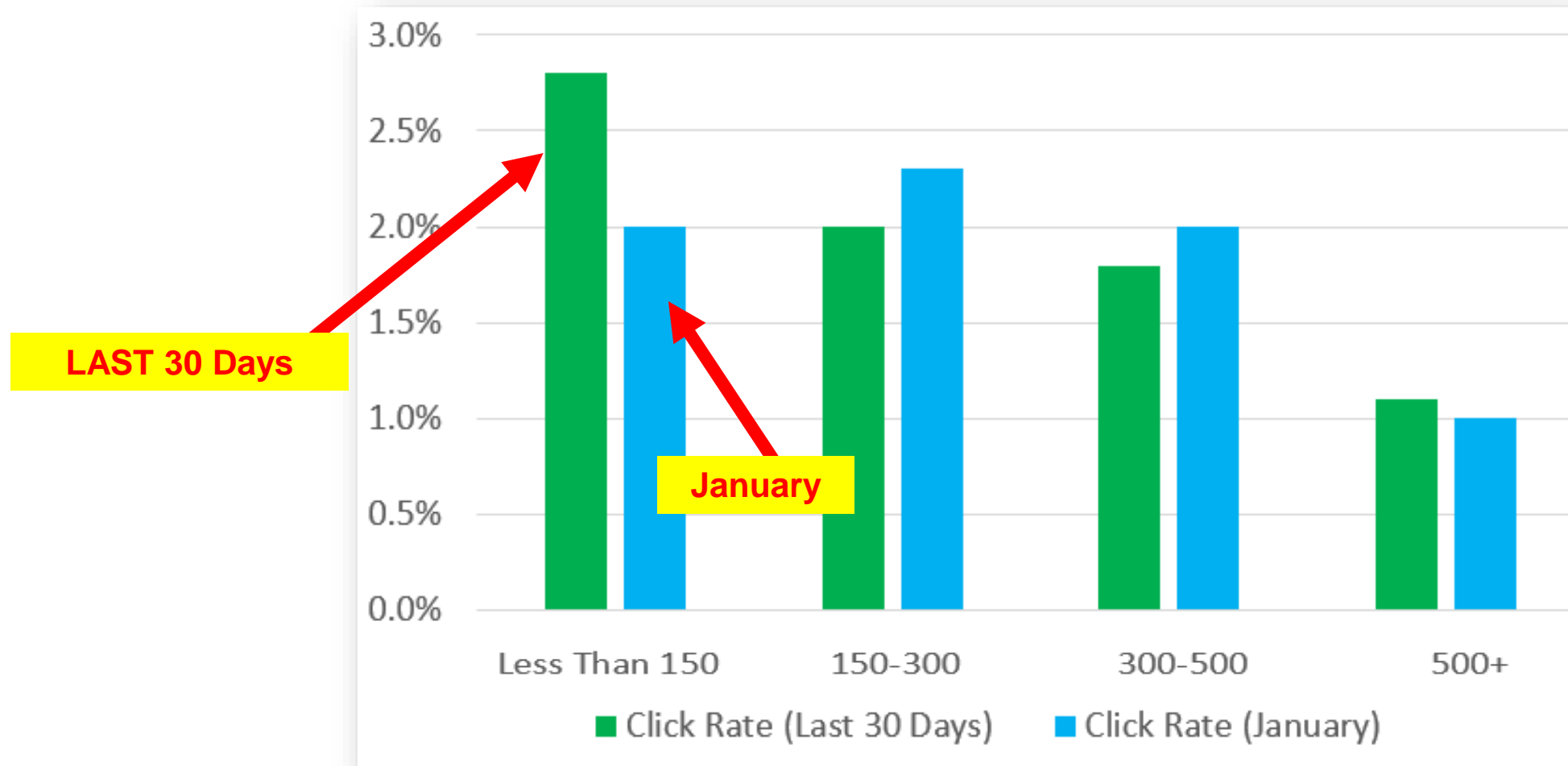
TODAY increases
Open Rate:
BtoB: 31%
BtoC: 34%

Who Cares...

BtoC: Click-Through Rate (CTR) **BY NUMBER OF WORDS IN EMAIL** **[NON-NEWSLETTER]**



BtoB: Click-Through Rate (CTR) **BY NUMBER OF WORDS IN EMAIL** **[NON-NEWSLETTER]**



Booooring

To view this email as a web page, [click here](#)

Meltwater marketing@meltwater.com

The Ultimate Guide to PR in 2020

Latest PR strategies, tactics, and tools

any hats and can support

reds of discrete tasks that day-to-day, the bulk of the influencer marketing, executive communications, media outreach

each of the areas of response teams can create results or

D model in your planning, ics you should be tracking importance of PR to your bo the modern organization

uide to PR in 2020 to learn to master PR in the digital

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Business Management Daily

Employment Law Workshop: Pandemic Response & Recovery

Your rights and responsibilities as an employer during COVID-19.

The COVID-19 crisis has created several unprecedented legal and practical challenges to businesses of all sizes, involving multiple laws, both old and new.

Get the legal guidance you need to adapt to the changing environment, address workforce issues and manage your staff through this crisis with **Employment Law Workshop: Pandemic Response & Recovery**.

This 75-minute **webinar** recording will explain your rights and responsibilities as an employer related to the pandemic, and how to utilize resources to start carving a path forward for your business.

Get answers to these pressing concerns:

- How does the new paid FMLA and emergency leave law work (Families First) – and what should you tell employees now?
- Can employees demand intermittent FMLA emergency leave if a partner can't land a job?
- Can employees refuse to work due to infection fears?
- How do we handle on-worker harassment over race (Asian) or disability post-COVID-19 return to work?
- Can we require employees to stay home if they appear sick – and what should we tell other employees?
- What safety measures does OSHA require – staff training? offering masks to employees? special workplace cleaning?
- What about workers' comp how that some of my clients and cashiers have gotten sick or died?
- For employees who now work remotely, what legal/pay issues do we need to be aware of?
- If we have to close temporarily, do we have to keep paying employees (and offer insurance)? What about WARN Act notices?
- How does the tax credit for providing COVID-19 paid leave work?

This is the perfect opportunity to get a clear, legal understanding of the new compliance obligations and how to move your workforce and business forward through these trying times. [Get your copy of Employment Law Workshop: Pandemic Response & Recovery now!](#)

Order Now!

The email address for your subscription is jay@corpweb.com

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GOOD!

Ends at midnight tonight | Free Shipping \$10+ & Free Returns | [View Details](#)

TOMS

LAST DAY!

25% off full-price styles

Use code: **SAVE25**

Today's Deal | 40% Off Nike Epic React | [View Deal](#)

DICK'S SPORTING GOODS

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Online Only Exclusions apply. [Details](#)

25%

Select Nike, adidas, Under Armour, Champion

Marketo
An Adobe Company

WEBINAR

Storytelling in a Chaotic World:

How Your Brand Story Can Set You Apart

April 14th, 10am PT | 1pm ET

Hi Ron,

Are you looking for a way to share your brand story during these unusual times?

Join Ann Handley, Chief Content Officer at MarketingProfs, for her webinar, [Storytelling in a Chaotic World: How Your Brand Story Can Set You Apart](#), on Tuesday, April 14th at 10am PT | 1pm ET.

