

INBOUND

CRITICAL EMAIL MARKETING TECHNIQUES TO CRUSH THE COMPETITION

JAY SCHWEDELSON

#INBOUND2020

30 Seconds On Who I Am?



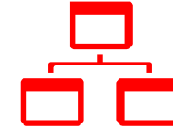
NEW CUSTOMER ACQUISITION PROGRAMS

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 LAST 30 DAYS.

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.



It Finally Happened...
EMAIL IS COOL!

KEY EMAIL METRICS FROM: UPDATED: LAST 30 Days

- Inbox Activity: **UP 22%** VS. January
- B2B Open Rates: **UP 16%** VS. January
- B2C Open Rates: **UP 25%** VS. January
- Email Newsletter Open Rates: **UP 19%** VS. January
- Email Sign-Ups: Open Rates: **UP 40%** VS. January

What does this mean?

KEY EMAIL METRICS FROM: UPDATED: LAST 30 Days

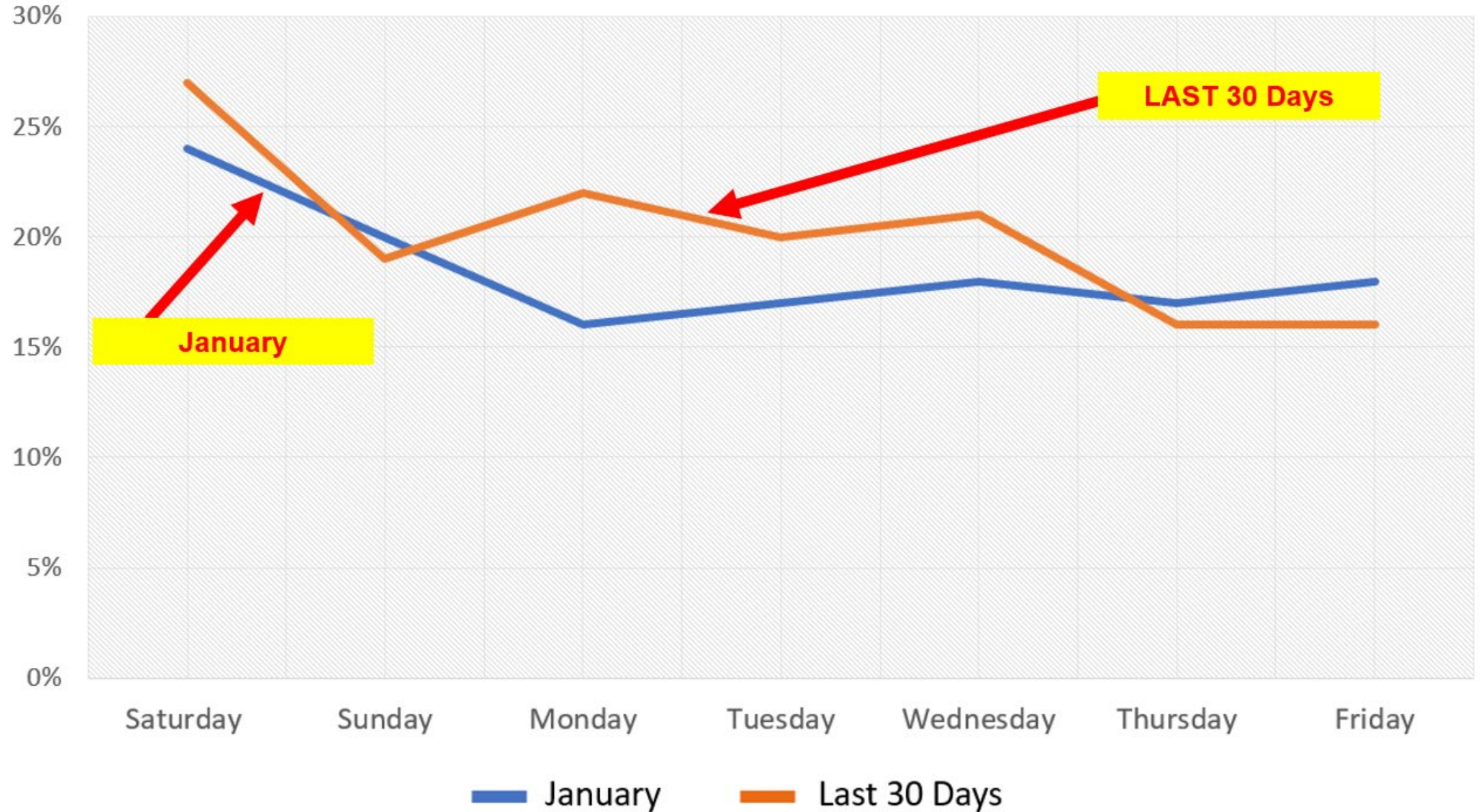
- Inbox Activity: **UP 22%** VS. January
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- Email Sign-Ups: Open Rates: **UP 40%** VS. January

