

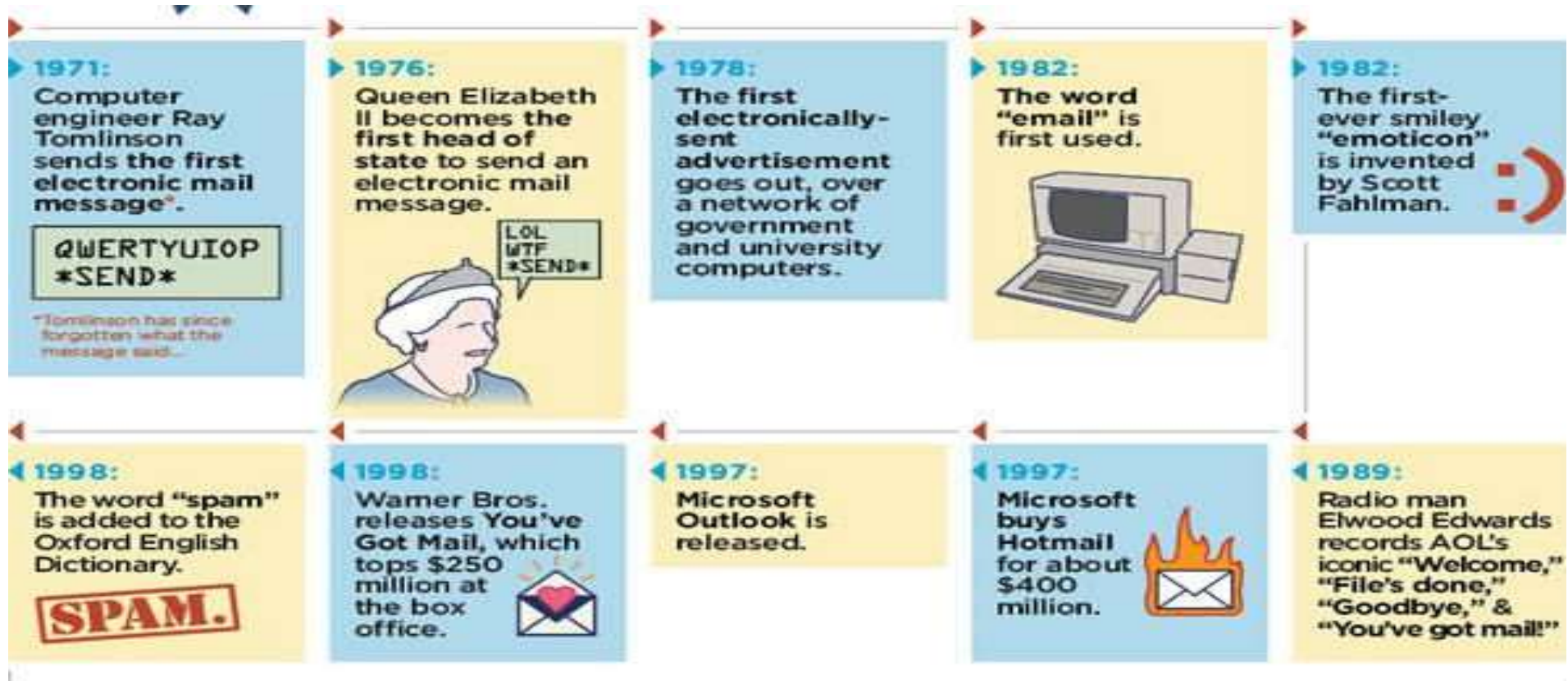
Email Marketing & Optimization

IIM Rohtak - Executive Certificate Program

13 Mar 2022

Dr. Mohit Lohani

Email celebrates 50 years



Source: Pinterest and CloudHQ Blog

DARPA standardizes email fields and functions

DARPA proposes a series of standard features for an email system for much of what we are familiar with today.

1971



First emails using the "@" symbol

Programmer Ray Tomlinson routes electronic mail to individual users, thus known as the "invention" of network email.

To:
From:

1973

CompuServe includes email in dial-up service

CompuServe launches first email program designed for home users to exchange messages.

1989



AOL mail: You've got mail

AOL turns internet mail from an add-on to a core feature, offering a free email address as part of its home dial-up internet.

1993



1996



Hotmail

Hotmail offers free web mail service to anyone with an internet connection, driving millions of people to sign up for free accounts.