You'll learn:

- How the notion of brand storytelling has shifted
- 7 non-negotiable things your storytelling MUST do
- The best tactics for connecting with customers right now

Register Now

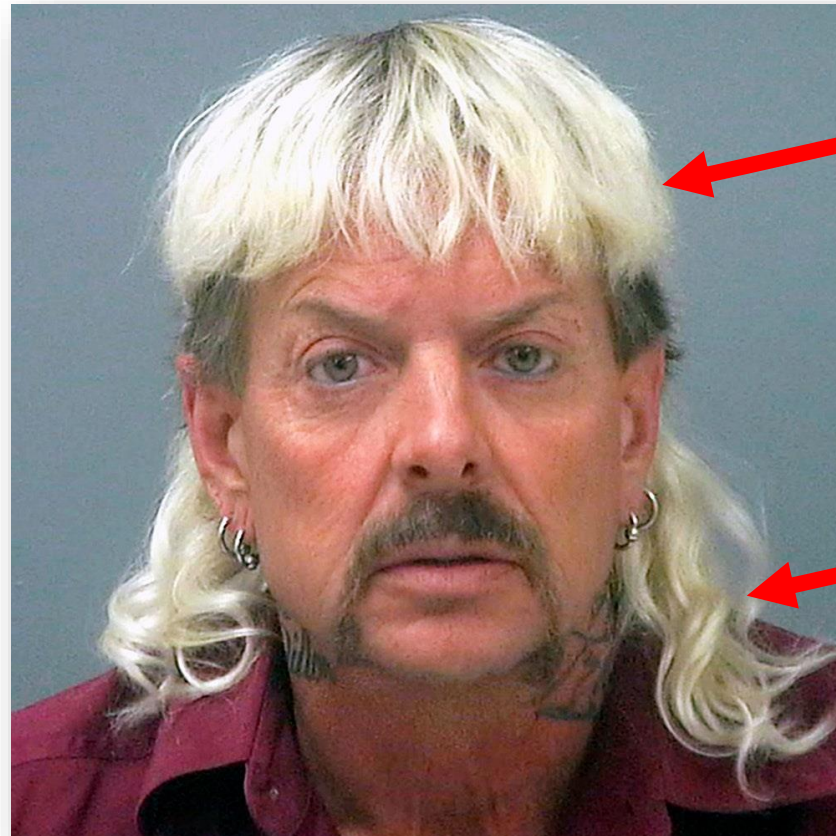
Hope to see you there!

Team **Marketo**
Marketo, an Adobe company
+1.650.376.2300

P.S. - If you can't make the live webinar, be sure to [register anyway](#) and we'll send you the recording and slides afterward!

Worldata.

What Can We Learn From Joe Exotic's Hair?



SHORT

LONG

LAST 30 DAYS:

9% of Subject Lines Have LESS Than 20 Characters...

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

B2B = 22%

B2C = 25%

LAST 30 DAYS: **7% of Subject Lines Have MORE Than 65 Characters...**

Apple News	Inbox	U.S. coronavirus cases top 1 million, a look at Sweden's controversial strategy, and more from Apple News - Good morning from Apple News. Here's everything you need to kn...	Apr 29
Apple News	Inbox	Experts weigh in on new White House testing plans, what could be different when we travel again, and more from Apple News - Good morning from Apple News. Here's everyt...	Apr 28
Apple News	Inbox	New evidence about the virus's spread, everything you need to stay entertained at home, and more from Apple News - Good morning from Apple News. Here's everything you ...	Apr 24

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

B2B = 14%

B2C = 17%

Uh Oh... You Have 2
Problems You Didn't
Know About – **Sorry**

**DON'T GET NERVOUS:
Unsubscribe Rates Are Going
UP RIGHT NOW:**

B2B Unsub Rates Up: 8%

B2C Unsub Rates Up: 11%

This has NOTHING to do with how much you are sending right now. People are bored, trying to be productive so they are 'cleaning house'.

DON'T GET NERVOUS:

U **MANAGE**
EXPECTATIONS
INTERNALLY

This has NOTHING to do with how much you are sending right now. People are bored, trying to be productive so they are 'cleaning house'.

Your Emails Are Bouncing Because of 'Situation'

- The address never existed - Not current issue
- Sender is blocked - Not current issue
- Undeliverable Email - **CURRENT PROBLEM** (unemployment)
- Mailbox Full - **CURRENT PROBLEM** (unemployment/temp not working)
- Vacation/Auto-Reply - **CURRENT PROBLEM** (unemployment/temp not working)

Your Emails Are Bouncing Because of 'Situation'

Last 2 Weeks:

BtoB Bounces Up: 17%

BtoC Bounces Up: 11%

- The address
- Sender is bl
- Undeliverab
- Mailbox Full
- Vacation/Auto-reply - **CURRENT PROBLEM** (unemployment/temp not working)

Your Emails Are Bouncing Because of 'Situation'

- The address is invalid
- Sender is blocked
- Undeliverable to recipient
- Mailbox Full - **CURRENT PROBLEM** (unemployment/temp not working)
- Vacation/Auto-Reply - **CURRENT PROBLEM** (unemployment/temp not working)

What Does This Mean?
What Should I do?

**CHECK YOUR BOUNCES and
Talk to your ESP:**

**Auto-Reply's are NOT
bounces!**

**Lots of False Positives right
now..**

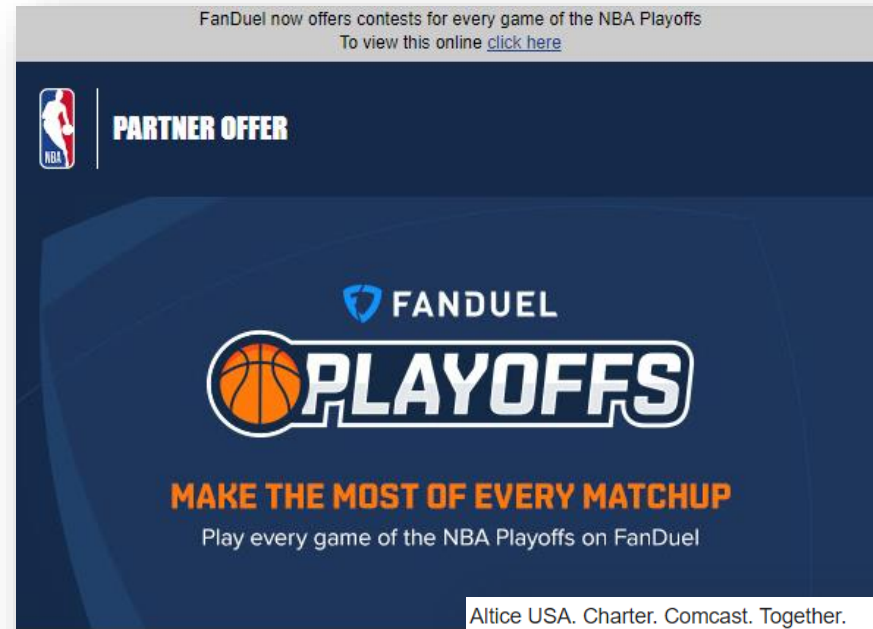
**NOW is the time
to GROW your
database...**

Media Cost:

Email Acquisition Data Cost DOWN 25%

Best time to acquire new prospects in years...

Don't Let People Scare You About Prospect Email Marketing



Play every game of the NBA Playoffs

This year, FanDuel is offering single game contests for every game of the NBA Playoffs. That means you can pick a one from just a single matchup. Call the shot prizes every night. And if you want to learn more, click here to see all the prizes available throughout the playoffs.

PLAY NOW



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National Basketball Association

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New York, NY 10022 US

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to me

10:27 AM (31 minutes ago) ☆

**Bigger reach.
More audiences.
One buy.**

Yep, we're changing the game.

What's Kim without Khloé and Kourtney? Or fries without ketchup?

Some things are just greater together, like three of the country's leading media providers, Altice USA, Charter and Comcast. Officially launching today, the (new) New York Interconnect boasts an ad platform that reaches the large TV audience in the #1 market. And since your audiences are on mobile, tablet and desktop, we're there too.