**This is the time to test everything!
Try as many new ideas as possible.
These metrics may disappear in 30 days...**

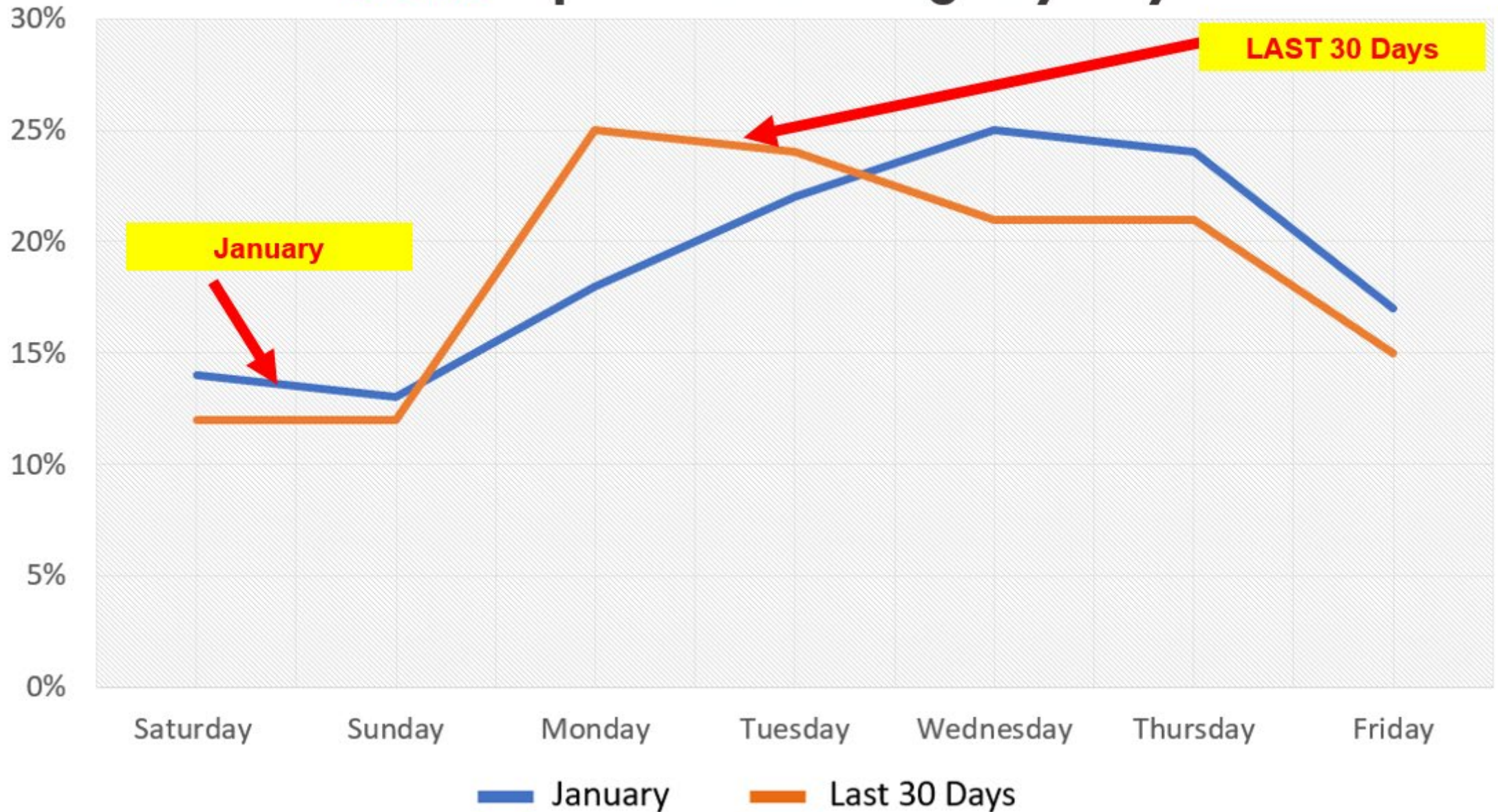
**Has your life changed in
the last 6 months?**

