



OUTCOMEMEDIA

a Worldata division

How to Radically Improve Email Performance NOW!

Speaker:

Jay Schwedelson

**Founder SubjectLine.com &
CEO Outcome Media**

Today's Speaker: Jay Schwedelson



JAY SCHWEDELSON - who????

- **President & CEO – Outcome Media**
- **Founder of SubjectLine.com**
- **Served 8 Years: 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.

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

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

And we know it.



Trust no one. Ever.

SUCCESION

HBO

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

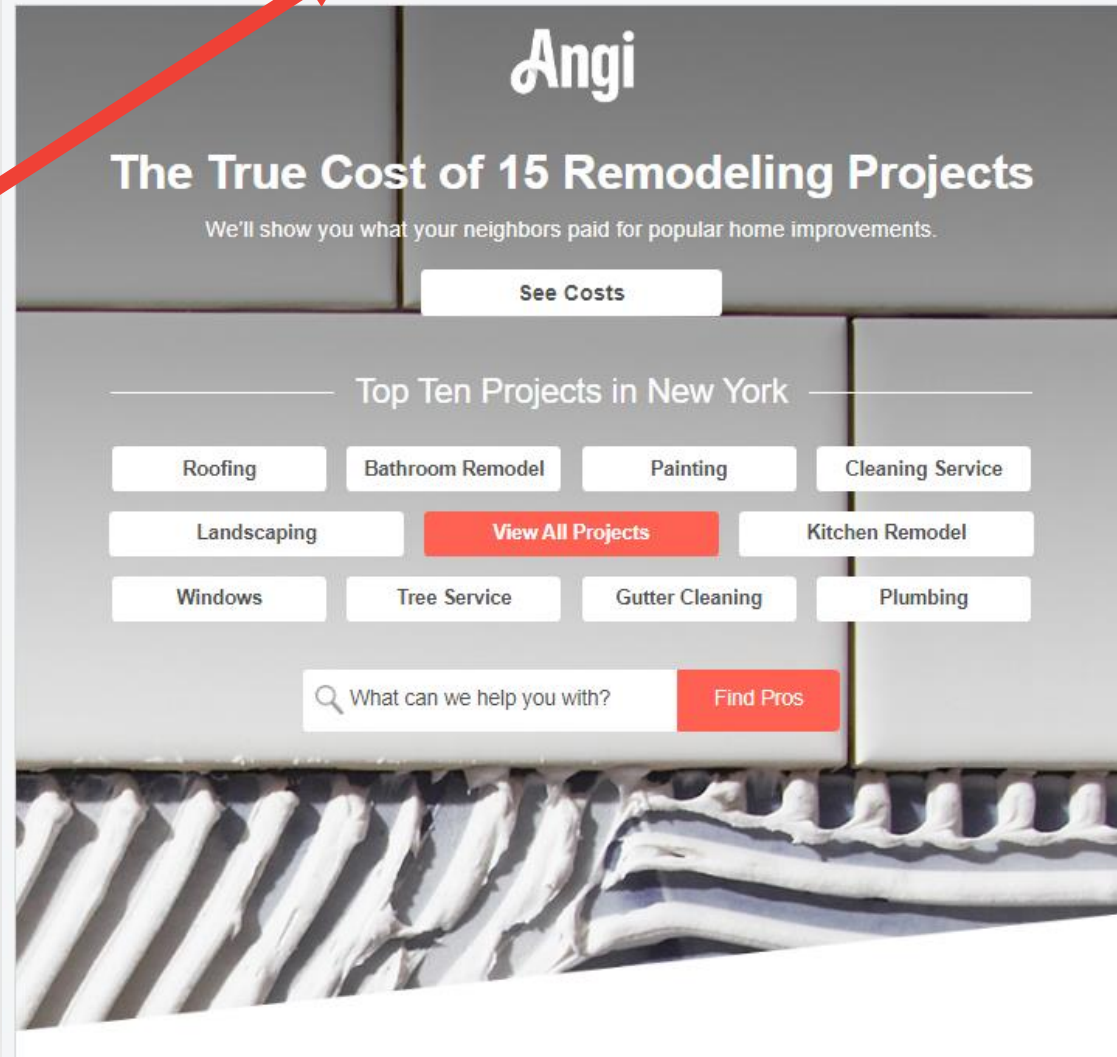
Separating fact from fiction to move your measurement forward

Targeted advertisements work because they increase the likelihood of interest from the audience receiving them. In fact, according to new research from Boston Consulting Group (BCG) and Google, two-thirds of consumers want relevant ads. But relevance comes with a catch. It requires advertisers to have some idea of who the recipient is, which requires data collection. And that raises concerns about privacy. The BCG/Google study also found that nearly half of the same consumers surveyed were uncomfortable sharing their data for the purpose of receiving personalized ads. Governments are paying attention, and Gartner predicts that by 2023, 65% of the world's population will

From [Angi](mailto:angi@ce.angi.com) <angi@ce.angi.com>
Thursday, Apr 21st, 2022 at 10:04 am

Subject: The true cost of 15 remodeling projects

Preview text: Angi Logo The True Cost of 15 Remodeling Projects We'll show you what your



Marketing Success is ALL About Being Current

- | | |
|------------------------|--|
| ➤ HomeAdvisor - Boca . | Inbox <u>The True Cost</u> of 15 Remodeling Projects - Jay, do you know wh |
| ➤ Demand Gen Report | Inbox What's <u>The Real Cost Of Corporate Gifting?</u> - Get your copy now |
| ➤ eMarketer FYI | Inbox <u>The Real Value</u> of Your Customer Data - Use data to maximize c |
| ➤ Legacybox | Inbox <u>Ends soon (for real)</u> - You've got one more day! Save 45% 'til mid |
| ➤ Tripadvisor | Inbox <u>Real traveler</u> POV inside - Get all the Durham must-knows. |

Marketing Success is ALL About Being Current

➤ HomeAdvisor - Boca .	Inbox	<u>The True Cost</u> of 15 Remodeling Projects - Jay, do you know wh
➤ Demand Gen Report	Inbox	What's <u>The Real Cost</u> Of Corporate Gifting? - Get your copy now
➤ eMarketer FYI	Inbox	T
➤ Legacybox	Inbox	E
➤ Tripadvisor	Inbox	R

LAST 60 DAYS:

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

In Subject Line Increases Open Rates:

Business: 28%

Consumer: 21%

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

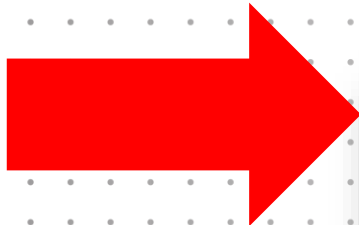
Inbox

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...



Be honest - what do you think of the shift to personalized marketing?



ClickZ <info@clickz.com>

To JayS

Reply

Reply All

Forward



Tue 4/26/2022 1:19 PM



If there are problems with how this message is displayed, click here to view it in a web browser.

>>> Forward to a Friend



In partnership with

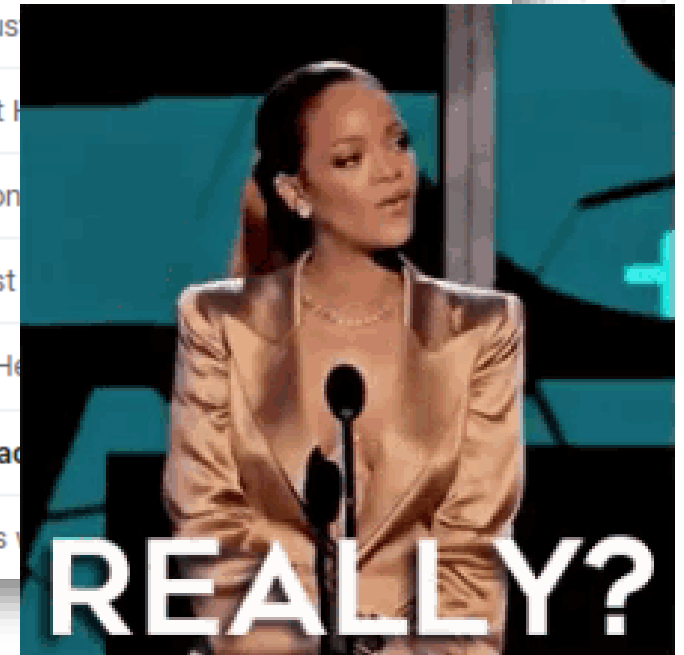
moengage



Hi jay,

We want you to share your thoughts for our [Shift to Personalized Marketing 2022 Survey](#), that we are conducting in partnership with Moengage.

