

INBOUND

# EMAIL 2020: EMAIL MARKETING FOR NEXT YEAR & BEYOND

MICHAEL J. BARBER

#INBOUND19



# EMAIL 2020

EMAIL MARKETING FOR  
NEXT YEAR & BEYOND



GODFREY

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@michaeljbarber

Let's start with rules.





# Michael Barber

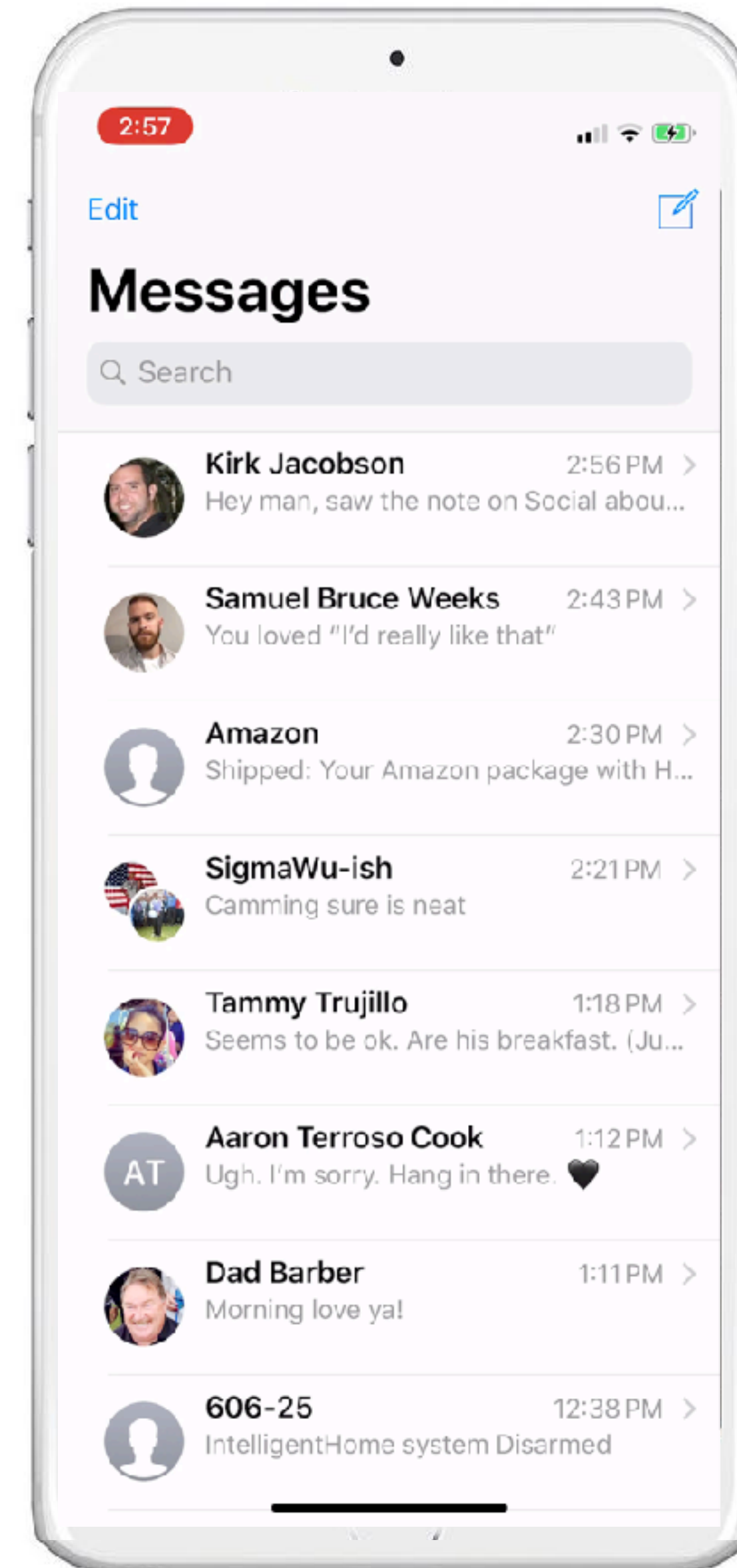
SVP, Chief Creative Officer  
Godfrey



@michaeljbarber

# Slides & resources

Text INBOUND to 66866



People love email.



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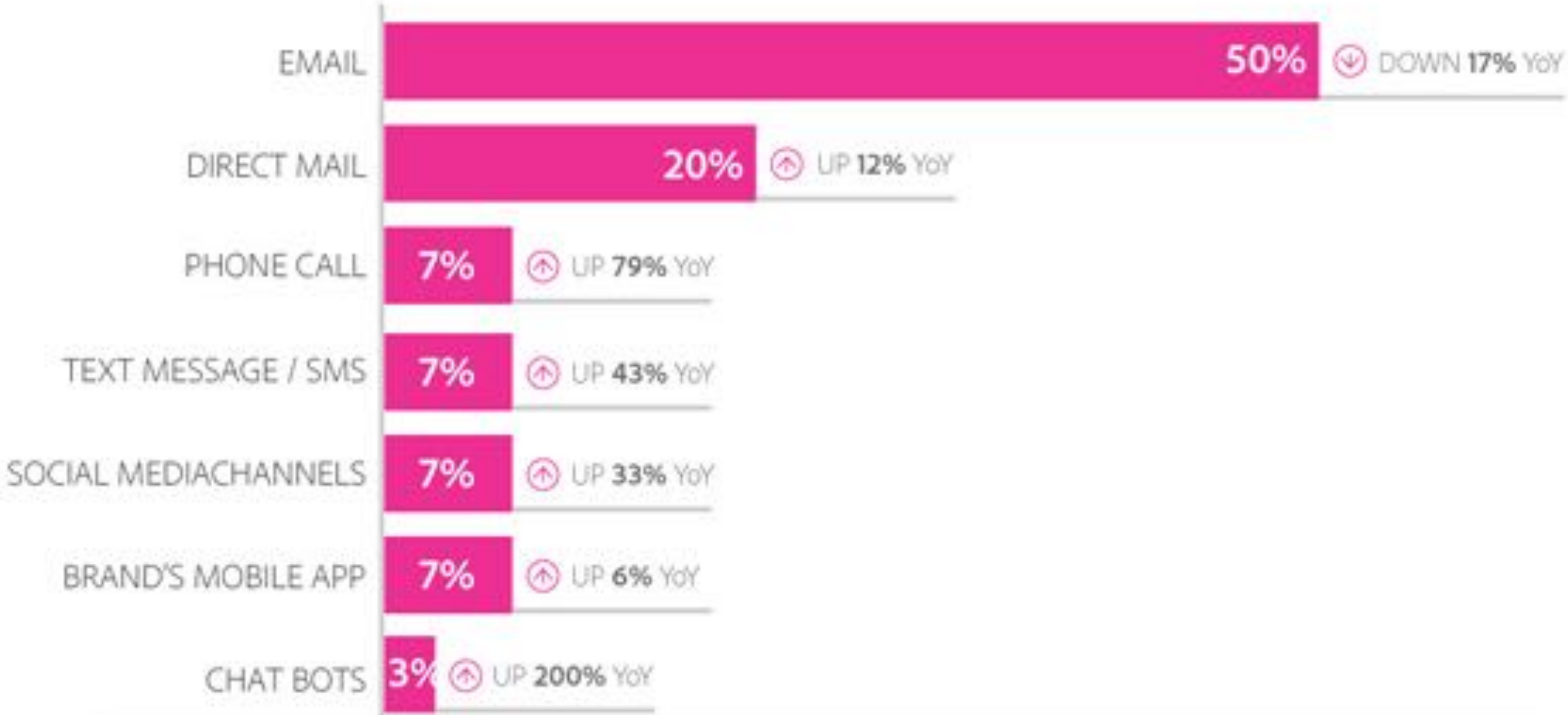
# We Love It



AVERAGE NUMBER OF HOURS  
SPENT CHECKING PERSONAL  
EMAIL EACH WEEKDAY: **2.5 HOURS**

Source: Adobe Email Survey 2018 US

# Consumer Preference Compared to Other Channels



Source: Adobe Email Survey 2018 US



# Email delivers solid ROI.



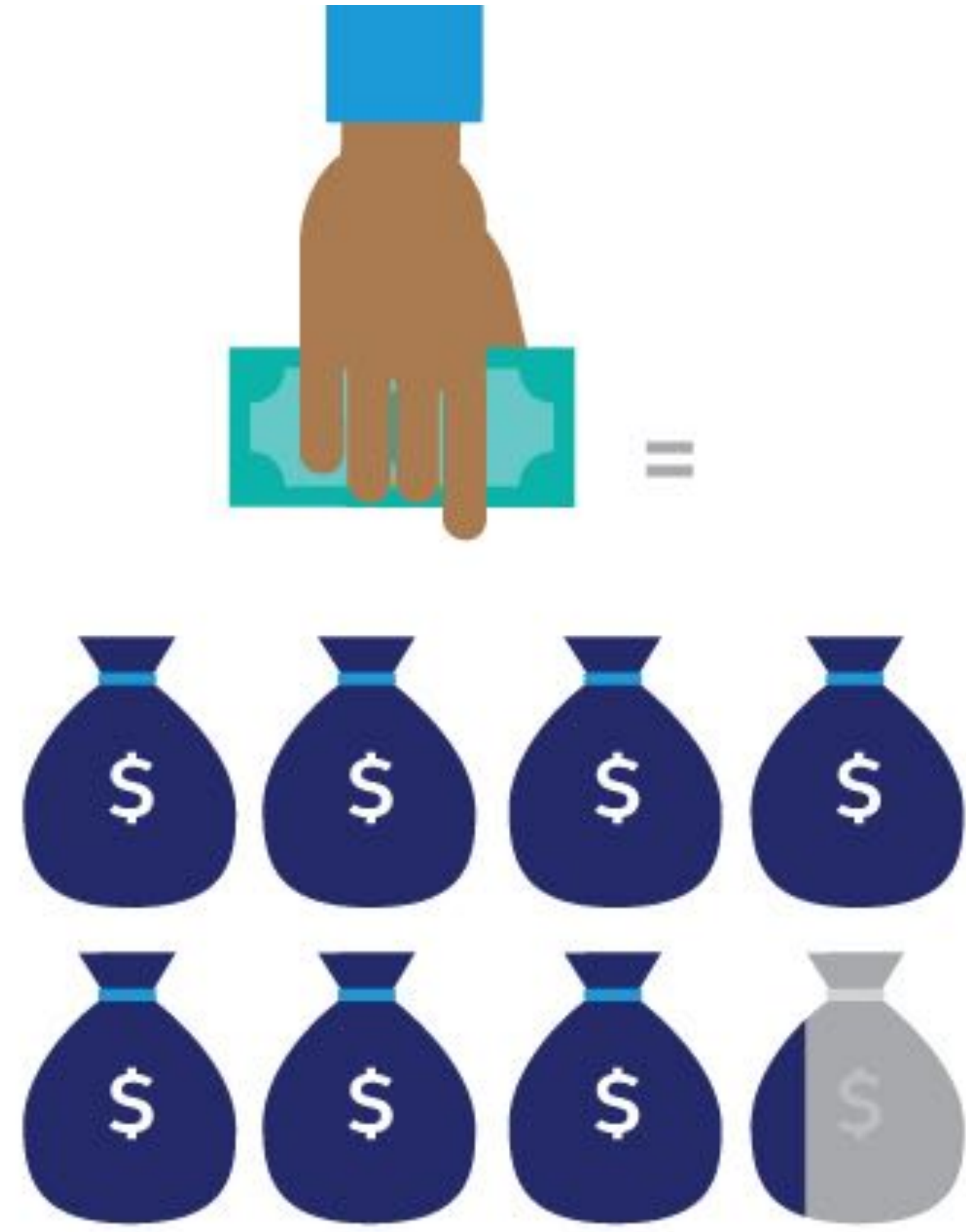
GODFREY

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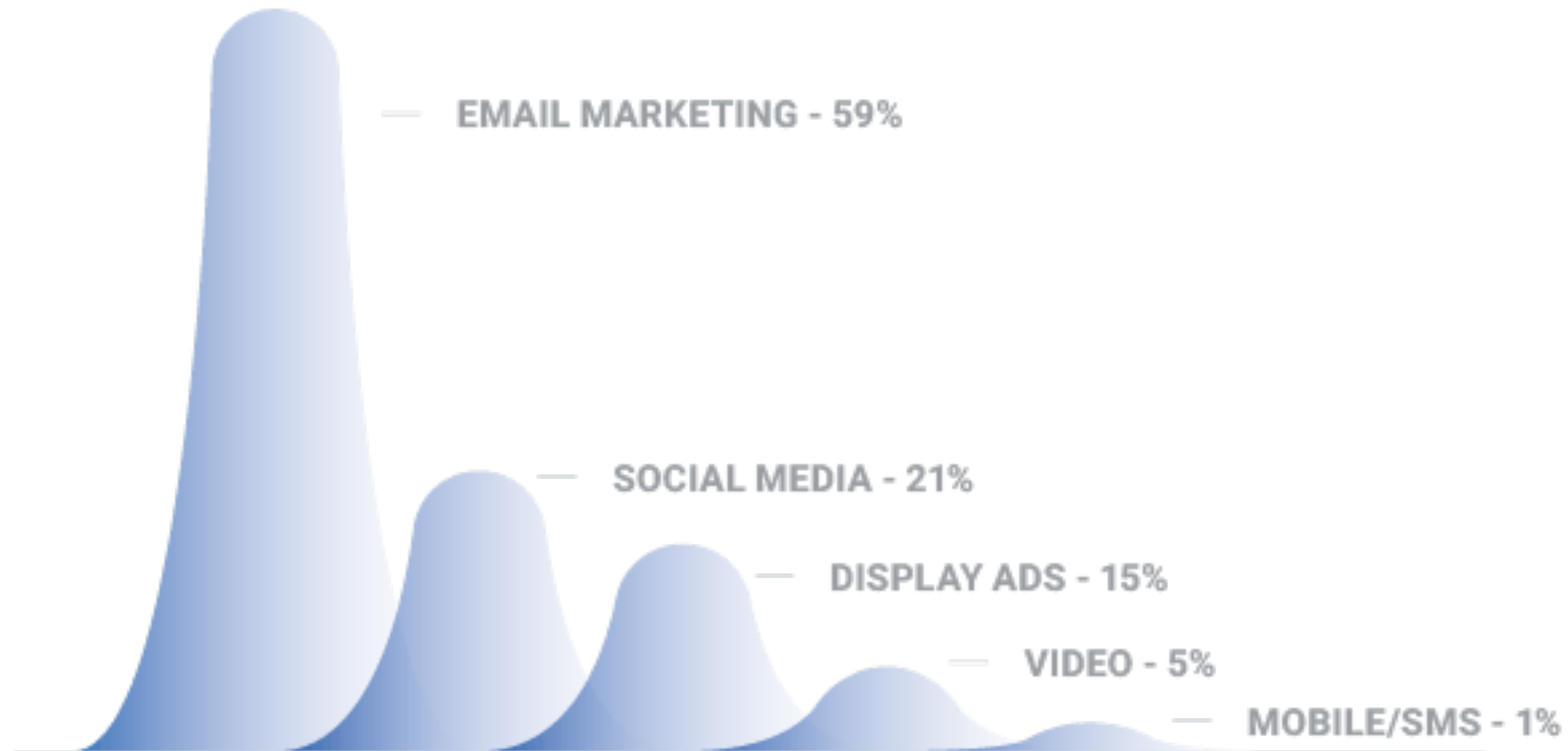
@michaeljbarber

# \$1 = \$38

The average return for email marketing is **\$38 for every dollar invested,** or an ROI of 3800%.



# Email Delivers the Highest ROI for Marketers



Source: [Campaign Monitor](#)

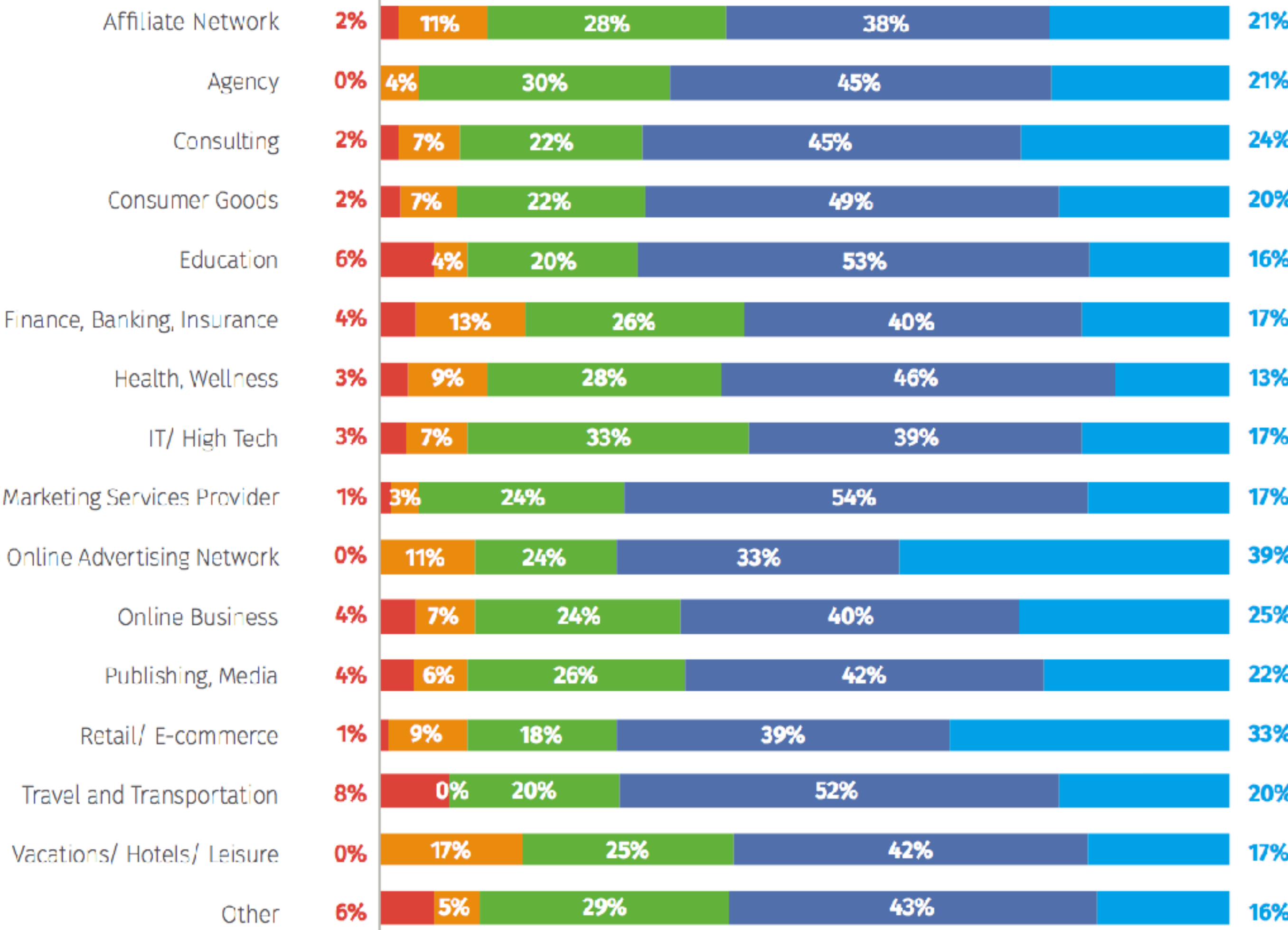


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# Regardless of Industry



● VERY POOR ● POOR ● AVERAGE ● GOOD ● EXCELLENT

Source: GetResponse, 2016

**And, it assists other  
channels too.**



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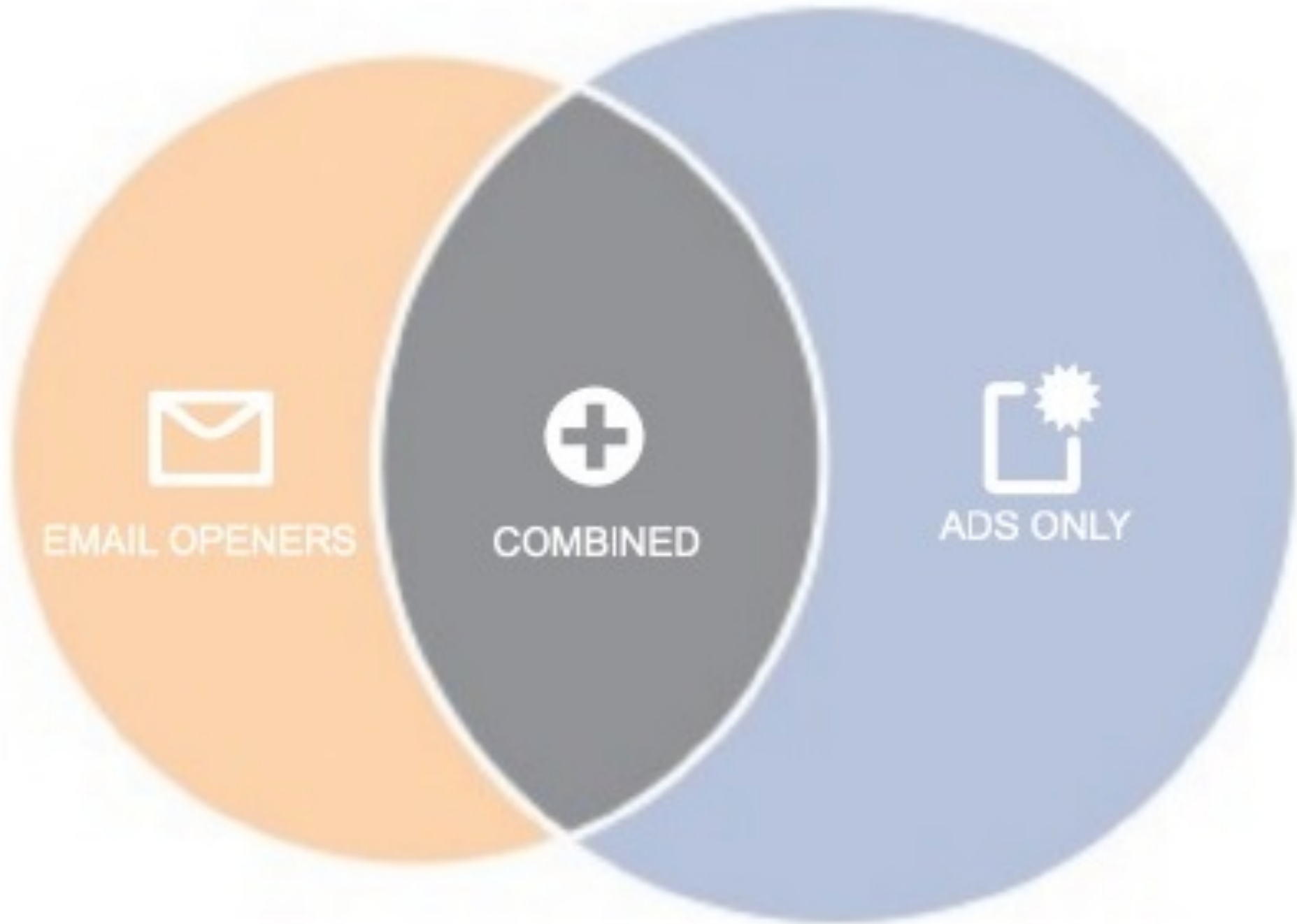
@michaeljbarber

# Assists Channel Interactions

Email openers who saw ads were more likely to purchase.



When reached with Facebook ads, email openers were **22% more likely to purchase**



TEST GROUP: ■ OPENED EMAILS ONLY ■ SAW BOTH EMAILS & ADS ■ SAW FACEBOOK ADS ONLY

Source: Salesforce Marketing Cloud

# And, Increases Revenue Over Time



Source: Salesforce Marketing Cloud

**Oh, and the media  
loves email again.**



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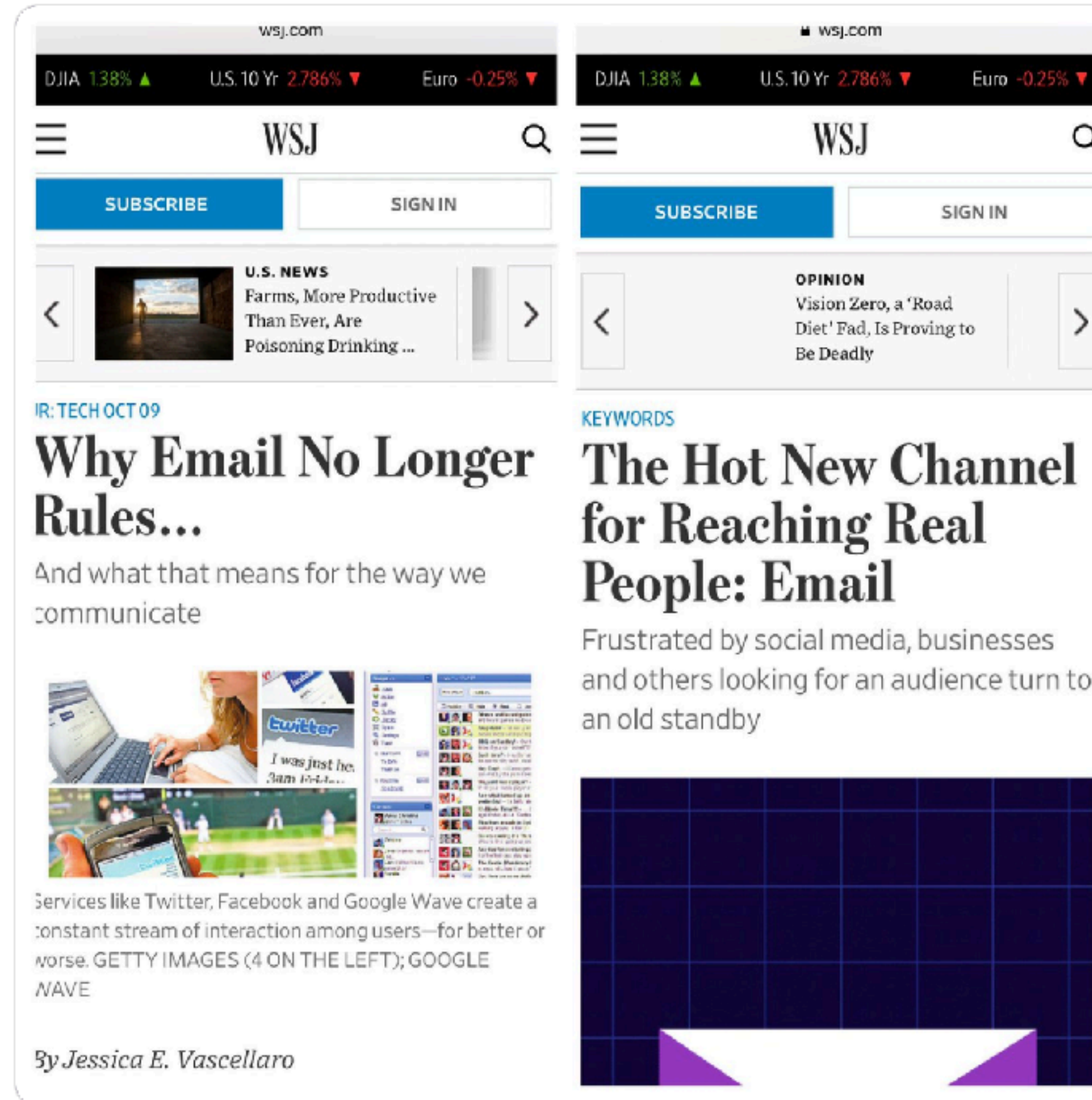




**Michael J. Barber**  
@michaeljbarber



#TenYearChallenge #Emailgeeks



5:42 AM - 19 Jan 2019 from Washington, DC

41 Retweets 99 Likes



3

41

99



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# Email context is evolving.