NYI is providing advertisers, agencies and programmers with:

- A footprint of 6.2+ million households across the NY DMA
- Premium content that audiences love to watch, click and stream
- Most watched local news networks, News 12 & Spectrum News NY1
- Multi-screen advertising that uses cutting-edge technology and data
- The ability to engage audiences in one simple ad buy

WIDEORBIT

Quick Tips

Emoji Usage UP 200% in Last 45 Days

» Walmart	Inbox 🕒	It's handwashing time - Plus, learn how our clean team is working to keep you safe.	7:43 AM
» Katie Couric	Inbox 🕒	Wake-Up Call: Economic Tsunami - Ryan Reynolds' Cocktail — Pete Buttigieg Chat — How to Cut Short Hair At Home April 30, 2020 Read on Browser In partnership with: sle...	6:02 AM
» Facebook	Inbox 📷	Raffaella Gigliodoro ha aggiunto una nuova foto - Guarda la foto che ha condiviso. Facebook 📷 Raffaella Gigliodoro ha aggiunto una nuova foto. 28 aprile alle ore 23:08 Vis...	3:57 AM
» Cameo	Inbox 🕒	Starts today: our Mother's Day deal! - Something for Mom, something for you.	Apr 29
» Groupon	Inbox 🛒	Sam's Club 20% Off Dyson Nordstrom Rack & More - Save With These Codes & Coupons! GROUPON® \$20 Gift Card + Bonus Score a bonus \$20 eGift card + a free rotisser...	Apr 29
» DICK'S Sporting Goo.	Inbox 📧	1-Day Deal for Mom: 30% Off Select adidas Bras & Tights - Flash Sale Ends Soo	Apr 29
» I See Me!	Inbox 🌸	To Mom With Love! Shop Mother's Day Gifts. - 20% OFF site-wide! Mother's Day	Apr 29
» Kim Komando	Inbox 📞	Have a story to share? Be a caller on my show! - Need help with a digital-lifstyl	Apr 29
» West Elm	Inbox 😊	Serving up to 40% OFF dining tables, chairs, benches & more! - Up to 40% off d	Apr 29

Walmart	Inbox 🕒	It's handwashing ti	Apr 29
Katie Couric	Inbox 🕒	Wake-Up Call: Eco	Apr 29
Facebook	Inbox 📷	Raffaella Gigliodoro	Apr 29
Cameo	Inbox 🕒	Starts today: our M	Apr 29
Groupon	Inbox 🛒	Sam's Club 20% O	Apr 29
DICK'S Sporting Goo.	Inbox 📧	1-Day Deal for Mor	Apr 29
I See Me!	Inbox 🌸	To Mom With Love	Apr 29
Kim Komando	Inbox 📞	Have a story to sha	Apr 29
West Elm	Inbox 😊	Serving up to 40%	Apr 29
Mark & Graham	Inbox 🌈	A Rainbow Of Moo	Apr 29

Emoji Usage UP 200% in Last 45 Days

» Walmart	Inbox 🧼	It's handwashing time - Plus, learn how our clean team is working to keep you safe.	7:43 AM
» Katie Couric	Inbox 🍸	Wake-Up Call: Economic Tsunami - Ryan Reynolds' Cocktail — Pete Buttigieg Chat — How to Cut Short Hair At Home April 30, 2020 Read on Browser In partnership with: sle...	6:02 AM
» Facebook	Inbox 📷	Raffaella Gigliodoro ha aggiunto una nuova foto - Guarda la foto che ha condiviso. Facebook 📷 Raffaella Gigliodoro ha aggiunto una nuova foto. 28 aprile alle ore 23:08 Vis...	3:57 AM
» Cameo	Inbox 🕒	Starts today: our Mother's Day deal! - Something for Mom, something for you.	Apr 29
» Groupon	Inbox 🛒	Sam's Club 20% Off Dyson Nordstrom Rack & More - Save With These Codes & Coupons! GROUPON® \$20 Gift Card + Bonus Score a bonus \$20 eGift card + a free rotisser...	Apr 29
» DICK'S Sporting Goo.	Inbox 📅	1-Day Deal for Mom: 30% Off Select adidas Bras & Tights - Flash Sale Ends Soo	Apr 29
» I See Me!	Inbox 🌸	To Mom With Love! Shop Mother's Day Gifts. - 20% OFF site-wide! Mother's Day	Apr 29
» Kim Komando	Inbox 📞	Have a story to share? Be a caller on my show! - Need help with a digital-lifestyl	Apr 29
» West Elm	Inbox 🍽️	Serving up to 40% OFF dining tables, chairs, benches & more! - Up to 40% off d	Apr 29

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Mark & Graham	Inbox 🌈	A Rainbow Of Moo	Apr 29

**EMOJI FIRST CHARACTER
SUBJECT LINE=**

BtoC: Open Rate Increase 21%

BtoB: Open Rate Increase 24%

Stop Tip-Toeing.

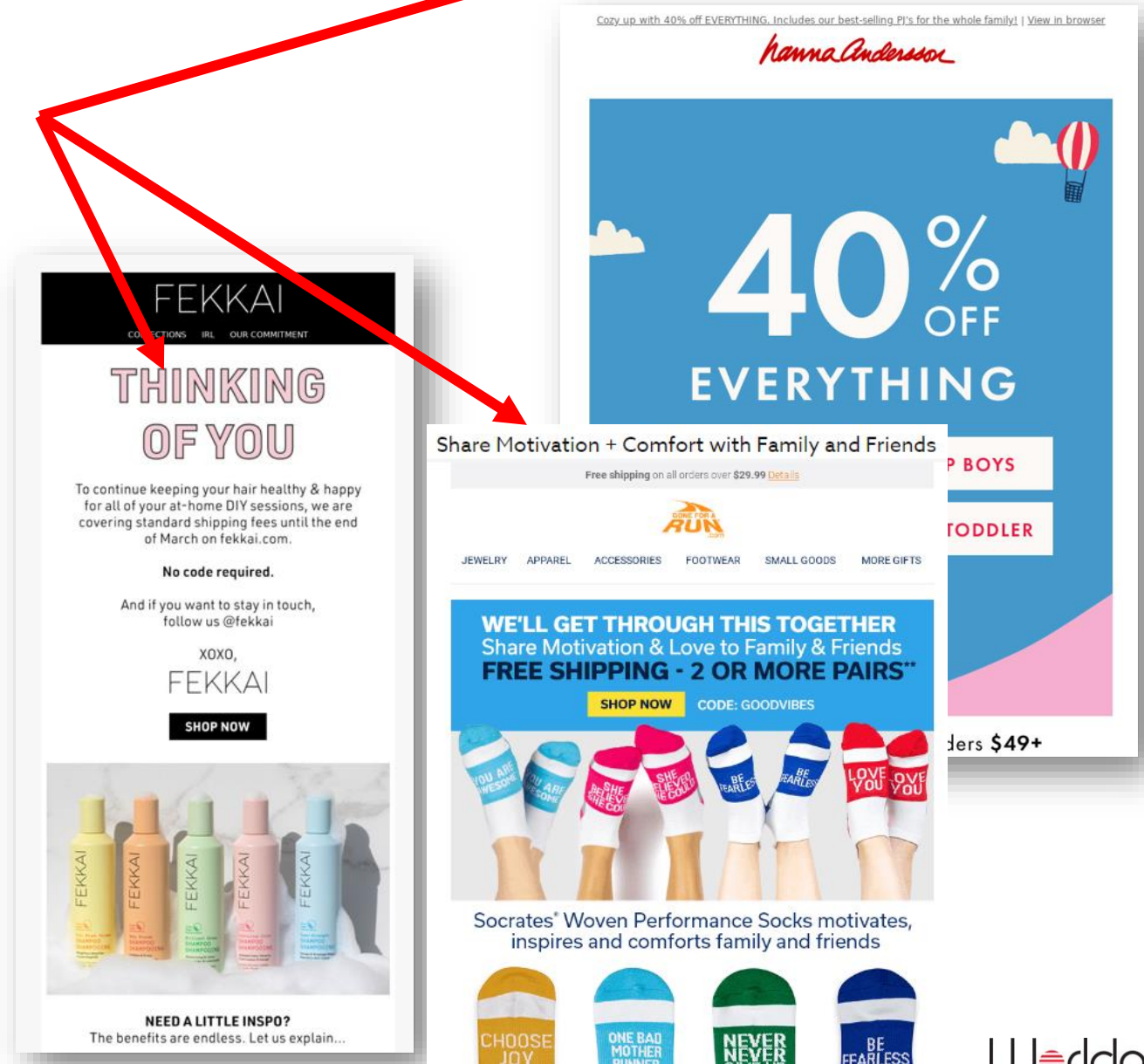
**Be Direct and
Honest...**

**You've sent the compassionate email so
now what...**

NOBODY wants to get a 'REGULAR DEAL' right now.