**Your Email Performance
Has Also...**

BtoC: Open Rate Average by Day



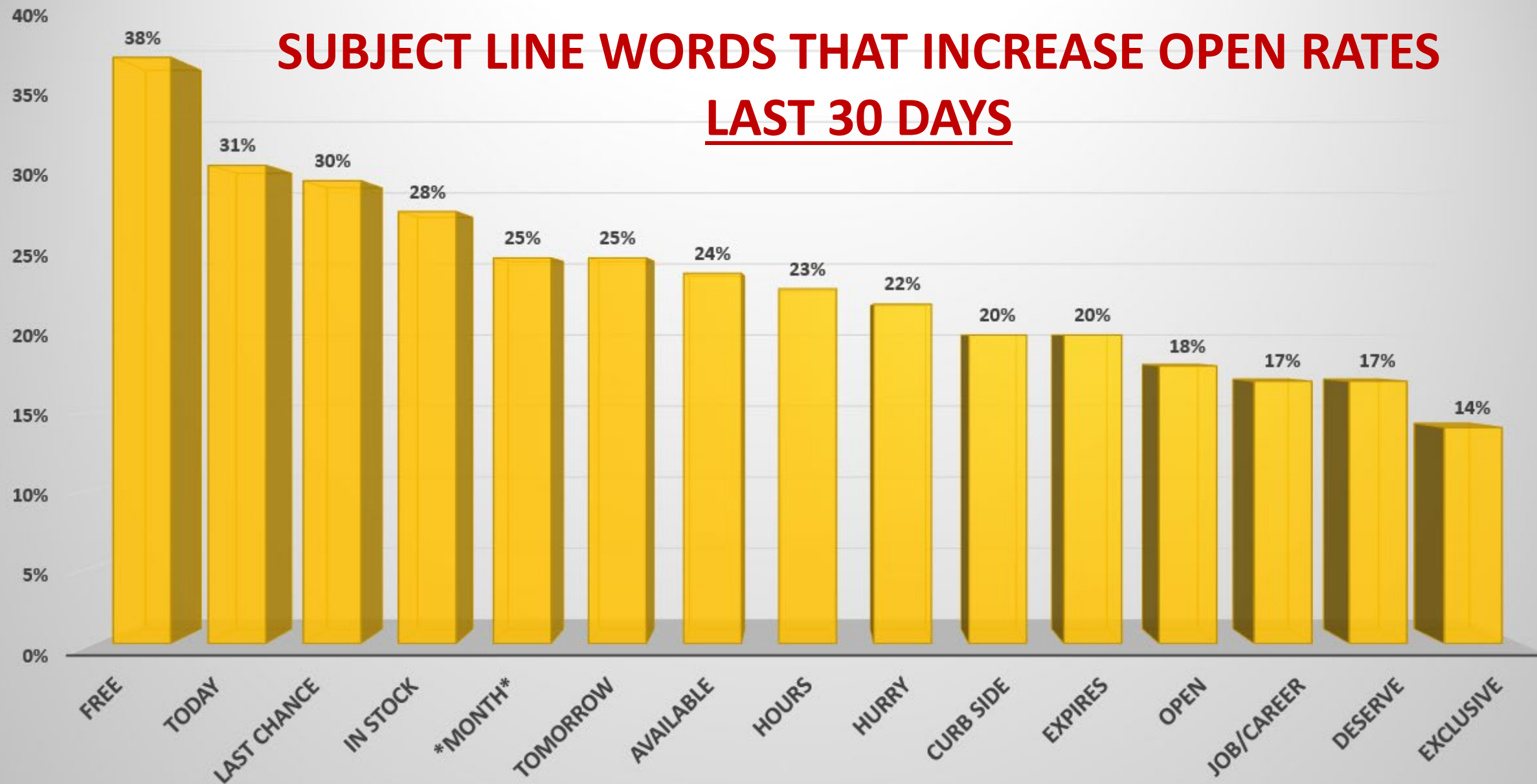
BtoB: Open Rate Average by Day



**DAY Of The Week is
a BIG Variable...**

**But What 'Small'
Things Should I
Test Right Now?**

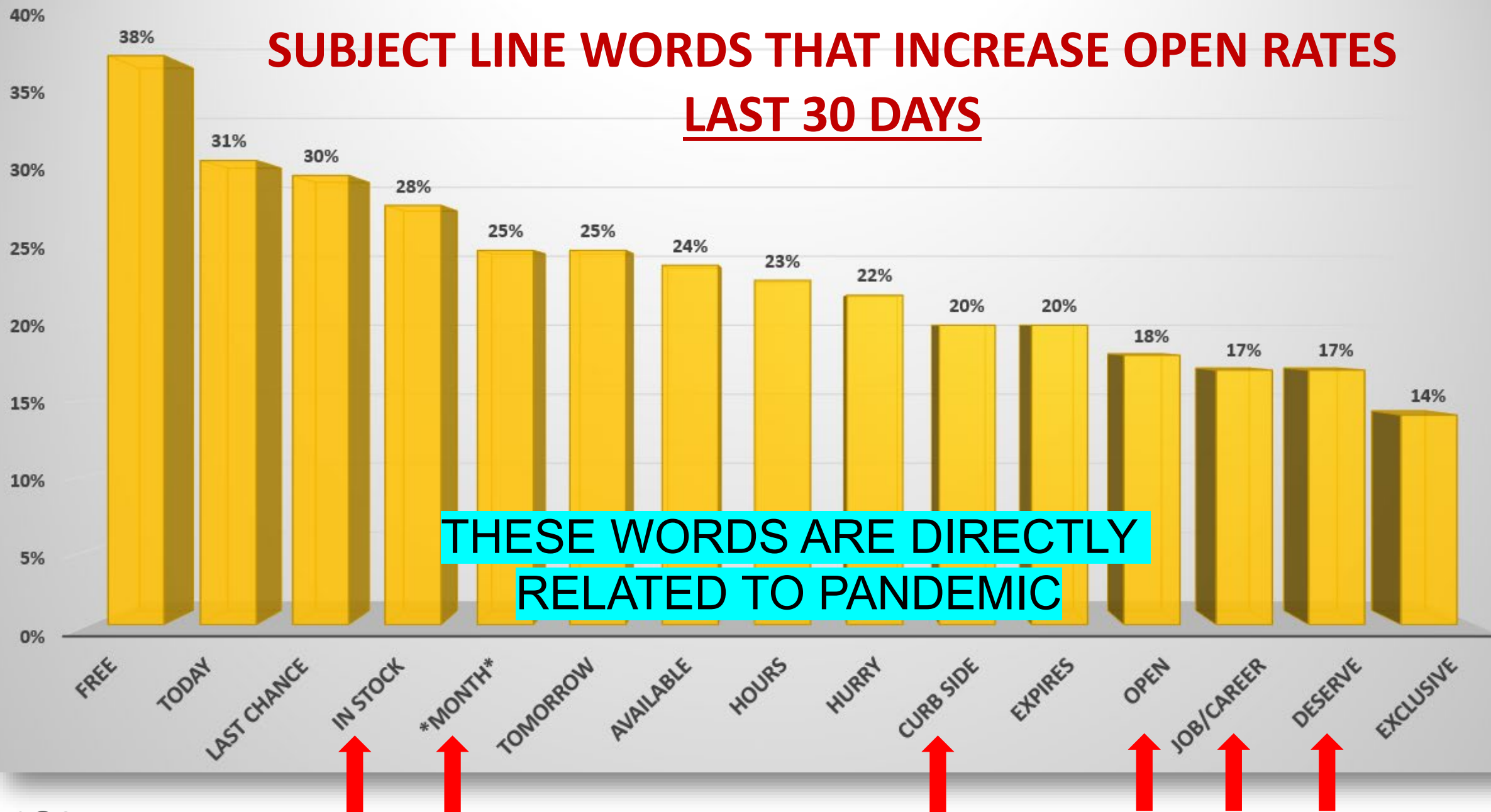
SUBJECT LINE WORDS THAT INCREASE OPEN RATES LAST 30 DAYS



FACT: Emails With Offers
That Expire Have a 67%
Higher Overall Response Rate
for BtoC and 51% for BtoB.

SUBJECT LINE WORDS THAT INCREASE OPEN RATES LAST 30 DAYS

THESE WORDS ARE DIRECTLY
RELATED TO PANDEMIC






PPP Funds Still Available! > Inbox X

First Home Bank SBA <@creditbench.com> via bf03.hubspotemail.net

to me

1HB FIRST HOME BANK



PPP FUNDS STILL AVAILABLE

The Future May Be Uncertain, But We're Ready For It

First Home Bank is helping small businesses nationally by funding Paycheck Protection Program Loans. By helping business owners get through these tough times, we help keep doors open, people employed, and dreams alive.

The Paycheck Protection Program funding has been extended through August 8 and we

Now In Stock: NBA Face Coverings > Inbox X

NBAStore <email@emil.store.nba.com> Unsubscribe

to me

All NBA proceeds Will Go To The All in Challenge Foundation, Feeding America™ & Food Banks Canada.

NBA Store
A Fanatics Experience

SHOP BY TEAM MEN WOMEN KIDS

LIMITED TIME


FREE SHIP
ON ALL U.S. ORDERS

*SOME EXCLUSIONS

NOW IN STOCK

NBA FACE COVERINGS

All NBA proceeds from the sale of licensed Feeding America™ and Second Step™



SHOP NOW >>

Extra 20% off your self-care routine. You deserve a break > Inbox X

Walgreens.com <Walgreens@e.walgreens.com> Unsubscribe

to me


Pharmacy Photo Contacts Shop

Click here or see below for all offer terms & conditions.

Self-care is in session

Extra 20% off

when you spend \$50+ on beauty & personal care with code SELF CARE



joy
the pink one.

Subject Line: Mask Restock! 😊

Alert: Items Low in Stock > Inbox X


Cuts Clothing email@cutscl.com via ksdt1.klaviyomail.com

to me

CUTS


LOW STOCK ALERT

Inventory is low on the following Cuts.
Grab 'em before they sell out!