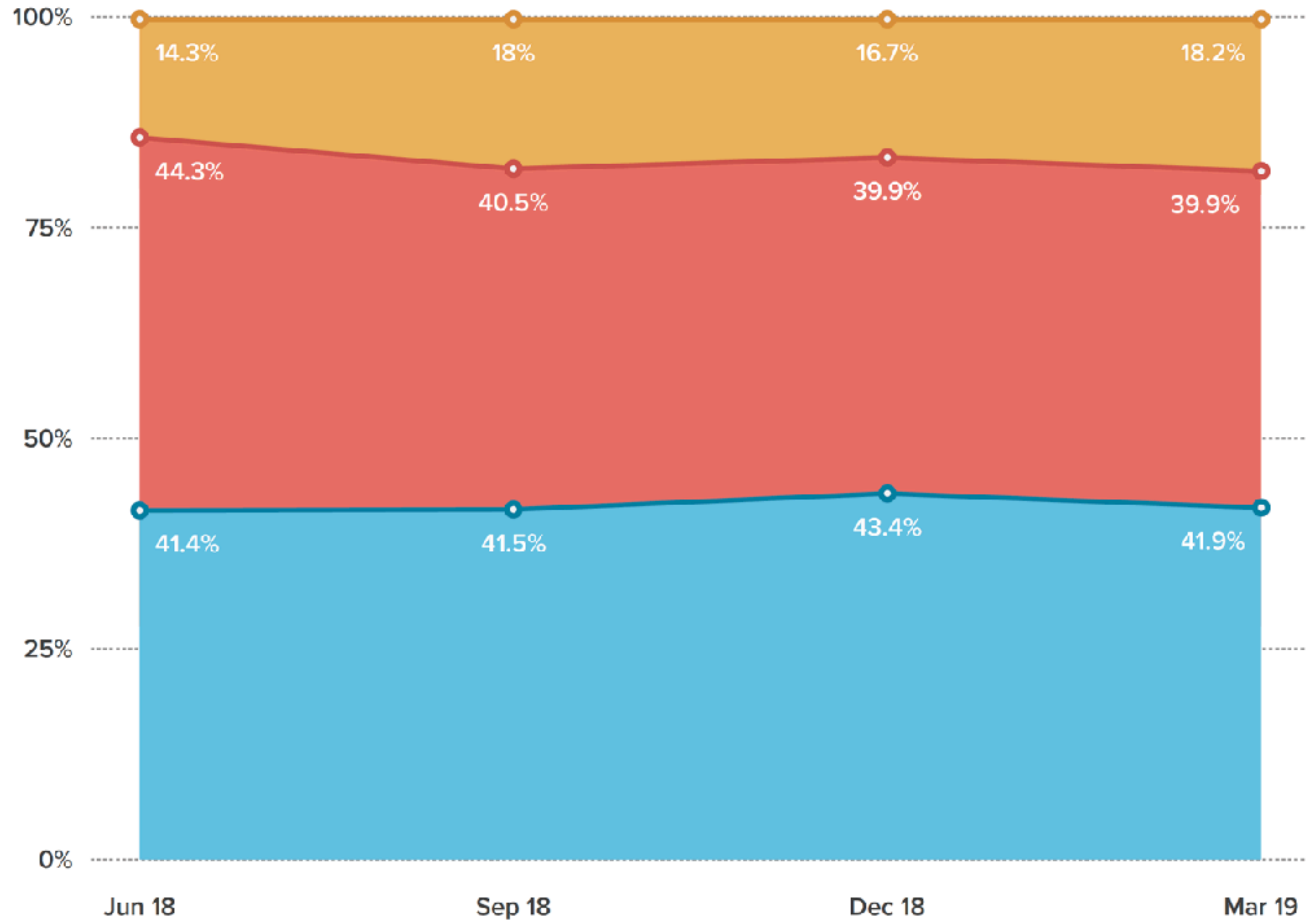


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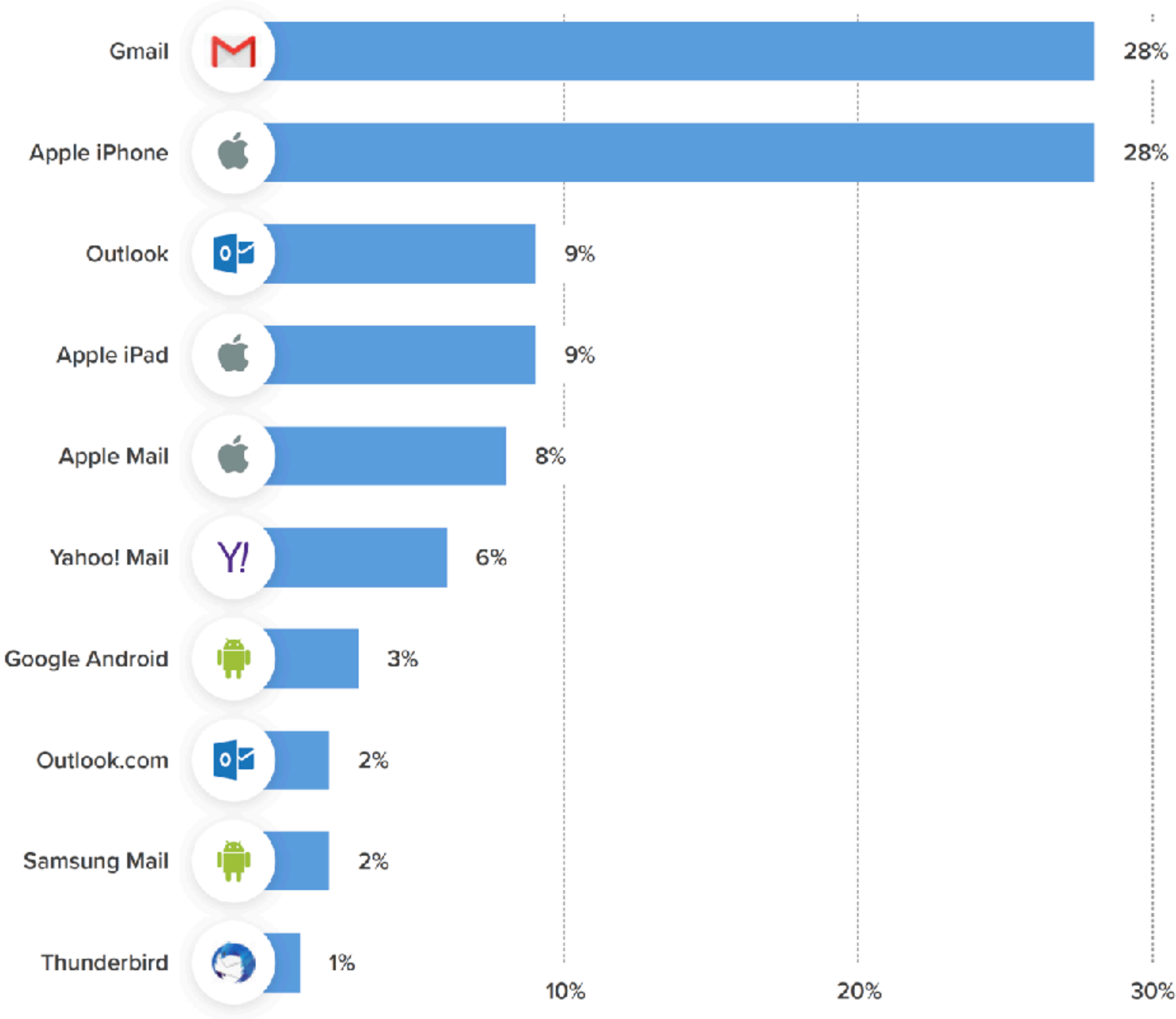
# Mobile First Marketshare



 Desktop  Webmail  Mobile

Source: Litmus, The State of Email 2019

# Top 10 Email Clients



Source: Litmus, The State of Email 2019

# B2B conversions

more likely to convert on desktop



# Men & women

more equally likely to convert on desktop



# Women

more likely to convert on tablet, if mobile



# Men

more likely to convert on phone, if mobile

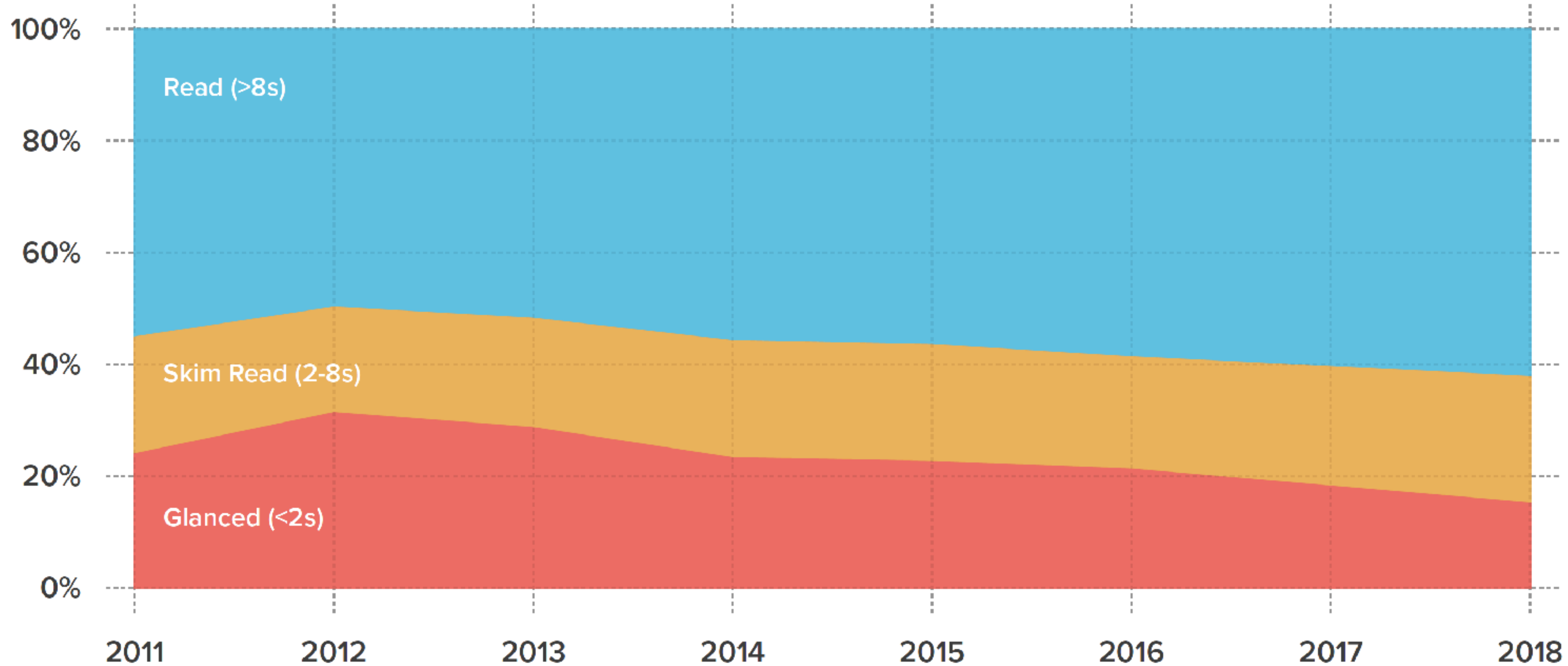


# We're Spending More Time With Email, Not Less



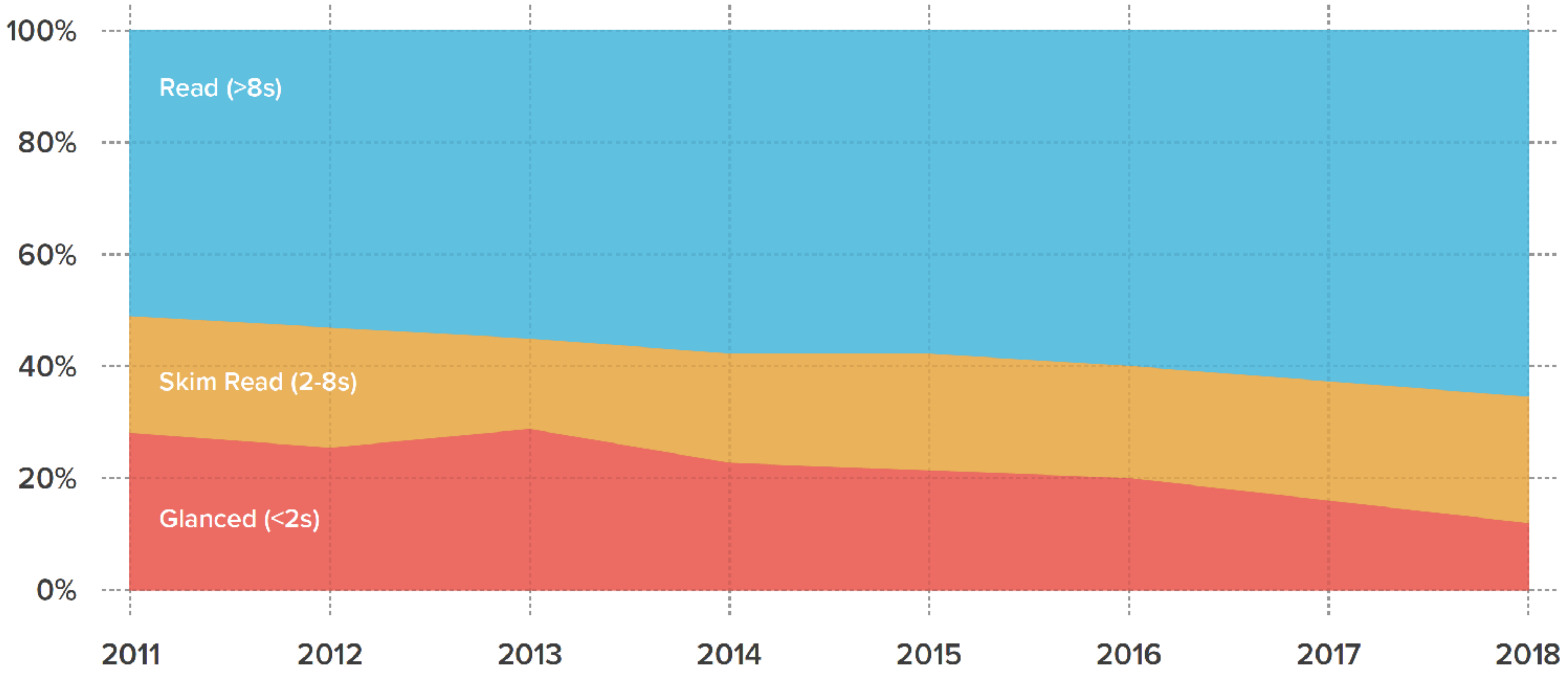
Source: Litmus, [Source: Litmus, The State of Email 2019](#)

# Engagement Is Increasing



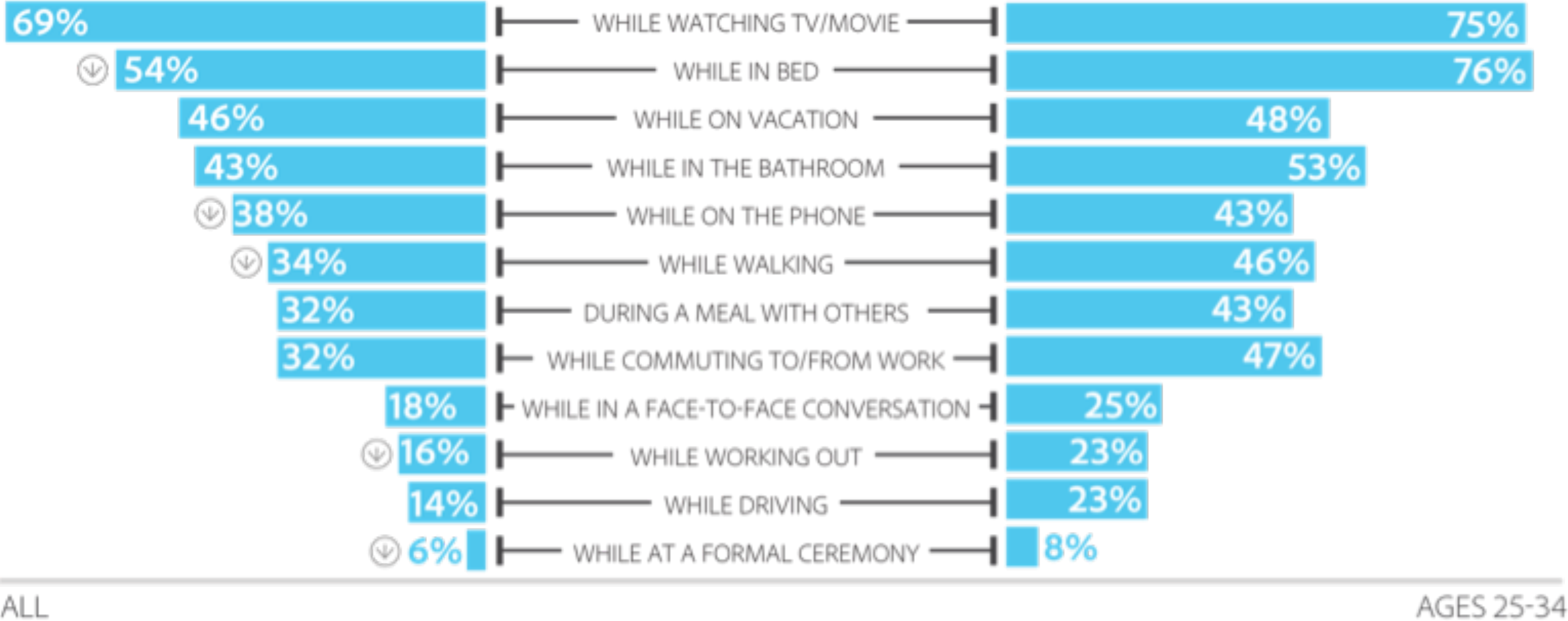
Source: Litmus, The State of Email 2019

# Mobile Users Spend More Time, Not Less



Source: Litmus, The State of Email 2019

# We Read Email Everywhere, and I Mean Everywhere



Source: Adobe Email Survey 2017 US

# Summing it up...



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“Email is still the number one most effective one-to-one communication channel for marketers, even though there is more noise in all of our inboxes, and despite growth in mobile apps, social media, and text. Power rests in being close to the data to help determine the right email message and when to deliver it.”

ADOBE



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# But, we got problems

With all due respect, we (largely) suck at life email.



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**78%**  
of email is spam



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**100+ billion**  
messages per day



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**\$20 billion**  
cost to the global economy



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9

the number of emails I received from  
one brand on Cyber Monday...WTF?

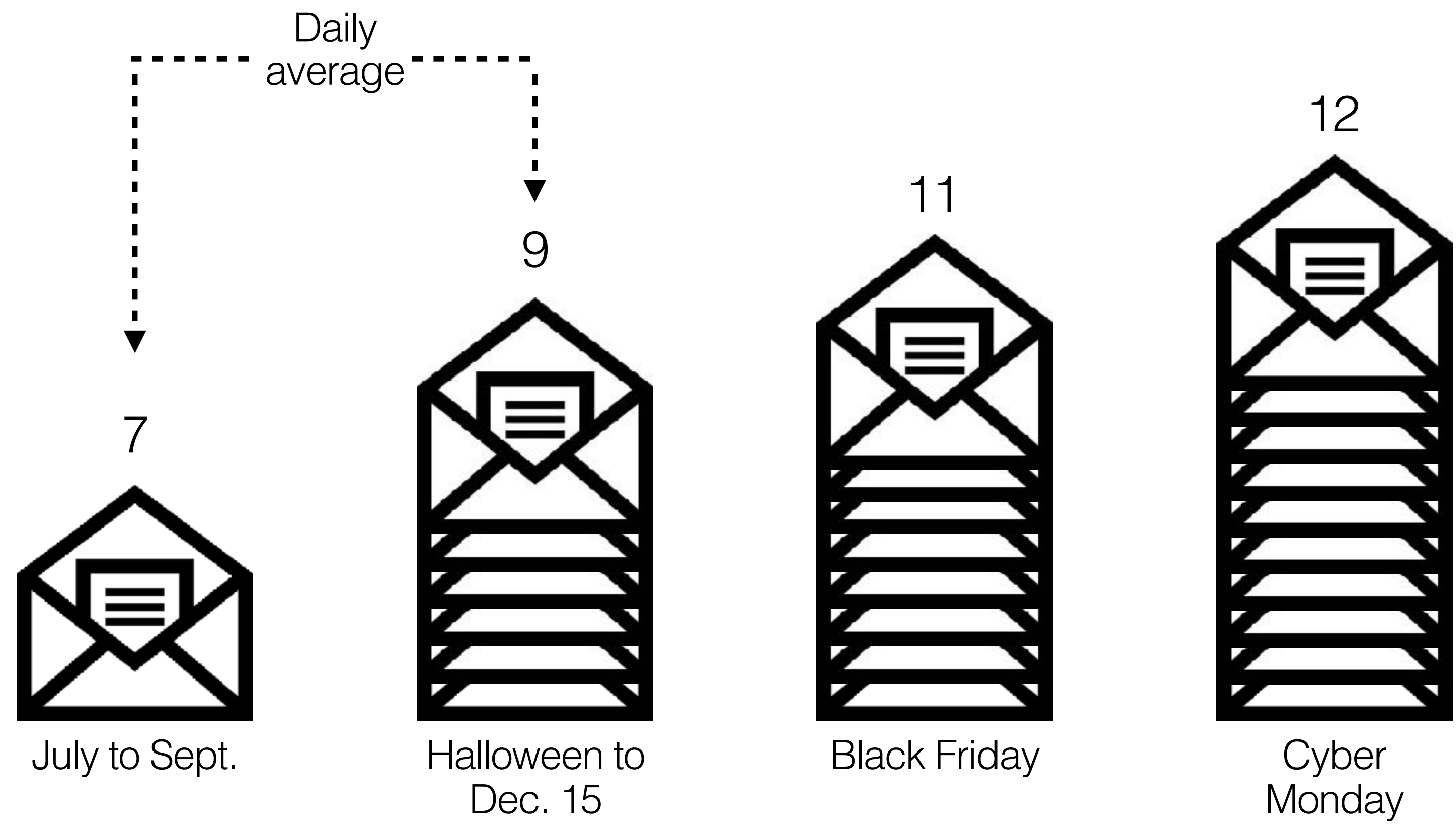


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# Holiday Email Averages



**80.8%**  
of holiday email was ignored



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**And, it ain't pretty either.**

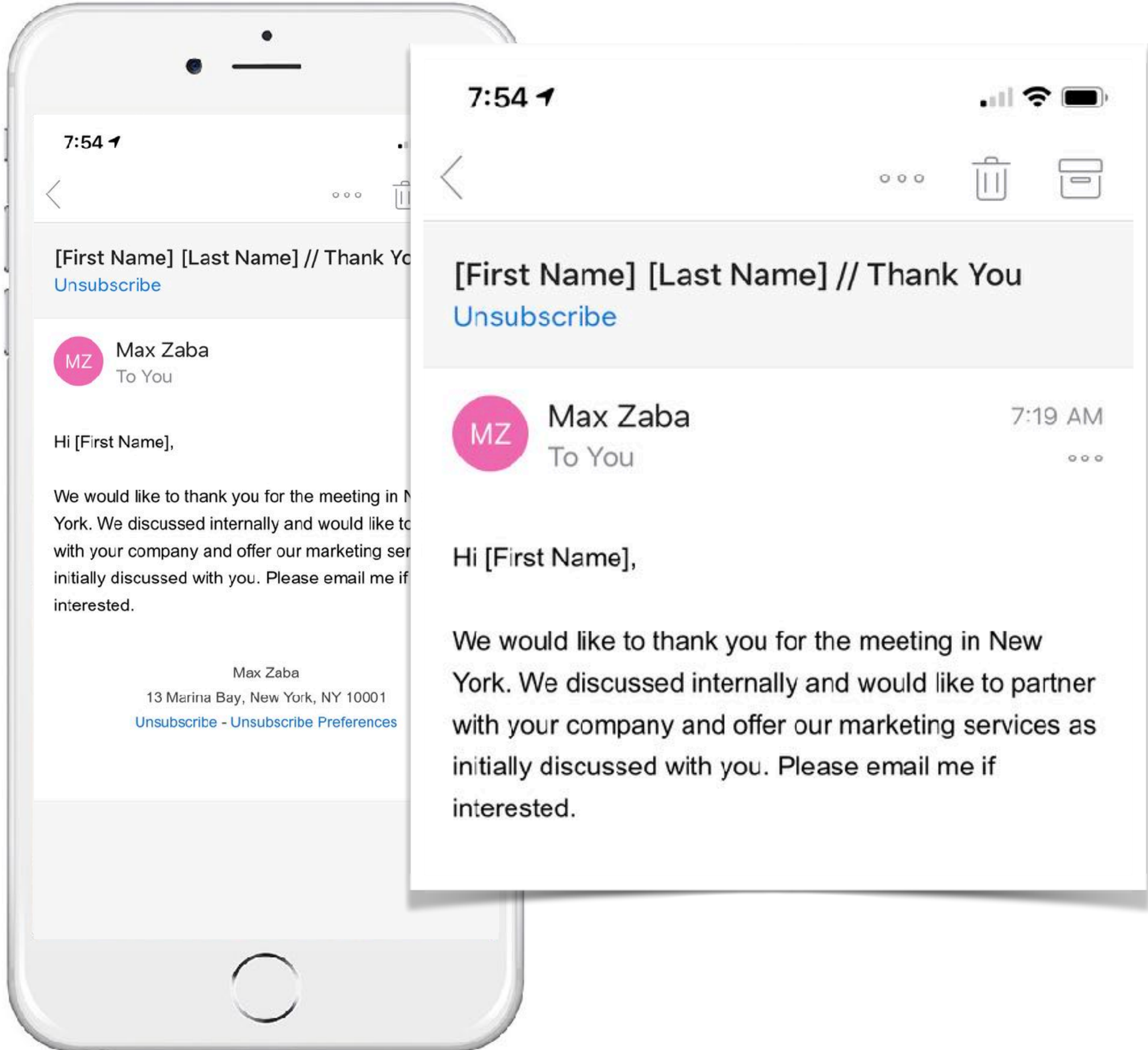


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# Literally, This Morning at 7:19 AM

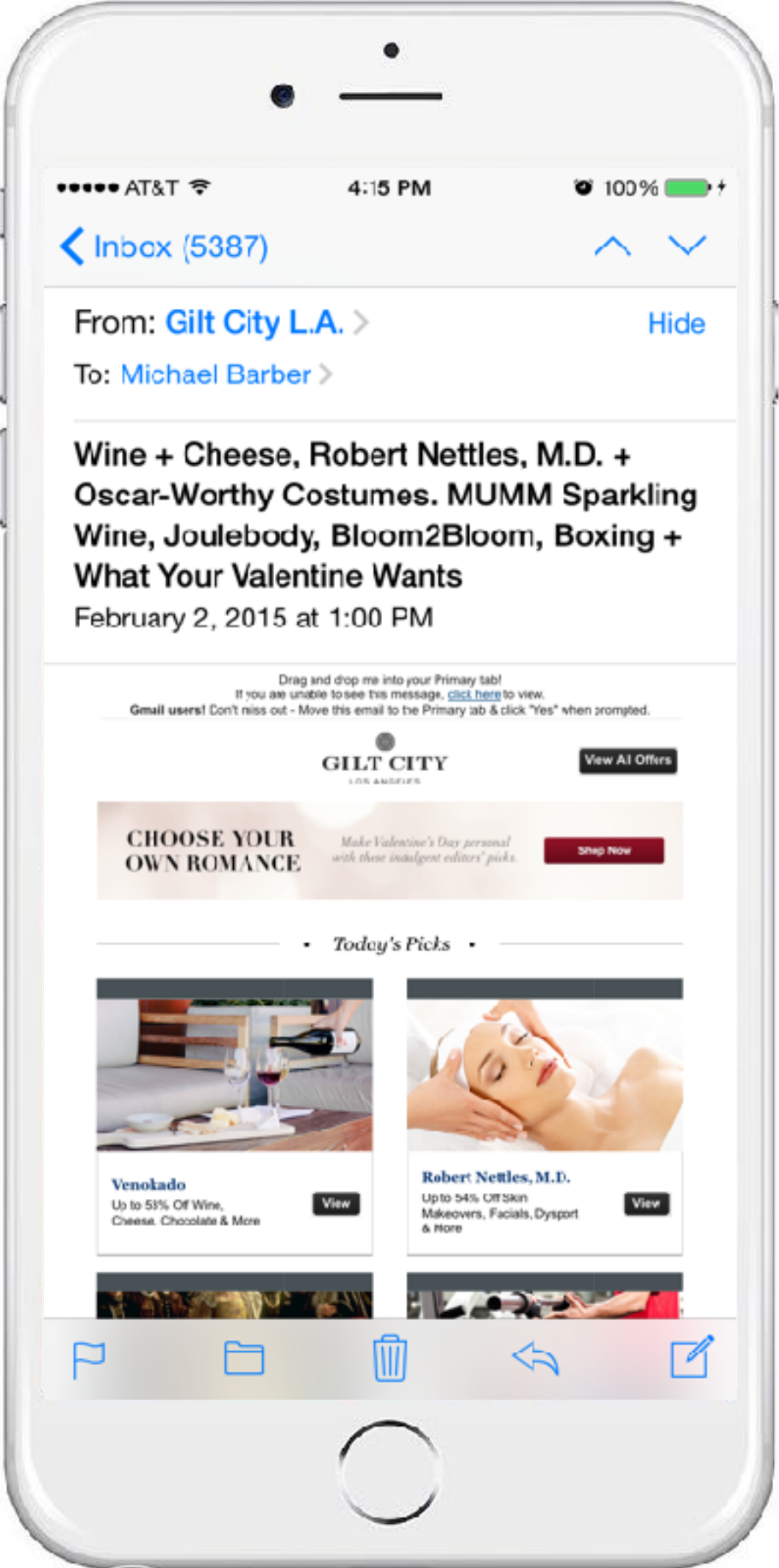


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# Ummm, Subject Line & Where Do I Click?