Yahoo

Yahoo launched its free email service in 1997, adding another option for users to gain access to email outside of their internet provider.

1997



2004



Gmail

Gmail launches its free Gmail service on April 1, 2004, offering a full 1GB of storage to its users.

The iPhone

Email truly goes mobile on June 29, 2007 when Steve Jobs introduces the new iPhone.

2007



Email Marketing offers high ROI

- Email Marketing includes all kinds of emails to the customers
 - Promotion
 - Receipt
 - Information
 - Survey
- Considering its low cost, high coverage and specific metrics, it is considered the medium with the highest ROI.



What is Email marketing?

- Email Marketing

- Information & Deals
- Newsletters & Blogs
- Attachments: Files, ebooks, audio and video
- Invites for Webinars & Zoom calls
- Solicitations for apps
- Request for Account Creation
- Integration with Chatbots
- Confirmation and Receipts
- Feedback emails

- Benefits

- Easiest to use and share
- Cost Effective – No costs in transmitting the message
- Unlimited – No cap or restriction of coverage
- Access to Global Audience
- Customer Segmentation
- Easy Tracking of Metrics
- High ROI
- As per Direct Marketing Association and Demand Metric of marketers in the United States, email median's ROI was 122%, which was 4 times greater than any other marketing platforms such as social media, paid search etc.