Stone Grey Crew Box Cut

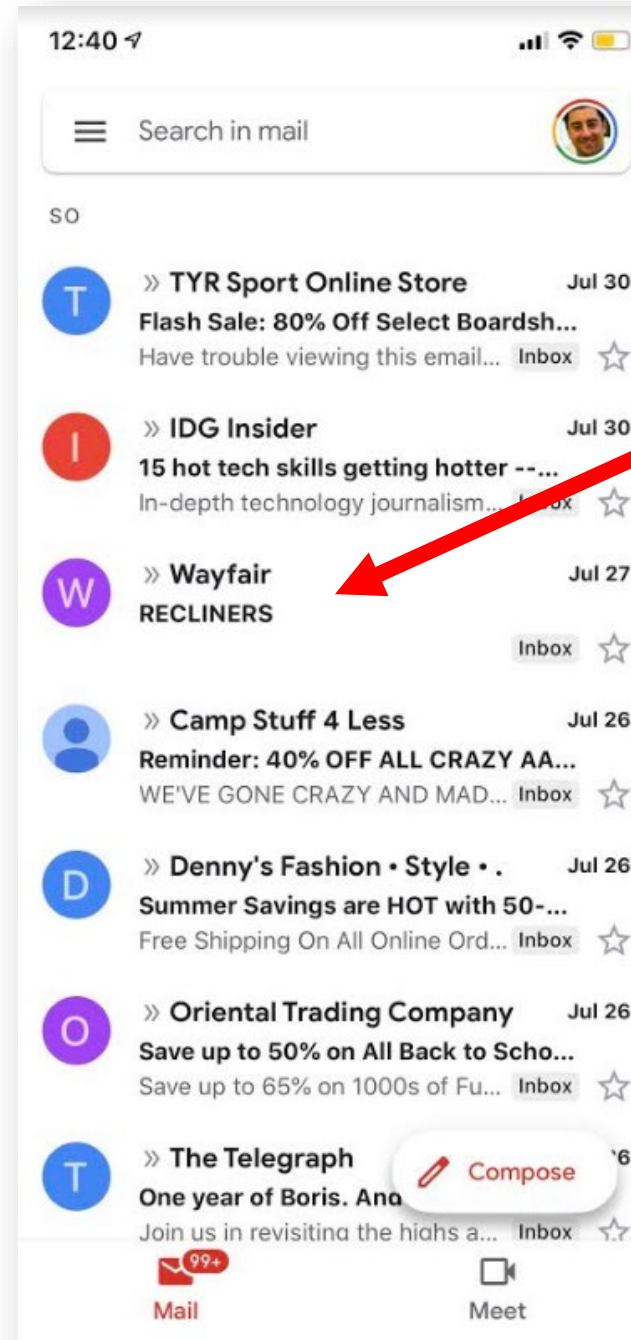
Shop Now



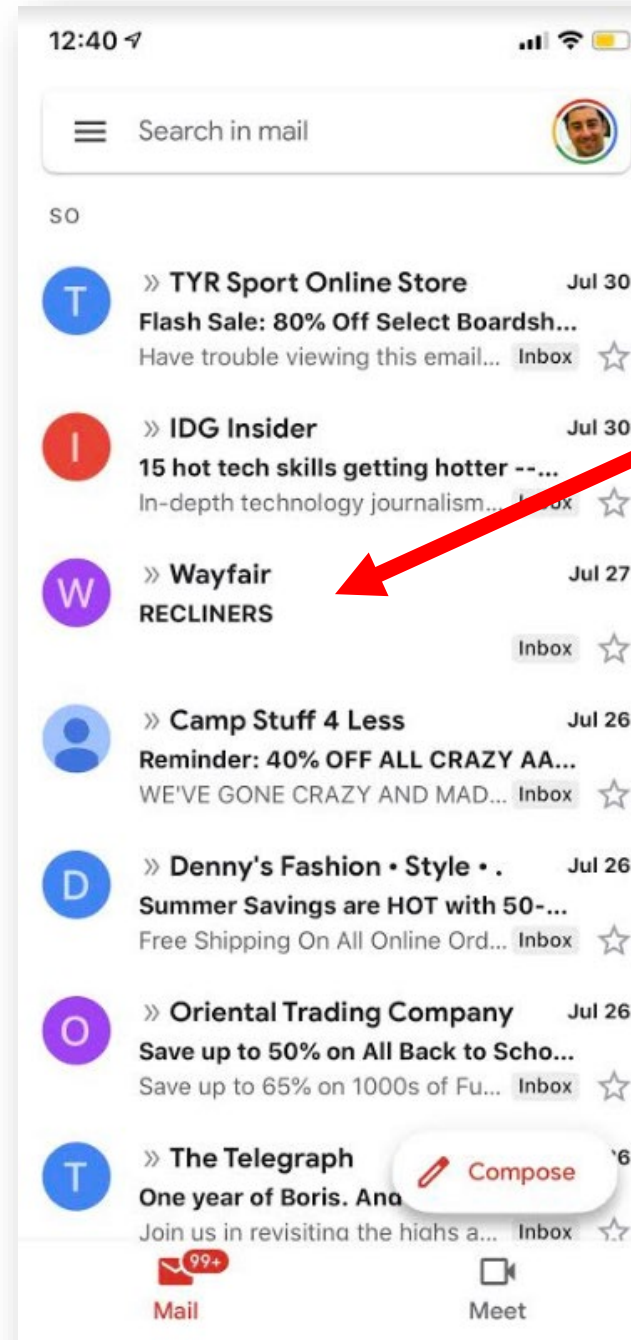
Honeycomb Crew Curve-Hem

Shop Now

**What
STANDS
OUT To You?**



**What
STANDS
OUT To You?**



LAST 30 DAYS:
**9% of Subject Lines Have LESS
Than 20 Characters...**

**Subject Lines With LESS Than 20
Characters Have OPEN RATE
INCREASE:**
B2B = 27%
B2C = 29%

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 = 15%

B2C = 19%

Source: Worldata Research

**Be Nice and
Increase Your
Response Rate!**

SHRM

MEMBERSHIP

CERTIFICATION

HR TODAY

RESOURCES

LEARNING

EVENTS

Q

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DIGITAL DOCUMENTS MANAGEMENT AND E-SIGNATURE OPTIMIZE THE NEW HR

Digital Document Management and E-Signature Optimize the New HR

Offered by: Adobe

HR's role is changing, leaving less time for manually-completed, internal, employee-management processes. Digital document management and e-signature solutions help HR communicate faster, reconcile compliance issues more accurately, and generate approvals more efficiently. Aberdeen found that organizations realized 2.8x return on investment in productivity gains from e-signature solutions like Adobe Sign.

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IMPORTANT WITH HIGH UNEMPLOYMENT:
‘Opening Up’ Business Landing Pages to Consumer Domains Will Increase Registrations by 22%



Report

The Importance of Voice of Customer (VoC) in Times of Crisis

How to listen and act in times of crisis



During times of crisis, it's important for businesses to maintain communication with their customers for transparency and open dialogues. This is due in part to the fact that consumer behavior has drastically shifted toward using digital channels to keep in touch with others and to interact with businesses.

and action of customer feedback can sometimes actually increase.

In this report, you will see how digital channels during the coronavirus times of crisis.

Included in this report:

- Current feedback trends from Usabilla during COVID-19
- How you can adapt to unprecedented changes in digital traffic
- How brands are staying in touch with customers digitally
- Actions that you can take with the voice of your customers that can protect your business

GET THE REPORT

* jay@gmail.com
* Jay
* Schwedelson
* VP
* 555555555

Country: United States

HOW

I acknowledge that I have read and understand Usabilla, Inc.'s privacy policy. I agree to be contacted by Usabilla.

Sorry, free emails (like Gmail and Yahoo) not accepted.