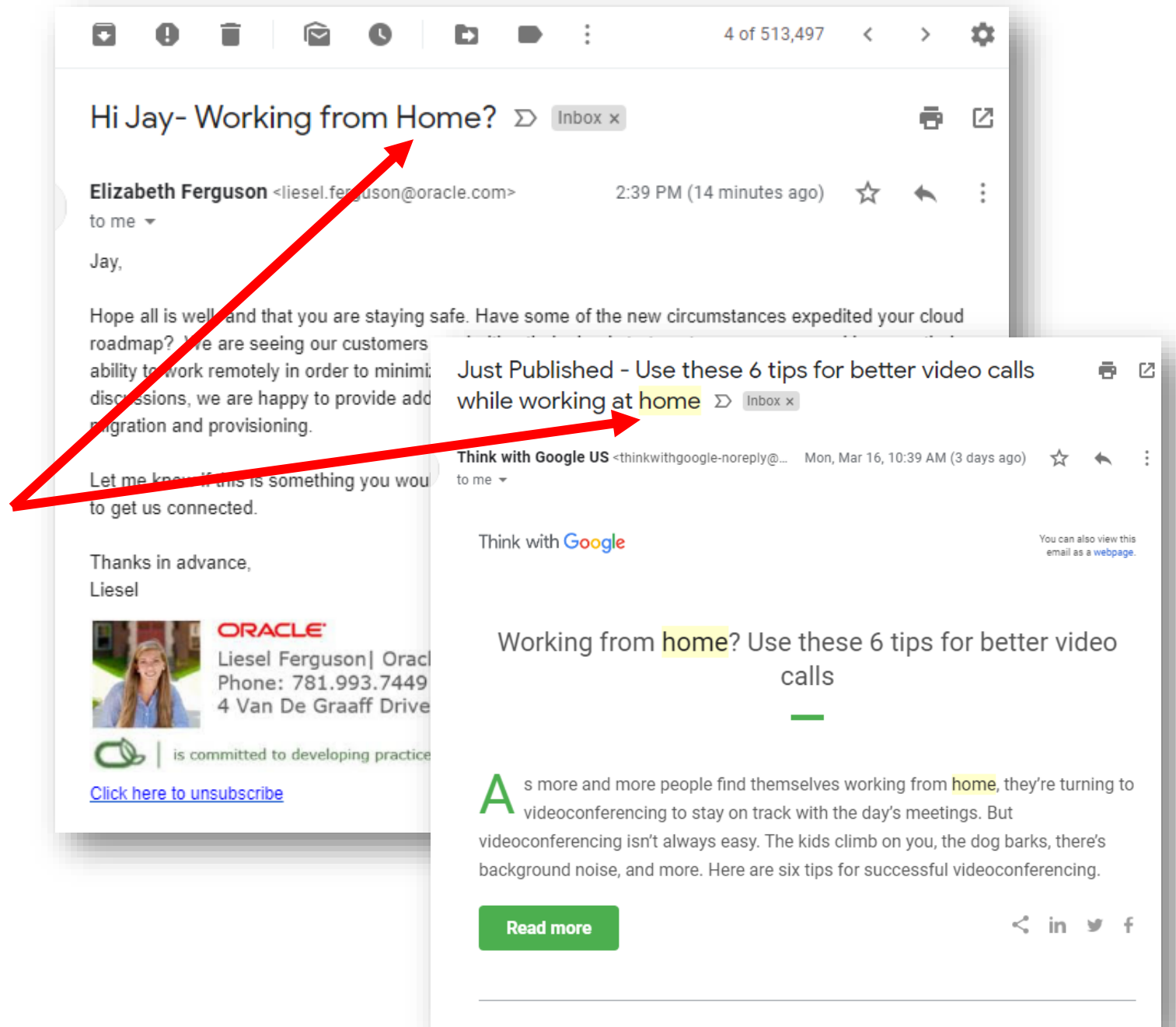
Acknowledge the situation and recipients will want to respond.

SUBJECT LINE: Staying in?



Acknowledge the situation and recipients will want to respond.

Acknowledgement can have many forms...





Non-Transactional Emails That Acknowledge 'Situation' In Subject Line Have INCREASED Open Rates:

B2B:

Acknowledge 'Situation' In Subject Line Open Rates UP **53%** vs No Acknowledgement

B2C:

Acknowledge 'Situation' In Subject Line Open Rates UP **49%** vs No Acknowledgement

THIS IS THE SINGLE BIGGEST THING THAT IS BOOSTING OPEN RATES
(UP HUGE FROM EVEN LAST WEEK!)

**Habits Are
Different Right
Now...**

LAST 2 WEEKS: Clicks After Offer Expires

26% of All Clicks Will Occur AFTER Primary Offer Expires.

The Lifetime Value of New Customers Who Respond to an Email AFTER Primary Offer Date Expires is 210% Higher BtoC (245% Higher BtoB) Than Those that Respond During Regular Offer Period.

Apply by March 1 to pursue an Online MIS master's degree

Inbox x

Florida State Graduate Business Programs <Computerworld@computerworldmedia.com>
to me

This is a message brought to you from Computerworld

ONLINE MIS MASTER'S DEGREE



**MANAGE
YOUR
FUTURE**



**FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS**

https://www.fsu.edu/ife/form/SV_b1xgOl16p4jsPWZ

Agency SWIM 1-new 2015

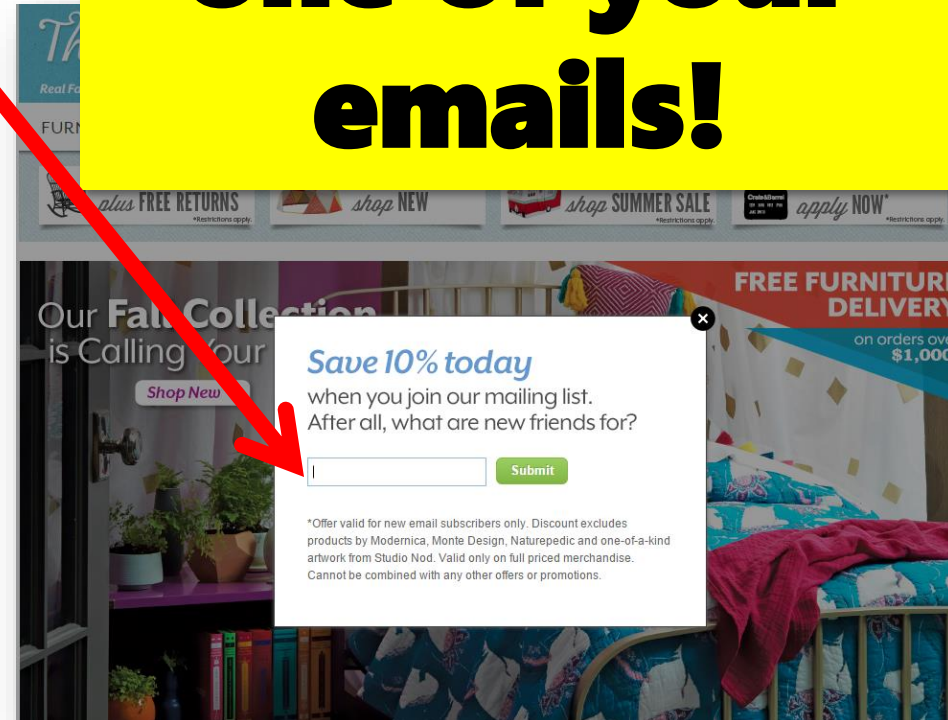
Bridge the worlds of technology and management with an

Sorry, this survey has already expired.

Survey Powered By Qualtrics



**THIS DRIVES
ME CRAZY!
I Clicked on
one of your
emails!**



Another Fantastic Prospecting Option: EMAIL Retargeting

**Have you Heard
About This
Stuff Called
Retargeting?
It Really Works!**



62% of All Marketers Do Some Form of Retargeting



BUT - Only 8% of All Marketers Do Some Form of Email/CRM Retargeting

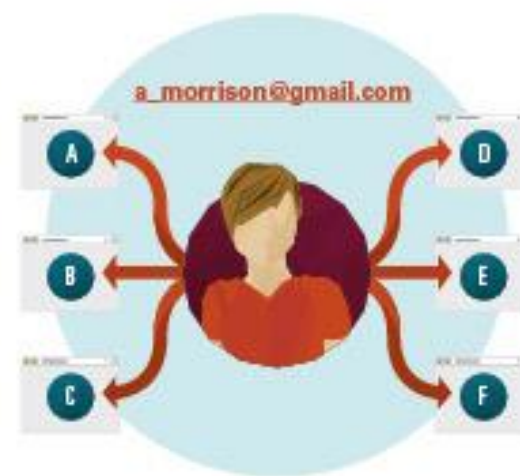
1. DATA ONBOARDING



2. MATCHING



3. COOKIE SETTING



4. ADVERTISING



I Stink at Explaining This.