Wayfair	Inbox	What Mom *really* wants... - The best gifts for all the mothers on your list. ...	Apr 21
Marketing Insider G.	Inbox	What Demand Marketing Really Means - View this email in your browser What Demand Mar...	Apr 21
Design Within Reach	Inbox	It's really ending: Don't miss the savings on Herman Miller! - Final day to save on Eames, N...	Apr 20
Retail Dive	Inbox	What do shoppers really want in 2022? - Discover the surprising answers in this new resear...	Apr 19
Burger King	Inbox	You really can have it all with the \$5 Your Way Meal! - Can't decide between all the tasty ch...	Apr 14
Shutterfly	Inbox	Yes, really: a Major CANVAS deal + complimentary shipping are waiting inside! - Plus, get ...	Apr 6
CMSWire Breakfast B.	Inbox	Does Web3 Really Matter? Here's What Tech Leaders Say - The Latest Cus...	
Leadership Training	Inbox	Building High-Performance Teams that Really Work - Is Your Department H...	
TrueIdentity	Inbox	Is identity protection really important, Jay? - Next Step: get Dark Web Mon...	
Old Navy	Inbox	No, really! HALF-PRICE SHORTS - Earn points when you shop as a Navyist	
Apple News	Inbox	What's Really Driving Vladimir Putin? - Good morning from Apple News. He	
Kim's Tech Tips & H.	Inbox	Is Facebook really listening? Yes, and here's how to take some privacy bac	
Old Navy	Inbox	\$12 jeans + STOREWIDE SAVINGS (really!) - Get the goods in just 2 hours v	



Wayfair	Inbox	What Mom *really* wants... - The best gifts for all the mothers on your list.	...	Apr 21
Marketing Insider G.	Inbox	What Demand Marketing Really Means - View this email in your browser What Demand Mar...		Apr 21
Design Within Reach	Inbox	It's really ending: Don't miss the savings on Herman Miller! - Final day to save on Eames, N...		Apr 20
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Burger King	Inbox	You really can have it all with the \$5 Your Way Meal! - Can't decide between all the tasty ch...		Apr 14
Shutterfly	Inbox	Yes, really: a Major CANVAS deal + complimentary shipping are waiting inside! - Plus, get ...		Apr 6
CMSWire Breakfast B.	Inbox	Does Web3 Really Matter? Here's What Tech Leaders Say - The Latest Customer Experienc...		Mar 31
Leadership Training	Inbox	Building High-Perform		
TrueIdentity	Inbox	Is identity protection		
Old Navy	Inbox	No, really! HALF-PRICED		
Apple News	Inbox	What's Really Driving		
Kim's Tech Tips & H.	Inbox	Is Facebook really lis		
Old Navy	Inbox	\$12 jeans + STOREW		

LAST 60 DAYS:

'REALLY'

In Subject Line Increases Open Rates:

Business: 17%

Consumer: 19%

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



101 = 👍

» 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 Business Finance Not a number-cruncher? You're n...		Feb 23

LAST 90 DAYS:
'101' In Subject Line
Increases Open Rates:
Business: 31%
Consumer: 19%

How Our 'Win-Back' Program is Going...



Will This Work? Sort of.

#1



Remember me?

#2



Crazy Incentive

#3



Feedback & Verification

#4



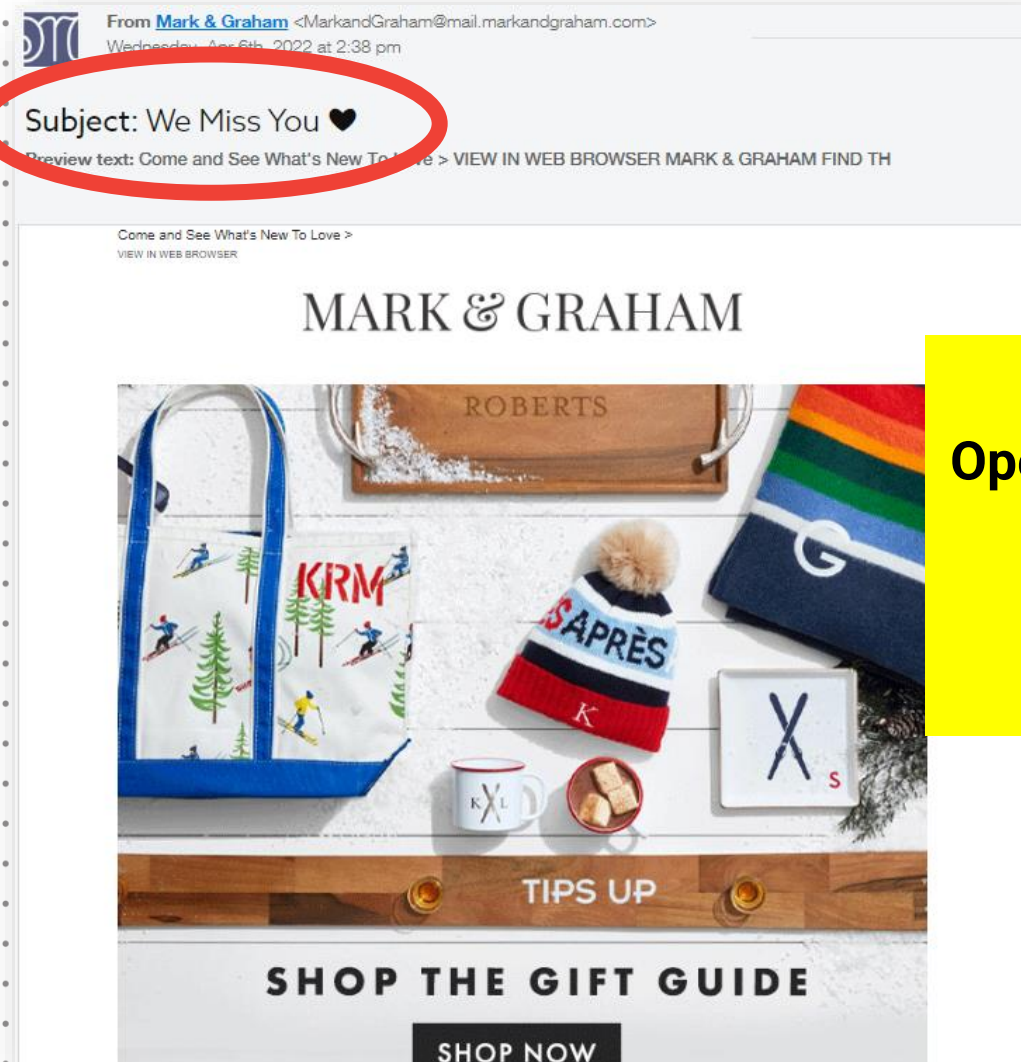
Desperation

#5

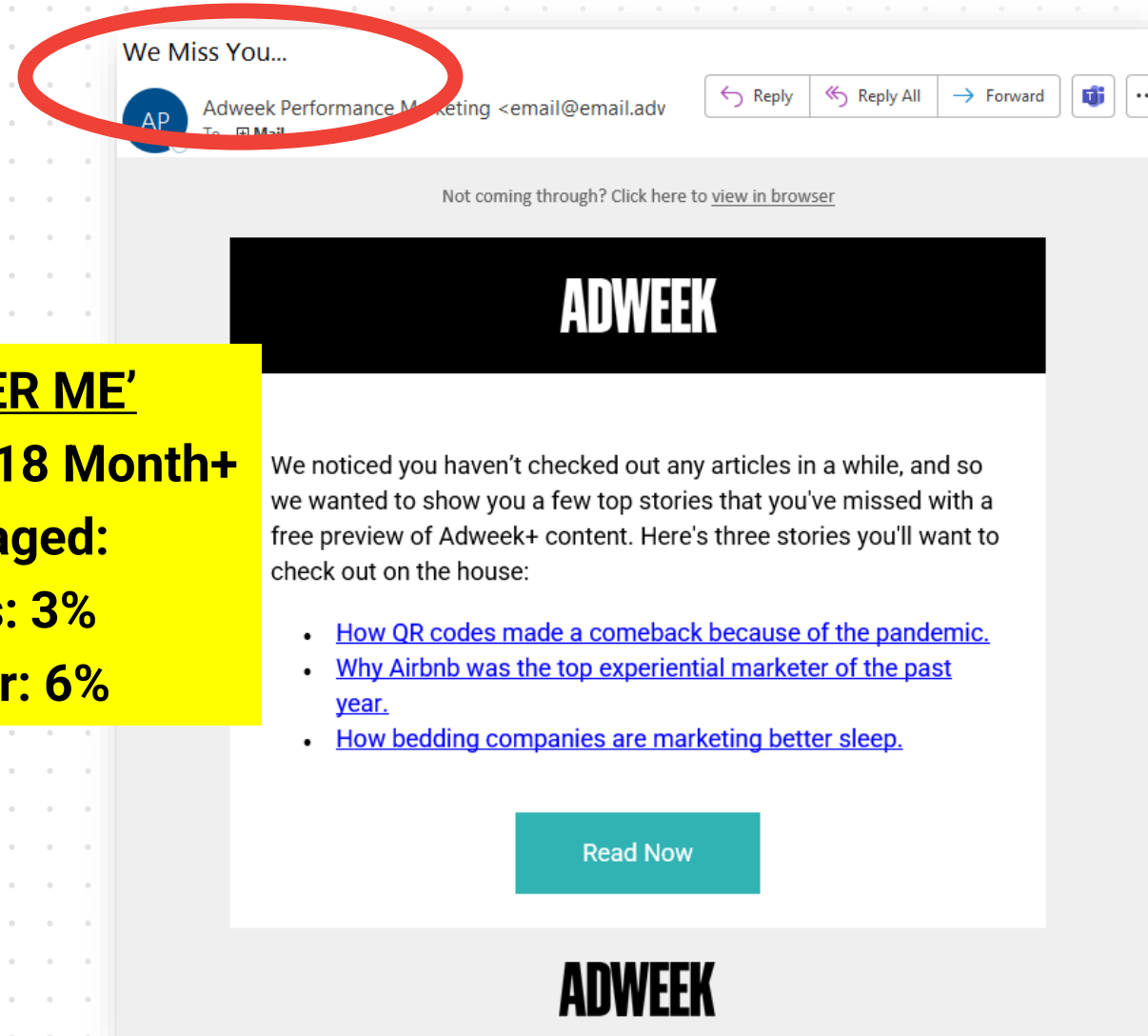


Goodbye

Remember me?