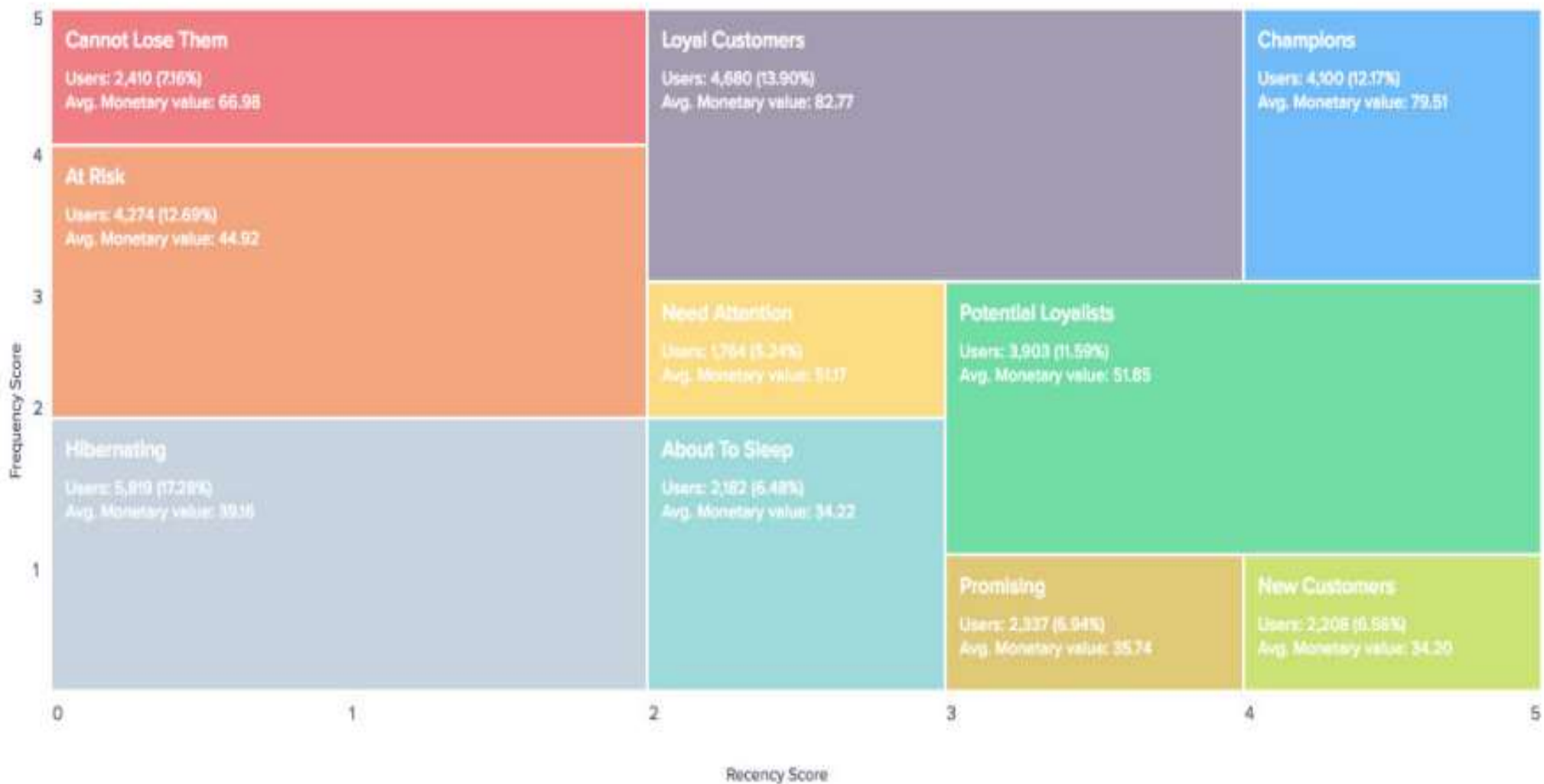


Steps to Email Marketing

- Collect Email addresses
- Segment Customers
- Email Copywriting
- Send Targeted Email Campaigns
- Analyze & optimize Email Campaigns
- Engage Your Subscribers

Email Marketing - Segmentation

- Segment the customers based on RFM/E
 - Recency: How many months earlier was the last contact
 - Frequency: How many interactions in a set period
 - Monetary or Engagement Level: Value of purchase or engagement metrics in a set period
- R,F,M/E is rated from 1-5 from lowest 20% to highest 20%
- Examples of Segmentation
 - First buyers
 - Repeat buyers
 - Interested buyers
 - High Value buyers
 - Discount Seekers
 - Renewal buyers
 - Subscribed buyers
 - Inactive buyers



Business Challenge

Which are the pertinent user segments within Automated Segmentation?

HOW DO I MAKE SURE MY MOST ENGAGED USERS REMAIN HOOKED ON MY APP?

1. Champions
2. Loyal customers
3. Potential Loyalists

HOW DO I ENCOURAGE REPEAT PURCHASES/CONVERSIONS?

4. New Customers
5. Promising
6. Need Attention

HOW DO I ENSURE THAT I DON'T LOSE THESE USERS?

7. About To Sleep
8. Cannot Lose Them
9. At Risk
10. Hibernating

Email Marketing – Content & Timing

- Content is targeted
- Readers are like Club Members:
 - They get Early Access to Products, NPD, Trailers, Launches etc
 - Special Benefits
 - Personal touch – include name, greeting and ease into a conversation.
 - Hi Amit, We too are amazed at how chilly and foggy it has got in Delhi nowadays..
 - Namaste Geeta ji, As fellow Mumbai-zens, the lockdown has bored us too..
 - Short and Sweet
 - ‘Link’ for Information and ‘Button’ for main CTA
- Surveys reveal that people get 50-100 emails per day.
- Business Emails
 - Mornings
 - Monday or Tuesday mornings are most busy
 - Wednesday or Thursday mornings are better
- Personal & Retail Emails
 - Afternoons and evening
 - Friday Evenings and Saturday Afternoons are the best
- Emails with Audio, Video, PPT etc
 - Saturday and Sunday early mornings

Thank you for signing up, start your journey today

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Features of Email Marketing Softwares

PERSONALIZATION

- Personal Messages customized to include their Name, last activity, and other details.

TEMPLATES

- Leverage a suite of templates to design modern messages with images, polls, links etc
- Autoresponders

ANALYTICS

- Analyze the performance of the emails – delivered, opened, activated a response, date and time of the events etc

SEGMENTATION

- Segment recipients basis their activity and behavior

RETURNS

- Improve Response and Conversion Rate
- Increase Retention, Revenue and ROI

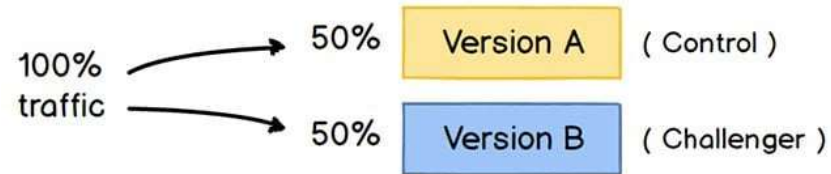
INTEGRATION to DM PORTALS

- Integrate to Digital Marketing Portals like Shopify, WordPress etc

Email Marketing – Measuring Performance



A/B Testing



AB Testing in Ecommerce

Introduction to A/B Testing

- Also called Bucket or Split Testing
- It is a Research Methodology (RM) for User Experience (UX)
- Assesses which of the two versions (A or B) is more effective
 - In Drug Testing, A is Control and B is Treatment
 - In Ecommerce, A is Control and B is Challenger
- Statistically
 - Experiment -> Randomized
 - Two Sample Hypothesis Testing
 - A Multinomial or Multivariate Testing test for more variants
- **The most rewarding ROI technique in ecommerce**