**YOU CAN SERVE WEB BASED
DISPLAY ADS TO THOSE PEOPLE
THAT YOU HAVE AN EMAIL
ADDRESS FOR.**

**When combined with email programs
increases response rate by 120%. Boom.**

1. DATA

SING



Quick Tips

Choose Wisely...



It's The Little Things...

Online vs **Virtual**

XX% Off vs **Up To XX% Off**

Recording vs **Archive**

Reserve Your Spot vs **Register**

It's The Little Things...

Using 'Virtual' instead of
'Online' in Subject Line =
22% Increase in Open Rate

It's The Little Things...

Using 'XX% Off' instead of
'Up To XX% Off' in Subject

Line =

17% Increase in Open Rate

It's The Little Things...

Using 'Recording' instead of
'Archive' in Subject Line =
18% Increase in Open Rate

It's The Little Things...

Using **'Reserve Your Spot'**
instead of **'Register'** for Call
To Action in Message =
14% Increase in Click Rate

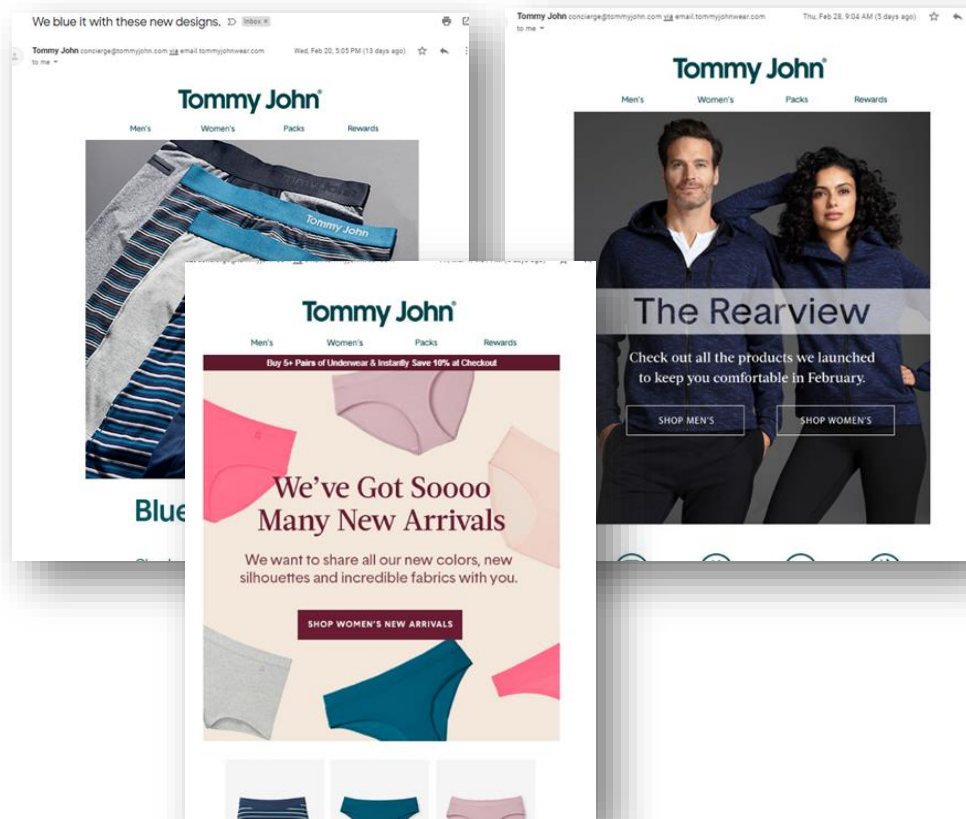
LAST 10 DAYS:



Did You Know:
Average click through rates rose 16% when email copy was directed at “you” and “your” instead of “we” and “our.”































Instant Trend

One Off Email Designs: *These are ALL from Tommy John Clothing*



‘One Off’ Email Designs:
BtoC Click Rate Increase: 31%
BtoB Click Rate Increase: 38%

PAST Week: Fastest Growing 'Word' is FUN

<input type="checkbox"/>  	shopDisney Disney.	 Backyard Fun Savings Event Starts Now - Backyard Fun Savings Event" style="display: block;" width="640" height="100"/>
<input type="checkbox"/>  	Peter Glenn Ski & S.	 Run for Fun! - Peter Glenn p, h1, h2, h3, h4, h5, h6 {padding:0px;margin:0px;} a, a:hover, a:active, a:focus {
<input type="checkbox"/>  	Fancy	 Make the Indoors Fun 🧑‍🎨 - the Indoors Fun [Men](https://r.emails.fancy.com/mk/cl/f/uacjZGAbtqbwzsmtu-CFA
<input type="checkbox"/>  	Build-A-Bear Worksh.	 Thank You, Teachers! Shop Fun Teacher Gifts Online! - TOO FUN NOT TO FOLLOW! http://click.ebuildabear.com
<input type="checkbox"/>  	Oriental Trading Co.	 Unbox the FUN with At-Home Kits & FREE shipping on Any Order! - Easy with Fun At Home KITS! Shop Now > ht
<input type="checkbox"/>  	Wish	 💰 Make the most of that stimulus. 🏠 Have fun inside with 🧵 sewing kits, 🎮 games & 🎮 more! - 🏠 Have fun
<input type="checkbox"/>  	Justice	 More outfits, more fun. \$8 tops & bottoms ends today! - Every day is a great day to be active! View in browser
<input type="checkbox"/>  	Apple Books	 Start a fun series! - just as fun, tricky, and suspenseful — including a few directly inspired by Holmes and Watson
<input type="checkbox"/>  	Apple Arcade	 Fun new games you can play now with Apple Arcade - Your significant other may be on the opposite side of the
<input type="checkbox"/>  	Osmo	 Turn up the fun with these at-home learning games - Maintain learning from a distance -----

**Sending Out “1”
Email to Promote
an Offer is
Completely WRONG**

Register Today for our Brand Security Webcast

Live Webcast 6/2: Brand Security & The CISO

Watch the Webinar Today: Brand Security & The CISO



Dear Example Fname,

Today the digital reach of your organization and brand is exponentially proliferating across websites, media outlets, social networks, search engines, mobile apps, online marketplaces and more. Each digital touch point enhances brand value, but represents a potential risk for your company. These digital touch points increase the risk of [brand defamation](#) and data leakage; act as discreet places to conspire and collude; and open the door to new security vulnerabilities.

Security teams now must manage the risk posed by digital assets, to safeguard the brand, facilitate e-commerce and assure customer trust.

In a one-hour presentation on **Tues., June 2nd at 11:00 am PT / 2:00 pm ET**, RiskIQ VP of Product Strategy Arian Evans and guest Forrester Research analyst Nick Hayes will cover:

- The challenges security teams now face in the digital world
- The CISO's new strategic priority — [brand security](#)

Multi-Touch Email Campaigns Are a REQUIREMENT!

Nick Hayes,
Analyst
Security
Professionals,
Forrester



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- The challenges security teams now face in the digital world
- The CISO's new strategic priority — [brand security](#)
- Practical advice for how to lead this new initiative, and better mitigate risk to your company's digital footprint

[Register](#) for our webinar to learn more about this growing digital risk landscape, and how you can help better protect your organization's brand, customers and digital footprint.