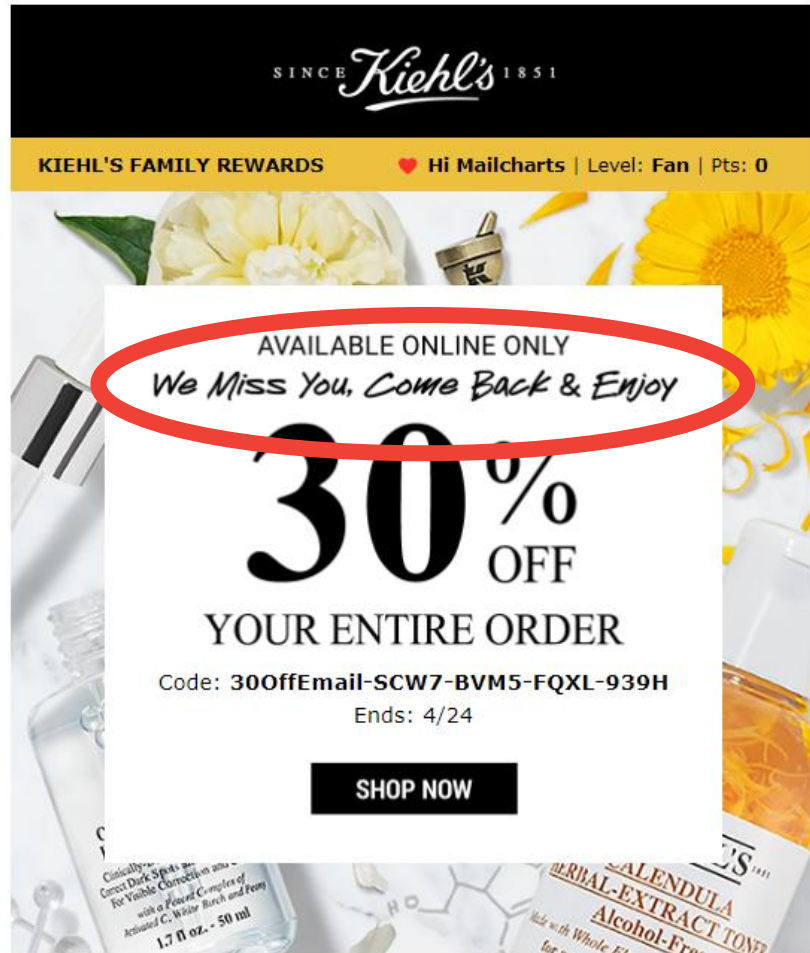
'REMEMBER ME'
Open Rate For 18 Month+
Non-Engaged:
Business: 3%
Consumer: 6%



Crazy Incentive

Subject: We Miss You! 30% OFF Your Next Order

Preview text: Kiehl's SINCE 1851 KIEHL'S FAMILY REWARDS ❤️



SINCE *Kiehl's* 1851

KIEHL'S FAMILY REWARDS ❤️ Hi Mailcharts | Level: Fan | Pts: 0

AVAILABLE ONLINE ONLY
We Miss You, Come Back & Enjoy

30% OFF

YOUR ENTIRE ORDER

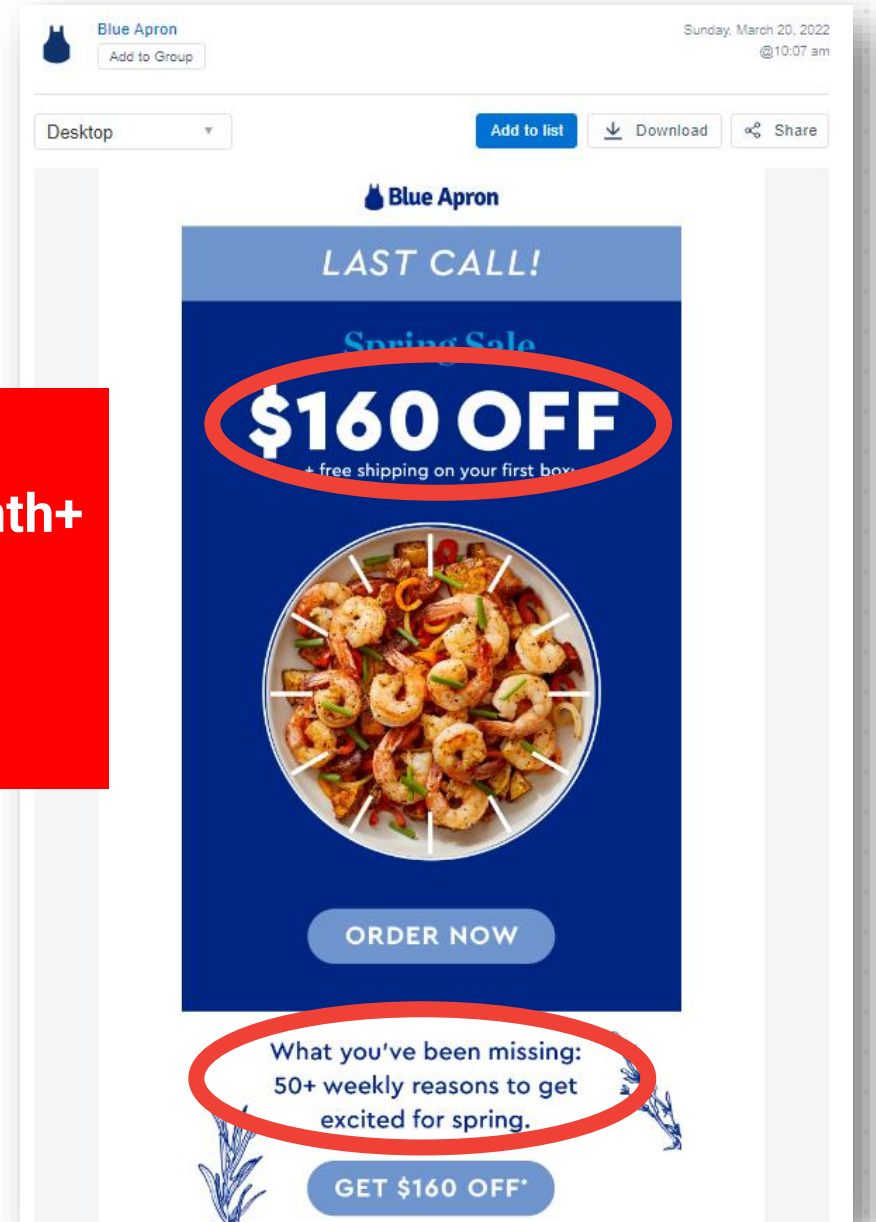
Code: 30OffEmail-SCW7-BVM5-FQXL-939H
Ends: 4/24

SHOP NOW

Clinically-Proven
Correct Dark Spots and
For Visible Correction in skin
with a Powerful Complex of
Activated C-Water Birch and Peony
1.7 fl. oz. - 50 ml

CALENDULA
EXTRACT TONE
Alcohol-Free
Made with Whole Fl...

'Crazy Incentive'
Open Rate For 18 Month+
Non-Engaged:
Business: 3%
Consumer: 8%



Blue Apron
Add to Group

Sunday, March 20, 2022
@10:07 am


Desktop Add to list Download Share

Blue Apron

LAST CALL!

Spring Sale

\$160 OFF
+ free shipping on your first box



ORDER NOW

What you've been missing:
50+ weekly reasons to get
excited for spring.

GET \$160 OFF*

Feedback & Verification

Verify your membership status

Thank you for everything you do to protect and preserve your national parks



National Parks Conservation Association

Tuesday, February 22, 2022

@9:31 am

Add to Group

Desktop

Add to list

Download

Share



Is your NPCA membership currently active?

FIND OUT NOW >>

Dear Friend of the National Parks,

I'm writing to see if you've [checked the status of your NPCA membership](#) for 2022 lately.

Friends like you are critical to protecting and preserving America's national parks — and right now, we need you by our side like never before.

CHECK YOUR MEMBERSHIP STATUS

Now, check out the great benefits you'll receive as an active NPCA member:

100% savings. You'll enjoy an entire year of National Parks magazine at your extra-low special new member rate of only \$15.