# Subject Line #FAIL

----- Forwarded message -----  
From: [REDACTED]  
Date: Wed, Nov 2, 2011 at 1:42 PM  
Subject: Marketing Lists  
To: [REDACTED]

Hi

My name is Lauren and I handle the pre-packed Business Email List division. I feel I should talk to somebody else in your organization, it would be great if y

**Please find below the following counts for some of our lists:**

1. Technology Users List - 2,000,000 + records with verified emails.
2. Top 3 million American Executives List - 3,000,000 + records with verif



GODFREY

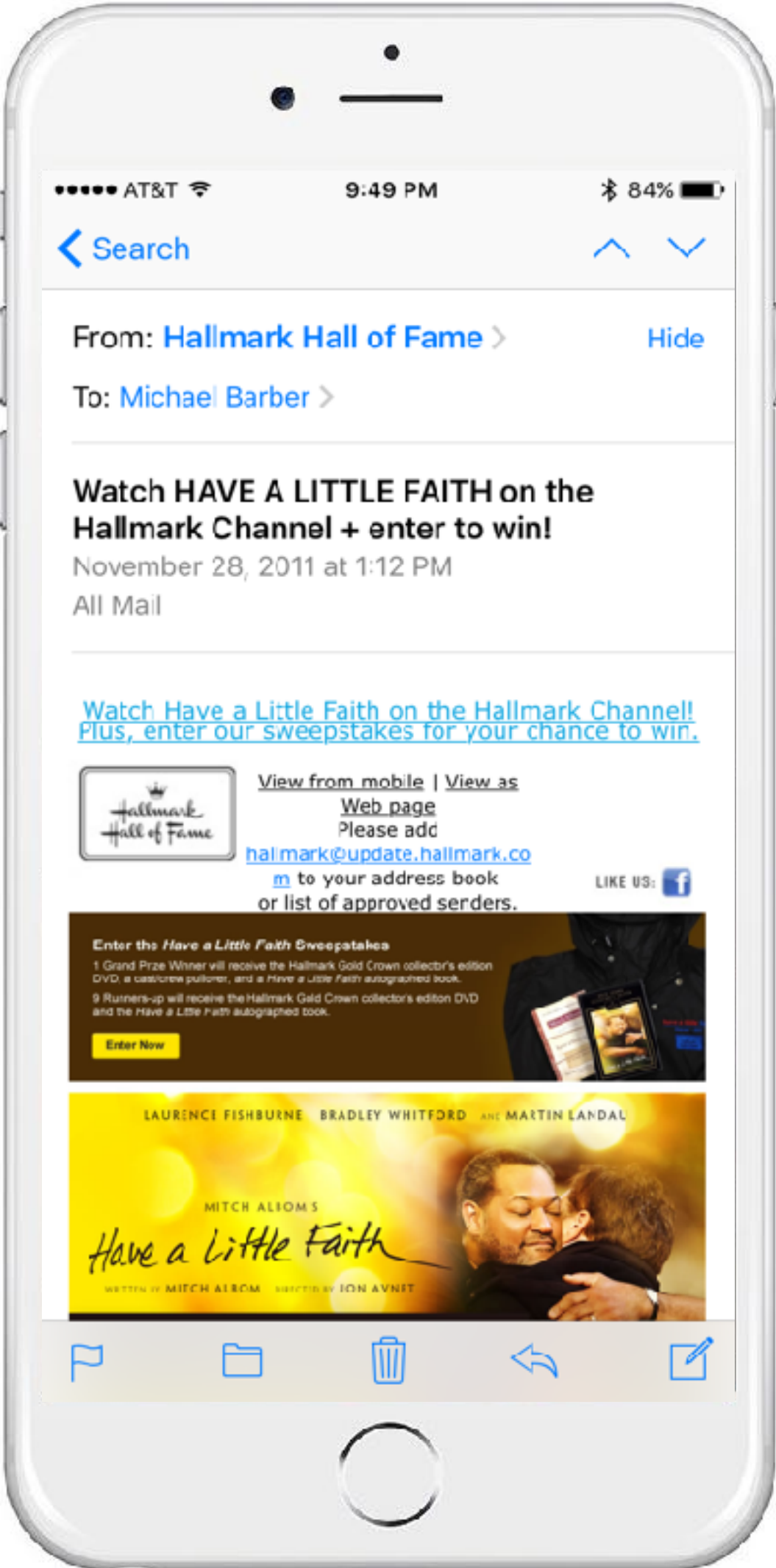
#INBOUND19

@michaeljbarber

# Subject Line #FAIL

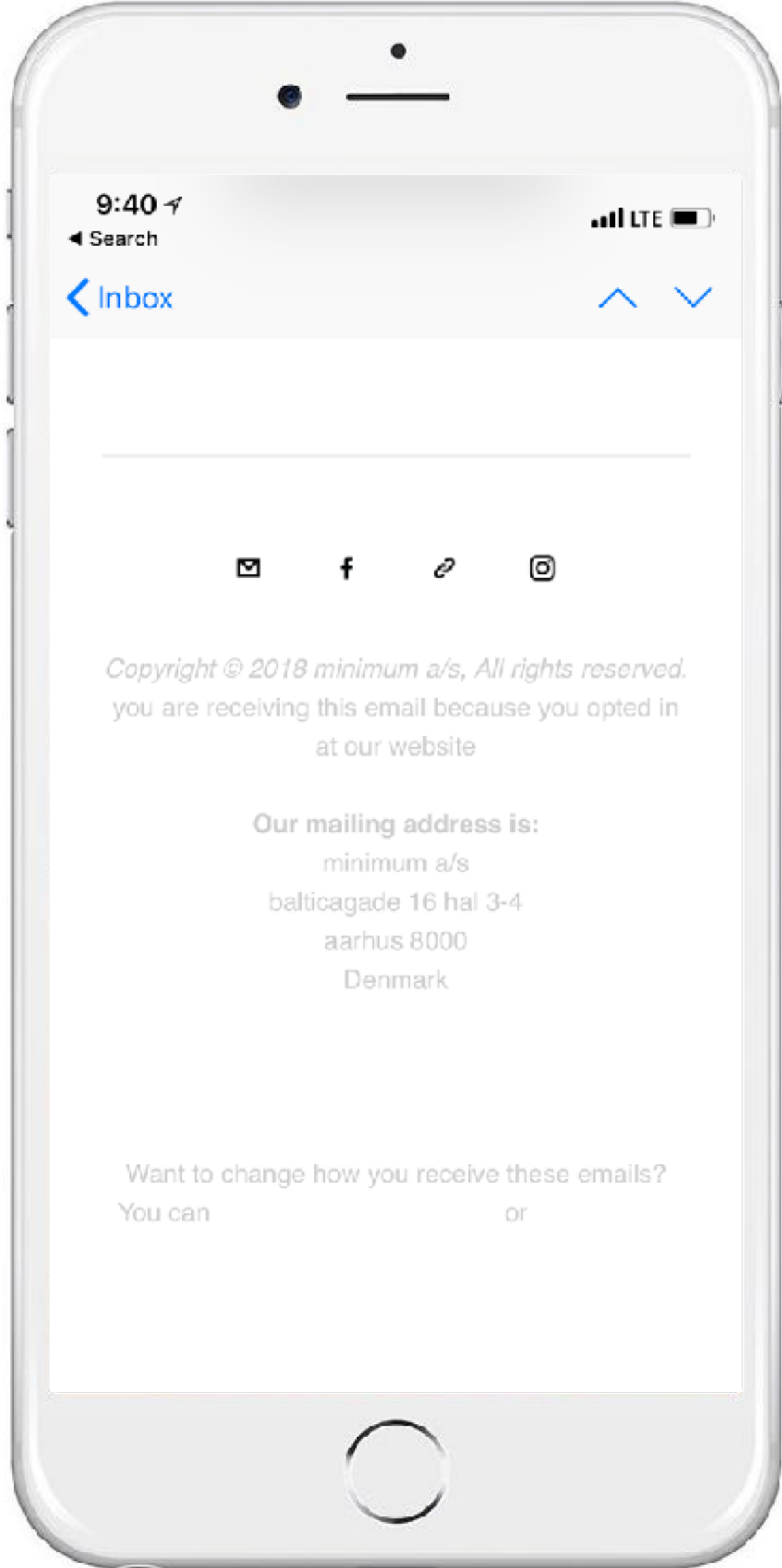


# You Just Used Half the Screen

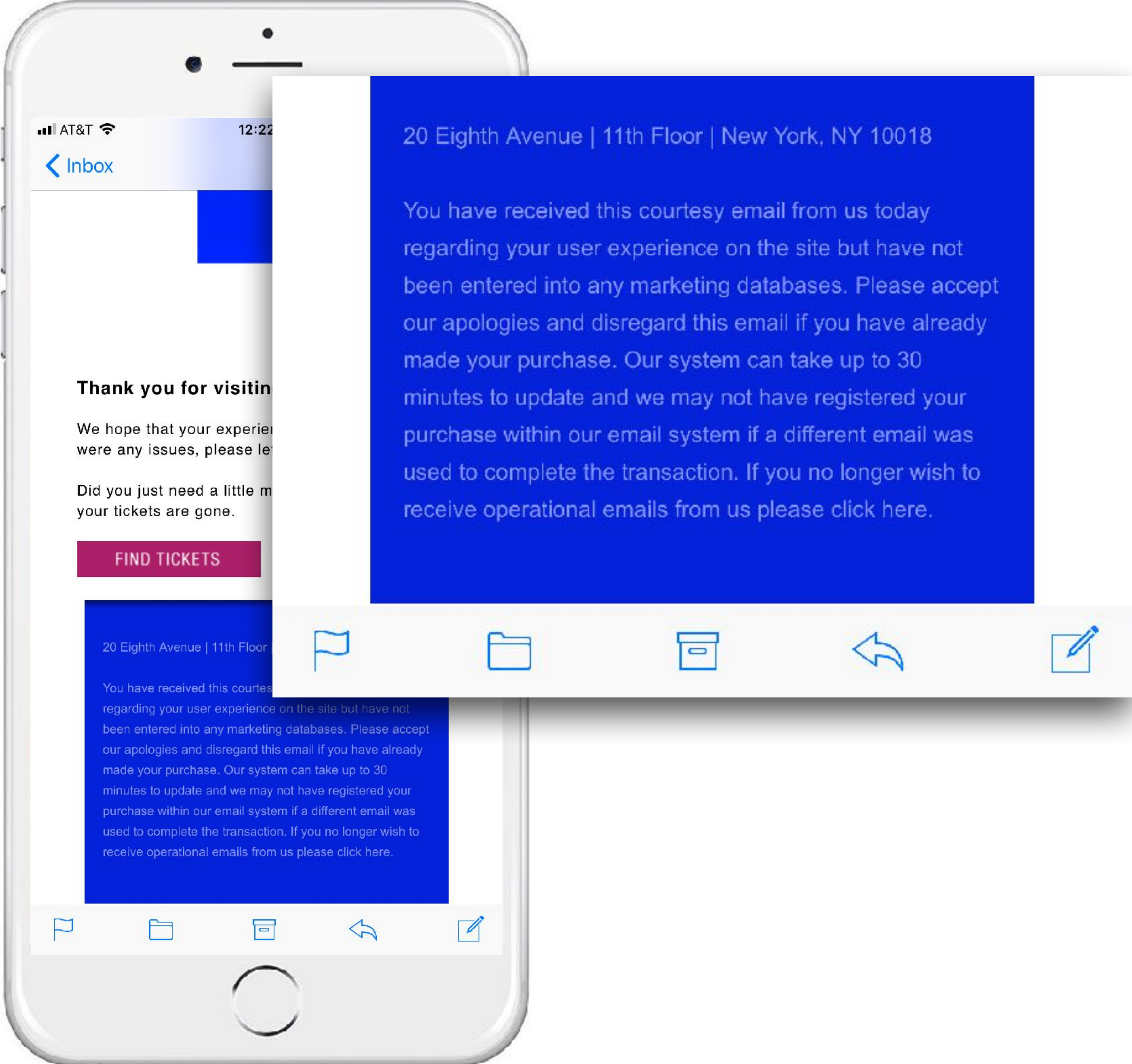


#INBOUND19  
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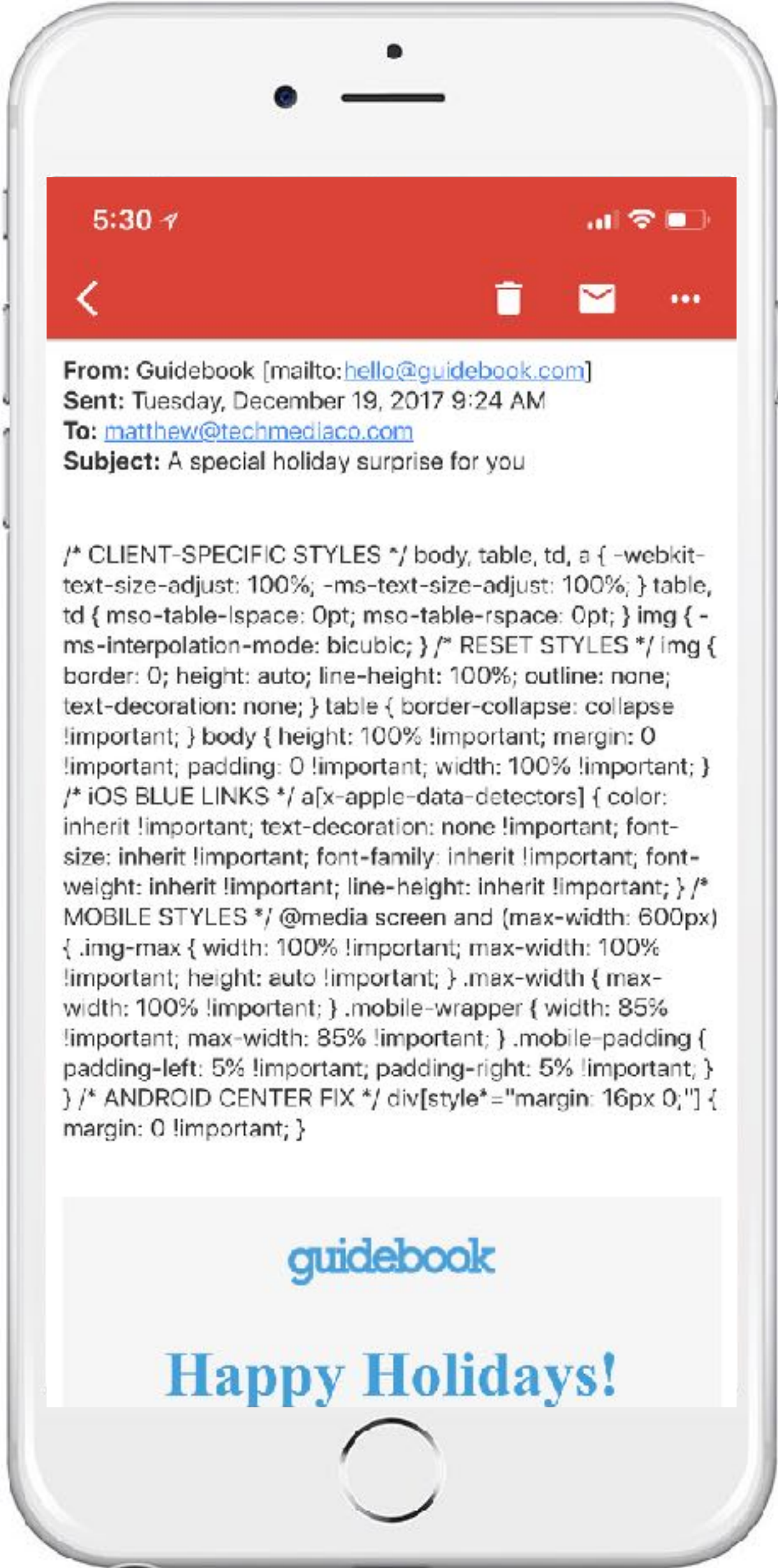
# No You Can't Unsubscribe



# Who Writes This? A Robot?

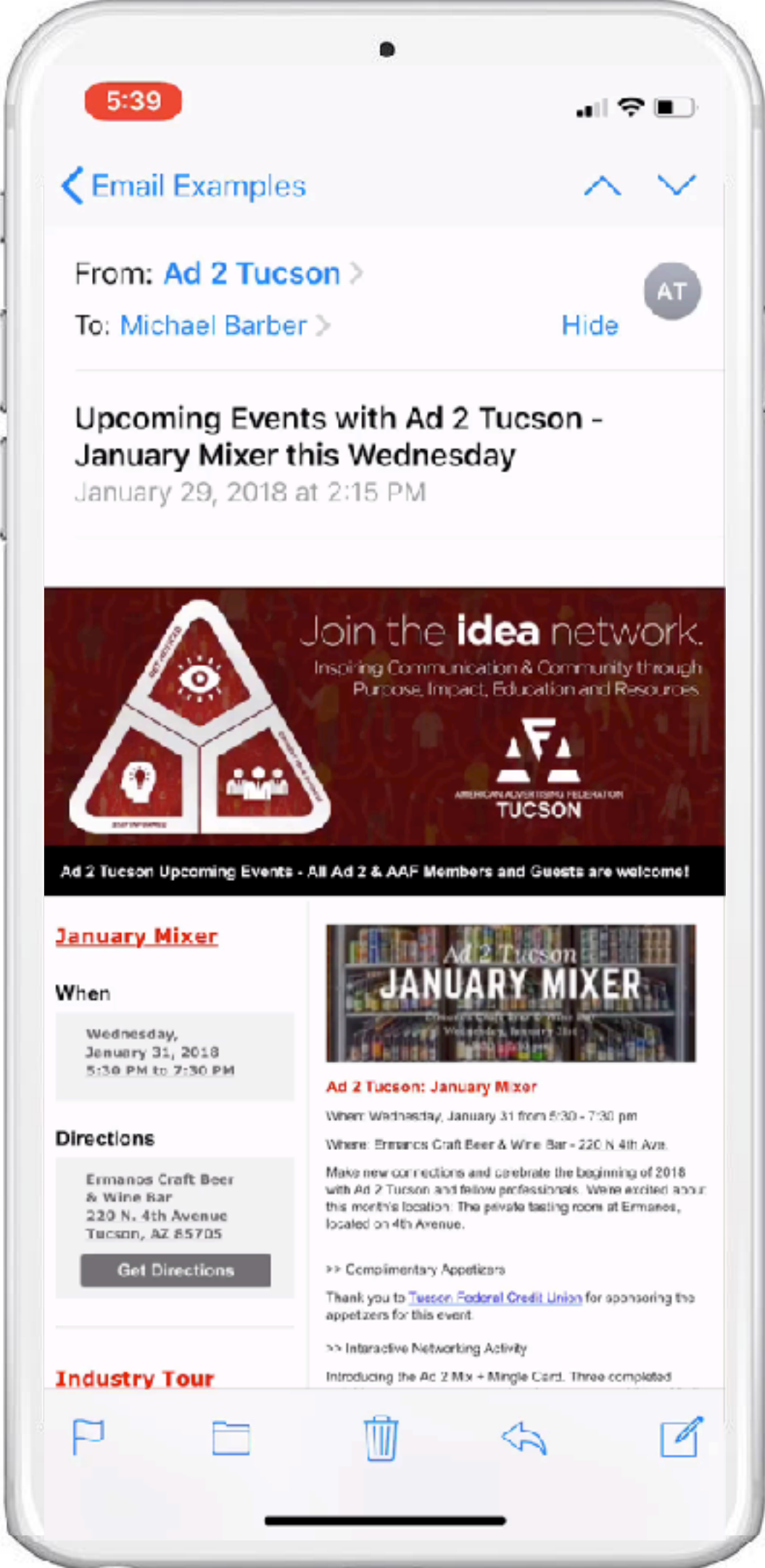


# Nailed It



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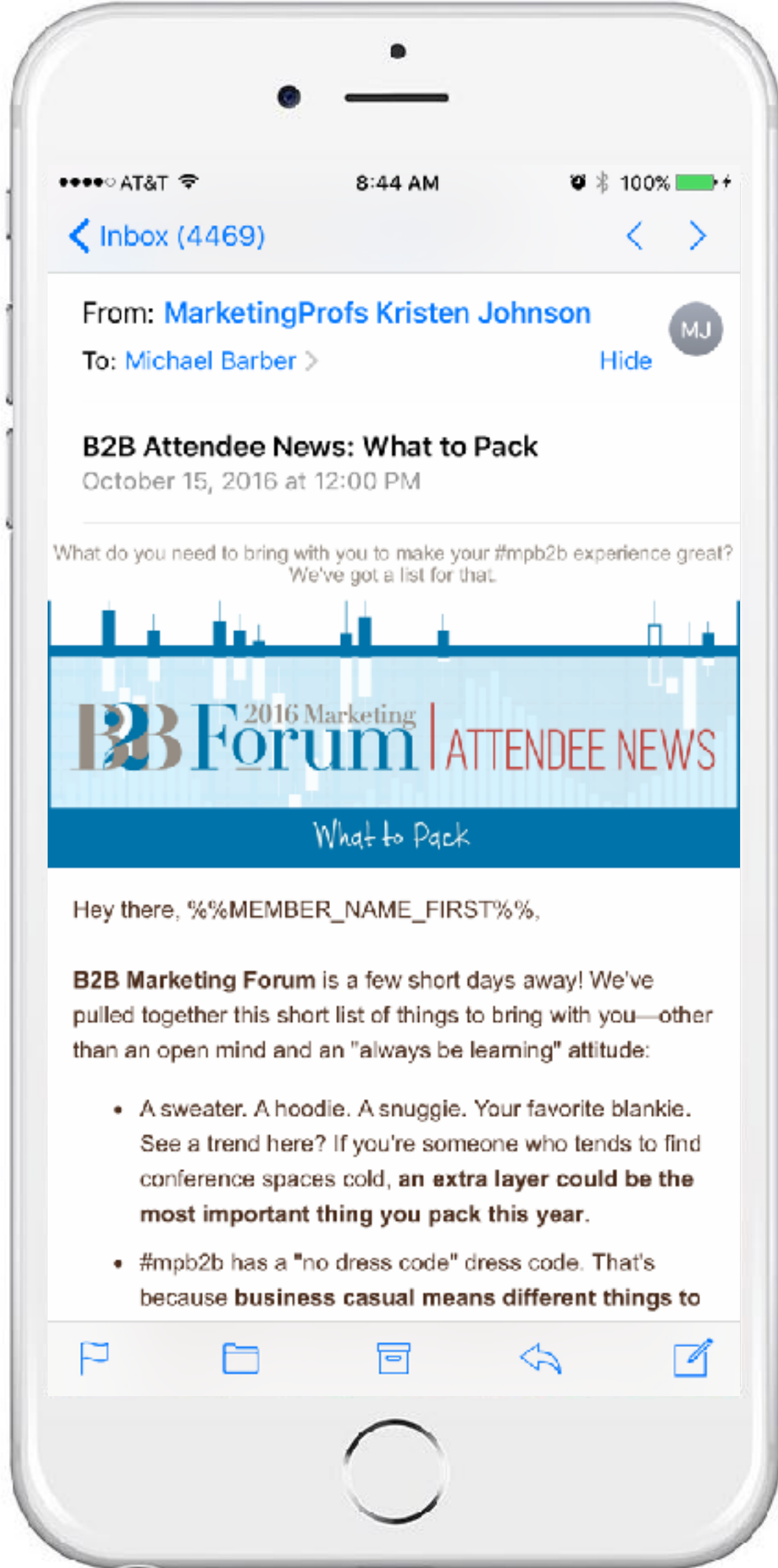
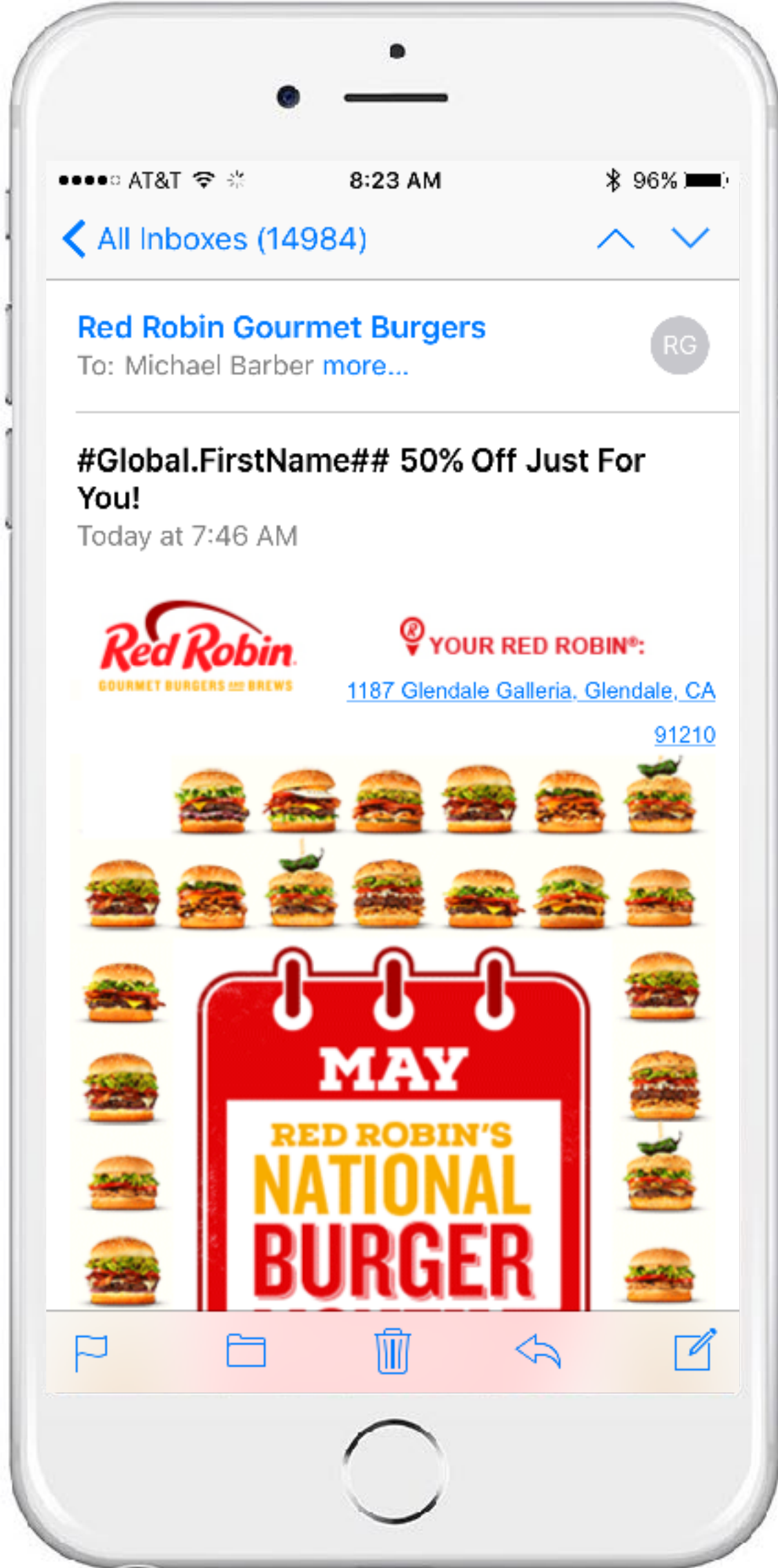
# Columns, No, No, No