REGISTER NOW

SPEAKERS

FORRESTER



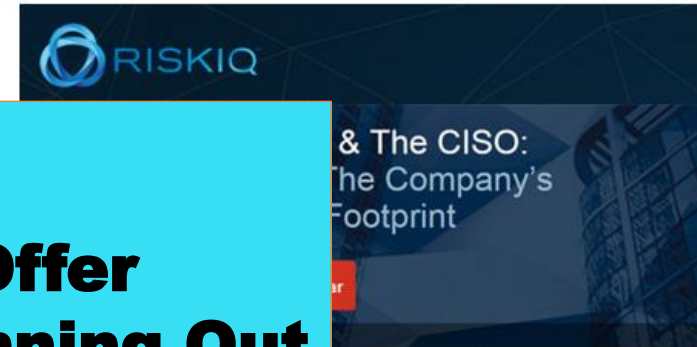
Nick Hayes,
Analyst Serving
Security & Risk
Professionals,
Forrester



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Analysis
Security
Professionals
Forrester



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REGISTER NOW

SPEAKERS

FORRESTER



Nick Hayes,
Analyst Serving
Security & Risk
Professionals,
Forrester



3x Touch Example:
Drop 1 = Introduce Offer
Drop 2 = Time is Running Out
Drop 3 = Last Chance

2x vs. Single Send

BtoB = 42% Higher Overall Response Rate

BtoC = 28% Higher Overall Response Rate

3x vs. Single Send

BtoB = 58% Higher Overall Response Rate

BtoC = 49% Higher Overall Response Rate

2x vs. Single Send

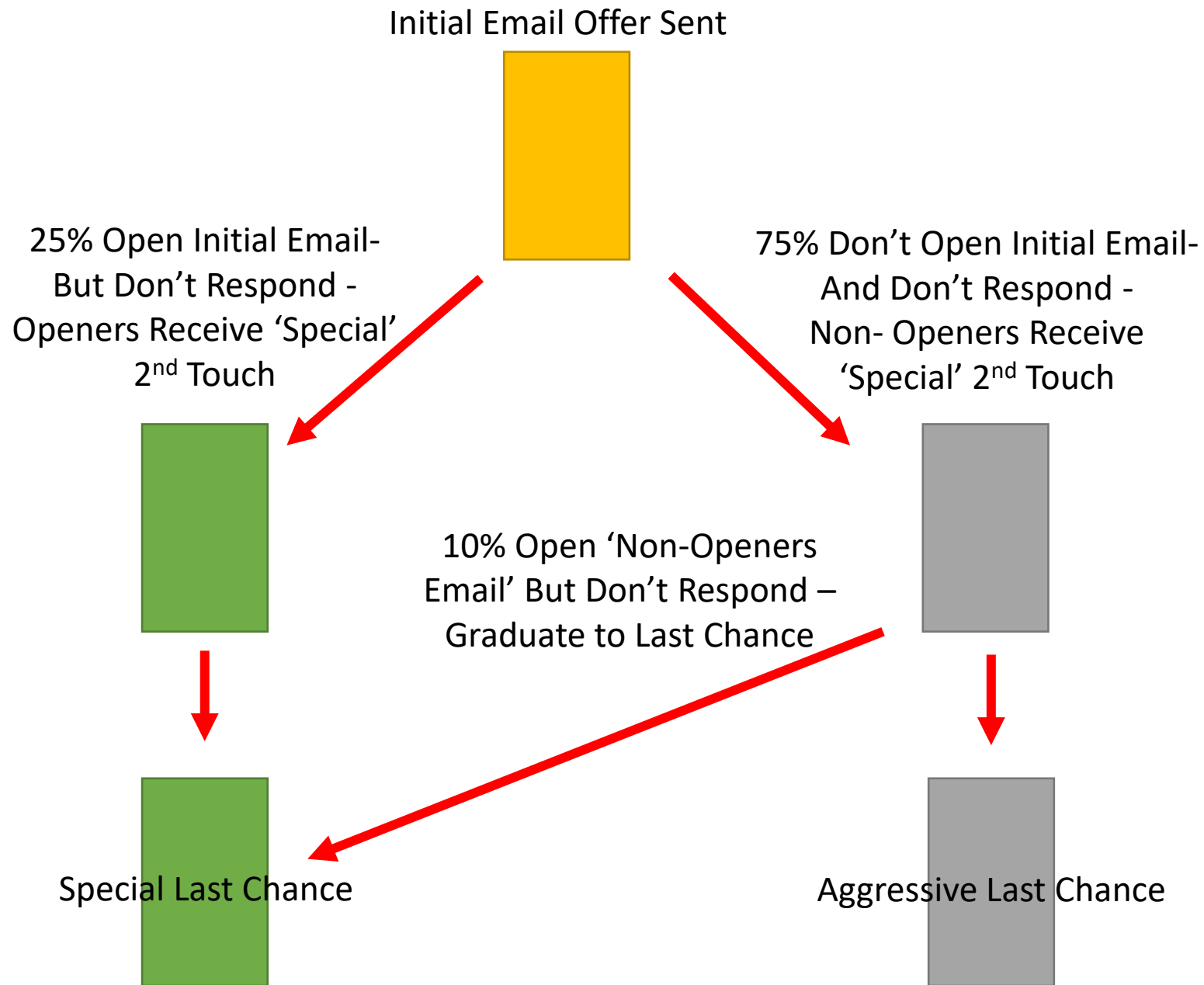
BtoB = 42% Higher Overall Response Rate

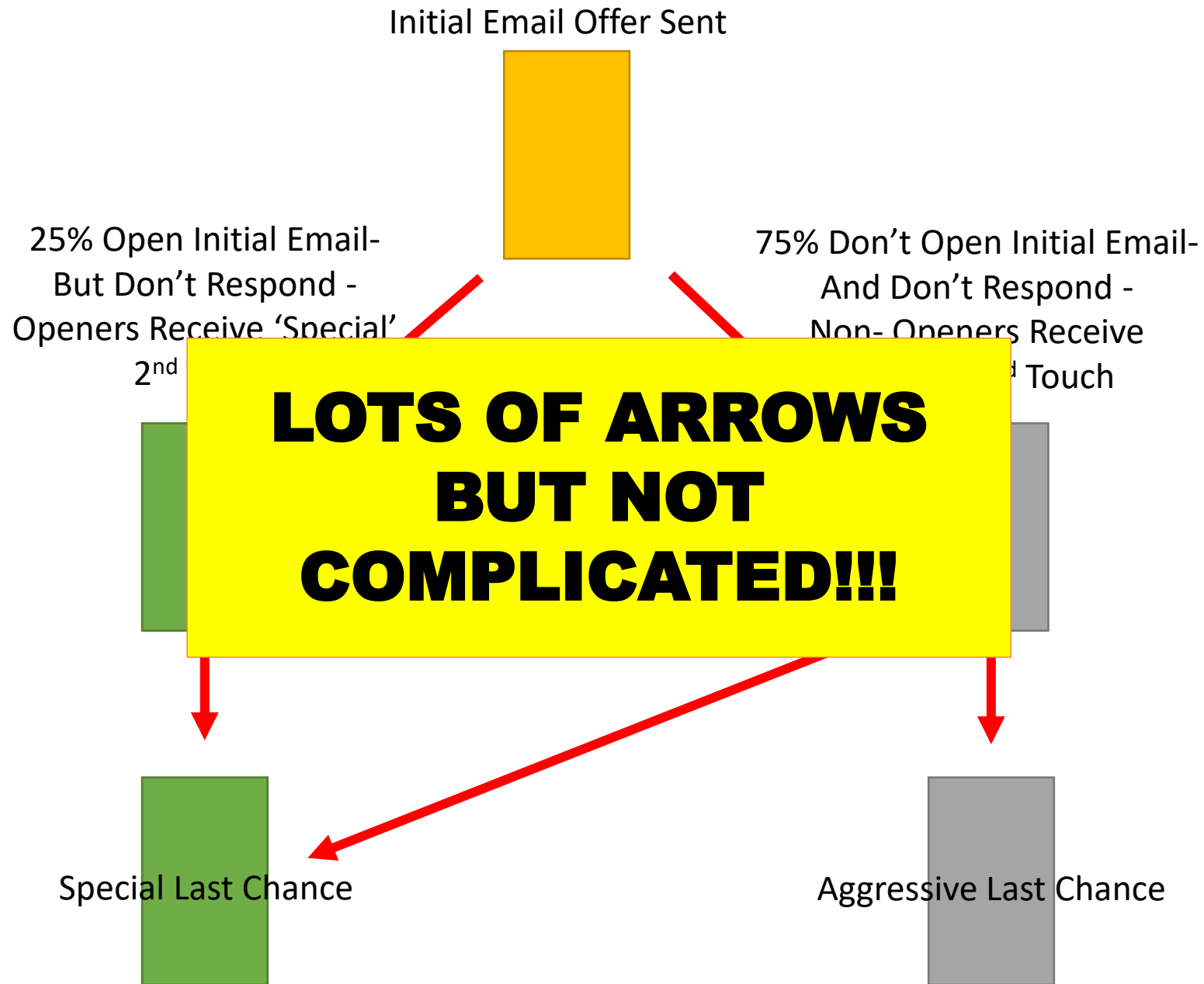
BtoC = 33% Higher Overall Response Rate

**BUT ANOTHER WAY
IS EVEN BETTER!!!**

BtoB = 49% Higher Overall Response Rate

BtoC = 49% Higher Overall Response Rate





Initial Email Offer Sent

25% Open Initial Email-

75% Don't Open Initial Email-

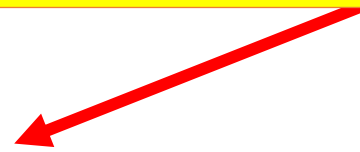
But
Opene

-
e

**Multi-Touch Using Openers
and Non-Opener Flags
Increase Response Rates
B2C 85% B2B 115%**

Special Last Chance

Aggressive Last Chance



Quick Tips

Hi jay...
I mean JAY...
I Mean Jay...