Member calendar. What better way to keep track of events and important events while you enjoy the beauty of national parks than with our annual wall calendar? Included with your membership at no additional charge.

NPCA Park-Pak. Our exclusive travel information kit helps make your park visits fun, convenient and memorable. The kit includes a large fold-out map of the park system, useful websites and phone

Best for
Business

'Feedback & Verification'
Open Rate For 18 Month+
Non-Engaged:
Business: 9%
Consumer: 7%

angela, we'd love your feedback

Uber We care about your experience You haven't taken a ride with us since s



Add to Group

Friday, February 11, 2022
@10:34 am

Desktop

Add to list

Download

Share

Uber

We care about your experience

You haven't taken a ride with us since signing up, so we're checking in to ask for some feedback. Your opinion will help us to improve our service for you and the rest of our community.



Let's connect

Circumstances change and life takes unexpected turns, so let us know why we haven't seen you on the road.



I haven't had a reason to use Uber.



Prices are too high.



ETAs are too long.

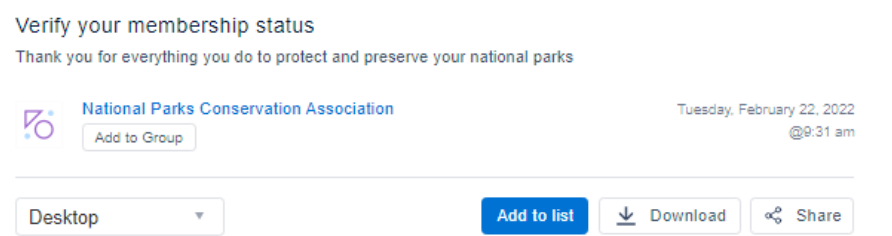


I don't feel safe using Uber.



I can't log in to my account.

Feedback & Verification



- Are you still with XXXXX?
- Is your team still using XXXXX?
- Is XXXX still your CRM?
- Verify your active status...

Best for
Business

national parks — and right now, we need you by our side like never before.

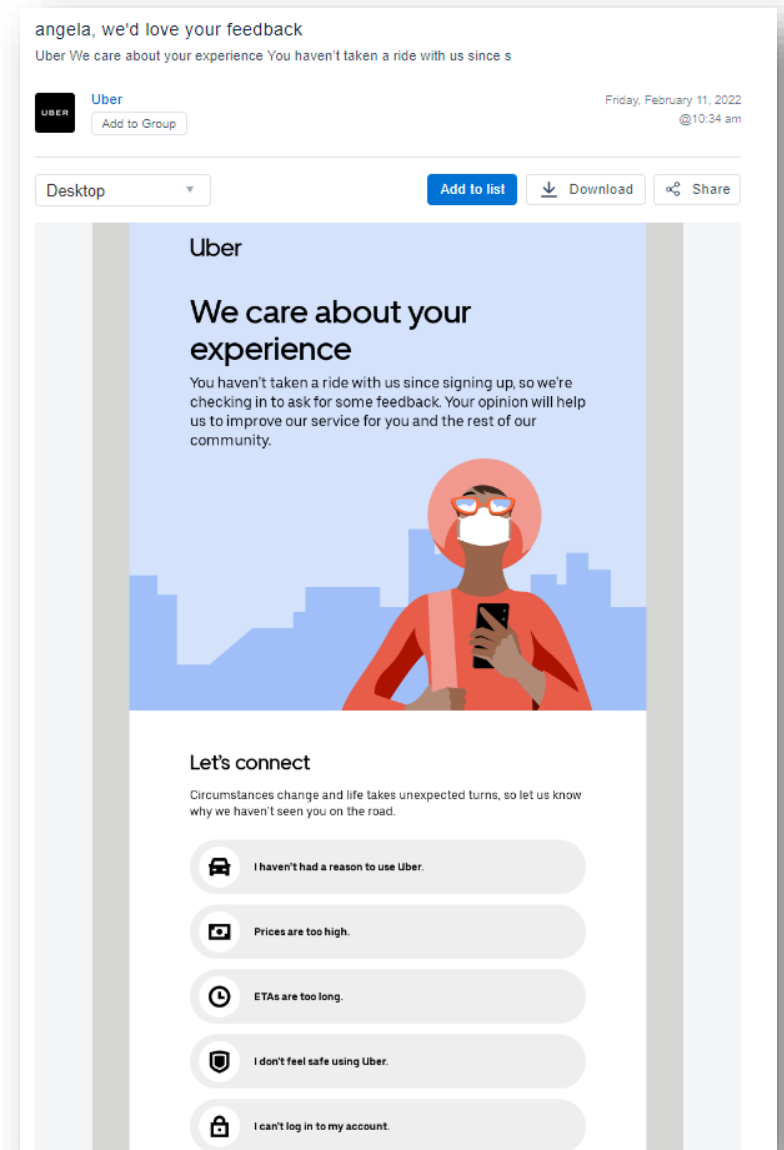
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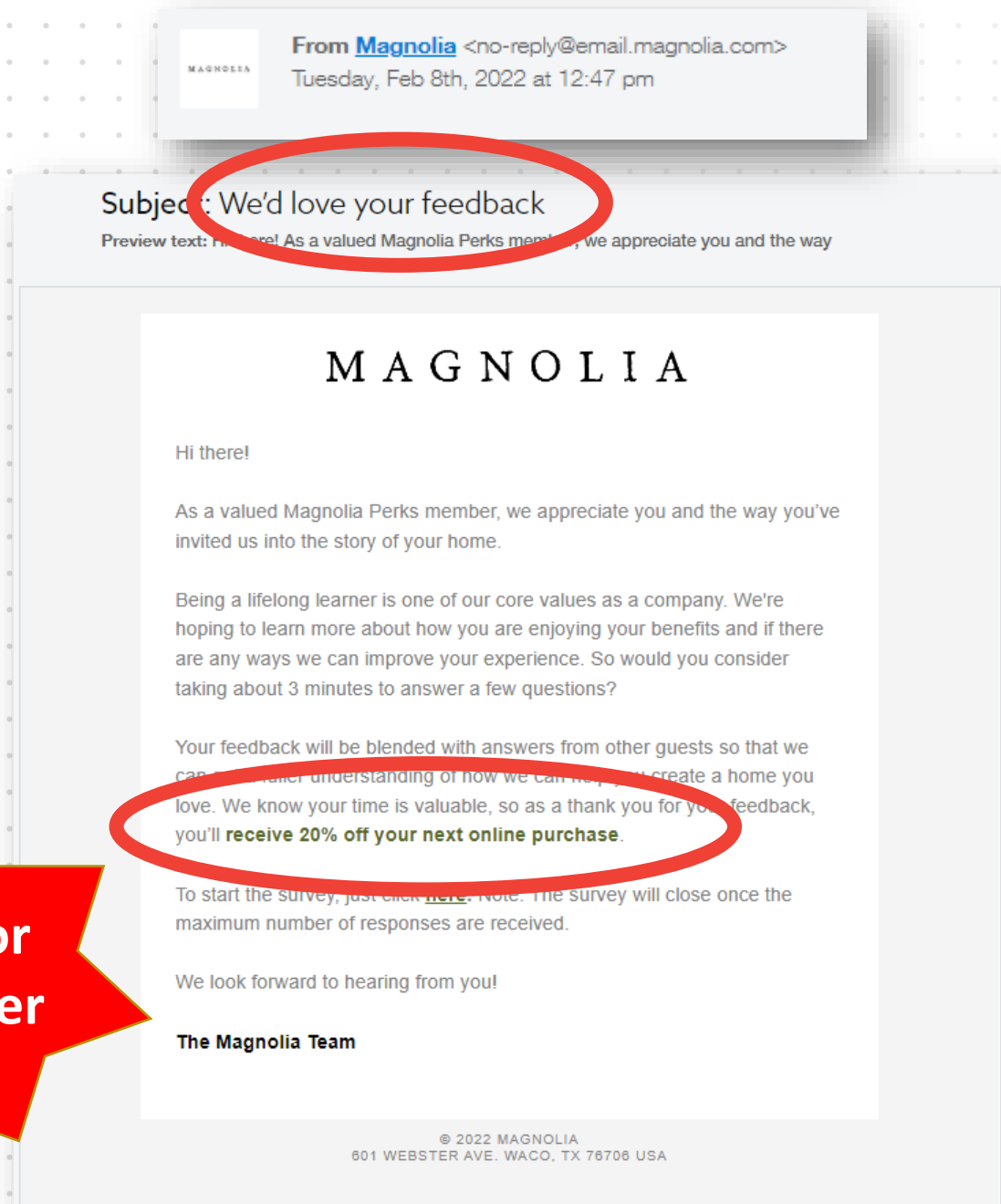
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NPCA Park-Pak. Our exclusive travel information kit helps make your park visits fun, convenient and memorable. The kit includes a large fold-out map of the park system, useful websites and phone



'Feedback' + 'Incentive'
Click-Through Rate For 18 Month+
Non-Engaged:
Business: 0.10%
Consumer: 0.90%

Great for
Consumer



Desperation

Is it time to say goodbye?