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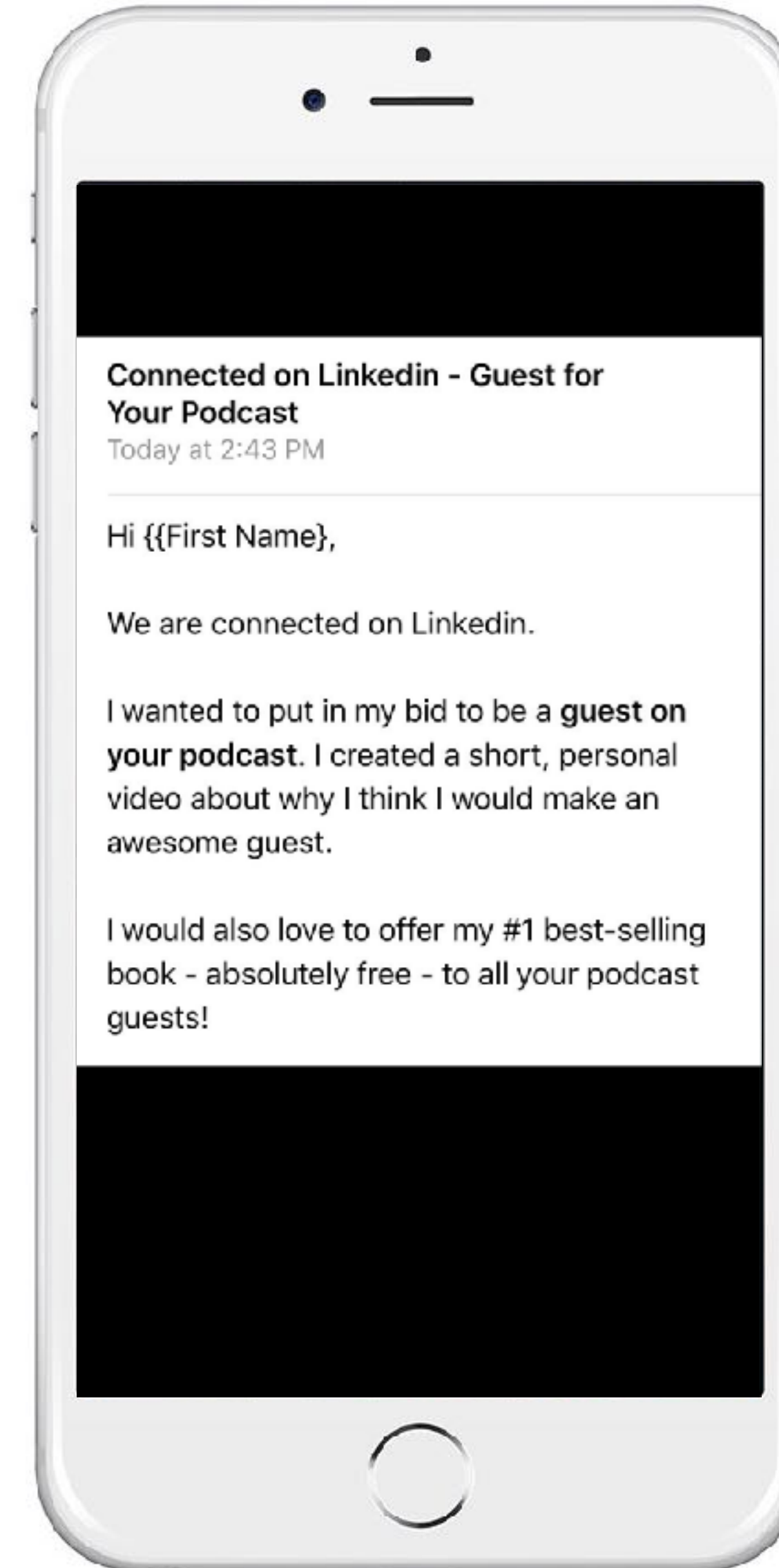
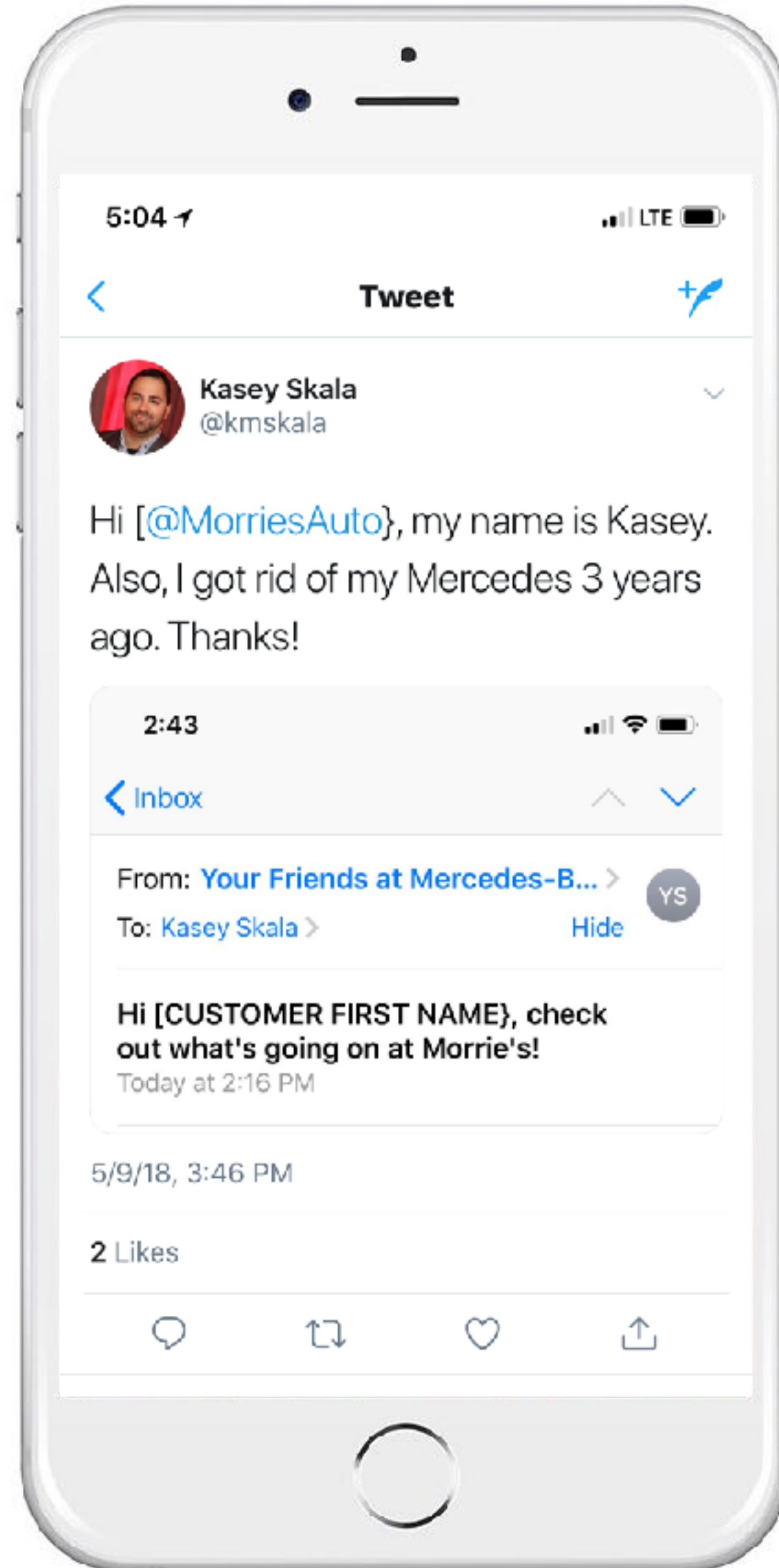
@michaeljbarber