✧	✧	Ticketmaster	Inbox	Jay, are you having fun yet? 🦄 - Miami Dolphins, Florida Atlantic University Owls F
✧	✧	DIRECTV	Inbox	JAY, your October account snapshot is here - Your monthly account review View C
✧	✧	Google Best Practices	Inbox	jay, Drive More Qualified Clicks From Your Expanded Text Ads - Learn advanced
✧	✧	Clara Yoon	Inbox	Jay, Time to Rethink Your Business Strategy - See how LinkedIn can help grow yo
✧	✧	eBay	Inbox	Jay, someone as awesome as you deserves great savings! - Top picks for you and
✧	✧	DIRECTV CINEMA	Inbox	JAY, Here's your complimentary DIRECTV movie guide - JAY, here are this week's
✧	✧	GameStop PowerUp Rewards.	Inbox	REMINDER: Jay Schwedelson - Your Dev App Approved for the Develln Dev
✧	✧	SiriusXM	Inbox	Jay, Action Requested
✧	✧	TripAdvisor	Inbox	jay, 10 places to book fal
✧	✧	OpenTable	Inbox	10x the points for you, Ja
✧	✧	Amanda Hassler	Inbox	Jay, I wanted to tell you f
✧	✧	Opportunity	Inbox	Jay Schwedelson - Your LinkedIn contact Ryan Diane invites you to Opportuni
✧	✧	AT&T and DIRECTV	Inbox	JAY, get your favorite sports package for 2 years on us! - Sign up before it's too la

**First Letter Capitalized (NO
Last Name) =
Best Possible Open Rate =
19% Increased Open Rate B2C
and 17% B2B**

Important Stuff FIRST!

**Subject Lines
with OFFER
Details in
First 40
Characters
Have 31%
Higher Open
Rates!**

Desktop Subject Line View:

Join Us for SEJ eSummit 2020: Our 100% Virtual Search
Conference > Inbox x

Mobile Subject Line View:



» Search Engine Journal

Join Us for SEJ eSummit 2020: Our 1...
to announce SEJ eSummit 2020: an al...

Join Us for SEJ eSummit 2020: Our 100% Virtual Search
Conference > Inbox x

Loren Baker <info@searchenginejournal.com> [Unsubscribe](#)
to me ▾

Apr 2, 2020, 10:23 AM



SEJ Summit, our international conference series launched in 2015, is back!

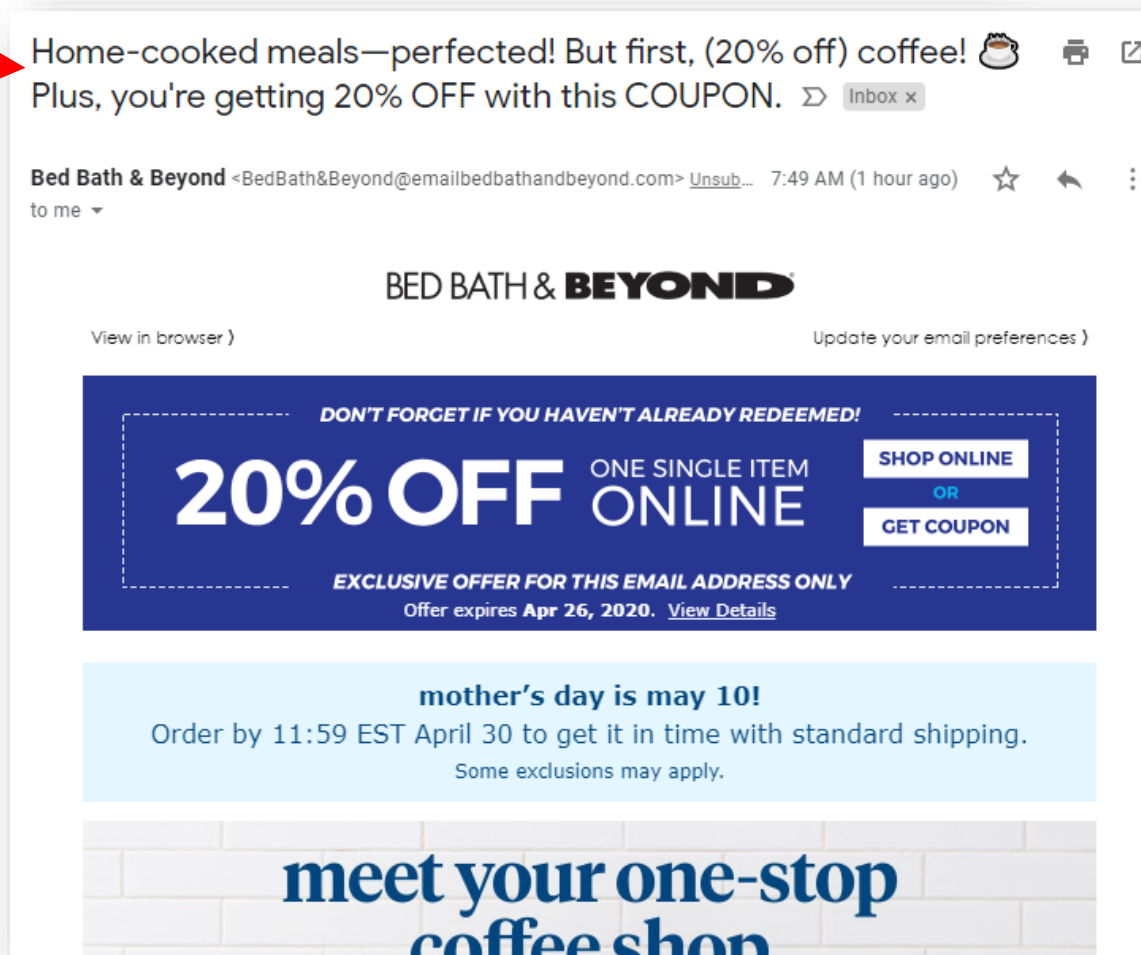
We are excited to announce SEJ eSummit 2020: an all-day, virtual conference
featuring the industry's best speakers delivering the top-rated content you've come
to expect from us.

Apr 2

Calendars for Tuesday, June 2, 2020!

This event will be 100% online and packed full of your favorite speakers,
addressing today's SEO and digital marketing topics, as well as ideas and guidance
addressing how we can adapt to the still unfolding business and economic changes
that the COVID-19 pandemic has begun to manifest on our lives and livelihood.