Chief Marketer <info@chiefmarketer.com>
To: Jay

Reply Reply All Forward

CHIEF/MARKETER



Jay,

It looks like you haven't opened any emails from Chief Marketer in a while.

We want to make sure you're still interested in receiving access to all the latest trends and tips, from articles on chiefmarketer.com, to webinars, awards programs and more for modern day marketers.

If you'd like to stay subscribed, let us know!

KEEP ME ON THE LIST

Still not feelin' it?

We'll lighten your load by giving you the opportunity to [unsubscribe here](#).

Subject: We really don't want to say goodbye...

Preview text: WoodWick | Yankee Candle | Chesapeake Bay Don't Miss Out! We really enjoy s

Ww
WoodWick
—crafted as it burns—

YANKEE CANDLE®

CHESAPEAKE BAY CANDLE®

Don't Miss Out!

We really enjoy sharing our fragrances with you, and we hope you like hearing from us too.

If you want us to continue sending you news about our fragrances and special offers, please let us know by clicking the box below. That's it — just click and we'll keep you up-to-date with all the latest on our candles and much more.

Keep me in the know

Happiness Guaranteed.

Love it or exchange it - returns are just that simple.



'DESPERATION'

Open Rate For 18 Month+

Non-Engaged:

Business: 6%

Consumer: 7%

Desperation

Is it time to say goodbye?



Chief Marketer <info@om.chiefmarketer.com>
To Jay Schwedelson

Reply

Reply All

Forward

...

Read carefully... They aren't removing you.

CHIEF MARKETER

Is it Time
Good

Jay,

It looks like you haven't opened any emails from Chief Marketer in a while.

We want to make sure you're still interested in receiving access to all the latest trends and articles on chiefmarketer.com, to webinars, awards programs and more for modern day m

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WoodWick
—crafted as it burns—

YANKEE CANDLE®

CHESAPEAKE BAY CANDLE®

Don't Miss Out!

really enjoy sharing our fragrances with you, and
pe you like hearing from us too.

want us to continue sending you news about
agrances and special offers, please let us know
cking the box below. That's it — just click and
keep you up-to-date with all the latest on our
es and much more.

Keep me in the know

Happiness Guaranteed.

Love it or exchange it - returns are just that simple.



The Very Rare Real Goodbye...

'REAL GOODBYE'

Open Rate For 18 Month+
Non-Engaged:
Business: 5%
Consumer: 9%

This is goodbye. Here's why ...



Megan Prater <blog@hubspot.com>

To Jay Schwedelson

Reply

Reply

If there are problems with how this message is displayed, click here to view it in a web browser.

HubSpot

Hi Jay,

We love that you're subscribed to HubSpot's Sales Blog, but we noticed you haven't clicked on an email from us in a long time. We totally get it: Our eyes (and subscription habits) are often bigger than our capacity to read everything.

We don't want to add clutter to your inbox, so we're going to stop sending you emails from HubSpot's Sales Blog.

But we are a little worried about how you'll keep up with the latest sales trends, tips, and best practices, since you'll be missing out on awesome articles like:

- [How to Build a Buyer-First Mindset, According to a LinkedIn Sales Manager](#)
- [What Sales Leaders Should Prioritize in 2021 According to a Sandler Expert](#)
- [18 Motivational Quotes to Start Your Day](#)

Not to mention, our subscribers also get exclusive access to valuable sales templates you can't get anywhere else.

If that sounds appealing, [click here or the button below to re-subscribe.](#)

RE-SUBSCRIBE NOW

8 people
who can
PROVE
The King
IS alive!

WEEKLY WORLD

NEWS

July 23, 1991 75¢/80¢ CANADA

18259



'He gave me
a brand-new
Cadillac.'



'We shook
hands in
Seattle.'



'He loaned
me \$5.'



'We shopped
together at
Wal-Mart.'



'He saved
my life
with CPR.'



'We met at
the Grand
Ole Opry.'



'He used my
phone to call
a pal.'

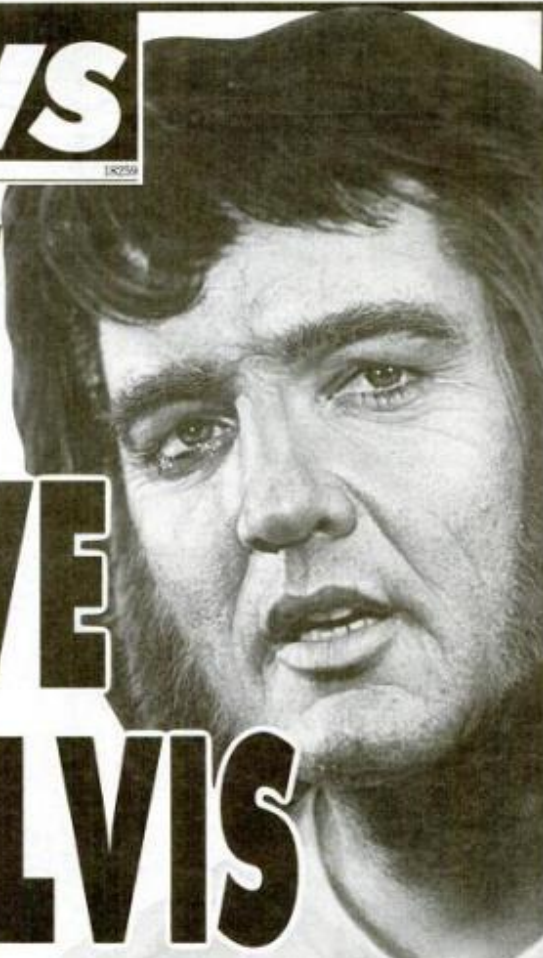


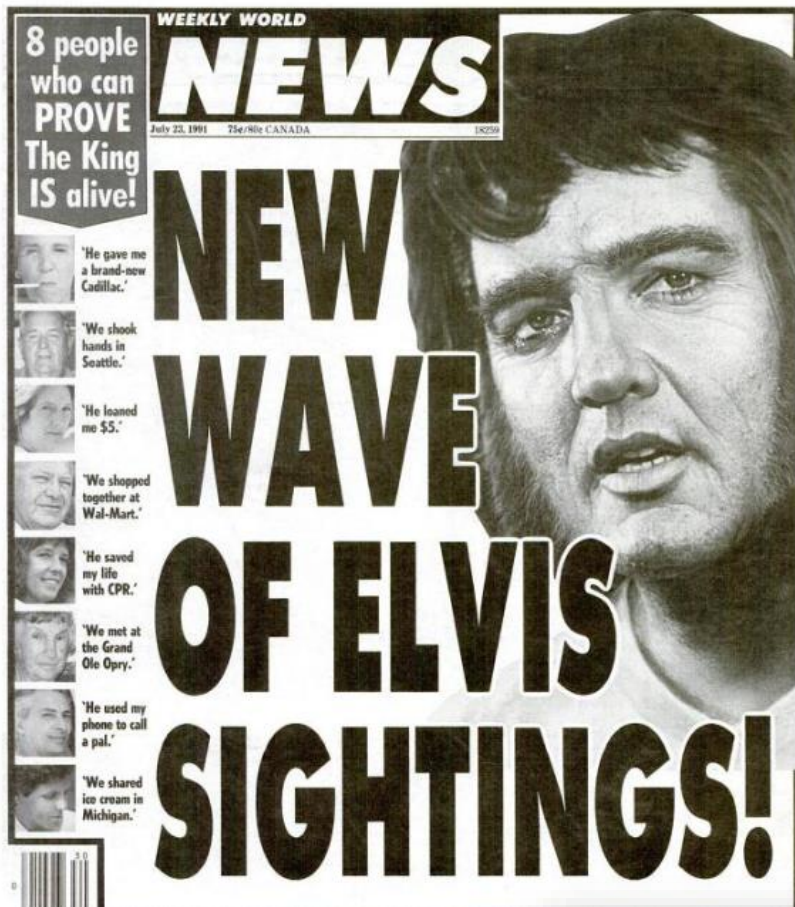
'We shared
ice cream in
Michigan.'



7710496

NEW WAVE OF ELVIS SIGHTINGS!