# Sharing Testing Is Caring

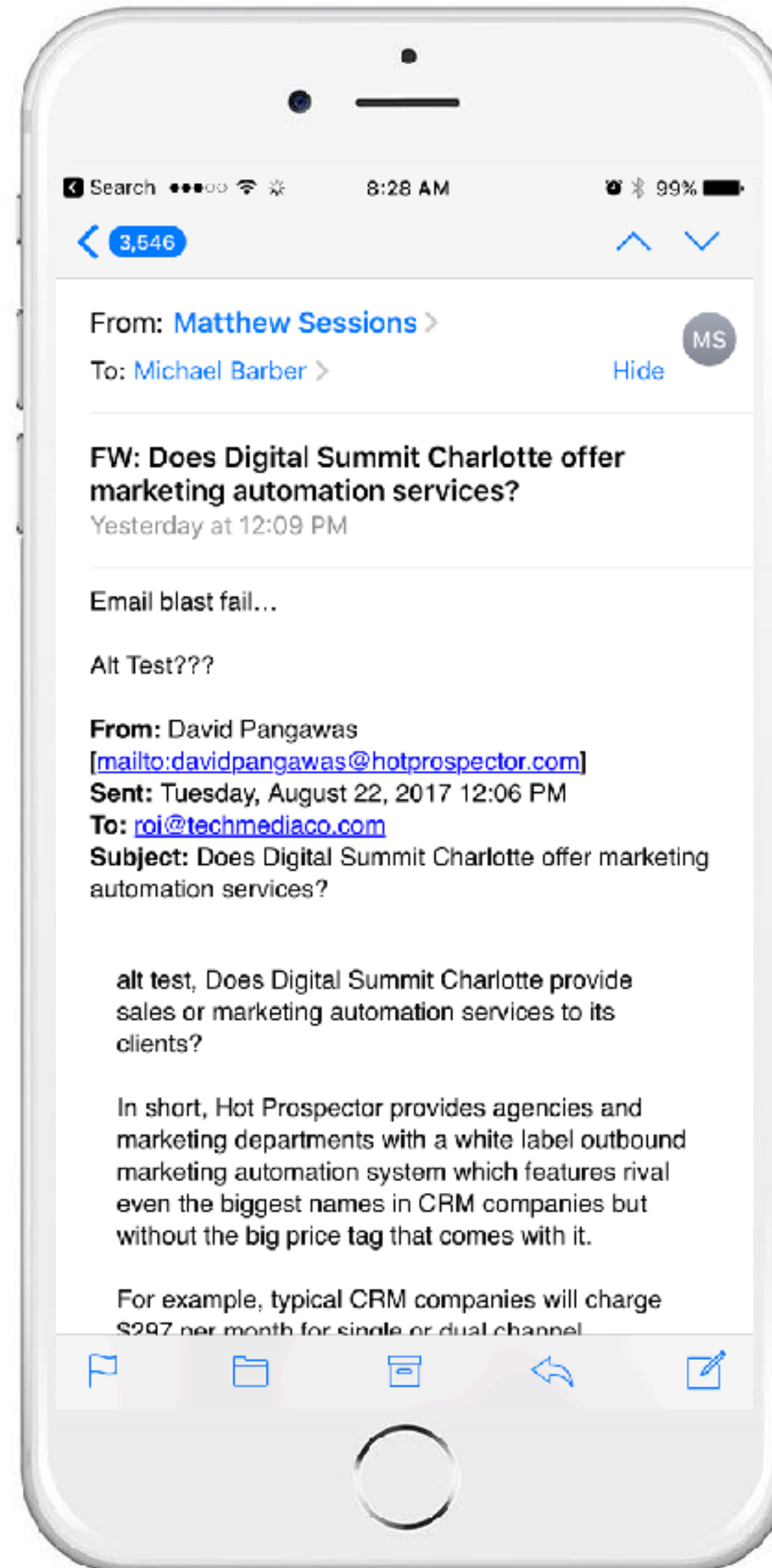




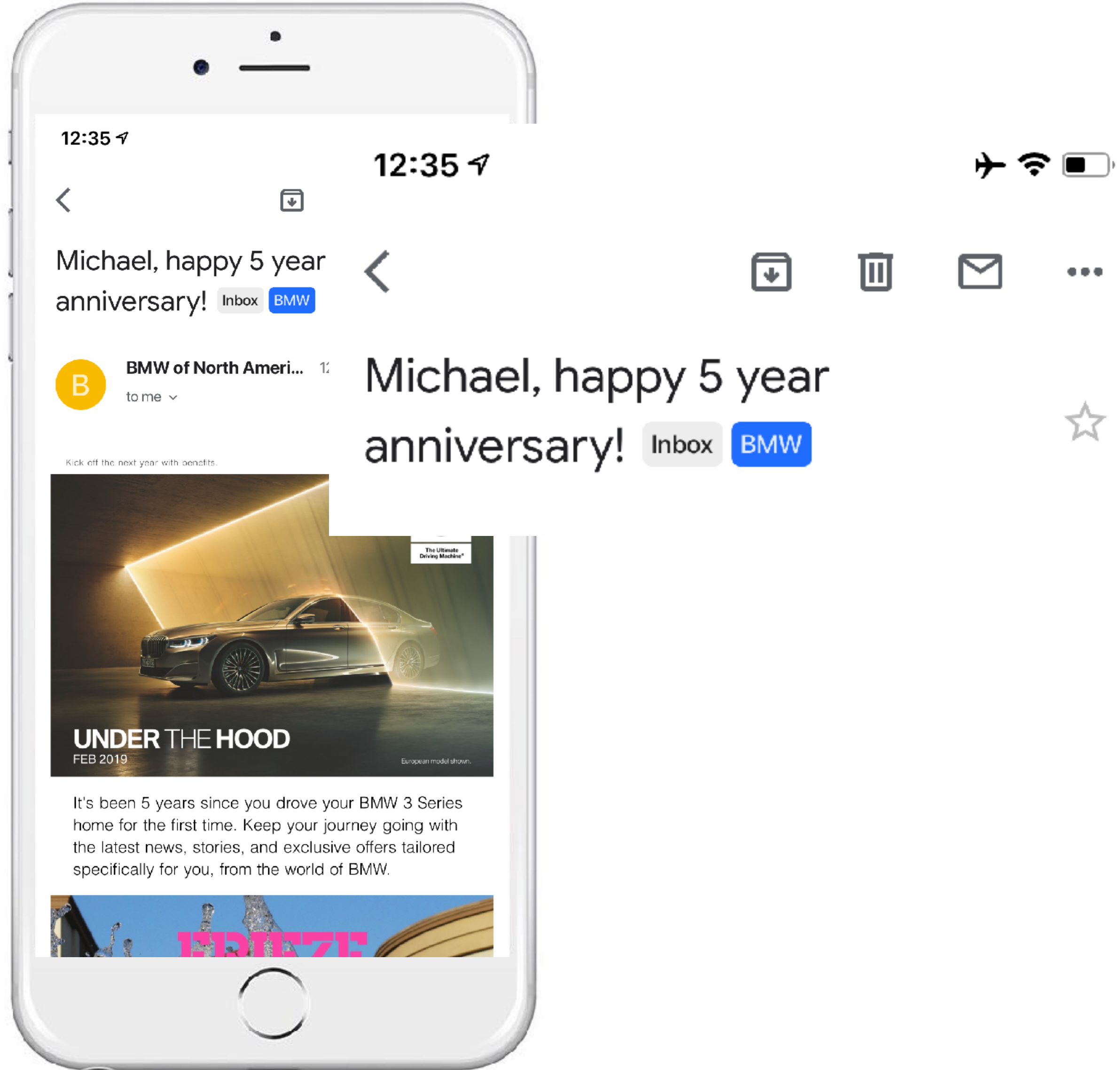
# Sharing Testing Is Caring



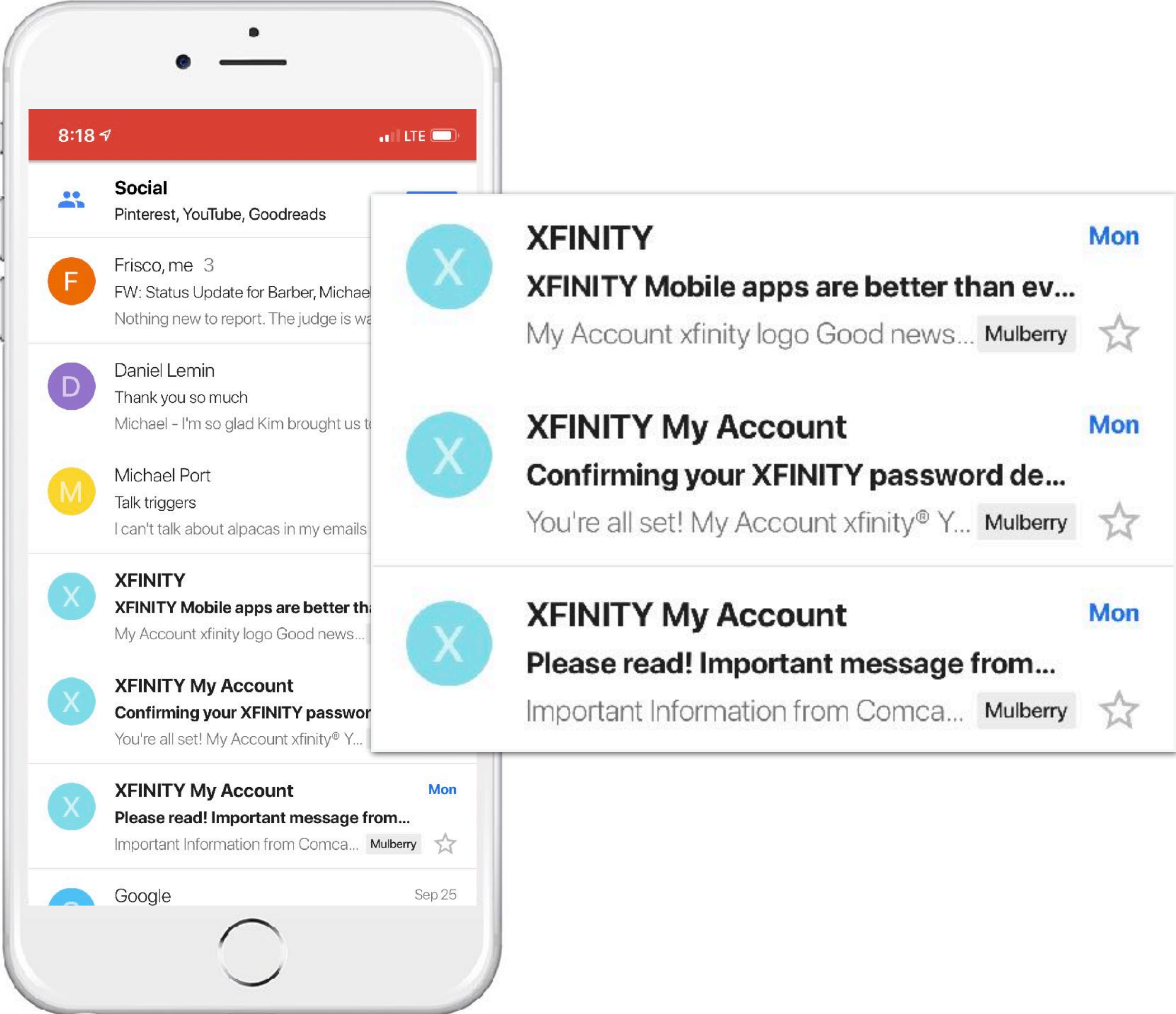
# Data Matters



# Haven't Had This Car for 6 Months



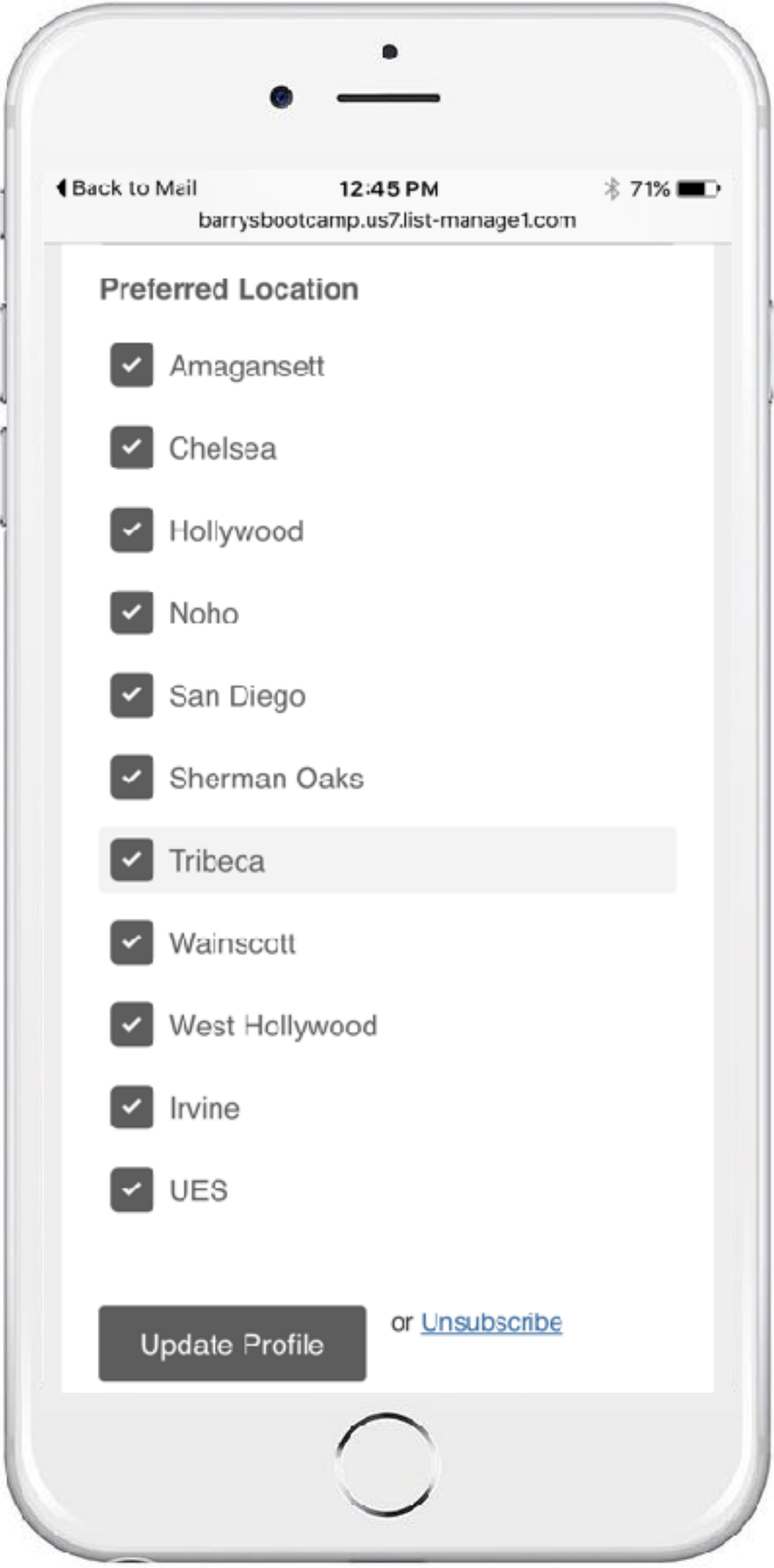
# All Together Now



#INBOUND19

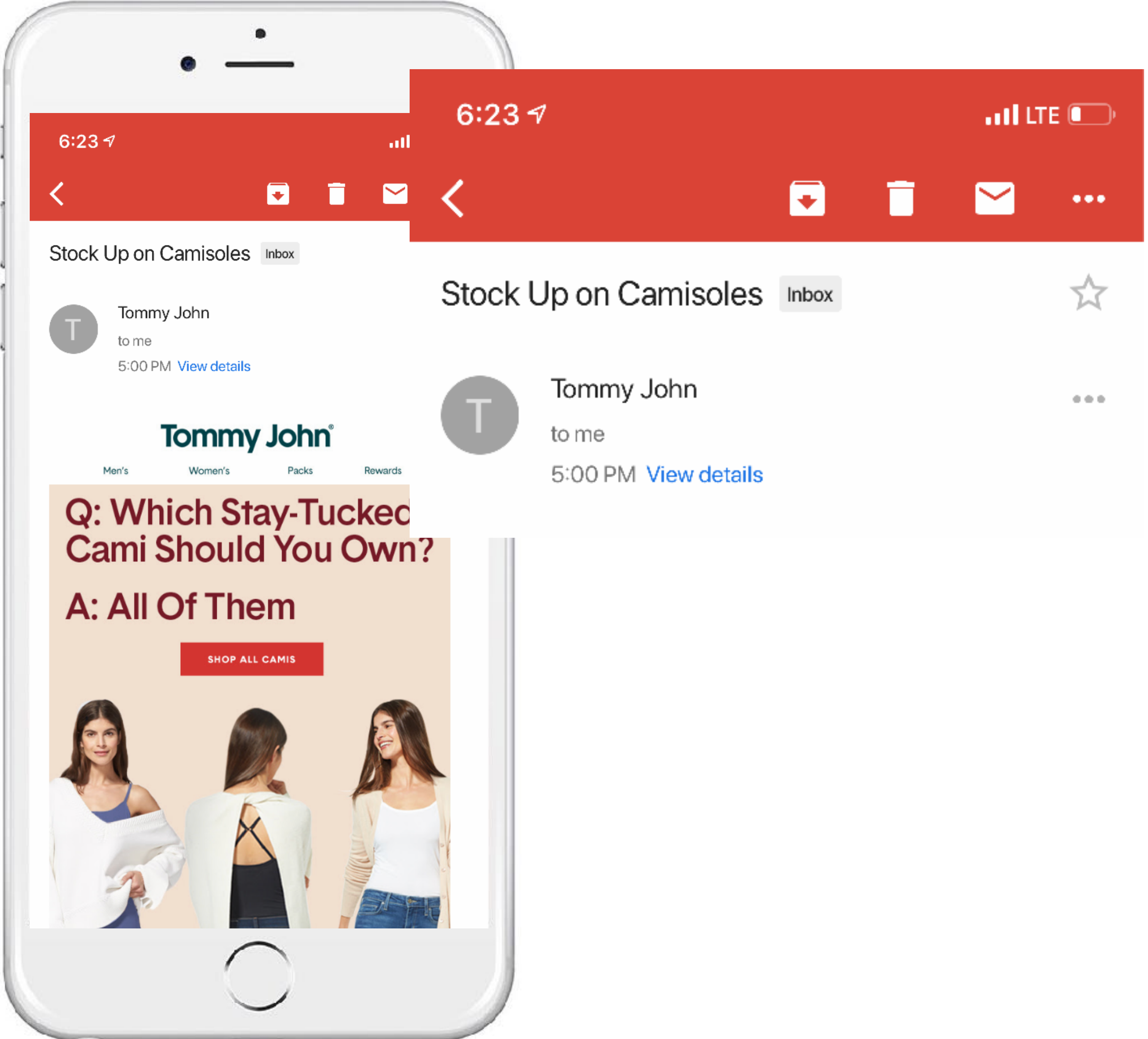
@michaeljbarber

# Emails Everywhere, We Don't Care



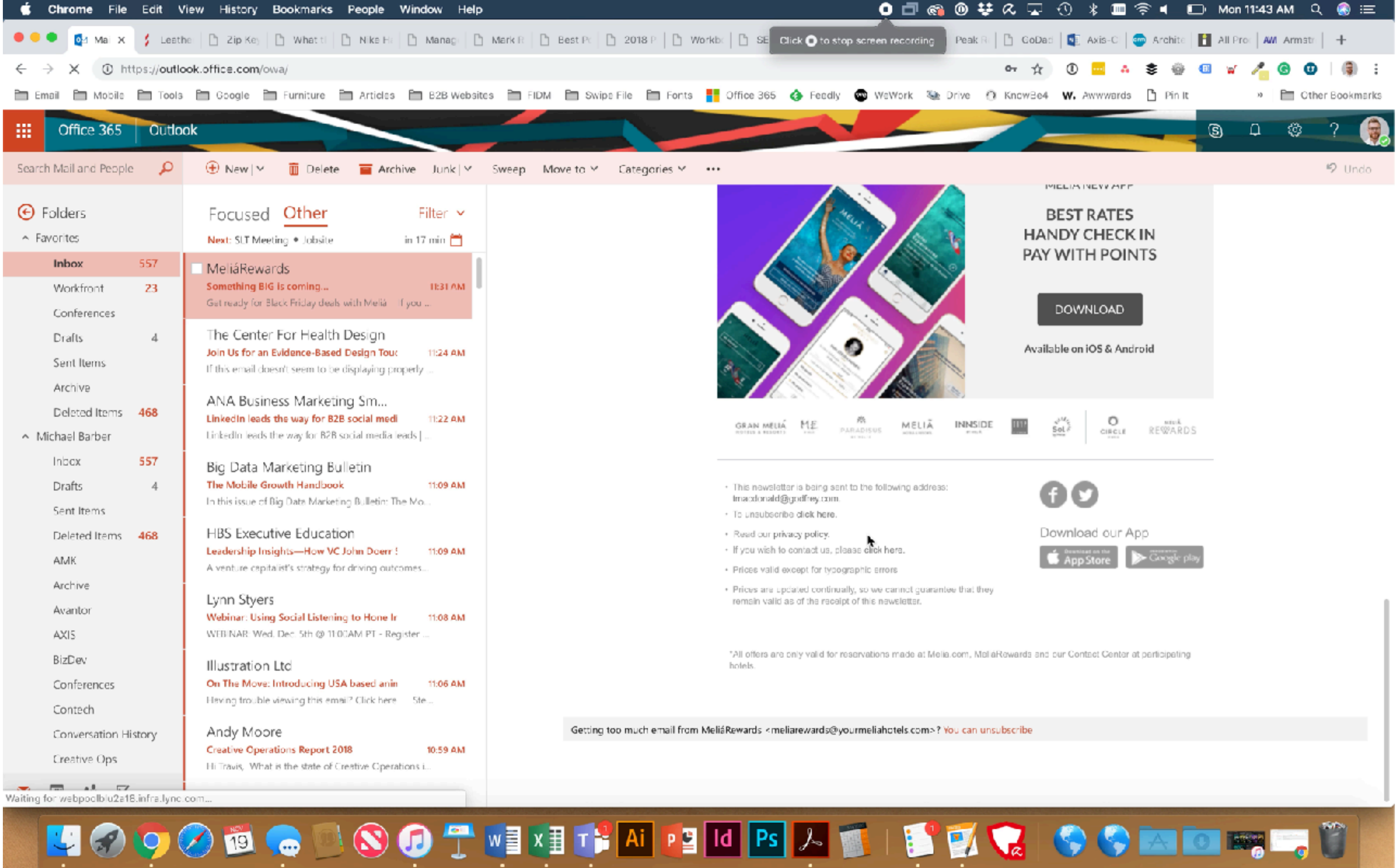
#INBOUND19  
@michaeljbarber

# Don't Wear Camisoles

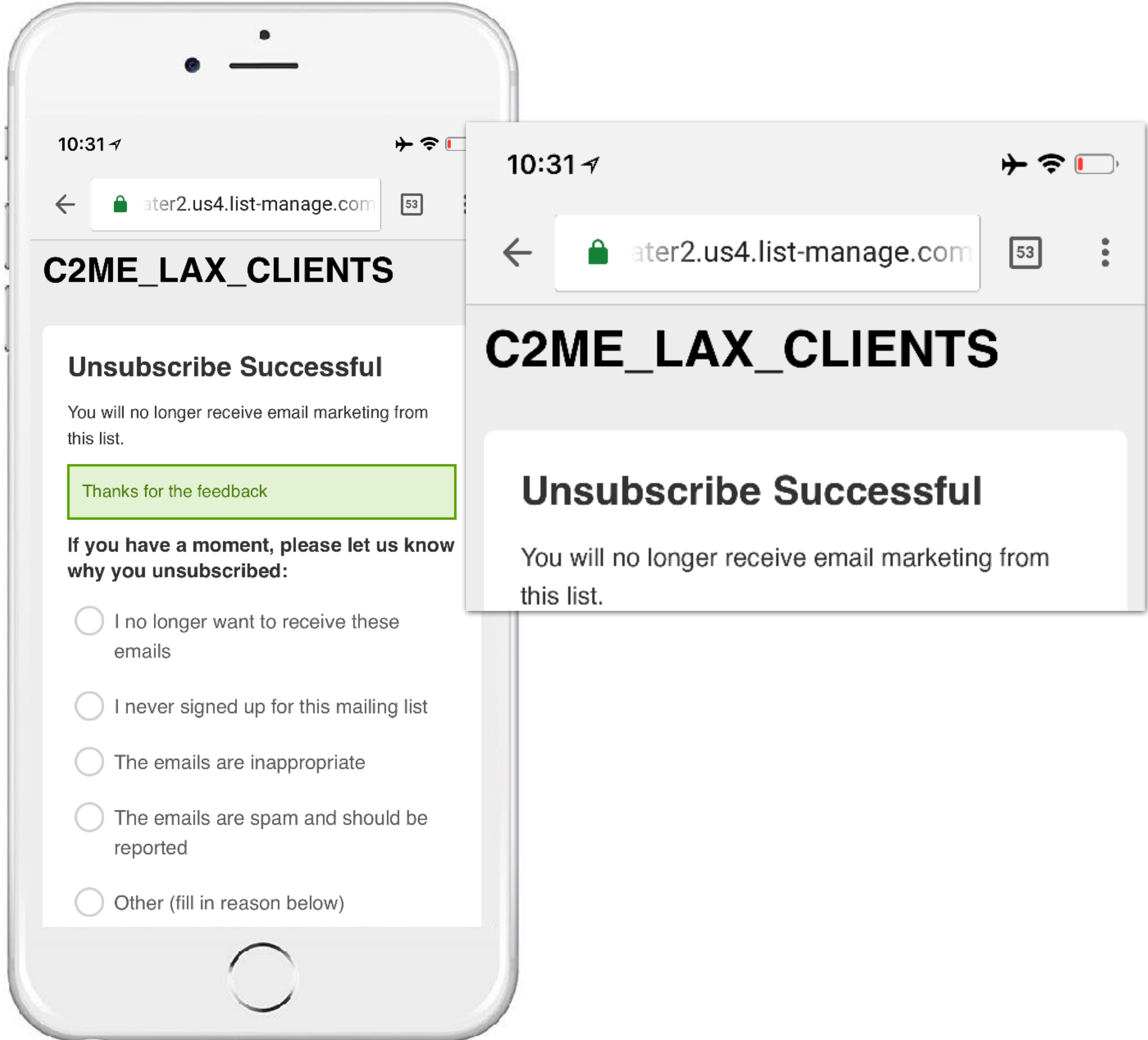


#INBOUND19  
@michaeljbarber

# Meh, Error.

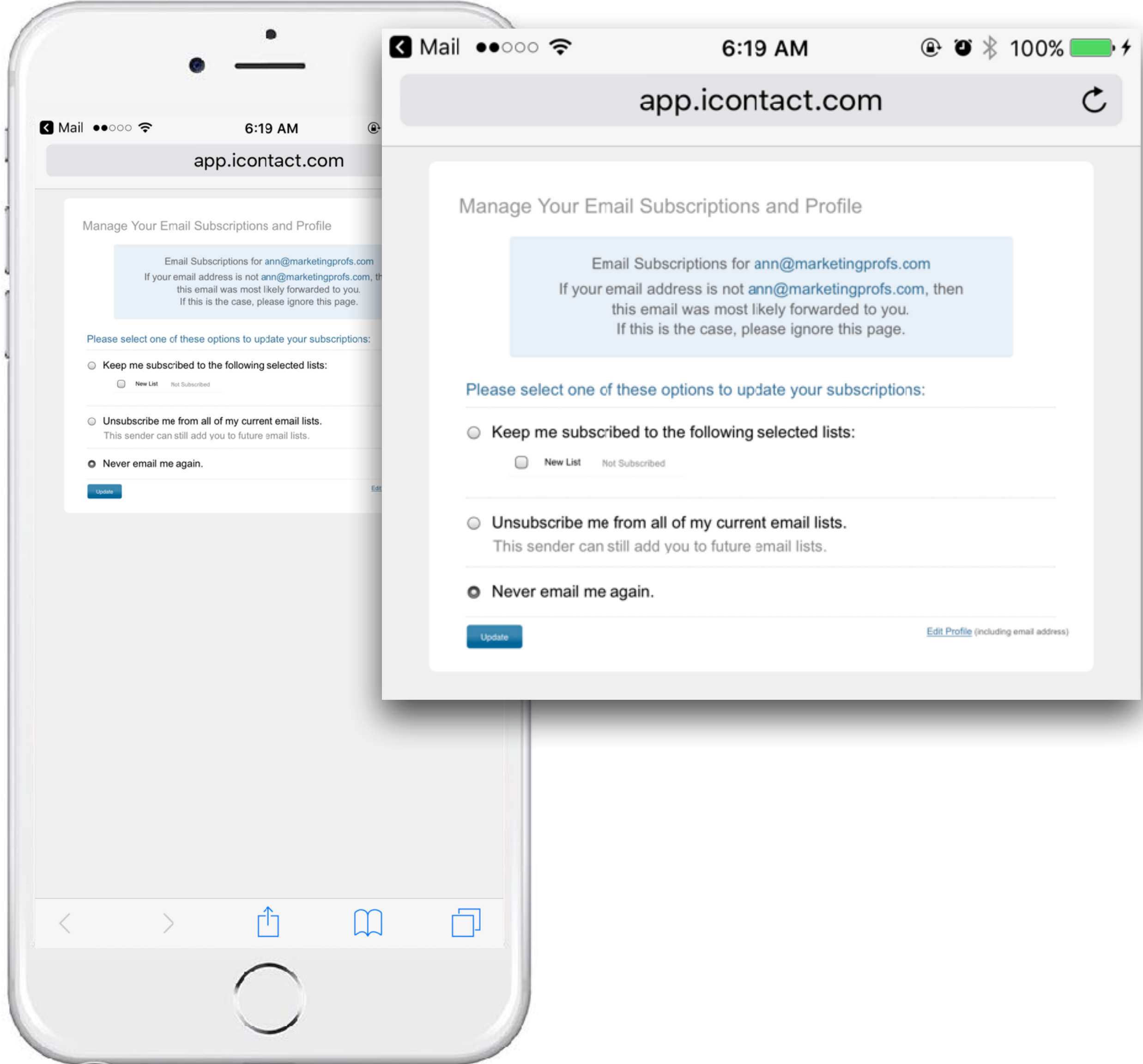


# Lawd, Help Me With These Preference Centers

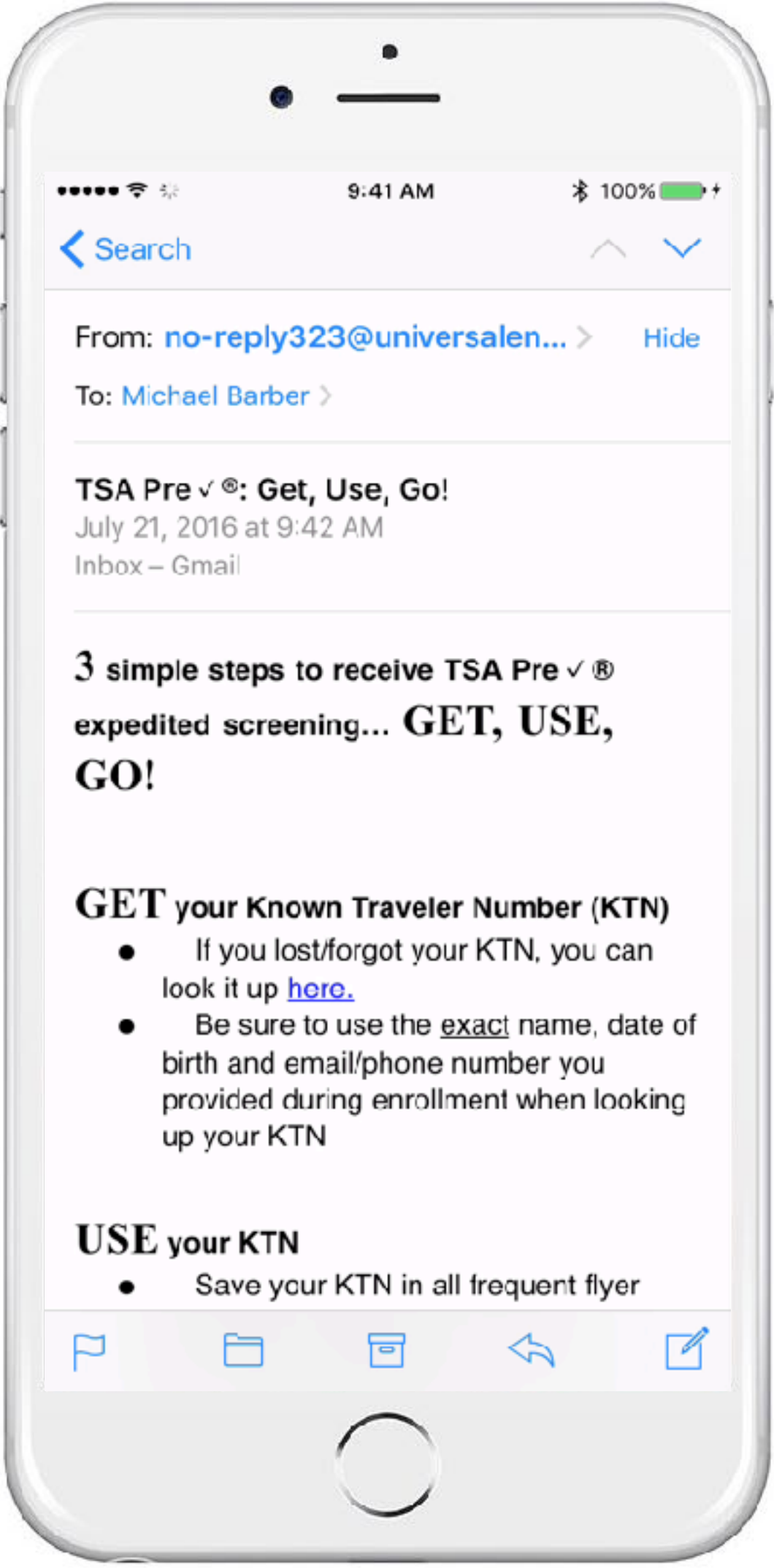




# Just Stop Sending Me Email

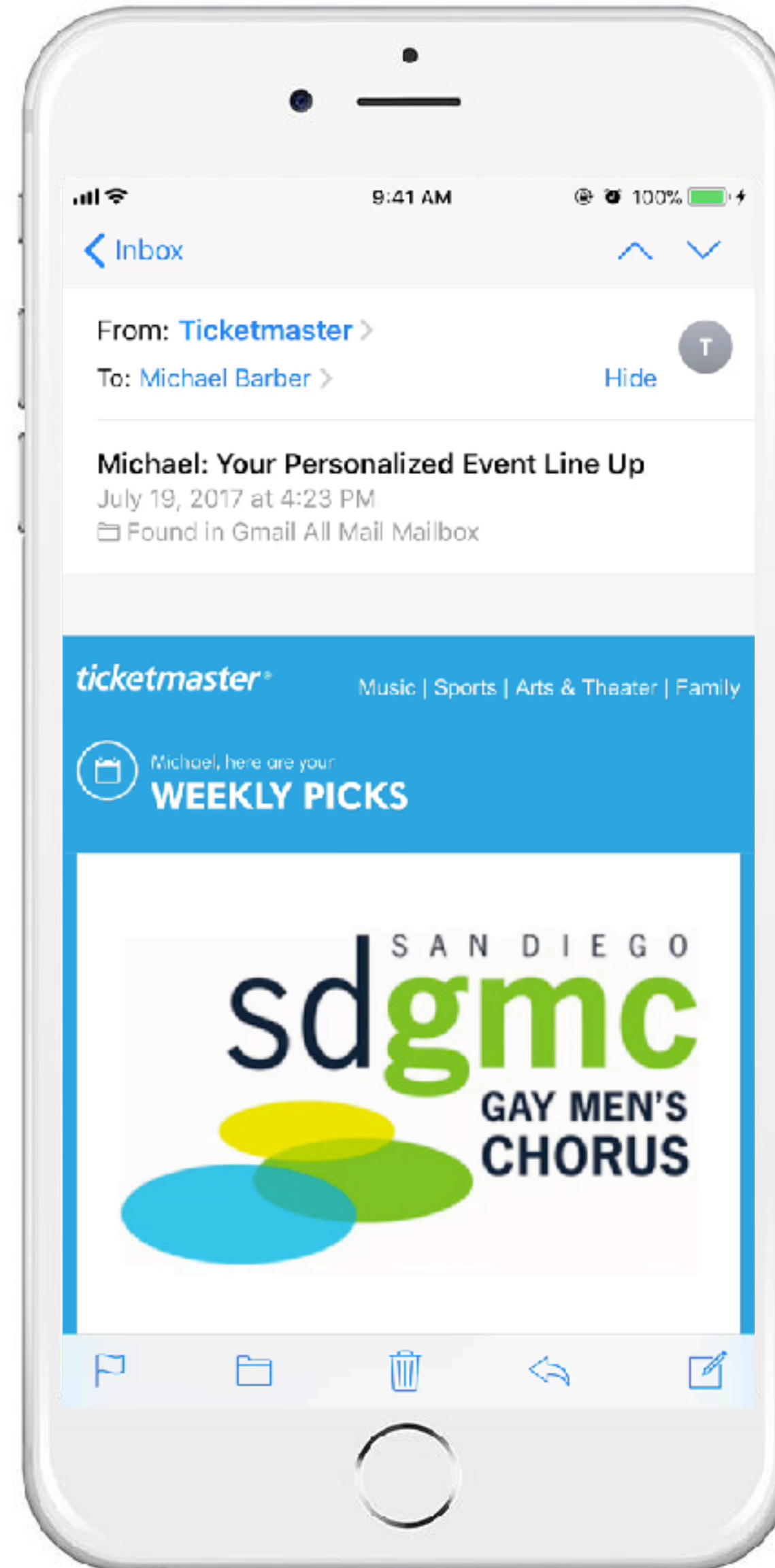


# Out of the Blue. WTF?



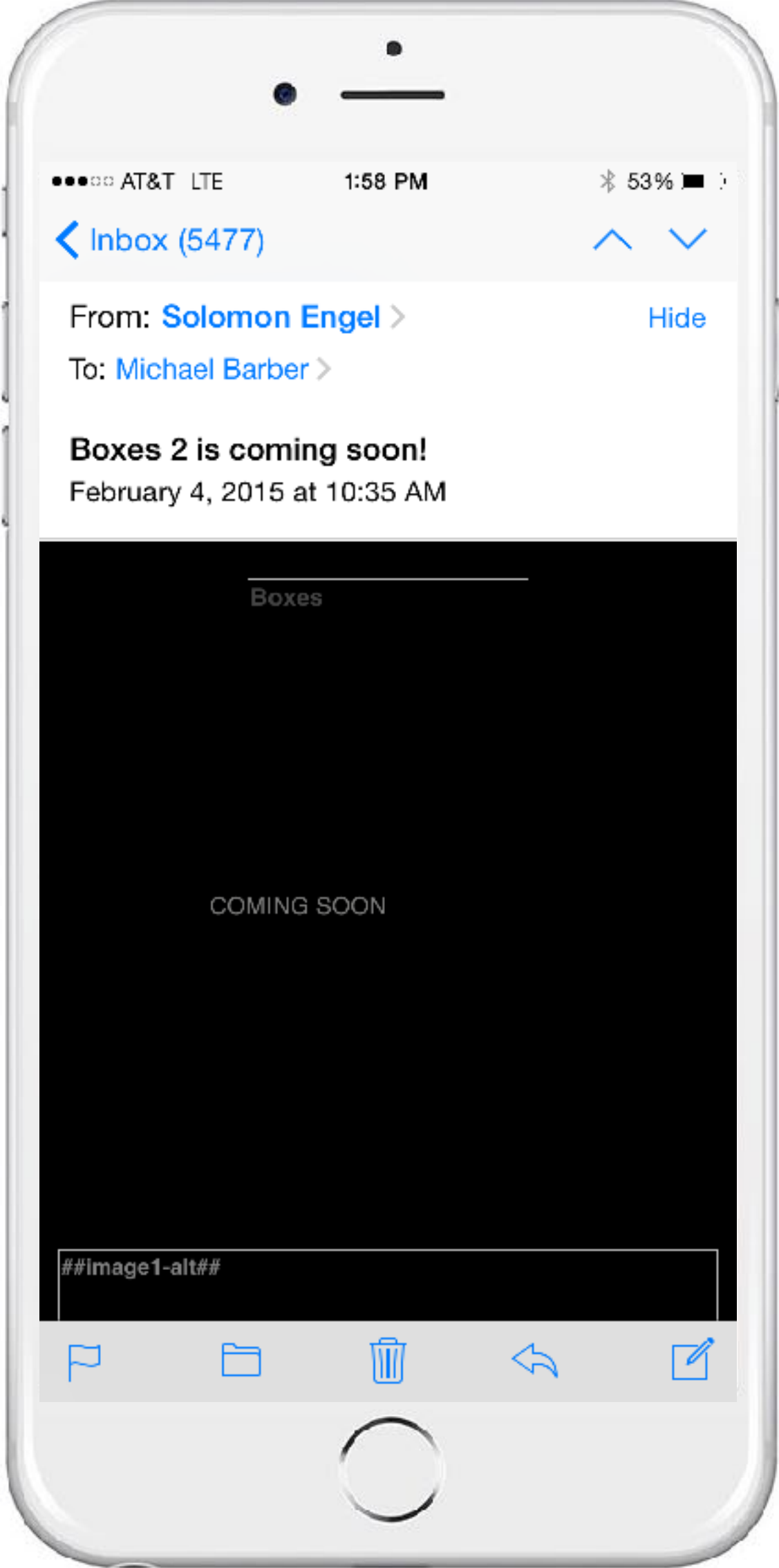
#INBOUND19  
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# #CREEPY