History

- Early History
 - 19th C: Drug Testing (Placebo)
 - 20th C: Advertising pioneer - Claude Hopkins used it for Coupons, without Statistical Testing
 - 1908: Gosset altered Z-Test to create Student's T-Test for Statistical Testing
- Ecommerce History
 - 2000: Google started A/B
 - 2012: Microsoft employee hiked Ad Revenue by 12% using AB Testing
 - 2018: 13 Orgs (Airbnb, Amazon, Booking, Facebook, Google, LinkedIn, Lyft, Microsoft, Netflix, Twitter, Uber, Yandex, and Stanford University) summarized the top challenges of A/B Testing in a SIGKDD Explorations paper
 - 2020: Ecommerce firms are each running ~10,000 A/B Tests annually
- Research
 - Used for researching in Products & Campaigning (Politics), Marketing & Segmenting etc

AB Testing in Ecommerce

- Discrete or Binomial metrics
 - Opening Rate: User opens email or not
 - Click-through rate: User clicks on Ad or not
 - Conversion rate: User buys or not
 - Bounce rate: User bounces off from the first webpage or not
- Continuous or Non-binomial metrics
 - Average revenue per user
 - Average session duration
 - Average order value

AB Testing in Email Marketing

- Subject
 - Length of Subject Line: Research says 60-75 characters work best
 - Word Order: Front-load Brand Name and Numbers.
 - Nike Shoes: 25% Off on Limited Stocks - only for today.
 - From: PremiumClient@ or NoResponse@ or <Company Name> vs <Employee Name>
 - Preheader: A crisp Preheader increases chances of opening
 - Personalization: Adding the Subscriber Name increases chances of opening emails.
- Content
 - Visuals: Brains process images 1000X times faster than text.
 - Copy: Digital consumers have 8 second retention rate – Goldfish has 9 seconds. So shorter length of copy.
 - Positive Tone: How We ... by 10X using Join Us Now.
 - Color, Length, Specificity or Generality of Offers etc
- Call to Action (CTA)
 - Buttons have better CTR than simple Hypertext links where single CTA is needed.
 - For multiple CTA, conversational style with embedded links work better
 - Button Copy: Read More or Get the Formula Here

Button vs Text and Copy Language

If you've been a subscriber to the Campaign Monitor blog for a little while, you might have notice that we redesigned this blog subscribers email a few weeks back.

In a new post on the blog, we wanted to share with you the story of how that redesign lead to a 127% increase in click-throughs and break down what you can learn from it to improve your own email click-through rate.

[Read the full story](#)

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8 subject line formulas that will help get your emails opened

Writing great subject lines is hard, and the stakes are high. If you don't capture your reader's attention, your campaigns won't be opened and you'll miss out on click-throughs to your website. So to help you out, here are 8 subject line formulas to help get your emails opened.

[GET THE FORMULAS](#)

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[READ MORE](#)

Automated AB Testing

- Hypothesis – Define the Test
 - Subject Line's Length or Tone or Call to Action
 - Button or Text or Copy Language
- Prioritize Test - Not all tests are equally valuable
 - Impact on Commercial Value (1-2% or 10-20%)
 - Confidence Level of Impact (25% or 50% or 90%)
 - Ease of Execution (Minutes or Days)
- Integrate Learnings
 - Each AB Test delivers a small positive change.
 - Some AB Test may result in negative growth E.g. Adding Images may reduce CTR
 - So, integrate the best learnings of AB Tests done globally and in-house.

Test two versions of...

- Subject line** Try two different subject lines to see which has the best open rate.
- From name** Are you using the best From name for your campaigns? Test to find out for sure.
- Email content** Make one small change, or test two completely different versions of your email content.

Name this campaign

The campaign name is shown in your reports and your email archive.



Write a subject line for versions A and B

One of these is what will appear in the Subject field in your recipient's email client.