**BUSINESS
NEWS DAILY**

 Search

Home > Grow Your Business > Sales & Marketing



200+ Words That'll Land Your Email in the Spam Folder

Max Freedman

Try free



Email marketing

250 email spam trigger words

Prevent your emails going straight to spam. Get your complete list of email spam trigger words for 2022

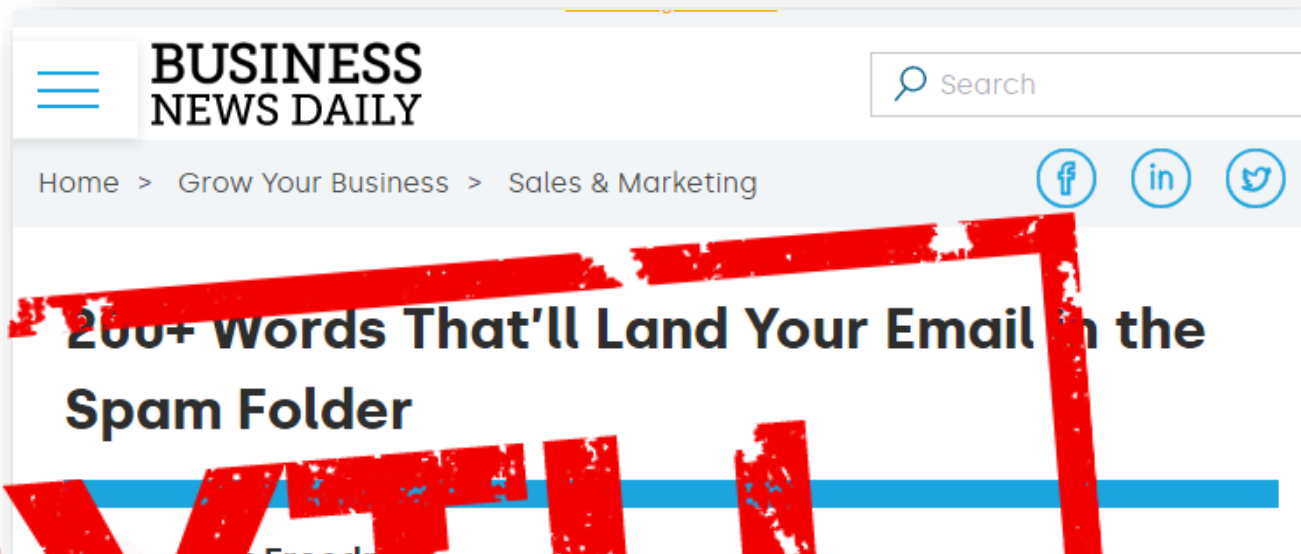
By Sidney O'Connell
27 Mar 2022 - 2 mins

Owner Experience Email marketing ecommerce Listicles

Basics — 2 min read

400 spam-trigger keywords that you should ban from your email content in 2022

Spam filters are using keyword detection to spot junk emails and make sure your inbox stays clean. This is why you should choose carefully the



400 spam-trigger keywords that you should ban from your email content in 2022

Spam filters are using keyword detection to spot junk emails and make sure your inbox stays clean. This is why you should choose carefully the

50 email spam trigger words

Don't want your emails going to straight to spam. Here's your complete list of email spam trigger words for 2022

By Sidney O'Connell
27 Mar 2022 - 2 mins

Business Experience Email marketing ecommerce Listicles

'Email Experts' are THE WORST!

- 'Free' in the Subject Line: BtoB UP 24% BtoC UP 31%
- [Bracket] in Subject Line: BtoB UP 18% BtoC UP 14%
- !Exclamation Point in Subject Line: BtoB UP 12% BtoC UP 11%
- Numbers In Your Subject Line: BtoB UP 21% BtoC UP 25%
- Emoji's In Subject Line: BtoB UP 21% BtoC UP 27%
- Capitalization in Subject Line: BtoB UP 17% BtoC UP 19%

NEVER EAT BEFORE YOU SWIM

delish



**NEVER EAT
BEFORE YOU
SWIM**

delish

MYTH



Unsubscribes are NOT bad



Unsubscribes are NOT bad





Unsubscribe from Cat Facts?



You haven't opened any emails from this sender in the last month.

[UNSUBSCRIBE](#)

NO THANKS



Capabilities ▾

Solutions ▾

Pricing ▾

Resources ▾

Company ▾



LOGIN

Spam complaints hurt your deliverability. Unsubscribes don't.

SOURCE: HubSpot:

As much as 25 percent of your email list attrition may simply be due to such natural causes as employee turnover or life stages.



UNSUBSCRIBES are a sign you are **FINALLY** getting Attention!

Subject Line Testing and Impact...

Free vs Complimentary

	Open Rate Increase	Unsubscribe Rate Increase
Business	24%	5%
Consumer	31%	3%

Emojis vs No Emojis

	Open Rate Increase	Unsubscribe Rate Increase
Business	21%	6%
Consumer	27%	2%

5% Increase means you go from 1% to 1.05% WHO CARES!!!!

**Your 'From Address'
MATTERS!!!!**

☆ » Jay Schwedelson Jay, you are really cool! - Jay Schwedelson Worldata P: (

Jay, you are really cool! » Inbox x

Jay Schwedelson
Jay-Gmail

Jay Schwedelson
Worldata
(561) 393-
jschwedel
000 N Milit

from: Jay Schwedelson <jschwedelson@corpwd.com>
to: Jay-Gmail
date: Aug 10, 2021, 8:50 PM
subject: Jay, you are really cool!
mailed-by: corpwd.com
security: Standard encryption (TLS) [Learn more](#)

LinkedIn Instagram Twitter

Email Delivery From Address: =
Jschwedelson@CorpWD.com

‘Friendly From’ (alias) =
Jay Schwedelson


☆ » Jay Schwedelson Jay, you are really cool! - Jay Schwedelson Worldata P: (

Jay, you are really cool! » Inbox x

Jay Schwedelson
Jay-Gmail

from: Jay Schwedelson
to: Jay-Gmail
date: Aug 10, 2021, 8
subject: Jay, you are rea
mailed-by: corpwd.com
security: Standard enc

Jay Schwede
Worldata
: (561) 393-
: [jschwedel](#)
000 N Milit

THIS NEXT STAT
IS A BIG DEAL!!!!

From Address: =
[CorpWD.com](#)

Friendly From' (alias) =
Jay Schwedelson

'Friendly From' Addresses That Match Topic of Subject Line Offer Have Increased Open Rate:

BtoB = UP 34%

BtoC = UP 37%

Gap Back to School

Inbox

You're still on the list for up to 50% off back-to-school faves! - Up to 50% o

» **Salesforce Events**

Inbox

Just Announced: Tori Kelly and business leaders at the Success Anywhere World Tour. - Hear

AAD COVID-19 Update

Inbox

New OSHA standards require continued screening of patients for C..

Microsoft Azure Team

Join us for our upcoming Azure webinar.

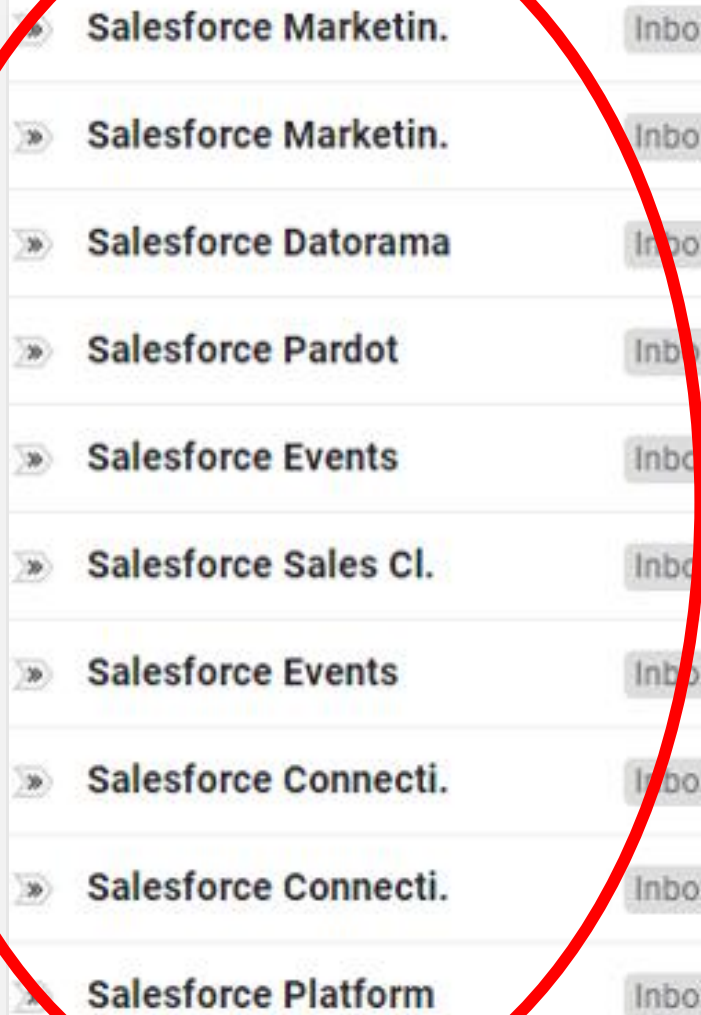
Webinar: Prepare for Cloud Migration with Azure Landing ... Mon 8/9/2021 11:10 AM

The background features a light gray grid of dots. A large red circle is positioned on the left side, partially overlapping a list of email subjects. The email subjects are displayed in a white, rounded rectangular box with a subtle shadow. The subjects are: 'Gap Back to School', 'Salesforce Events', 'AAD COVID-19 Update', and 'Microsoft Azure Team'. The text 'Join us for our upcoming Azu' is visible below the last subject. To the right of the email list, there are some partially visible text elements: '50% o', 'ca', and 'AM'.