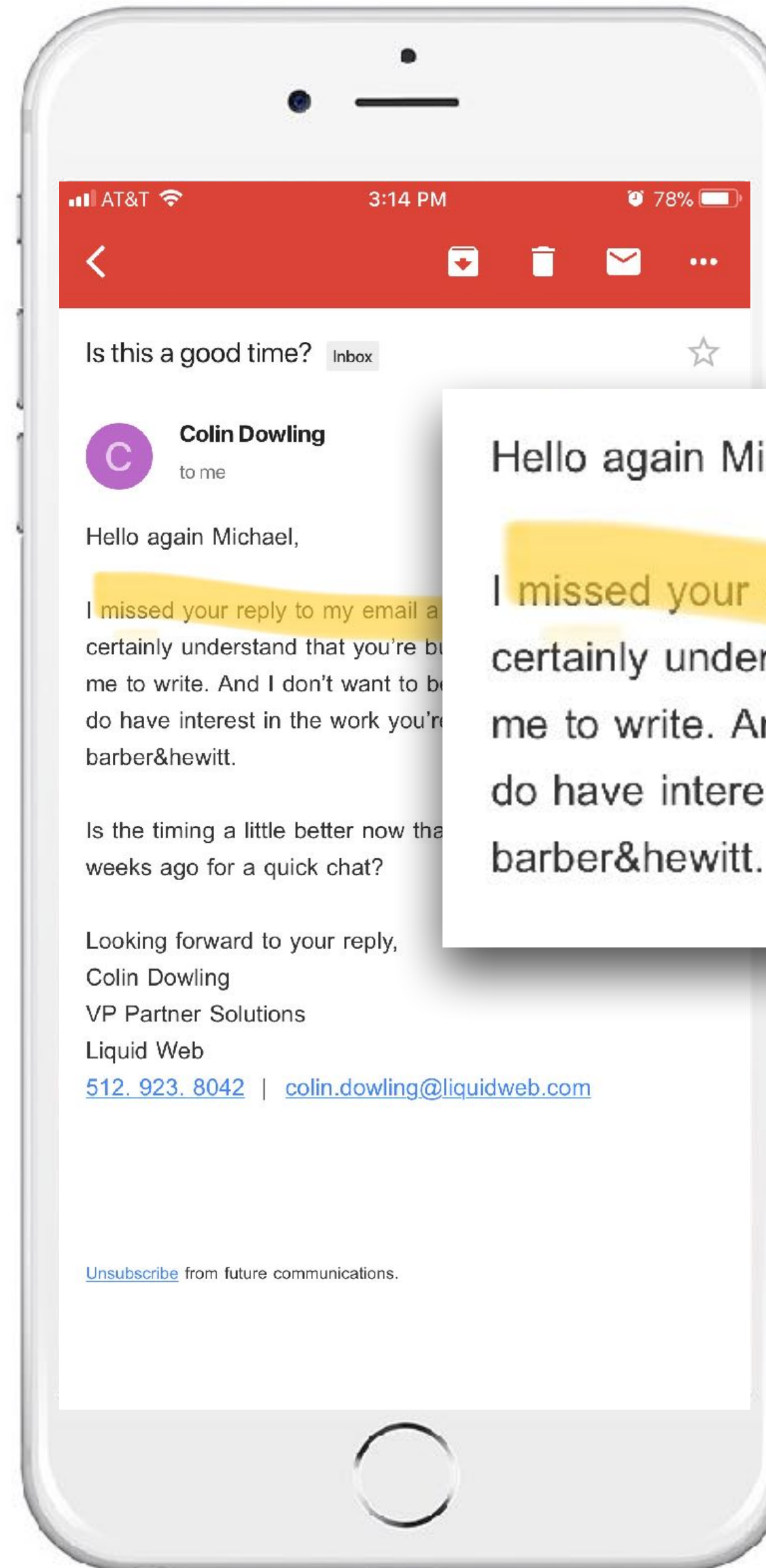


#INBOUND19  
@michaeljbarber

# Nothingness

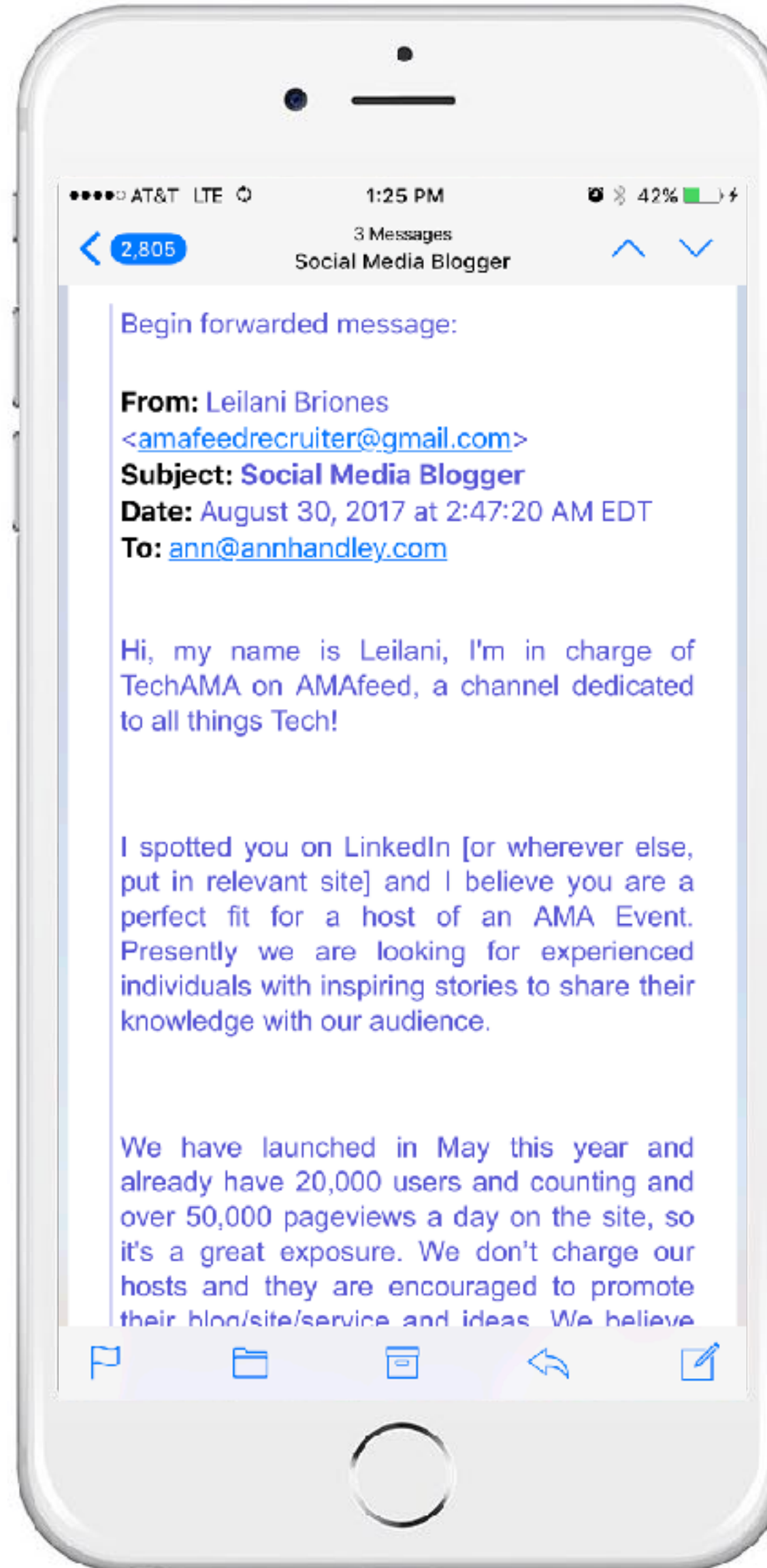


# Lying

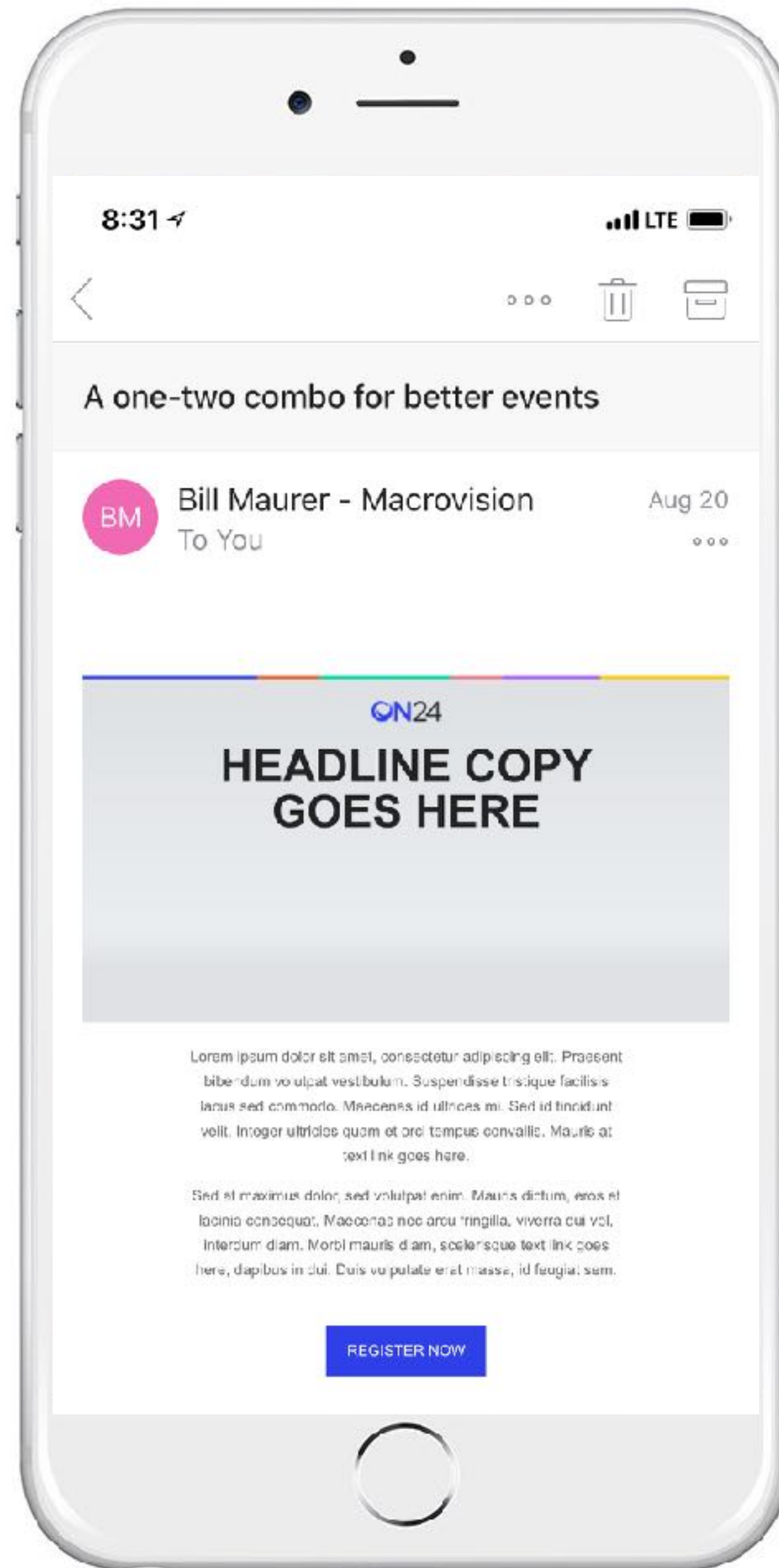


Hello again Michael,  
I missed your reply to my email a couple weeks ago. I certainly understand that you're busy and didn't ask for me to write. And I don't want to be a bother but I really do have interest in the work you're doing there at barber&hewitt.

# #BLAH



# #MOREBLAH

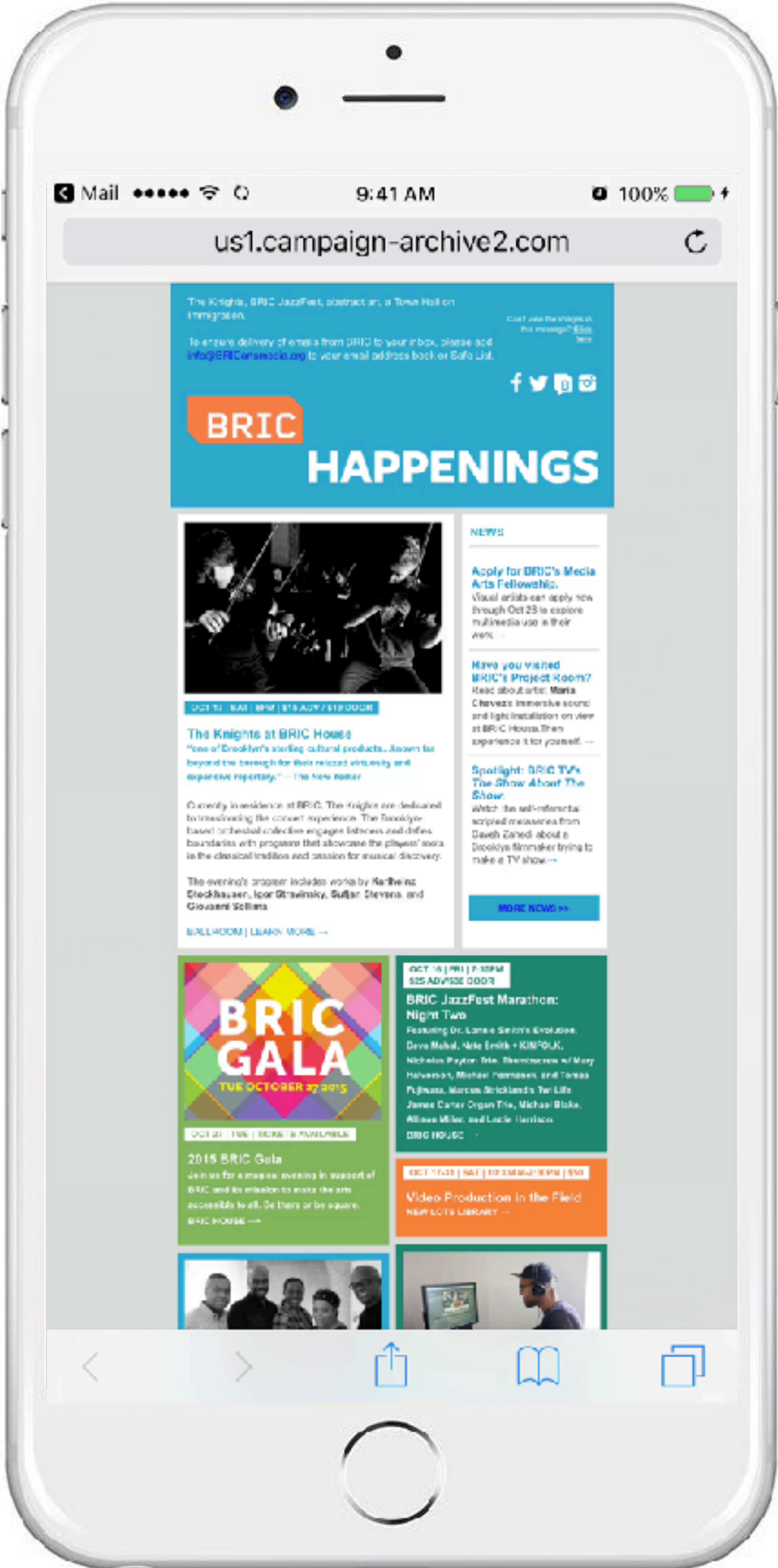


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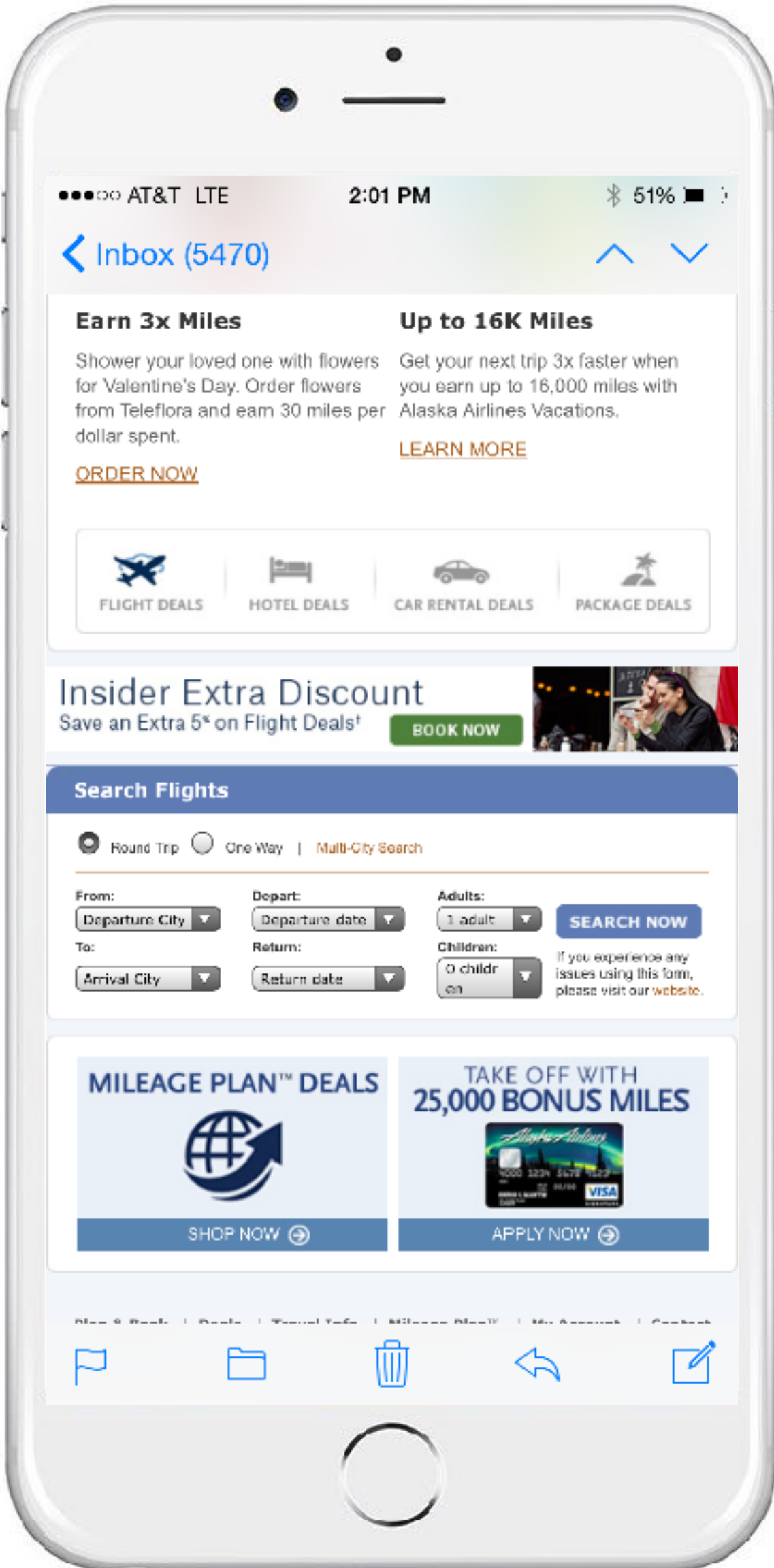
# Columns & Pitch+Zoom = 🙄



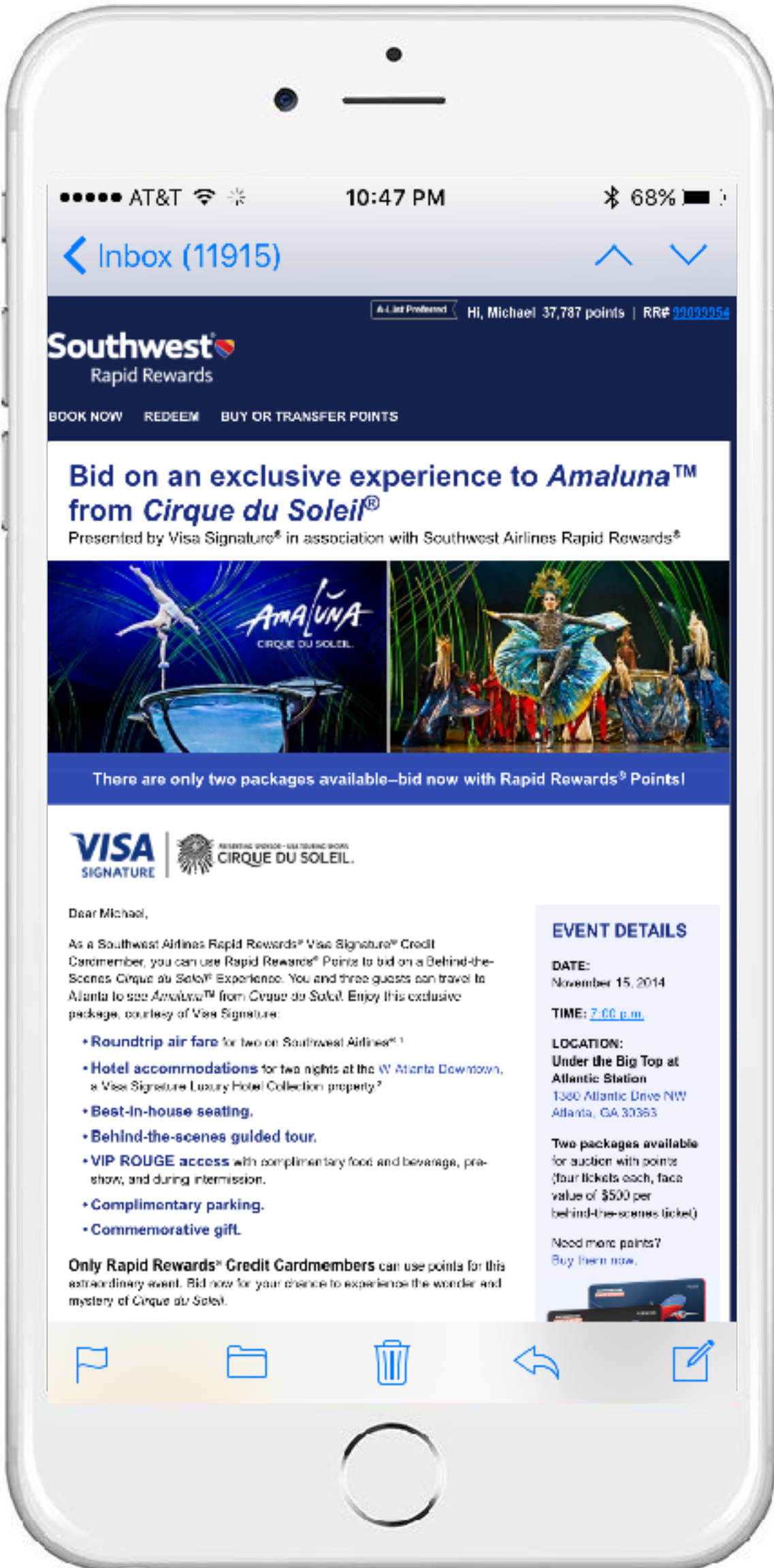
#INBOUND19  
@michaeljbarber



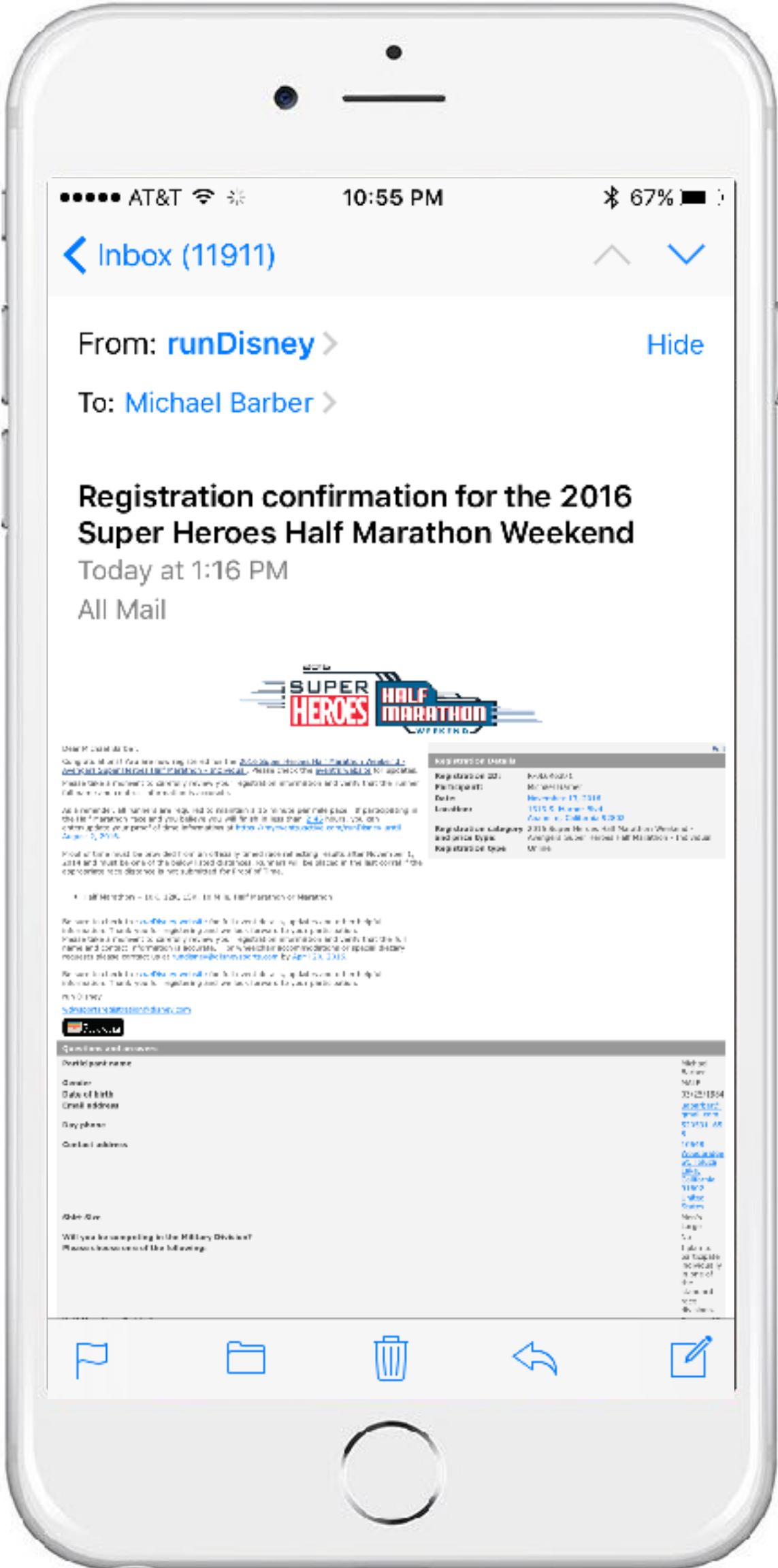
# Can You Read This?



