Email Templates

How the No. 1 maker of mobile accessories tweaked promo emails to produce a 152% increase in revenue per email

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Jessica Andreasen is the email marketing expert on ZAGG's Internet marketing team and has been in the trenches of this fast-evolving email space for the past seven years.

She has worked with Spark Networks, Overstock.com and FamilyLink.com. Leveraging her creative and analytical sides, Andreasen has a track record of optimizing deliverability, targeted segmenting, testing and nurturing programs.
From “backyard workshop” (2005) to publicly traded (2007)

Rated No. 1 U.S. mobile accessories company

Products available at all major retailers
Discount Fatigue

“As retailers succumb to a near-constant state of discounting, customers have become numb to those discounts ... it takes such a large discount to even get our attention now.”

-E-commerce site owner

Source: USA Today, Dec. 19, 2013
Discount Fatigue

“I delete so many emails ... unless it’s something specific that I’m looking for, I don’t even read it. It just becomes noise.”

-Consumer

Source: USA Today, Dec. 19, 2013
For the executive team

#SherpaEmail
We wanted our effort to be as much data driven as designer driven, so our first conversation was with the Web development team.
A new approach came organically as a result, leading ultimately to four tweaks that needed to be made to our email template.
1. Call-to-Action Amount, Location

*Instead of having two of the same calls-to-action, we reduced it to one*
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We decided to add narrative-style introduction copy.
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Supporting Content

We decided to remove the explanation header and increase the text size
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Email Banner Ad(s)

*We decided to eliminate space traditionally allocated to one or two ads*
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First, the design template needed to **disarm the customer**.

We attempted this by removing multiple calls-to-action and additional ad(s).
Second, the design template needed to **connect with the customer**.

We attempted this by adding text and personalization.

Jon, thank you ... 

... over 1 year ...
Third, the design template still needed to deliver value to the customer.

We attempted this by enlarging and simplifying text as well as programming a personalized image of award choices.

#SherpaEmail
<First Name>, thank you for being a ZAGG customer for over 1 year! We’re so happy you’re a part of the ZAGG family and want to celebrate by giving you a gift. For the next few days, purchase anything on the site over $9.99 and choose any one of the below items for free!

Spend over $9.99 and get one of these products FREE!

Choose Your Gift >>

The promo was inserted and the campaign launched.

An email click sent customers to a landing page template.
The page template matches email personalization by adjusting available choices and the awards seal image.
Can these principles be applied to other promo campaign templates?
Even though this recent promo addressed a wider audience, we still applied discoveries to ensure that the template wasn’t getting in the way of our main message.
1. To help disarm, we used one primary call-to-action and placed it below the fold to prevent customers from dismissing it as an everyday promo.
2. To help *connect*, we reserved space in the headline and image section to let customers know why we are interrupting them.

... on gifts for your loved ones (and yourself).
3. And to *deliver* value, we ensured that *main imagery* had enough space to show product details and we *added text above the call-to-action* to give the “surprise” factor credibility.

Most discounts end at 11:59 p.m.
Summary of discoveries

• Collaboration is often the critical catalyst to great change.

• A template needs to be data driven as well as designer driven.

• **A template can’t get in the way of what you need to say.** To help prevent this, we:
  • Design to **disarm**,  
  • Design to **connect**, then
  • Design to **deliver**
Connect with us

- A copy of the slides
- Questions about the campaign and email templates
- Live email template optimization

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