Specific 'Friendly From' Addresses Accomplish 2 Things:

- 1. Establishes Relevance Immediately**
- 2. Allows for Dramatic Increase In Sending Volume**

Example: Salesforce



» Salesforce Marketin.	Inbox	What 8,200 marketers have to say about their careers' future - In this webinar, learn t
» Salesforce Marketin.	Inbox	The Top 5 Real-Time Personalization Trends in 2021 - Actionable Tips for Your Real-T
» Salesforce Datorama	Inbox	Sun Communities Builds Upon Marketing's Impact with Datorama - Explore how Sales
» Salesforce Pardot	Inbox	// 5 marketing tips for growing businesses to drive innovation & growth - Top 5 way
» Salesforce Events	Inbox	Just Announced: Tori Kelly and business leaders at the Success Anywhere World Tou
» Salesforce Sales Cl.	Inbox	Get ready to launch, grow and scale with the world's #1 CRM - Join this webinar to lea
» Salesforce Events	Inbox	Registration NOW OPEN for the Success Anywhere World Tour on June 17 - Learn how
» Salesforce Connecti.	Inbox	Connections is here. Make sure you are too — register now - Secure your spot for insi
» Salesforce Connecti.	Inbox	Just one week left to register for Connections - Make sure you're registered for Conne
» Salesforce Platform	Inbox	Learn How to Unify Your Business's Data With the Power of Integrations - Are you hav

Example: Wayfair

» Wayfair FINAL HOU.	Inbox This happens ONCE a year. (And ends TONIGHT.) - Our Save Big, ...	Aug 9
» Wayfair ANNUAL SA.	Inbox There's still time to get up to 80% OFF → - Final call for THOUSA...	Aug 9
» Wayfair UP TO 80%.	Inbox // Up to 80% OFF // Under 72 HOURS to SAVE // - Our annual sale ...	Aug 7
» Wayfair 72 Hours .	- Up to 80% OFF. 72 hours. Save big and give back → - 💜💜💜💜💜 ...	Aug 7
» Wayfair	Inbox Up to 80% OFF + supporting a great cause = 💜 - You'll save up to ...	Aug 5
» Wayfair SHOP NOW	Inbox It's here! Shop our annual sale that *gives back* - Save up to 80% ...	Aug 5
» Wayfair Shop Now	Inbox (A once-a-year event!) Save big and give back → - Our Save Big, ...	Aug 2
» Wayfair SAVE BIG .	Inbox Save Big, Give Back 💜 Up to 80% OFF - Save up to 80% during ou...	Aug 2
» W A Y F A I R	Inbox Wayfair + Community Solutions + you = 💜 - Our annual sale that ...	Aug 2

Example: Walmart

» Walmart

Inbox Get ready for school—for less 📚📖 - Save big on sup

» Walmart Fashion

Inbox TikTok stars style their fave looks - Plus, must-haves fr

» Walmart Home

Inbox Check out these Gap Home faves 😍 - From bedding st

» Walmart Deals for D.

Inbox 🎉 NEW DAILY DEALS 🎉 - Don't wait—save big on top f

» Walmart Clearance

Inbox CLEARANCE—don't miss it ⌚ - Score fab seasonal find

» Walmart+

Inbox NEW benefit: W+ free shipping, no order minimum - Fre

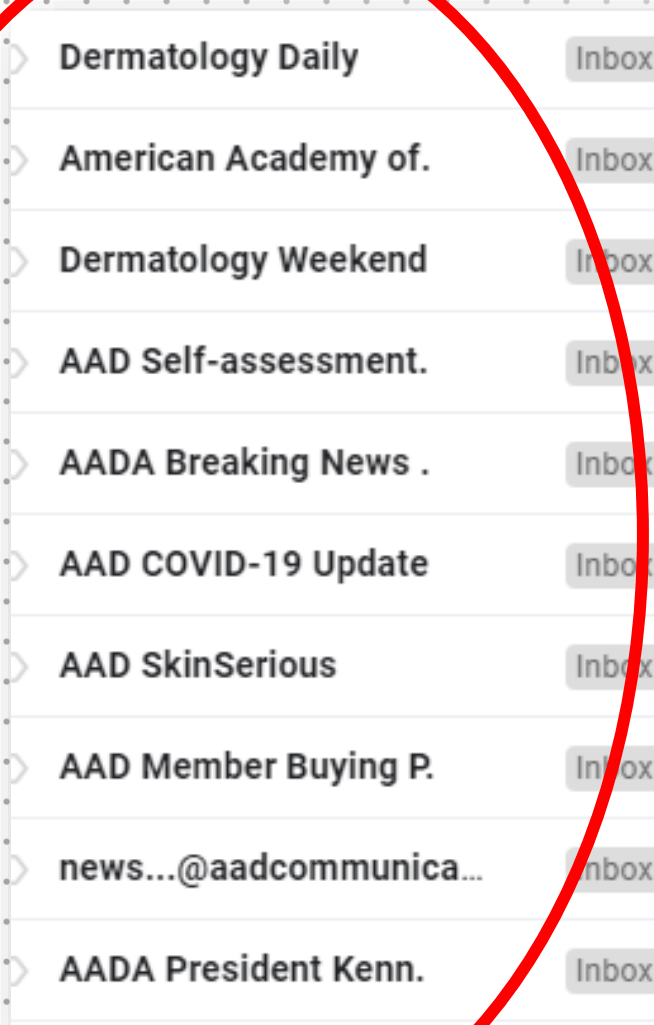
» Walmart Photo


Inbox Welcome to Walmart Photo! - My Project My Photos My

» Walmart Surveys

Inbox Walmart is interested in your feedback! - Walmart.com

Example: American Academy of Dermatology



› Dermatology Daily	Inbox	Aug. 9: Novel Electron Beam Therapy Approach Provides Fast, Dura...
› American Academy of.	Inbox	 Join us for the AAD Virtual Career Fair - It's back! The 2021 AAD ...
› Dermatology Weekend	Inbox	Aug. 7: Multi-Camera Machine Part Of Innovations To Encourage Sk...
› AAD Self-assessment.	Inbox	Question of the Week, plus this week's AAD A news - Psoriasis treat...
› AADA Breaking News .	Inbox	Top dermatology codes show cuts in 2022 - Not rendering correctly? ...
› AAD COVID-19 Update	Inbox	New OSHA standards require continued screening of patients for C...
› AAD SkinSerious	Inbox	Derms on CBS News, Health Affairs - National and local media featu...
› AAD Member Buying P.	Inbox	AAD Activate your Member Benefit - AAD Member Buyin...
› news...@aadcommunica...	Inbox	Merkel cell carcinoma survival by anatomic site - Merkel cell carcino...
› AADA President Kenn.	Inbox	AADA statement on physician assistant name change - View in brow...

»	App Store	Inbox	Enjoy your downtime with a new game - You're never too old for gam...	Apr 24
»	Apple News	Inbox	They Thought They'd Found \$500 Million in Gold. Then the FBI Swoo...	Apr 24
»	Apple Music	Inbox	Here's more music for your personal library. - Hear the best new relea...	Apr 24
»	Apple TV	Inbox	Weekend Watch: Magic Johnson's docuseries is now on Apple TV+. - P	Apr 24