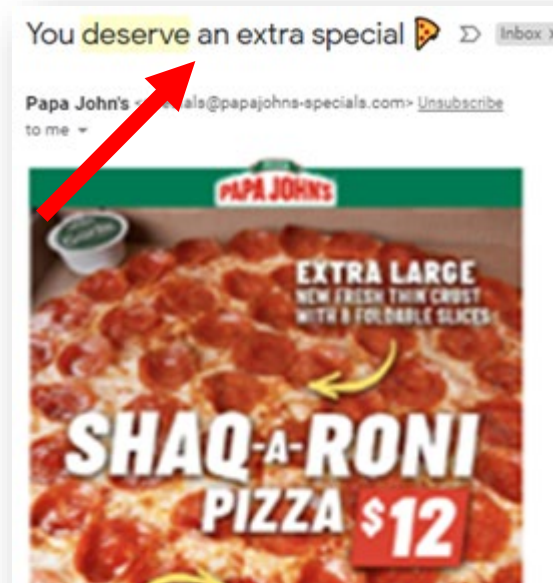
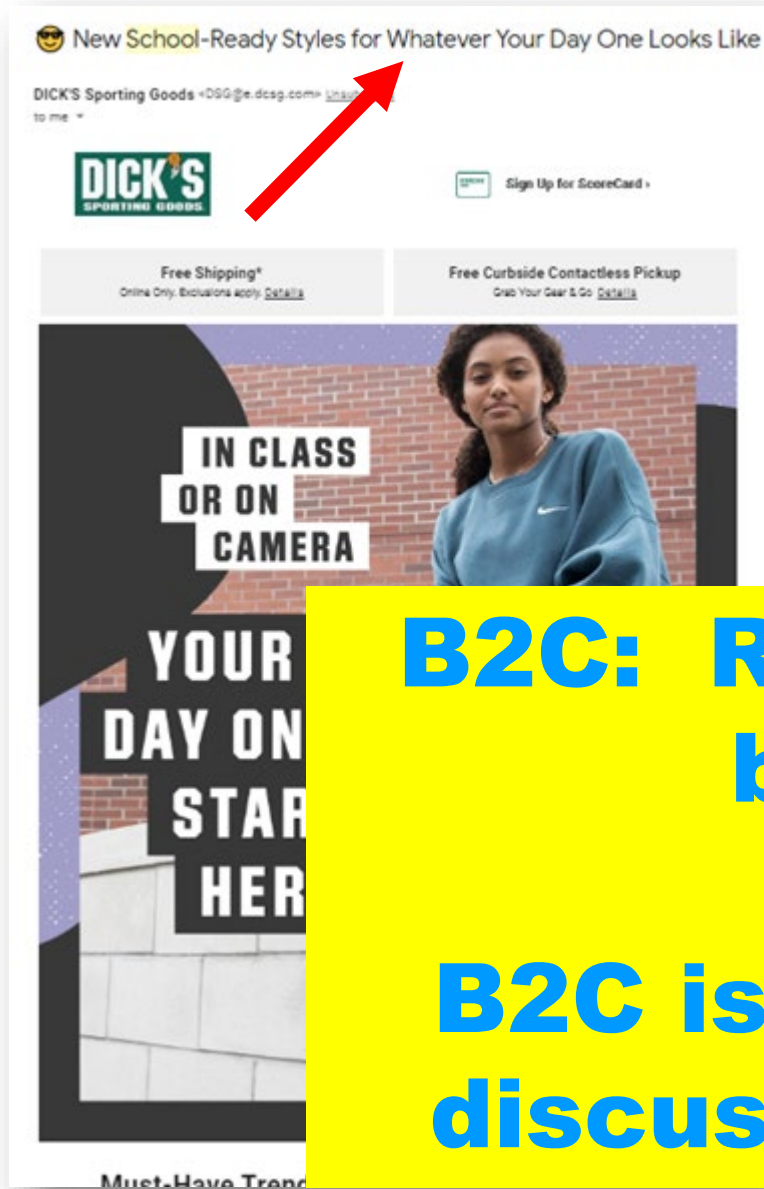
It's the right thing to do...And you will grow your database with 'life long' data.

BtoB vs. **BtoC** During Pandemic



B2B: No SUGAR-COATING Situation

B2B is driving big response by discussing the topic directly



B2C: Recognizes the pandemic but in subtle ways.

B2C is driving big response by discussing the topic indirectly

BtoB vs. BtoC

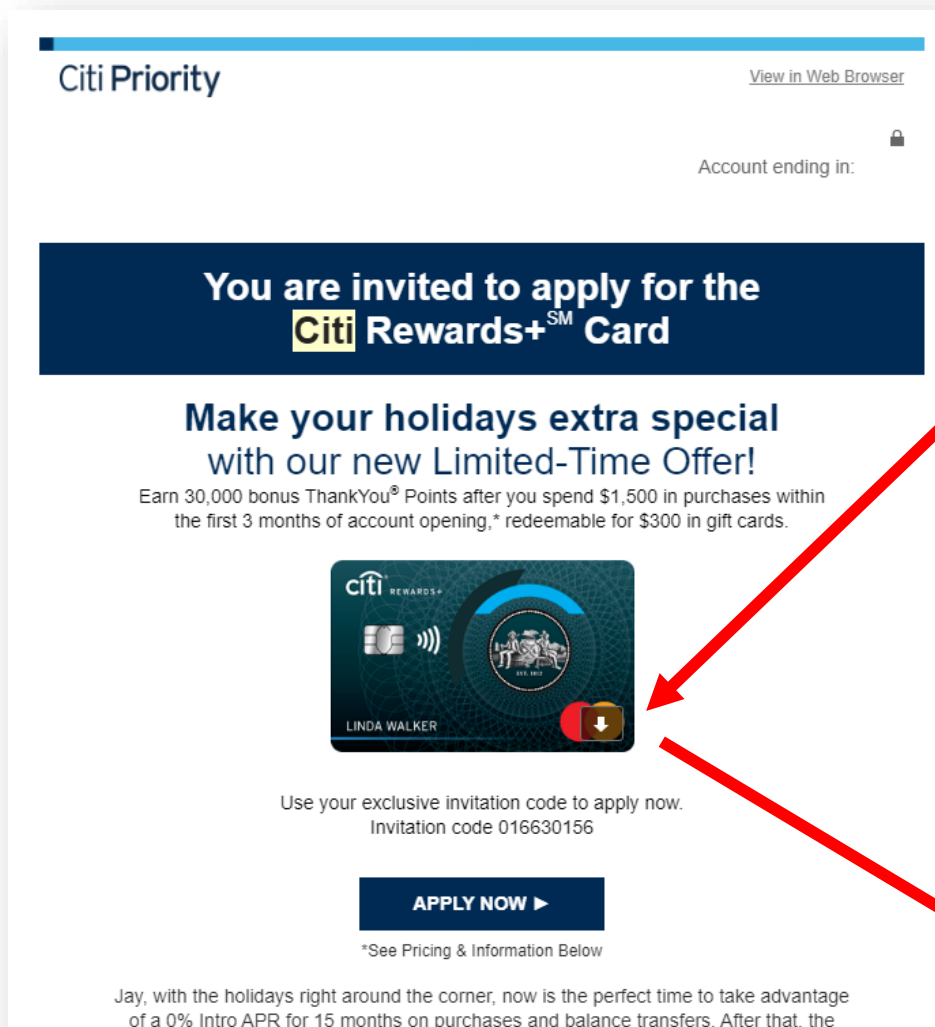
BOTH B2B and B2C Are Generating Increased Performance By Discussing Current Situation:

Email Subject Lines that 'Acknowledge Situation' Have Increased Open Rate:

B2C: UP 48%

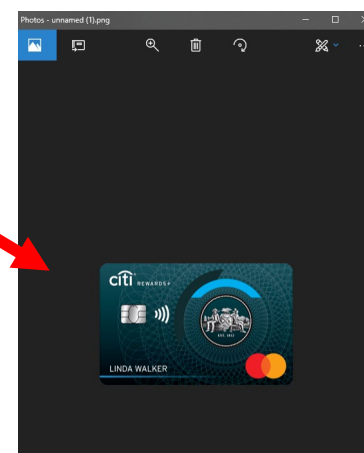
B2B: UP 34%

Annoying



In major email clients (Example: GMAIL) – if you don't set a link on an image it will be set as default as 'download image'.