A 3 great new features to boost your productivity



B New features! Share reports, project auto-updating, social tracking tools.



Who is it from?

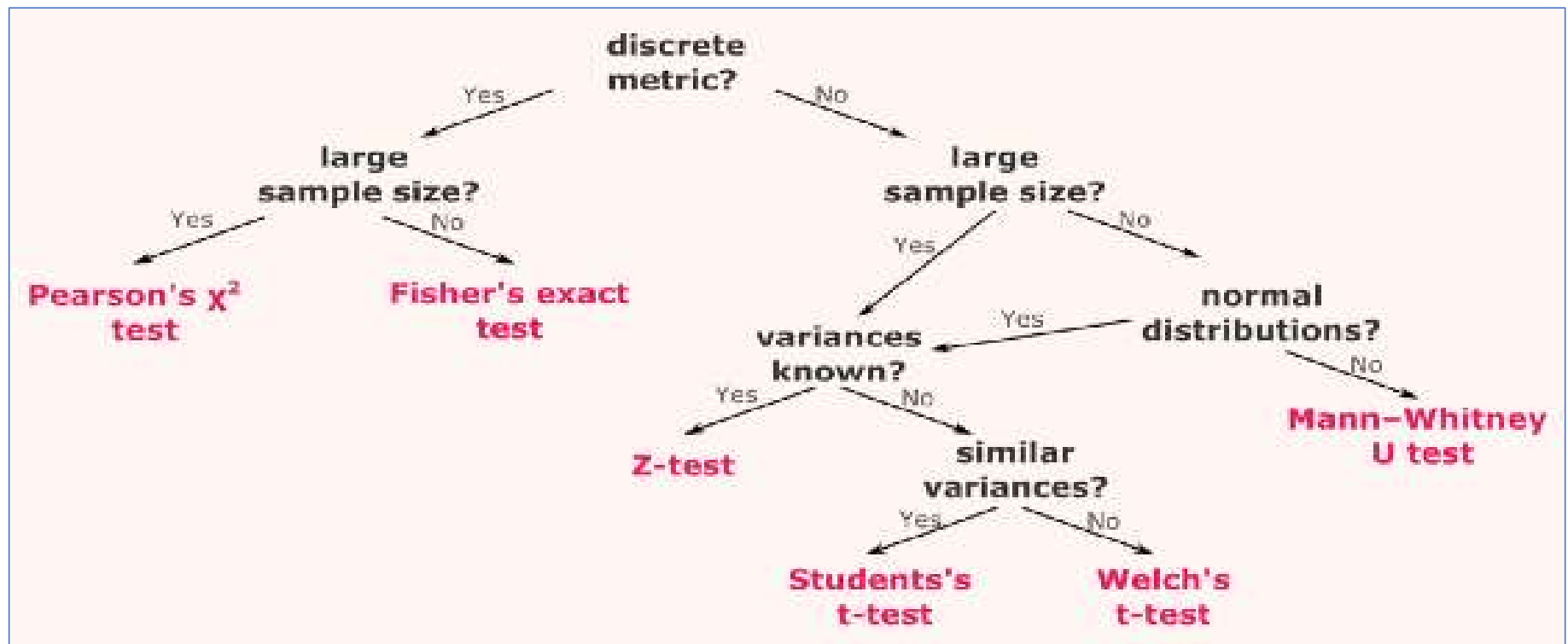
This will be displayed in the From field of your recipient's email client. [You can use a different reply-to address.](#)



Statistical Tests

- We need to know if the difference in the mean of two samples is purely by chance or has statistical significance.
- Two sample Hypothesis Test
 - Null H (Ho): No difference in A and B
 - Alternative Ha: Difference in A and B
 - Two-tailed Test as we are unaware of which would be better A or B
 - Pearson's Chi-Square Test for Discrete Metrics (Opened email or not; clicked or not)
 - Z-Test (Known Variance) or T-Test (Unknown Variance) for Continuous Metrics
 - As per Central Limit Theorem, tests apply for non-Normal data if sample size is large.