# Yeah, Neither Can I

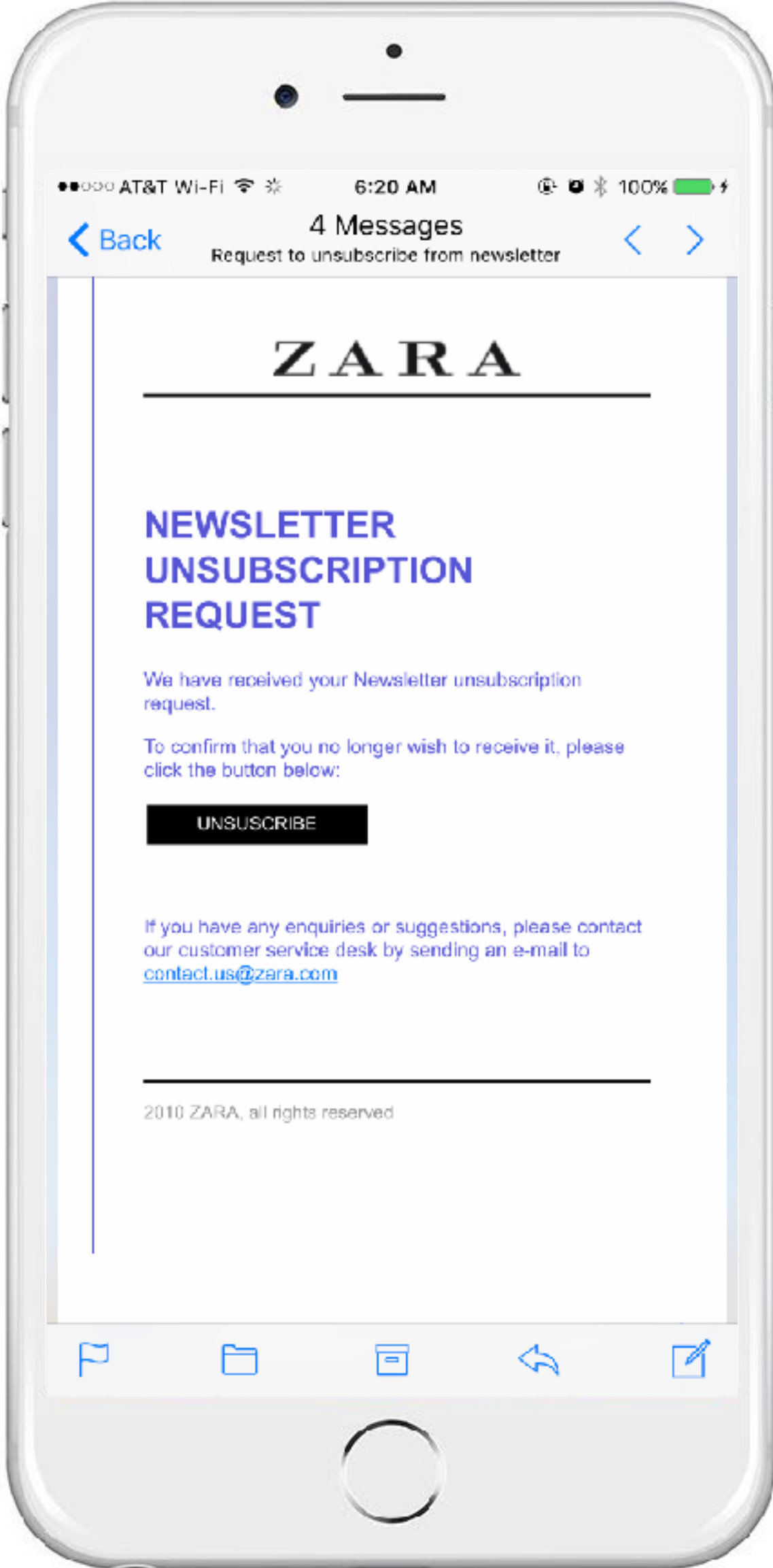


# I Mean, Come On...



#INBOUND19  
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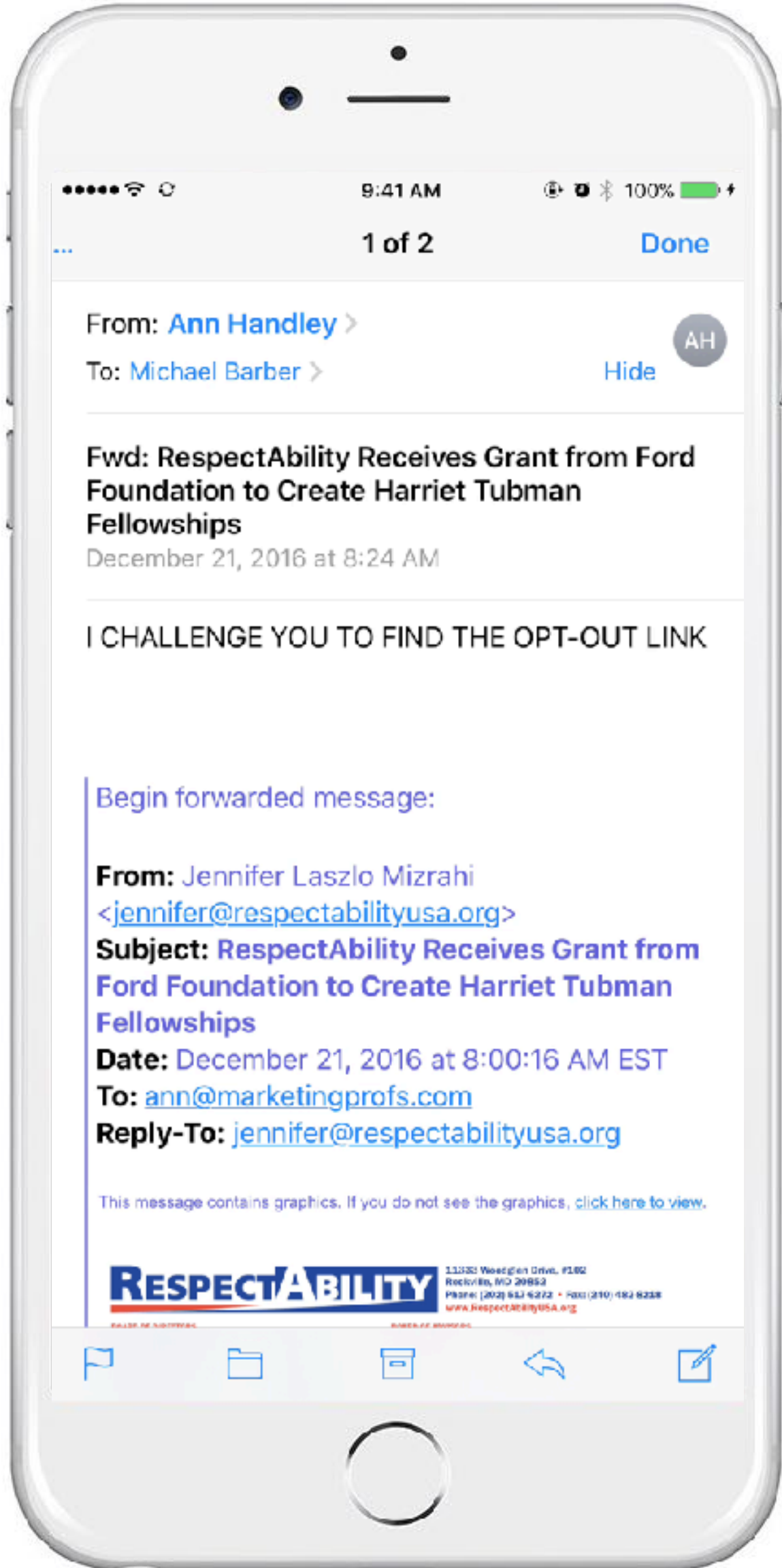
# You Really Want To Unsubscribe, Really, Really?



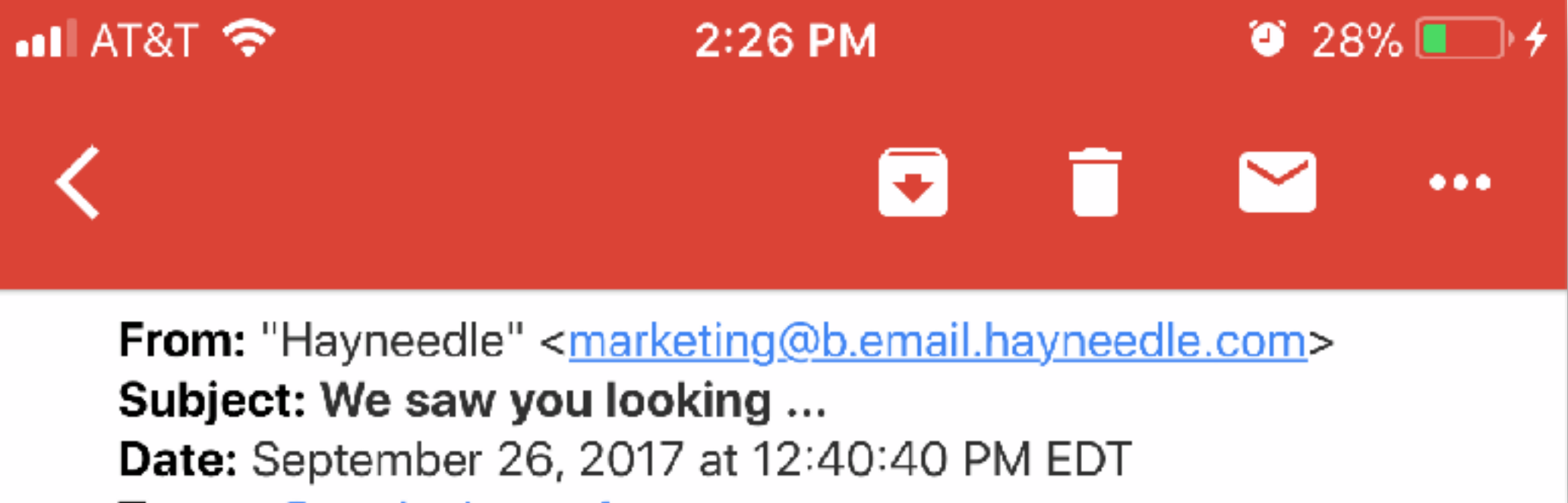
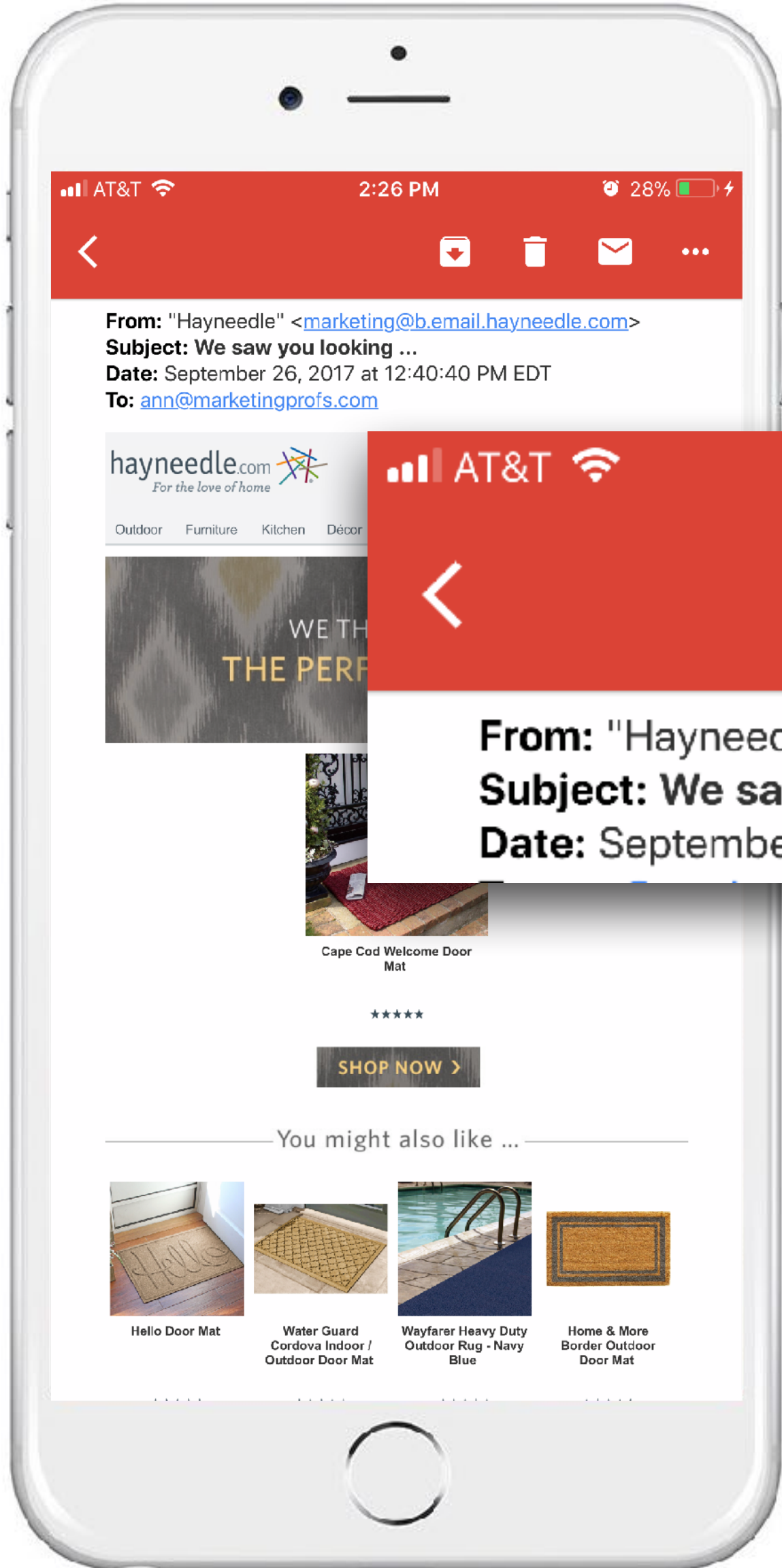
#INBOUND19

@michaeljbarber

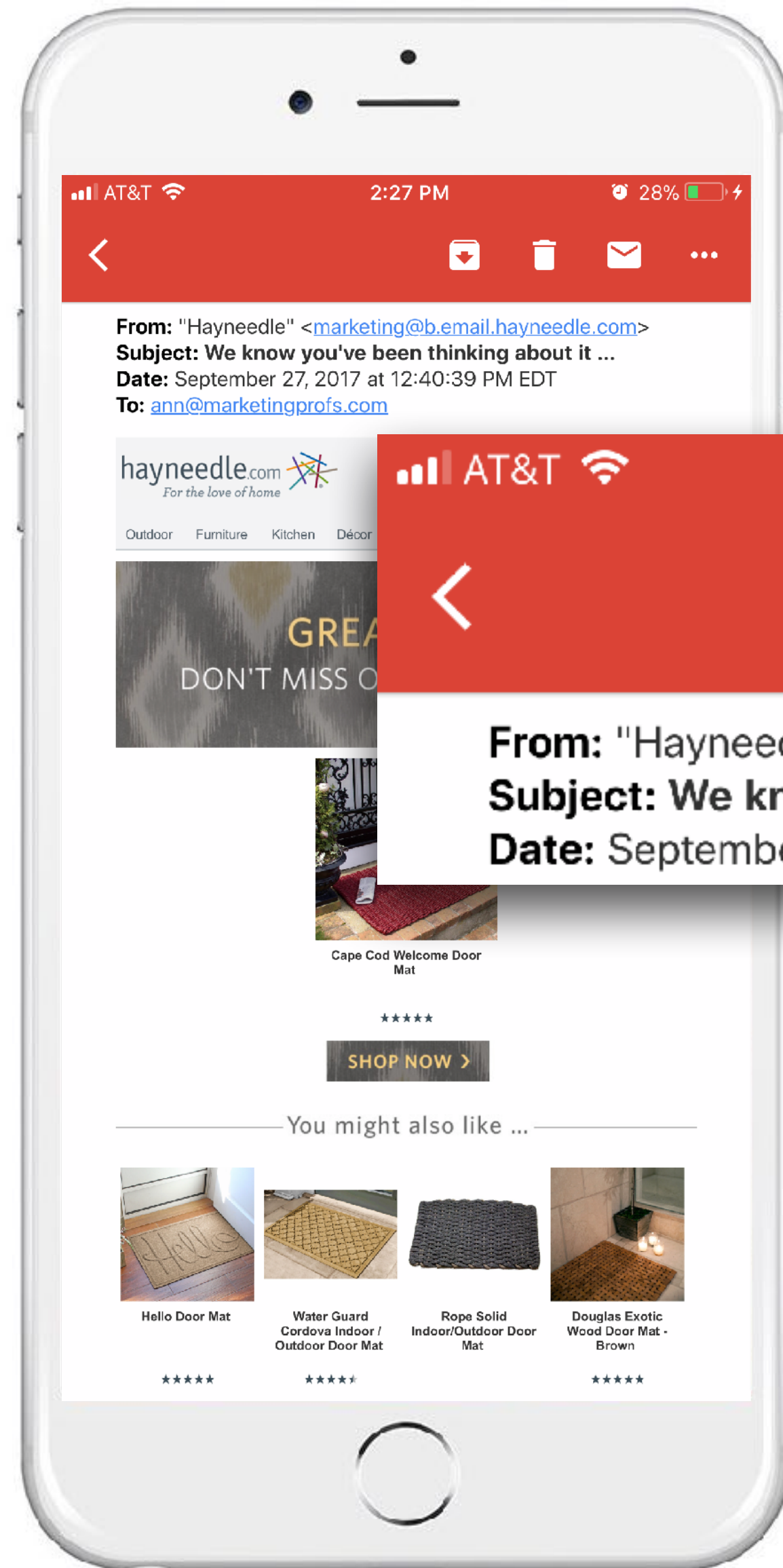
# Oh Yeah



# You're Not the NSA



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AT&T 2:27 PM 28%

From: "Hayneedle" <[marketing@b.email.hayneedle.com](mailto:marketing@b.email.hayneedle.com)>  
 Subject: We know you've been thinking about it ...  
 Date: September 27, 2017 at 12:40:39 PM EDT

hayneedle.com  
 For the love of home



Cape Cod Welcome Door Mat

\*\*\*\*\*

SHOP NOW >

You might also like ...



Hello Door Mat

\*\*\*\*\*



Water Guard Cordova Indoor / Outdoor Door Mat

\*\*\*\*\*



Rope Solid Indoor/Outdoor Door Mat

\*\*\*\*\*



Douglas Exotic Wood Door Mat - Brown

\*\*\*\*\*



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 @michaeljbarber

# I Couldn't Even Make This Stuff Up...

- **Today's apartment.com** 7:02PM >  
My baby died after being left in a hot car from early March to tender months, here are our 15 best pet recipes if you cannot read this email, please click here. Thursday, June...



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# Like I Said

- **Today'sparent.com** 7:02 PM >  
TO My baby died after being left in a hot car  
From crispy bacon to tender roasts, here are  
our 15 best pork recipes If you cannot read  
this email, please click here. Thursday, June...

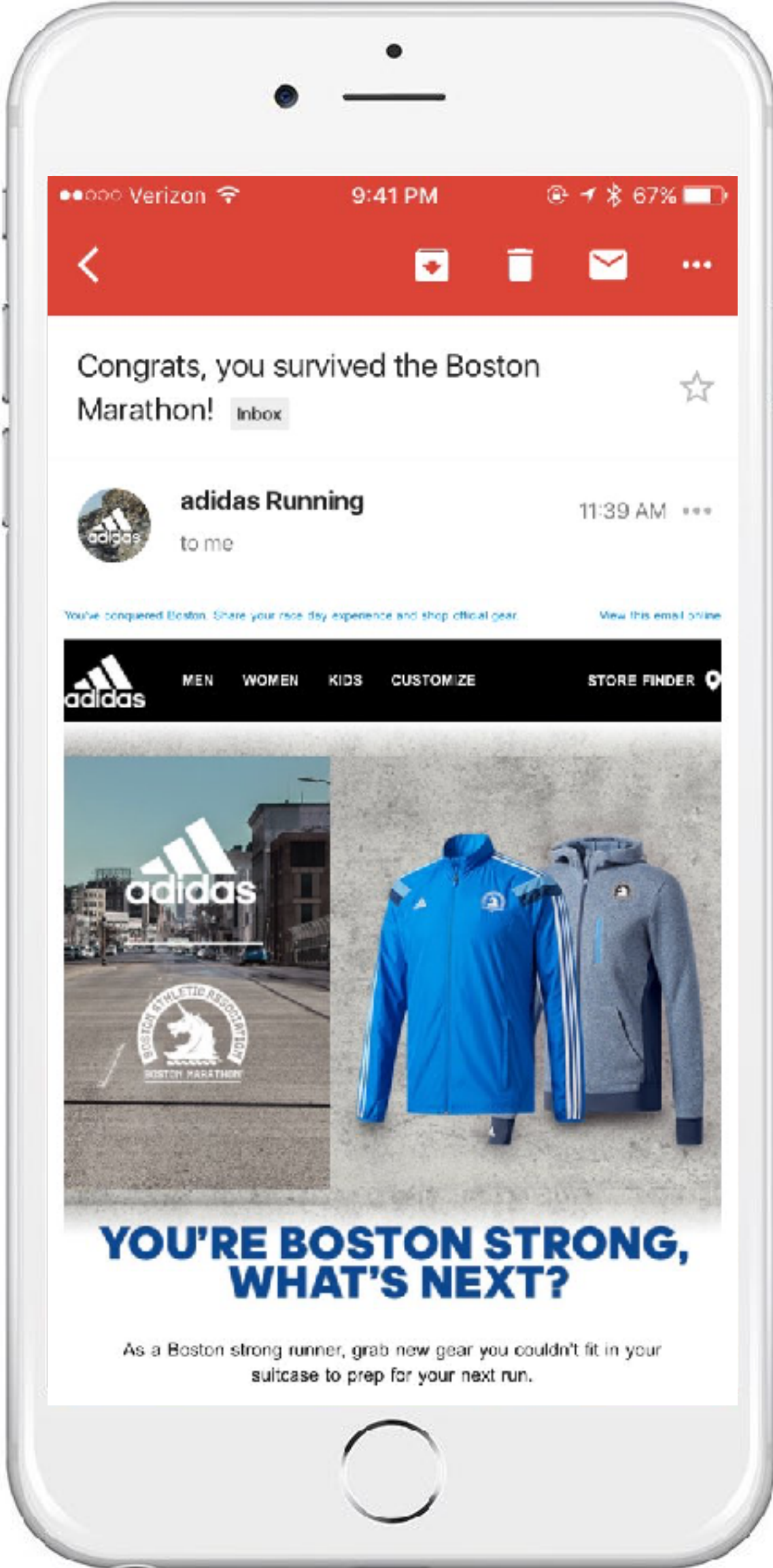


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@michaeljbarber

# Insert Foot Into Mouth



# #Iveemailedyou5Times #Idontcare #Goaway



**Ann Handley**

June 20 · 🌐

A real email I got first thing this morning. (Subject line: "are you OK Ann?") Annnd then my RESPONSE below. I'm sure he's a nice guy. I was just in a mood. 😂

Like Comment Share

Buffer

732

51 shares

204 Comments



GODFREY

#INBOUND19

@michaeljbarber

# #Iveemailedyou5Times #Idontcare #Goaway

On Jun 20, 2017, at 1:18 AM,  wrote:

Hey Ann,

I wanted to drop by your inbox one last time because I see a tremendous opportunity for MarketingProfs to save some serious time when it comes to writing high quality blog posts with our service.

I'm going to assume that you're not dead or kidnapped. Are you in prison???

If I don't hear back then I'll assume you're like me and have a million different things going on. I'll plan on reconnecting in a couple months, unless you let me know you're ready to evaluate sooner.

If you are in jail, don't worry – I'll post bail for you. Just let me know the best way to connect so I know where to send the money :)

PS- If indeed it still makes sense to connect then just let me know a couple times that work and I'll give you a call.

--

Regards,

  
Co-Founder, 

# #Iveemailedyou5Times #Idontcare #Goaway

DEAR ~~██████████~~

THIS EMAIL IS TO INFORM YOU THAT ANN HANDLEY (INMATE #874992) IS CURRENTLY BEING HELD IN THE TRI-COUNTY WOMEN'S CORRECTIONAL FACILITY.

SHE IS BEING HELD WITHOUT BAIL PENDING TRIAL FOR CHOKING A SALES PERSON FOR SENDING UNSOLICITED MAIL.

SHE IS SUSPECTED OF USING HER BARE HANDS, ALTHOUGH THE WEAPON MIGHT ALSO HAVE BEEN A STRING OF EMAILS THAT SHE WOVE TOGETHER AND USED AS A ROPE ABOUT THE VICTIM'S NECK.

SHE CAN'T RESPOND PERSONALLY, AS HER ONE PHONE CALL WAS TO THE REV FATHER BRIGHT KOFI OF NIGERIA, WHO PROMISED HER \$50 MILLION IN EXCHANGE FOR ASSISTANCE WITH A BANK TRANSFER FOR INHERITANCE DUE TO HER THANK YOU KIND LADY.

THANK YOU FOR YOUR UNDERSTANDING.

SINCERELY

MR. ANTHONY WHALE  
DEPUTY DIRECTOR & TUESDAY AFTERNOON ARTS AND CRAFTS LEADER  
TRI-COUNTY WOMEN'S CORRECTIONAL FACILITY



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@michaeljbarber

# Are We Really Trying That Hard?



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“Email is the office memo turned cancerous,  
extended to home and everyday life.”

DON NORMAN, INTERACTION DESIGN EXPERT



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# Meanwhile...

The tech around email continues to evolve.