**SAME SUBJECT
LINE: Stinks that
nobody will know
about 20% Off...**



Just For You

JUST FOR... = 17% Increase in Open Rates

Just For CFO's

Just For Our Customers

Just For HR Professionals

Just For Decision Makers

JUST FOR... = 17% Increase in Open Rates

» Mark and Graham	Inbox	A special gift just for you. Enjoy 20% off your entire order! - - Enjoy 20% off your er
» Gap	Inbox	It's just for you...but ends tonight (no exclusions, no time to waste) - GAP http://cl
» Walgreens Photo	Inbox	Jay, our best prints deal--just for you! - be forwarded for handling. This message was
» Papa John's	Inbox	Customer Appreciation Day. Just For YOU! - Topping Pizza for \$7.99! Carryout Only. U
» Walgreens Photo	Inbox	It's meant to be: up to 50% OFF, just for V-Day. - be forwarded for handling. This mes
» Williams Sonoma	Inbox	2 Day Special Offer Inside-Just for You! - WILLIAMS-SONOMA View this email with i
» Pinterest	Inbox	Gifts Pins picked just for you - Gift Ideas for Neighbors and Friends... 35 Inexpensive
» west elm	Inbox	Ooh! 20% off just for YOU. - west elm To view this email with images, go to: http://for
» Pottery Barn Kids	Inbox	Just for you: 20% OFF the entire store! Furniture, bedding, decor and more - LOC
» Starbucks Rewards	Inbox	Just for one day - Double Stars - we use for sending messages only. So if you want to
» The RealReal	Inbox	The Hottest New Arrivals + Our Picks Just For You - The RealReal http://view.e.there
» Perpetual Kid	Inbox	A Holiday Just For 🍬 Candy + Kisses! ❤️ Count us in! - during checkout for 10% OF
» Old Navy	Inbox	*** Personal invitation: THESE dresses are just for you - Old Navy http://click.email
» Vivid Seats	Inbox	Hand-Picked Events Just for Los Angeles Sports Fans Like You! - in seats for your
» Zazzle Inc.	Inbox	Made Just for Your Valentine! - great gifts for your sweetie or BFF View Online For Y
» MLBShop.com	Inbox	Marlins Gear Customized Just for You + Free Shipping! - Gear Customized Just for
» Fanatics.com	Inbox	Your Teams. Your MVPs. This Week's Best Picked Just For You... - Best Picked Ju
» Ancestry	Inbox	SAVE 20% on AncestryDNA - just for you - are. Buy AncestryDNA ancestryDNA 20%



**Is the LOGO in your email going
to your homepage?**


BtoC = 27% of ALL Clicks are on LOGO
BtoB = 31% of ALL Clicks are on LOGO

✓ It's Official: 1 Day Sale! Discover The Full New York Times Experience

ode=WB7AA5CMP=666RW

The New York Times
Friday, October 14, 2016 [Already a Subscriber? Click Here](#)

The World's Finest Journalism Delivered Right to Your Home
+ All Digital Access & Apps Free



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FOR 12 WEEKS

HOME DELIVERY
The Times Print Edition, The Times Magazine, The New York Times Book Review, T, and The Times Style Magazine delivered right to your home.

FREE ALL DIGITAL ACCESS
Unlimited access to NYTimes.com and the NYTimes tablet and smartphone apps.

GO BEHIND THE SCENES
Times Insider access provides first-hand accounts of Times journalism direct from Times staffers.

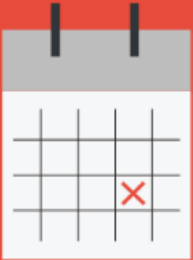
Zip Code [View Subscription Options](#)

FAQ | Customer Care | © 2016 | The New York Times Company | Privacy Policy | Digital Tools

The New York Times [View in browser](#)

Seize this day.
The Times One-Day Sale.

Get 75% off Home Delivery for 12 weeks.
Ends today.



[SAVE NOW](#)

Emails that have all primary links going to 'offer' page have 57% higher overall conversion rate.



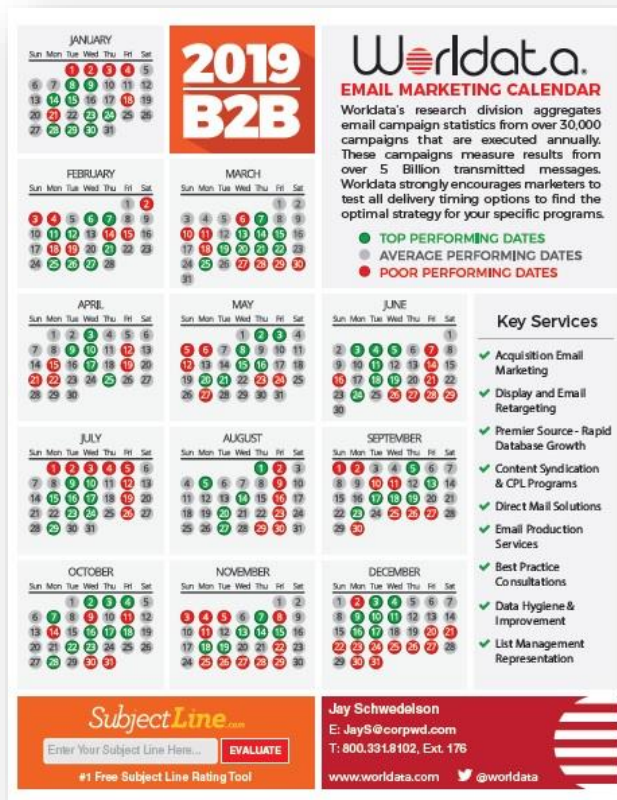
TOOLS & FREE STUFF



NEW: IF YOU WANT UPDATED 2020

CALENDAR PLEASE EMAIL ME

[CALENDAR IS PHYSICAL – BUT UPDATED ONE IS ONLY DIGITAL]



**Email Marketing Calendar:
Best and Worst Days to Send
B2B and B2C Versions
[UPDATED DUE TO SITUATION]**

**For Calendar:
JayS@CorpWD.com**

@Worldata

We are in this TOGETHER!

My Ask: 15 mins

For Slides and Calendar: JayS@CorpWD.com

SubjectLine.com

Last updated on:
Monday, August 19, 2019

SubjectLine.com



[LATEST](#)

[EVENTS](#)

[TOPICS](#)

[SOCIAL TOP 50](#)

[CONTACT US](#)

[ADVERTISE](#)

Over 7 Million Subject Lines Tested. #1 Free Subject Line Rating Tool.

Top Email Service Providers



[Visit Site »](#)



[Visit Site »](#)



[Visit Site »](#)



[Visit Site »](#)



How to Integrate Email and Social Media Into One Seamless Marketing Strategy

When you integrate email and social media, letting the two channels support each other, real magic happens.

[READ MORE](#)



Use our **FREE RATING TOOL** to Evaluate your Subject Line.

Enter Your Subject Line Here...

[EVALUATE](#)

Top Data Hygiene Service Providers



[Visit Site »](#)



[Visit Site »](#)



[Visit Site »](#)



[Visit Site »](#)



The Most Important Types of Emails You Need for Email Marketing Success

To use email marketing most effectively to boost conversion rates and increase your ROI, you must use a combination of these three emails.

[READ MORE](#)



©2019 SubjectLine.com

Over 7 million Subject Lines Checked And It's FREE!

Thank You!
Stay Safe!

For Slides and Calendar: JayS@CorpWD.com

Something New!

For Calendar and Slides: JayS@CorpWD.com

- **Best Practice Support For YOUR Company and Industry**
- **Competitor Campaign Performance**
- **Blacklist Monitoring**
- **Inboxing Rate Tracking**
- **2x Week Dynamic Newsletter**
- **Printed Quarterly Summary**

For Calendar and Slides:
JayS@CorpWD.com

@Worldata




Custom Quarterly Report



Printed Book + Digital PDF

- ✓ Quarterly Summary
- ✓ Top 5 "Must Change"
- ✓ Top 5 "Should Test"
- ✓ Top 5 "Industry Trends"
- ✓ Competitor Campaign Review
- ✓ Things to Consider
- ✓ Quarterly Calendar *and more!*



Marketing Insights

Marketing Insights is a performance metric tool that allows you to see how you are doing and what your competitors are doing in real-time.

HOW DO YOU COMPARE?

- ✓ Actual competitor performance

WHERE DID IT GO?

- ✓ Real-time 'inboxing rate' tracking
- ✓ Blacklist tracking
- ✓ ESP auditing



Weekly Reporting + Alerts



DELIVERABILITY SUMMARY – [Monday's]

- ▶ Details any outstanding blacklist alerts, domain reputation and deliverability trends

COMPETITIVE SUMMARY – [Thursday's]

- ▶ Describes competitor email campaigns from the previous week

DYNAMIC BLACKLIST ALERTS

- ▶ Alerts when your domain or IP Address is blacklisted
- ▶ Our team assists you with 'next steps' on removal
- ▶ Follow up alert when removed from the blacklist