When Primary Images Are Set for Download Default Overall Click-Through Rates drop by 22%



We talked about the 'good' words...

These are the 'bad' words!

Meeting – Negative 11%

Chat – Negative 12%

Quick – Negative 10%

Learn – Negative 8%

Urgent – Positive 38% But...

Training – Negative 8%

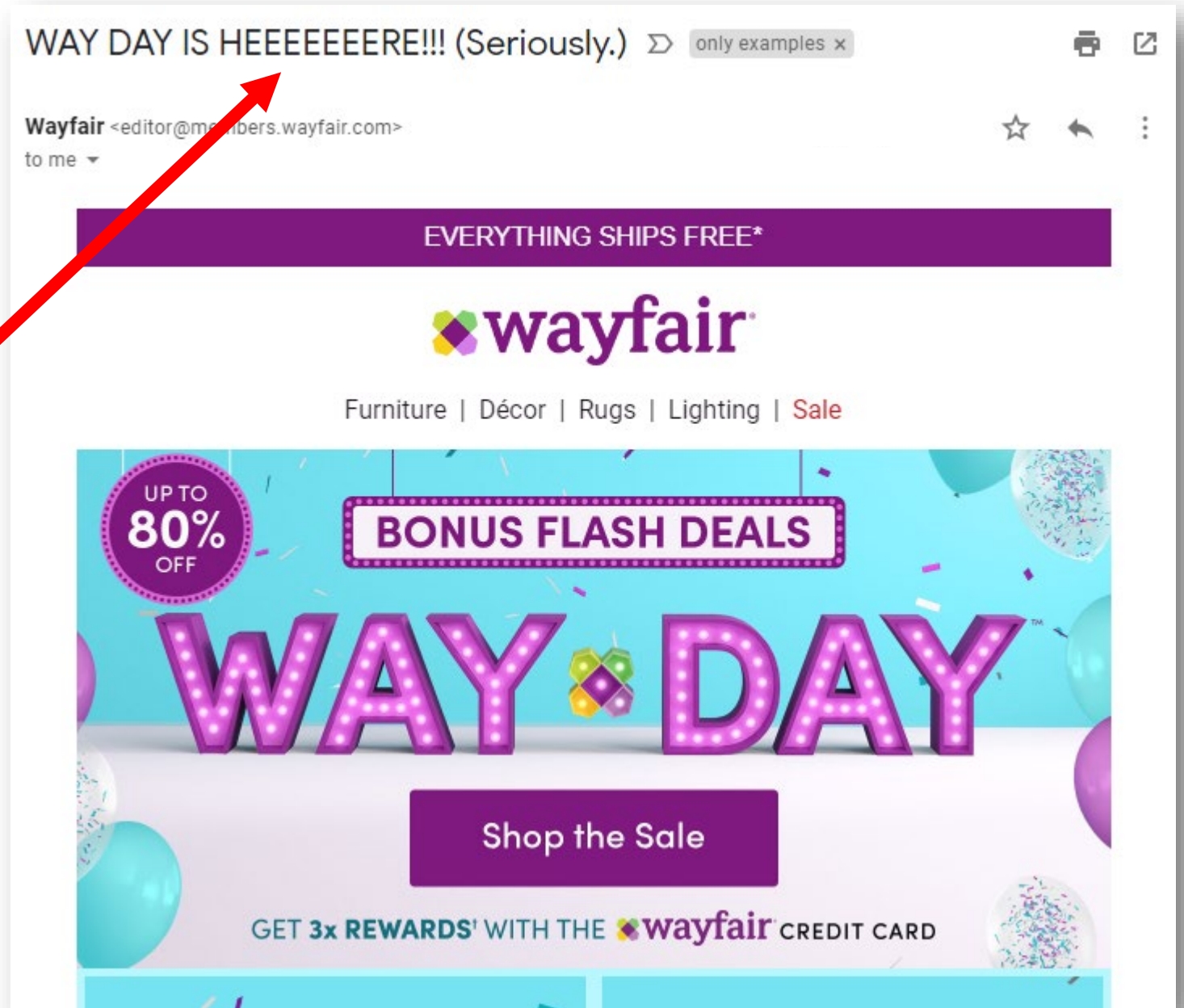
Remember – Negative 7%

Might – Negative 11%

Featured – Negative 6%

**Exaggeration
is Soooooooooo
Cool**

**Emails that
'exaggerate' spelling in
subject line have an
increased open rate of:
BtoC: 18%
BtoB: 14%**



Almooooost over! Hours left for 20% off + free shipping!



or examples x

west elm <westelm@mail.westelm.com> [Unsubscribe](#)

Thu Mar 21 2:12 PM



to me ▾

[Plus, up to 40% off bonus deals!](#)
[view this email with images](#)

VISIT YOUR LOCAL STORE

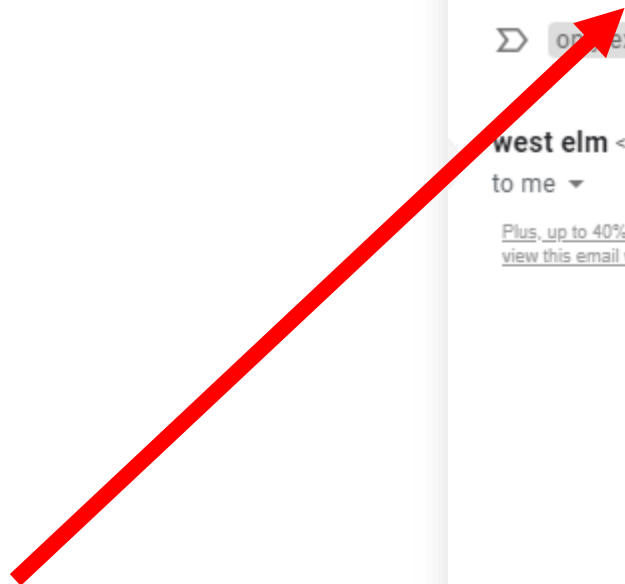
Village at Gulfstream Park, Hallandale Beach, FL

west elm

in stores + online

hours left!