**Sending 3 Emails Per Week from 3 'Friendly From' Addresses
VS.**

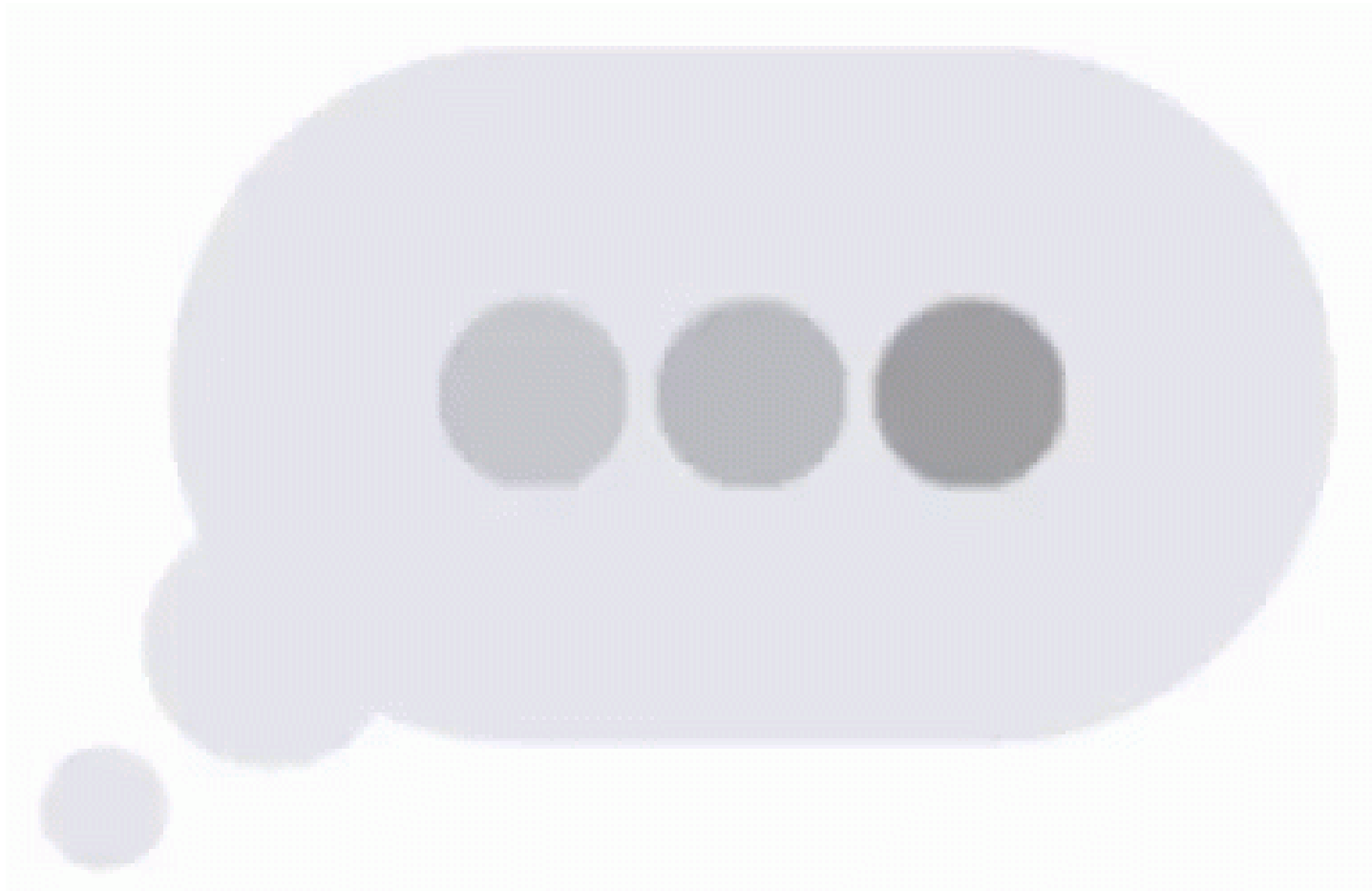
3 Emails Per Week from 1 'Friendly From' Address

Using 3 'Friendly From' Addresses:

BtoB Open Rate Increase: 41%

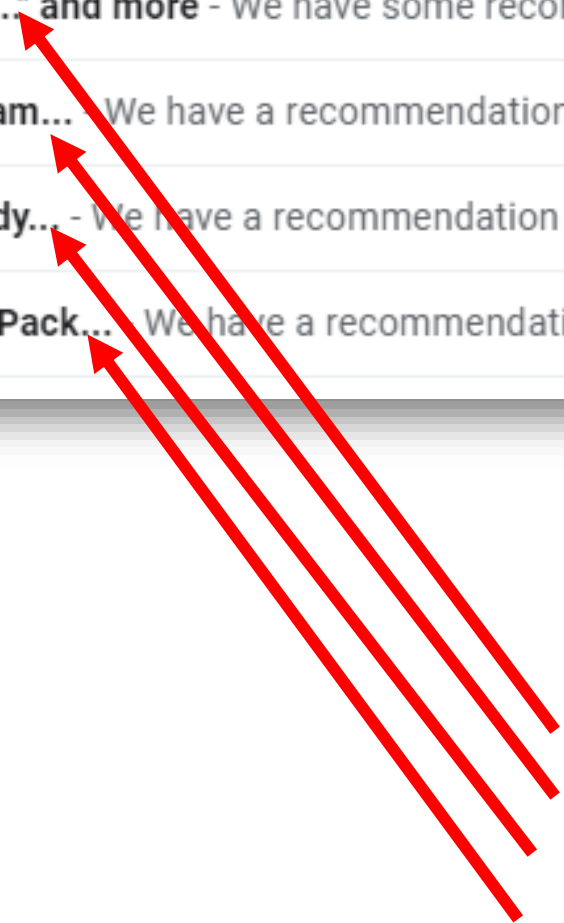
BtoC Open Rate Increase: 34%

Why Do People Open Emails?



- **The Keynote Speaker Is...** 
- **Have you seen...** 
- **For HR Pro's Only...** 
- **The 2022 Industry Trends...** 
- **The Sale Starts In...** 
- **The Winner is...** 

» Amazon.com	Inbox ./	"Grandma's Chocolate Chip..." and more - We have some recommend...	Jul 21
» Amazon.com	Inbox ./	Glico Pocky, Chocolate Cream... We have a recommendation for you...	Jul 19
» Amazon.com	Inbox ./	M&M'S Milk Chocolate Candy... - We have a recommendation for you ...	Jul 15
» Amazon.com	Inbox ./	4 Pack Rainbow Fidget Toy Pack... We have a recommendation for y...	Jul 14



Going, going... > Inbox x



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Sun, Sep 5, 7:00 AM (5 days ago)



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18

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Thu, Sep 2, 11:08 AM (5 days ago)



Confessions of Apple's Mail Private

Thursday, Sep

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It's time for class...

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Mon, Aug 2, 12:02 PM



Agile Email Marketing 101

Class is in session August 5th—join us!

Save my spot

... = SUSPENSE:
‘...’ At End of Subject Lines:
BtoB: 31% Higher Average Open Rate
BtoC: 28% Higher Average Open Rate

I have a big question for you ...

SHRM BWBW Logo.jpg September 9-12, 2021 | Las Vegas & Live Online Register

Tuesday, July 13, 2021

@9:13 am



September 9-12, 2021 | Las Vegas & Live Online

[Register](#) | [Convince Your Boss](#)



ional,

ever, flexibility is key, especially when it comes to the workplace.
If you want to participate in [SHRM Annual Conference & Expo 2021](#)
September 9-12, in person or live online, there is an option that fits your
out the differences and similarities between the two options.



The in-person pass is best for:

- Those itching to travel again and to reunite with the HR community in



The live-online pass is best for:

- Anyone who can't or prefers not to

Quick TIP

TIPS is Surging!

Last 3 Months:
'Tips' in Subject Line
Increases Open Rate:
Business – 21%
Consumer – 19%

Marketing Insider G.	Inbox	7 Content Writing <u>Tips</u> Every Writer Needs to Know - View this email in your browser 7 Content Writing Tips...	8:01 AM
Evernote	Inbox	5 <u>tips</u> for digital decluttering - Keep your workspace clear and focused with Evernote. ...	Apr 25
Flipboard Foodies	Inbox	Small <u>cooking tips</u> that make a big difference - Plus, how you prep your garlic affects its taste. Small Coo...	Apr 21
AWeber Team	Inbox	The #1 <u>tip</u> to get emails out faster - It's not what you think it is. Have the courage to hit send on your emails...	Apr 21
eMarketer Editors	Inbox	[Analyst Report] US Programmatic Video Trends and <u>Tips</u> - How marketers are successfully using video ad...	Apr 20
TrueIdentity	Inbox	Car Insurance <u>tip</u> for Jay - An offer for TrueIdentity customers An offer for TrueIdentity customers View in ...	Apr 19
Shutterfly Ideas .	Inbox	Special delivery: HOT <u>party tips</u> for the grad + an EXCLUSIVE OFFER for you! - Just for you: 50% off everyth...	Apr 19
PCMag Lab Report	Inbox	20 <u>Tips</u> for Working From Home / The Best OLED Laptops / Nintendo Switch Sports Is Motion-Controlled ...	Apr 12
Uber Eats 2	Inbox	Easter prep: our <u>top tips</u> - 🐰 Did some-bunny say delivery? Uber Eats Make Easter effortless Nearly everyth...	Apr 11
HubSpot Blog, Websi.	Inbox	7 <u>Tips</u> for a Better Mobile Website Experience [New Research] - Over 50% of global web traffic comes from...	Apr 11
CIO Analytics and M.	Inbox	10 <u>tips</u> for getting started with decision intelligence - CIO News and insights on maximizing the value of da...	Mar 30
Crate & Kids	Inbox	4 <u>Tips</u> to Transition from Toddler to Big-Kid Room - Keep it tidy with strategic storage, multifunctional fave...	Mar 28
Wells Fargo Online	Inbox	Payment scams: 3 <u>tips</u> to help protect yourself - Catch the scam before it catches you — what you can do. ...	Mar 24
Walgreens	Inbox	From skincare <u>tips</u> to Rx savings, your wellness guide is inside! - Learn about the potential benefits of Vita...	Mar 24
Total Retail Report	Inbox	5 <u>Tips</u> for Retailers to Recover Lost Revenue From Holiday Returns - Make sure you receive this newsletter...	Mar 24
Search Engine Journ.	Inbox	SEJ Today: 7 <u>Tips</u> For Landing Your Dream SEO Job - Get the latest SEO, PPC, content marketing, and socia...	Mar 23
West Elm	Inbox	Wake up on the right side of the bed—HERE are some <u>tips</u> on getting the most out of your bedroom... - No ...	Mar 21
Apple News	Inbox	Three NATO leaders visit Kyiv, expert <u>tips</u> for better sleep, and more - Here's what you need to know. ...	Mar 16
Walmart Fashion	Inbox	You'll ❤️ these <u>tips</u> from our creative director - 5 ways to upgrade your look. ...	Mar 15

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