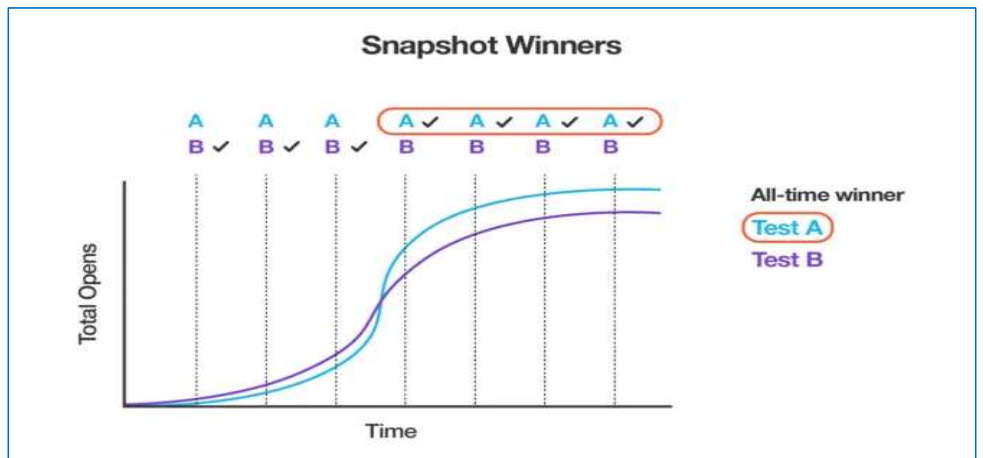
Statistical Tests for A/B Testing



MailChimp AB Testing Module

- Variables
 - Subject line, From name, Content, Send time
 - Each new variable-based campaign is called a Combination. Up to 3 Combinations allowed for 1 Campaign.
 - Multivariate Testing (part of Premium Package) allows up to 8 Combinations.
- Test Phase
 - Time Period: Recommended is 4+ hours
 - Data Collected in Test Phase can decide the Winning Combination automatically or through manual decision.
- Winning Combination Criteria
 - Open Rate (Usually for Subject or Preheader)
 - Click Through Rate (Usually for Content elements)
 - Bounce Rate (Usually for Landing Page)
 - Revenue (If MailChimp is linked to Ecommerce platform like WordPress or Shopify etc)
- Process
 - For small email set, send all combinations at once (software randomly allocated combinations equally)
 - For testing time, set in the criteria and software sends all emails at designated date and time. The learnings guide the timing of future campaigns.
 - For large email set, use 10-20% of set for testing and the winning combination is sent to remaining set.

Winning Metric	Wait Time for 80% Accuracy
Opens	2 Hours
Clicks	1 Hour
Revenue	12 Hours



MailChimp Pricing & Features

	Mailchimp Recommends		
<h2>Premium</h2> <p>Advanced features for pros who need more customization.</p> <p>Starts at</p> <p>₹23,000*</p> <p>/month based on 10,000 contacts*</p> <p>How many contacts do you have?</p> <p>Buy Now</p> <p>Everything in Standard, plus:</p> <ul style="list-style-type: none">✓ Advanced Segmentation✓ Multivariate Testing✓ Comparative Reporting✓ Unlimited Seats & Role-Based Access✓ Phone Support	<h2>Standard</h2> <p>Data-driven automation and optimization tools for businesses that want to grow faster.</p> <p>Starts at</p> <p>₹1,150*</p> <p>/month based on 500 contacts*</p> <p>How many contacts do you have?</p> <p>Buy Now</p> <p>Everything in Essentials, plus:</p> <ul style="list-style-type: none">✓ Customer Journey Builder + Branching Points✓ Send Time Optimization✓ Behavioral Targeting✓ Custom Templates✓ Dynamic Content	<h2>Essentials</h2> <p>Great for email-only senders who want around-the-clock support.</p> <p>Starts at</p> <p>₹770*</p> <p>/month based on 500 contacts*</p> <p>How many contacts do you have?</p> <p>Buy Now</p> <p>Everything in Free, plus:</p> <ul style="list-style-type: none">✓ Email Templates✓ Multi-Step Journeys✓ Custom Branding✓ A/B Testing✓ 24/7 Email & Chat Support	<h2>Free</h2> <p>All the multi-channel tools you need to build your business and grow your audience.</p> <p>₹0</p> <p>/month based on 2,000 contacts*</p> <p>Sign Up Free</p> <p>Everything you get with Free:</p> <ul style="list-style-type: none">✓ Marketing CRM✓ Creative Assistant✓ Website Builder✓ Mailchimp Domain✓ Forms & Landing Pages