20% off



NEW TREND:

**Condensed
Email Schedule**

Offer Related Email Message Schedule:

Before March 2020:

BtoC Average:
3x Touch over 2 Weeks

BtoB Average:
2x Touch over 2 Weeks

Offer Related Email Message Schedule:

NOW:

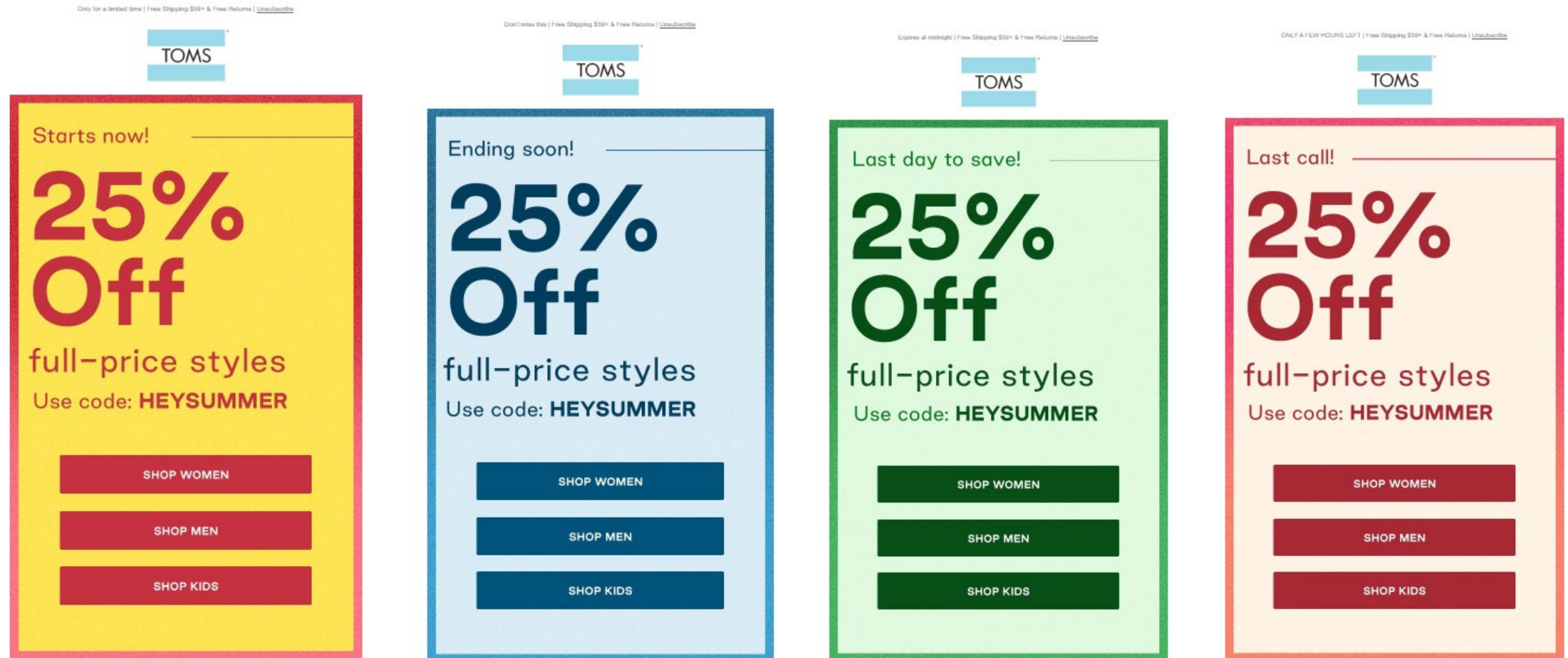
BtoC Average:
4x Touch over 2 Weeks

BtoB Average:
3x Touch over 2 Weeks

TOMS: 1 Offer – 6 Days – 9 Emails

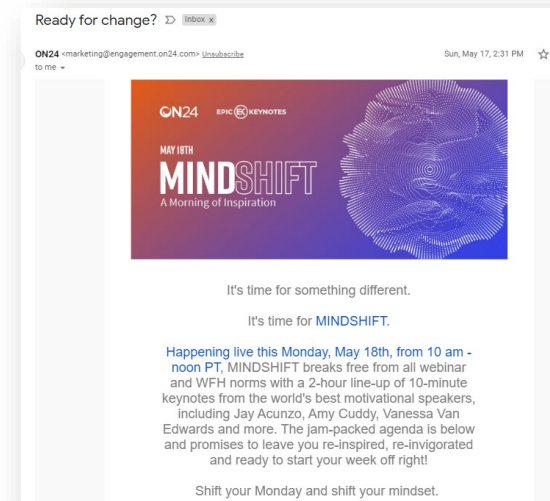
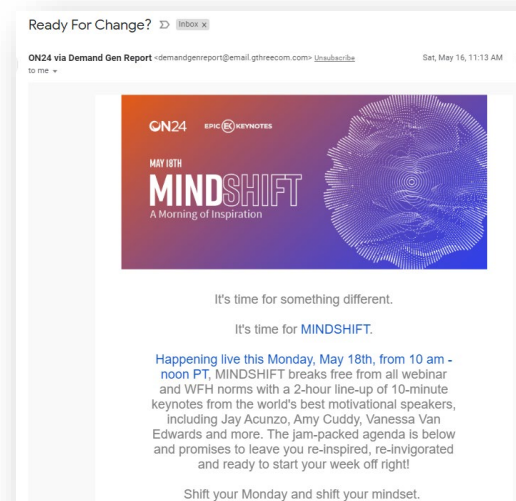
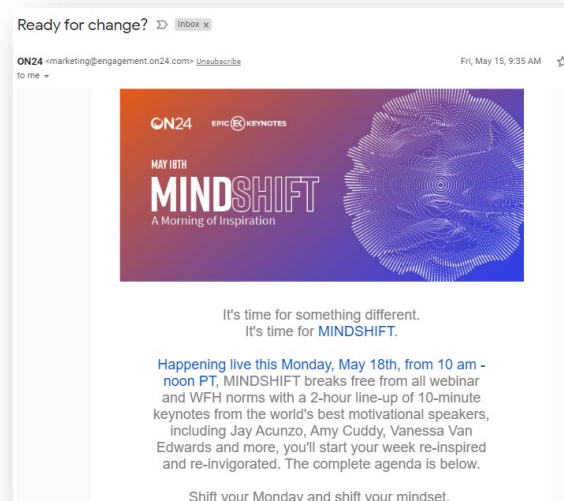
» TOMS	Inbox ▲ 25% off expires at midnight ▲ - ONLY A FEW HOURS LEFT ...	May 26
» TOMS	Inbox Last day! 25% off ends tonight - Expires at midnight Free Ship...	May 26
» TOMS	Inbox 25% off ends tomorrow ⌚ - Plus red, white & blue styles Free ...	May 25
» TOMS	Inbox Red, white & blue Classics 25% off - For women, men & kids ...	May 25
» TOMS	Inbox Hurry! SALE ends soon - 25% off is almost over Free Shipping...	May 24
» TOMS	Inbox ALMOST OVER! 25% off 🕒 - Don't miss this Free Shipping \$5...	May 24
» TOMS	Inbox NEW & improved for him 25% off - Men's edit: Alpargatas & C...	May 22
» TOMS	Inbox 25% off is here, but not for long.... - Only for a limited time Fr...	May 21
» TOMS	Inbox ✨ 25% off STARTS NOW ✨ - Only for a limited time Free Sh...	May 21

9 Emails in 6 Days...



ON24: 1 Offer – 3 Days – 3 Emails

☆ ▶ ON24	Inbox Ready for change? - © 2020 ON24 Inc. All Rights Reserved. If you no longe...	May 17
☆ ▶ ON24	Inbox Ready For Change? - It's time for something different. It's time for MINDSH...	May 16
☆ ▶ ON24	Inbox Ready for change? - © 2020 ON24 Inc. All Rights Reserved. If you no longe...	May 15



Offer Related Email Message Schedule:

NOW:

BtoC – Same Offer – 2 Week Period:
4x vs 2x Touch = 64% ↑ Response Rate

BtoC – Same Offer – 2 Week Period:
4x vs 2x Touch = 47% ↑ Response Rate

Last 30 Days - 2 Days IN A ROW:

2x Touch For Offer:

**Email Offers Sent Two Days in Row
(vs. Over Four Days) has a
28% Higher Response Rate B2C
24% Higher Response Rate B2B**

**This is Huge. Allows For More Offers To Get
Out and More Leads/Products Sold.**

“New” in Subject Line is Surging! Last Week Was a Long Time Ago...

BtoC – Open Rate Boost 22%
BtoB – Open Rate Boost 17%

☆	»	eBay	Inbox	Get 50% off adidas for your new summer look. 😎 - S...	Jun 3
☆	»	Fanatics.com	Inbox	New Styles & 3-Packs! MLB Face Coverings - FREE S...	Jun 3
☆	»	Event Marketer Job .	Inbox	5 new event marketing jobs - EM Job Flash Subscribe ...	Jun 3
☆	»	Alignable	Inbox	Jay, what are 105 new leads worth to Worldata? - Find...	Jun 3
☆	»	Williams Sonoma	Inbox	Introducing the NEW Le Creuset Skinny Grill - Plus, gr...	Jun 3
☆	»	Demand Gen Report	Inbox	Visualize Your Channel Ecosystem In A New Way - Ins...	Jun 2
☆	»	Condé Nast Traveler	Inbox	New Air Travel Health Regulations Will Likely Stick Ar...	Jun 2
☆	»	Lenovo for Small Bu.	Inbox	On sale now: the new X1 Carbon - Plus, ThinkPads sta...	Jun 2

Quick Tips



**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

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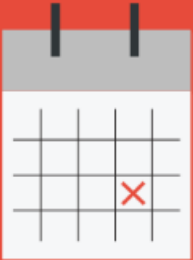
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The New York Times [View in browser](#)

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.

**Quarantining is
Boooring...
Your Emails
Don't Have to Be**

LAST 30 DAYS:
When Animated GIFs are Used
Within an Email Message
Click-Through Rates Increase by:
31% (Consumer)
27% (Business)

MASKS ARE BACK IN STOCK Σ Inbox x

MOTHER <motherslittlehelper@motherdenim.com> [Unsubscribe](#)
to me ▾

Fri, May 29, 4:47 PM (5 days ago)

MOTHER

Women

Men

Sending Good Vibes

LET'S FACE IT



Source: Worldata Research

Our book is out today!

WHAT ARE YOU WAITING FOR?

ORDER NOW



Introducing the New Sprout App for iPhone & iPad

DOWNLOAD NOW



Summer adventures with 20% off at [Boden](#)

mini
Boden

WOMEN · MEN · GIRLS · BOYS · BABY · CLEARANCE

20% OFF PLUS FREE SHIPPING & RETURNS ON ORDERS OVER \$49

BAGS of TRICKS

Out-of-this-world prints for Summer adventures and lots of pockets for storing treasure – our **backpacks**, **lunchboxes** and **pencil cases** are the leaders of the pack



SHOP GIRLS

SHOP BOYS



LAST 30 DAYS BtoC Top Email Offers

- **Free Shipping**
- **Online Only**
- **Pickup/No Contact Pickup**
- **Gift With Purchase**

LAST 30 DAYS BtoB Top Email Offers

- **Virtual Event**
- **Webinar**
- **Free Trial**
- **Whitepaper/Industry Report**

Brands Using Emoji's in Their Subject Lines Have Increased Open Rates:

Last 30 Days

BtoC = 17%

BtoB = 14%



**92% of All Emails Received
(BtoB and BtoC) Can View
Emoji's/Symbols**

**Don't Tune This Out Because It
Sounds Silly.**

All Emoji Info You Need...

<https://unicode-table.com/en/>

<https://unicode.org/emoji/charts/full-emoji-list.html>





















<https://emojitranslate.com/>

<https://emojipedia.org/>

Most Used in Subject Lines:

Red Heart	Registered Trademark	Beaming Face with Smiling Eyes	Smiling Face with Heart-Eyes	Christmas Tree	Eyes	Wrapped Gift	Ghost	Raising Hands	Thumbs Up
❤️	®️	😄	😍	🎄	👁️	🎁	👻	🙌	👍

PAST 5 DAYS: Fastest Growing 'Word' is FUN

<input type="checkbox"/>  	shopDisney Disney.	Inbox	Backyard Fun Savings Event Starts Now - Backyard Fun Savings Event" style="display: block;" width="640" height="100px;"/>
<input type="checkbox"/>  	Peter Glenn Ski & S.	Inbox	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	Inbox	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.	Inbox	Thank You, Teachers! Shop Fun Teacher Gifts Online! - TOO FUN NOT TO FOLLOW! http://click.ebuildabear.com
<input type="checkbox"/>  	Oriental Trading Co.	Inbox	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	Inbox	💰 Make the most of that stimulus. 🏠 Have fun inside with 🧵 sewing kits, 🎮 games & 🎮 more! - 🏠 Have fun
<input type="checkbox"/>  	Justice	Inbox	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	Inbox	Start a fun series! - just as fun, tricky, and suspenseful — including a few directly inspired by Holmes and Watson
<input type="checkbox"/>  	Apple Arcade	Inbox	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	Inbox	Turn up the fun with these at-home learning games - Maintain learning from a distance -----

A pair of hands holds a white rectangular sign against a bright blue sky filled with fluffy white clouds. The sign features the words "FREE" and "STUFF" in a large, bold, dark red sans-serif font, stacked one above the other. The hands are positioned at the bottom corners of the sign, with fingers gripping the edges. The overall scene is bright and cheerful, suggesting a promotional or celebratory context.

**FREE
STUFF**

NEW: IF YOU WANT **UPDATED 2020** CALENDAR PLEASE EMAIL ME

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

For Calendar:
JayS@CorpWD.com

@Worldata



SubjectLine.com

Last updated on:
Monday, August 19, 2019

SubjectLine.com



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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.

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

Enter Your Subject Line Here...

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Top Data Hygiene Service Providers



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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](#)



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Thank You!
Stay Safe!

For Slides and Calendar: JayS@CorpWD.com