Senderscore.org = Credit Score for Emails

- Assesses your IP Address' trustworthiness for passing Spam Filters.
- How ISPs view your message
- How ISPs and network admins collect info to guard against spam
- Tips to improve your sender reputation

SendInBlue

- **Email Builder**
 - An intuitive email builder – desktop and mobile versions
- **SMS Marketing**
 - Not many email marketing services offer this feature
 - Available in Basic Plan too
- **Facebook Ads**
 - Place Facebook ads and display them, also you can retarget them.
- **CRM**
 - An inbuilt CRM to keep and track of all customer details
- **Marketing Automation**
 - Automating marketing messages.
- **Transaction Email**
 - Send transaction emails segmented by targeted audiences.



MailMarketer.in

- **Email Credits**
 - Carry Forward the Email Credits to the next plan
- **Email Tracking**
 - Track every email, link and provides a detailed summary of spams, dead email addresses, and bounce rates.
- **Import Contact List**
 - Bring, build and manage your old email addresses
- **Google Analytics**
 - Easy Integration With Google Analytics.
- **Email Designer**
 - Provides advanced WYSIWYG HTML editor to build emails.

View Contact Lists

Contact lists are used to store details about subscribers or leads, which include their email address and other details such as name, company, age, etc.

Create a Contact List...

Choose an action [Go] [Print] [Export] [Import]

List Name	Created	Contacts	List Owner	Archive	Action
Trade Show Leads					Rename Delete
Japan Trade Show Leads	16 Dec 2008	0	admin	RSS	View Contacts Add Contact Edit Copy Delete
Las Vegas Trade Show Leads	16 Dec 2008	0	admin	RSS	View Contacts Add Contact Edit Copy Delete
New York Trade Show Leads	16 Dec 2008	0	admin	RSS	View Contacts Add Contact Edit Copy Delete
Website Leads					Rename Delete
Newsletter Subscribers	15 Dec 2008	2	admin	RSS	View Contacts Add Contact Edit Copy Delete
Warm Leads	15 Dec 2008	0	admin	RSS	View Contacts Add Contact Edit Copy Delete

- Built-in Email Templates
Over dozens of email templates.
- Built-In Spam Checker
Get valuable suggestions.
- Newsletter Signup Forms
Generate HTML forms code for website.
- Import Contacts in Bulk
From Microsoft Excel in CSV format.
- Automatic Bounce Handling
Keep your list clean.
- Real-time Reports
Includes Open, Click, Bounce and More.
- Triggers
Automate followup tasks based on events.
- Easy, Automatic Unsubscribes
Insert one-click unsubscribe links.
- Google Analytics Integration
Track your campaigns further.

Pabbly

- **Autoresponders triggered by activities**
 - Welcome Email to a new subscriber of Newsletter
- **Import Emails**
 - Share emails across Software Suites
- **MX Cleaner**
 - Remove Bad emails and invalid/unresponsive email addresses Marketing Pre-set Scheduler
- **SMTP Routing**
 - Connect with multiple external SMTP services like Amazon SES, MailGun to get higher inbox placements.
- **List Management**
- **Email Tracking**
- **Drag & Drop Builder**
 - Email Templates
 - Drag & Drop Builder
 - Custom Logos
- **24x7 Support (Non-Bot)**

The image displays five service cards for Pabbly, arranged in two rows. Each card features a distinct icon, a title, a brief description, and a call-to-action button.

- Pabbly Connect**: Represented by a blue gear icon. Description: "You can create automated workflows and transfer the data between the applications." Button: "Start Automating".
- Pabbly Email Marketing**: Represented by a blue envelope icon. Description: "A simple and complete email marketing solution to send emails to your customers." Button: "Start Sending Emails!".
- Pabbly Form Builder**: Represented by an orange document icon. Description: "An online form building application for collecting online payments, leads, surveys and more." Button: "Create Forms!".
- Pabbly Email Verification**: Represented by a purple envelope icon. Description: "Get better delivery and open rates by verifying your email list for cleaning invalid email addresses." Button: "Verify Email Addresses".
- Pabbly Subscription Billing**: Represented by a red circular arrow icon with a dollar sign. Description: "Recurring billing and subscription management software with affiliate management system." Button: "Start Collecting Payments".

References

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- mailchimp.com/help/create-an-ab-testing-campaign
- blog.hubspot.com/marketing/how-to-do-a-b-testing

Thanks & Discussions

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