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# Spam Folders

Sent Mail

Spam (372)

# Mark as Spam & Instant Unsubscribe

**Unsubscribe from these types of emails from MOO.COM?**

In addition to marking this message as spam, Gmail can attempt to automatically unsubscribe you from **MOO.COM**, by sending an unsubscribe request on your behalf. [Learn more.](#)

**Report spam**      **Unsubscribe and report spam**

Taste The Rainbow - Rainbow Brite. Shining Light. Have A Drink Tonight! Is this email no

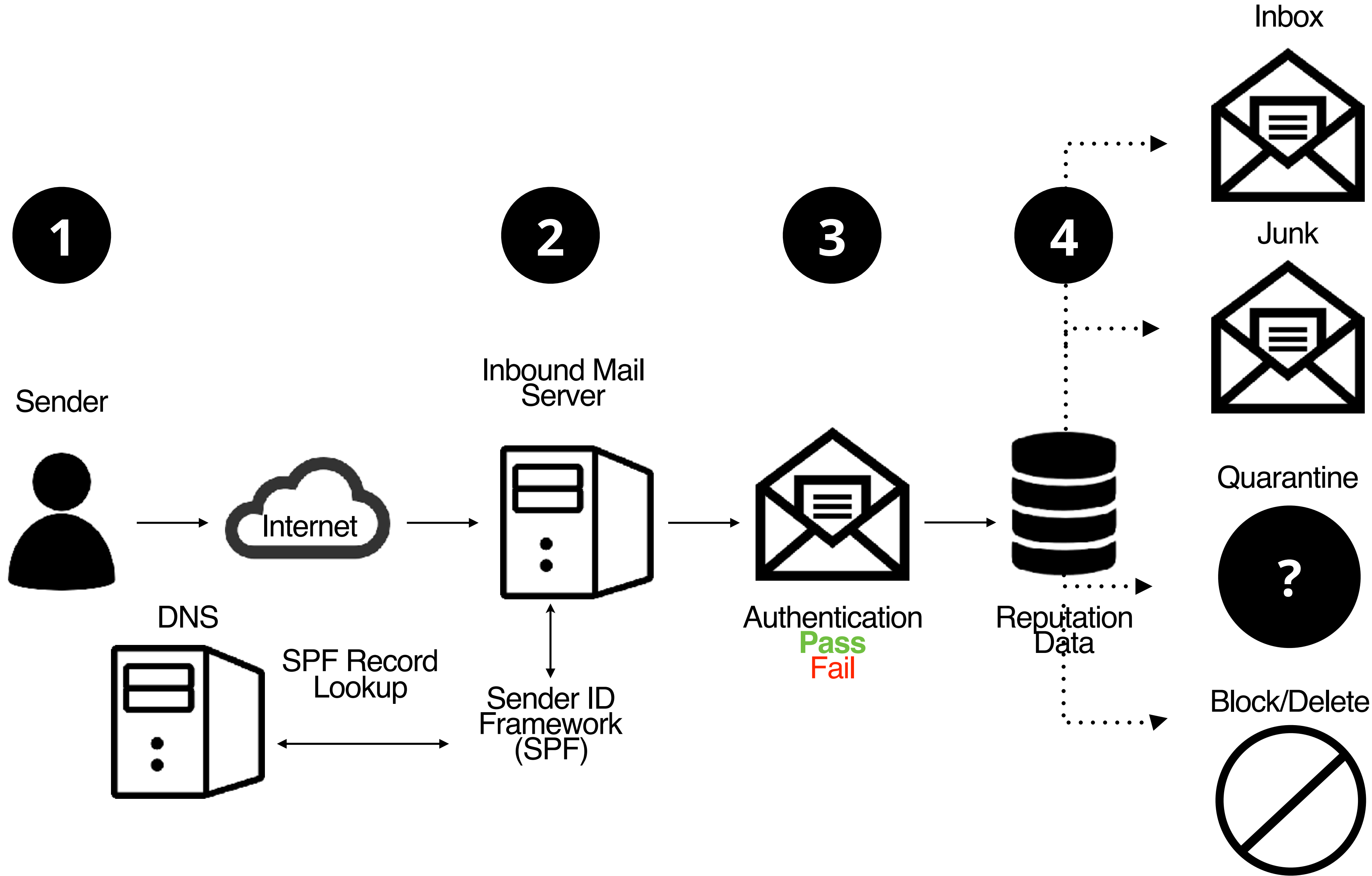


GODFREY

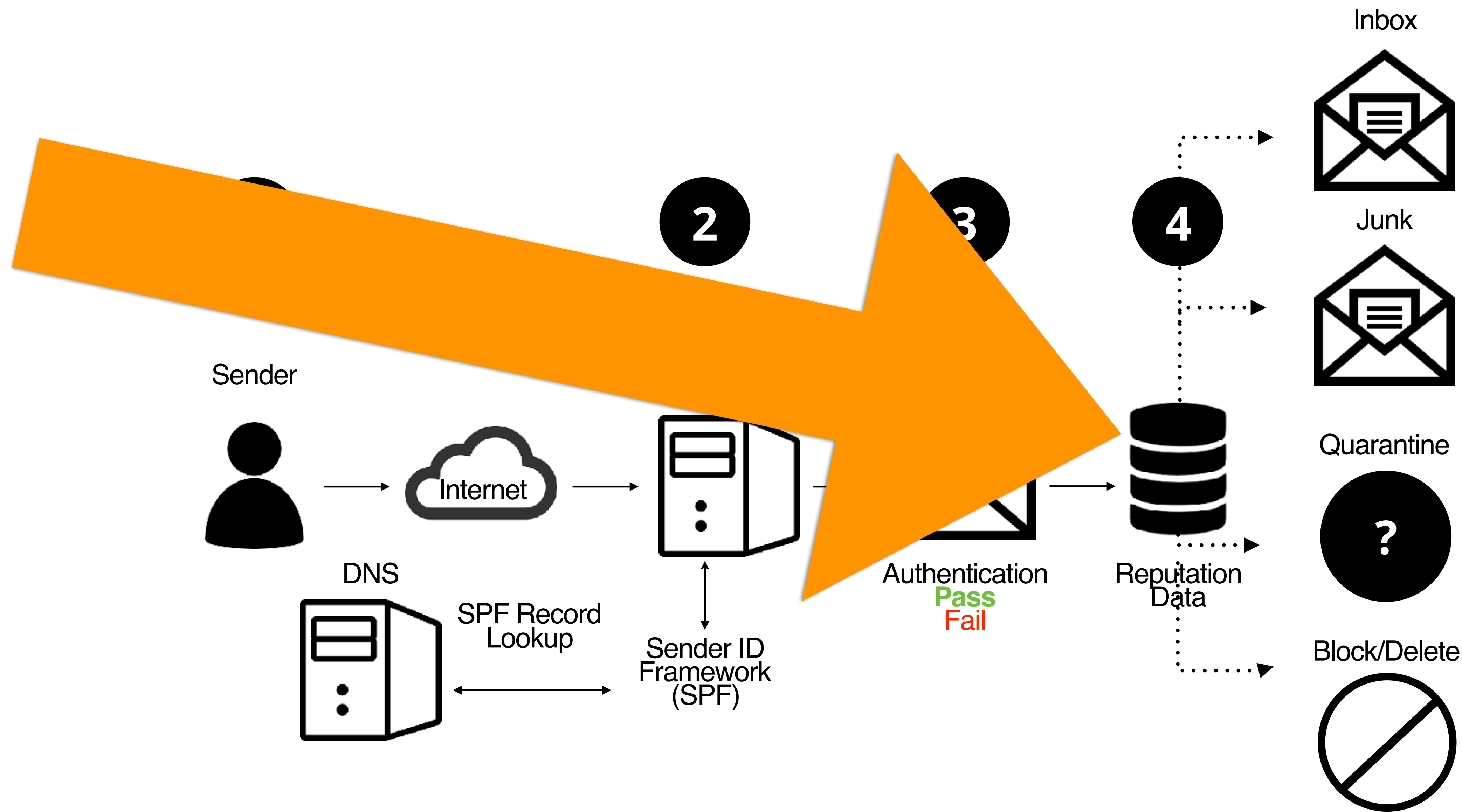
#INBOUND19

@michaeljbarber

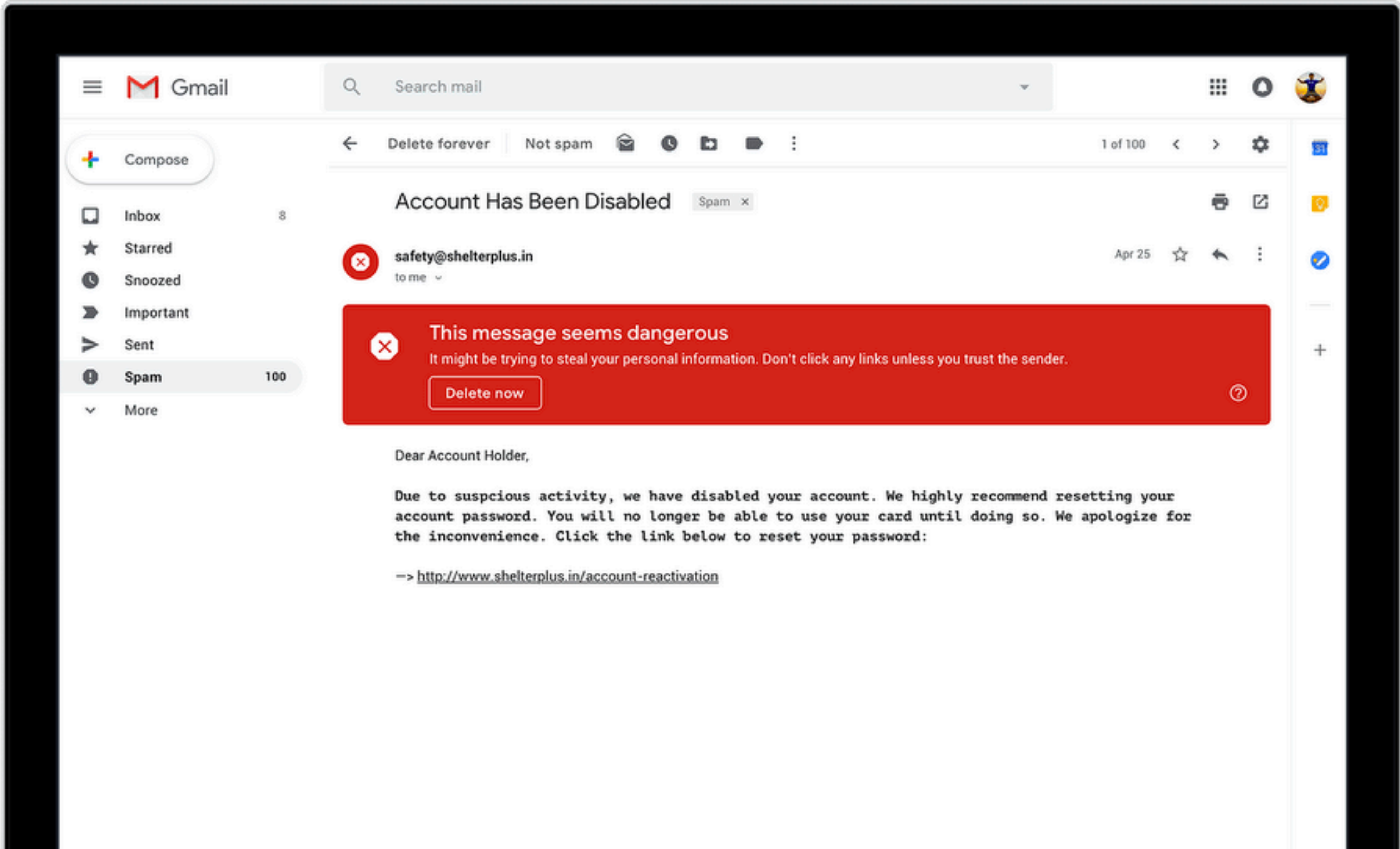
# Layered SPF & Reputation Data



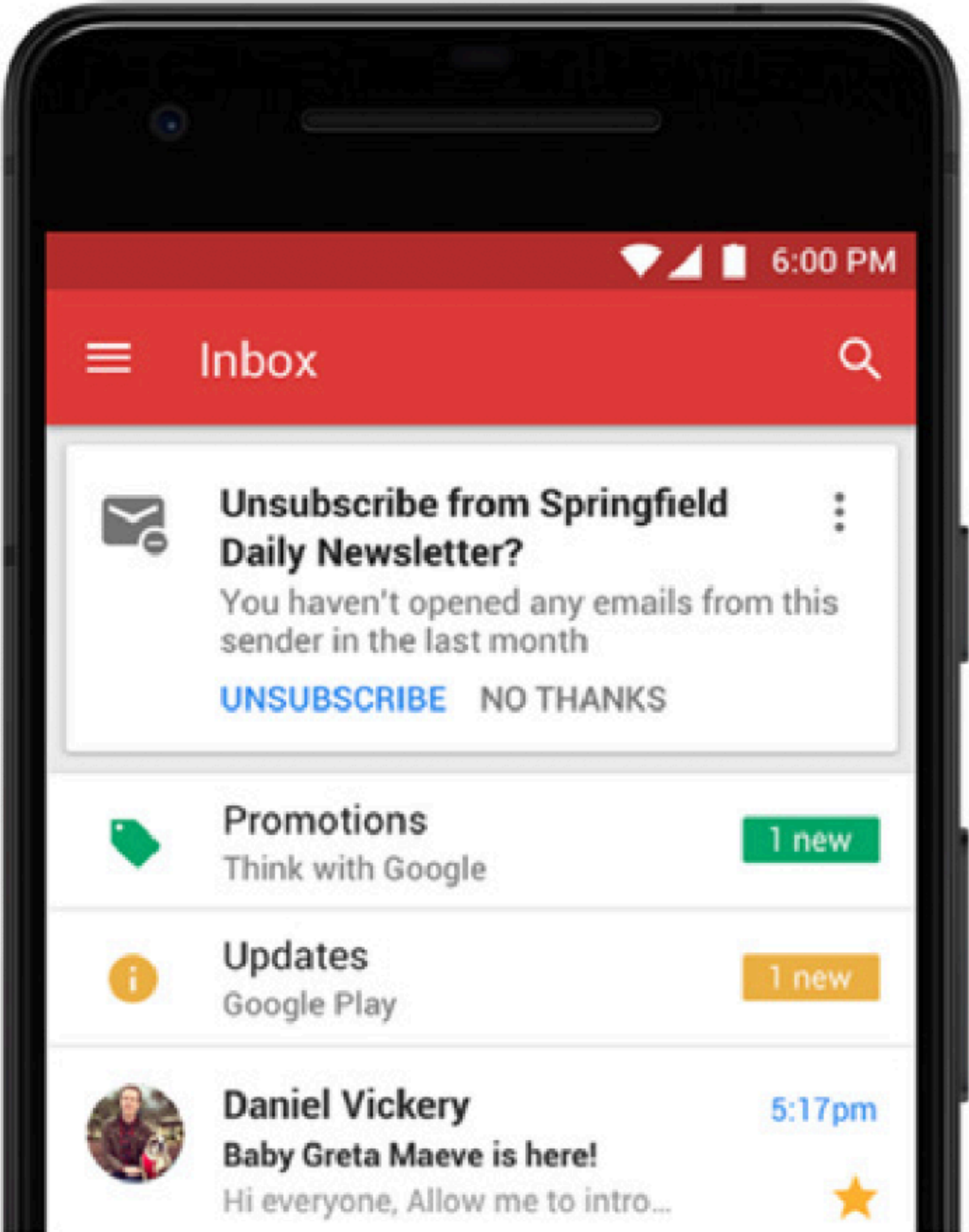
# Layered SPF & Reputation Data



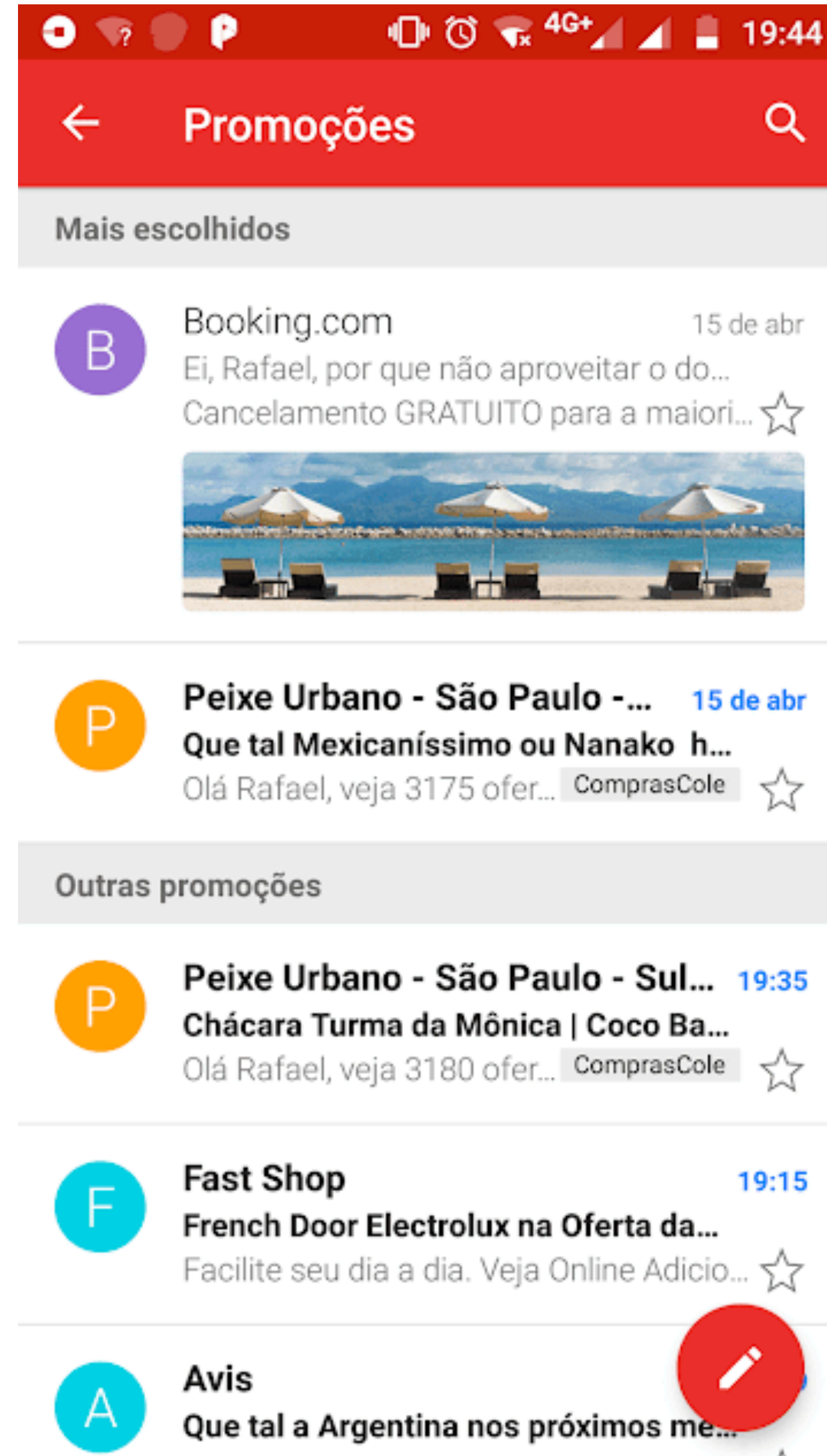
# New Gmail Impacts



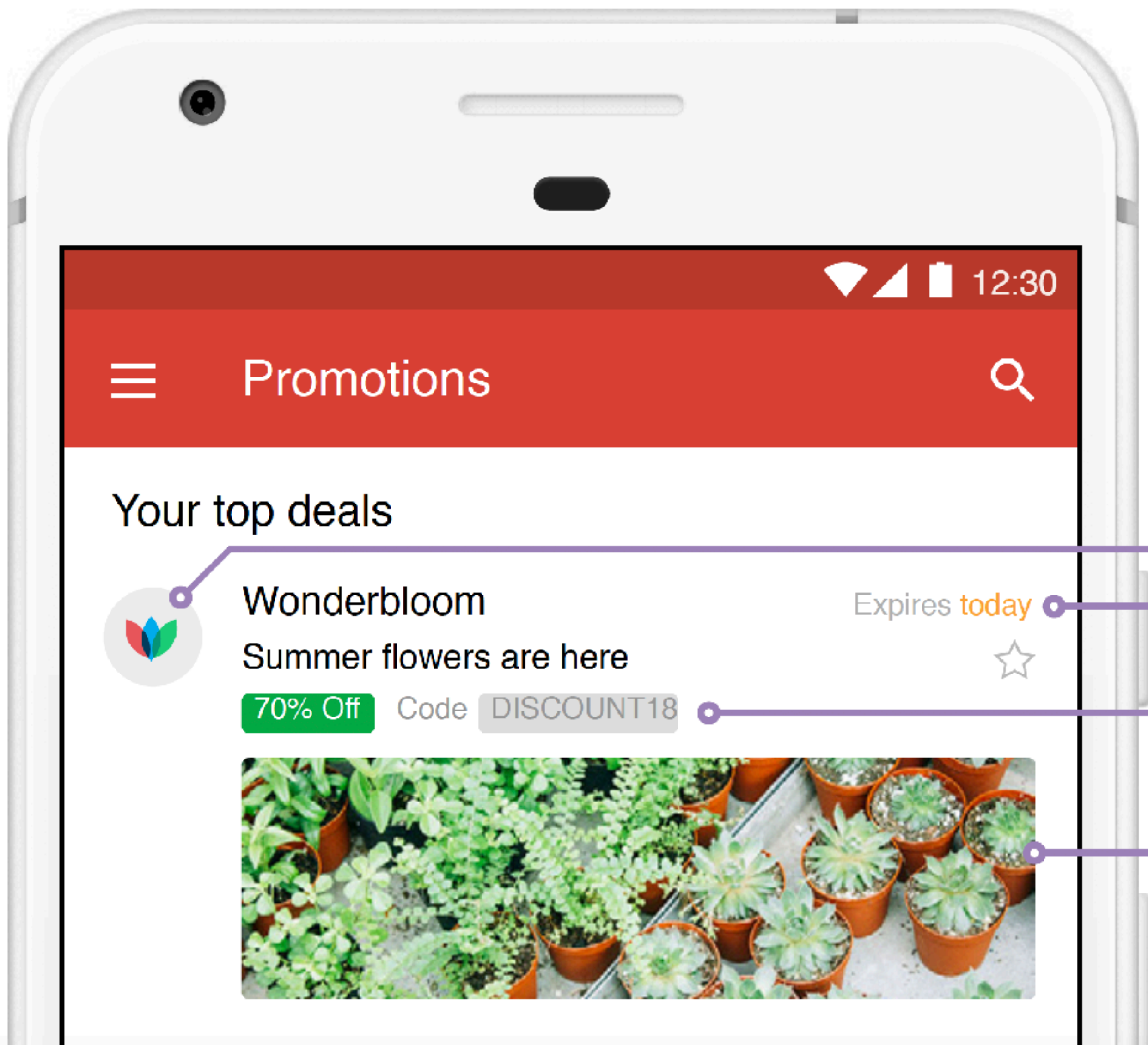
# Proactive Unsubscribes



# Top Picks



# New Promotions Tab



- Logo
- Expiration date
- Deal and discount code badge
- Featured image

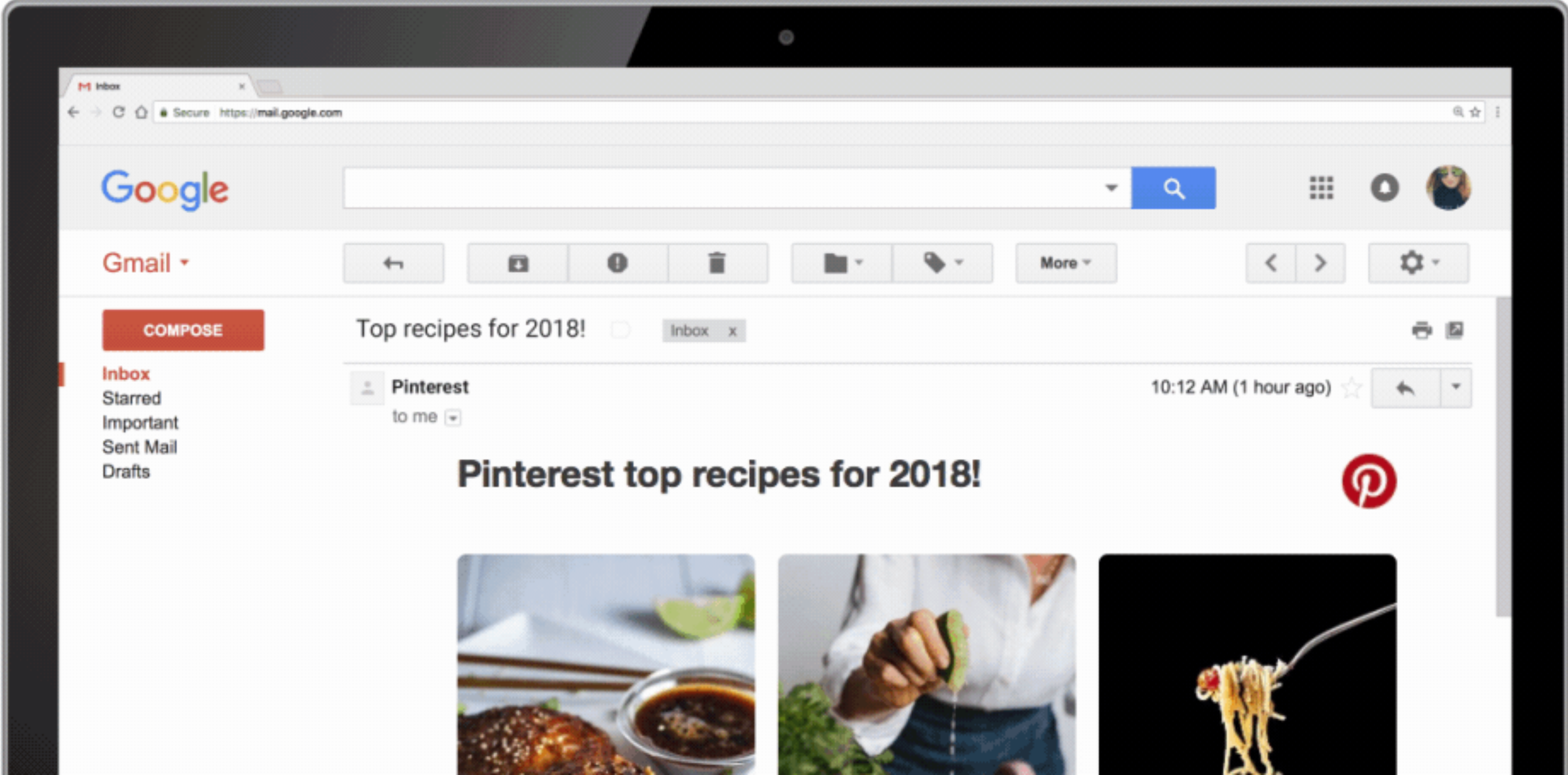


# Promotions Tab Builder

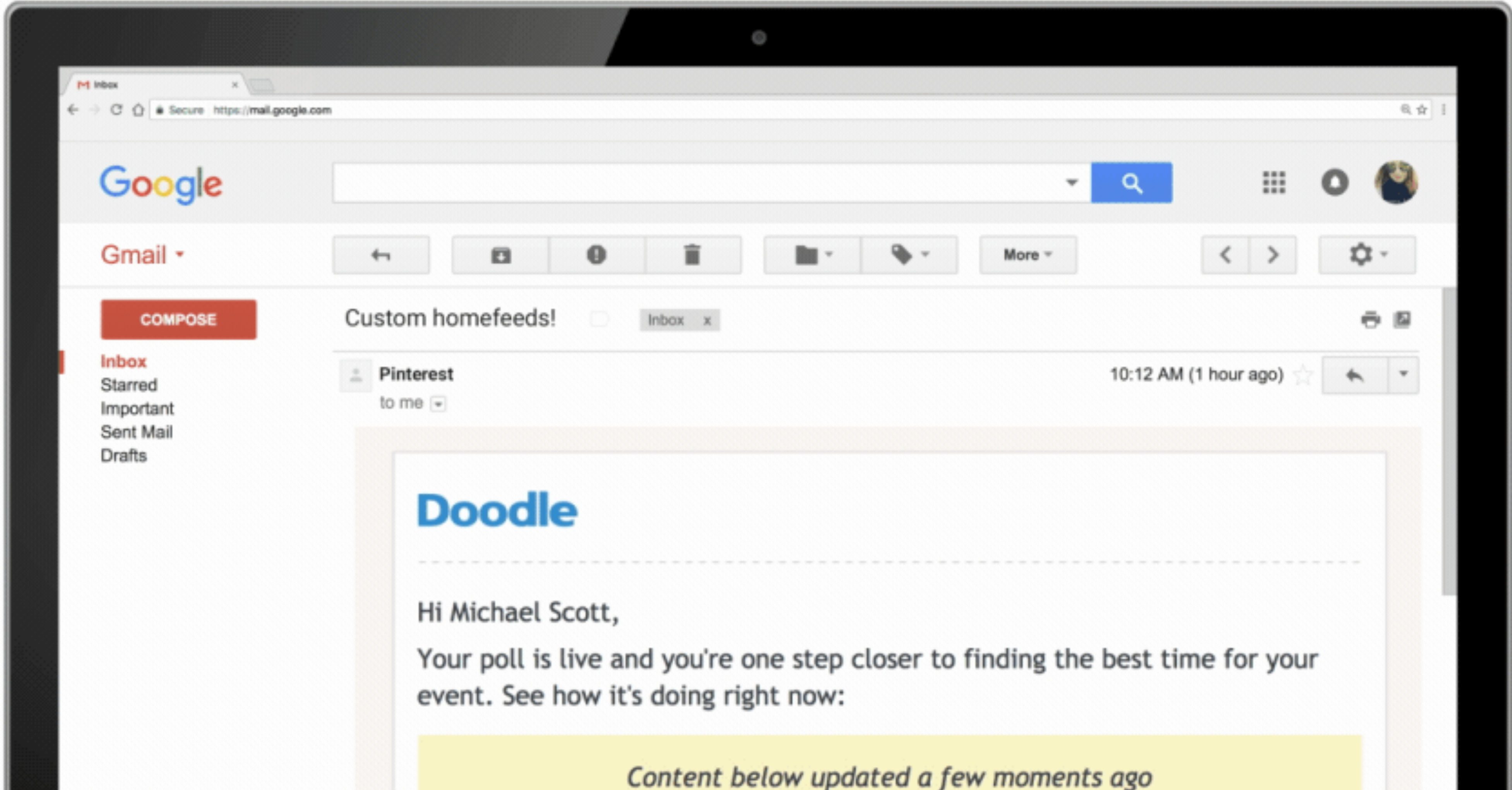
# AMP Support Within Gmail



# AMP Support Within Gmail



# AMP Support Within Gmail



# Outlook Starts Evolving, Slowly



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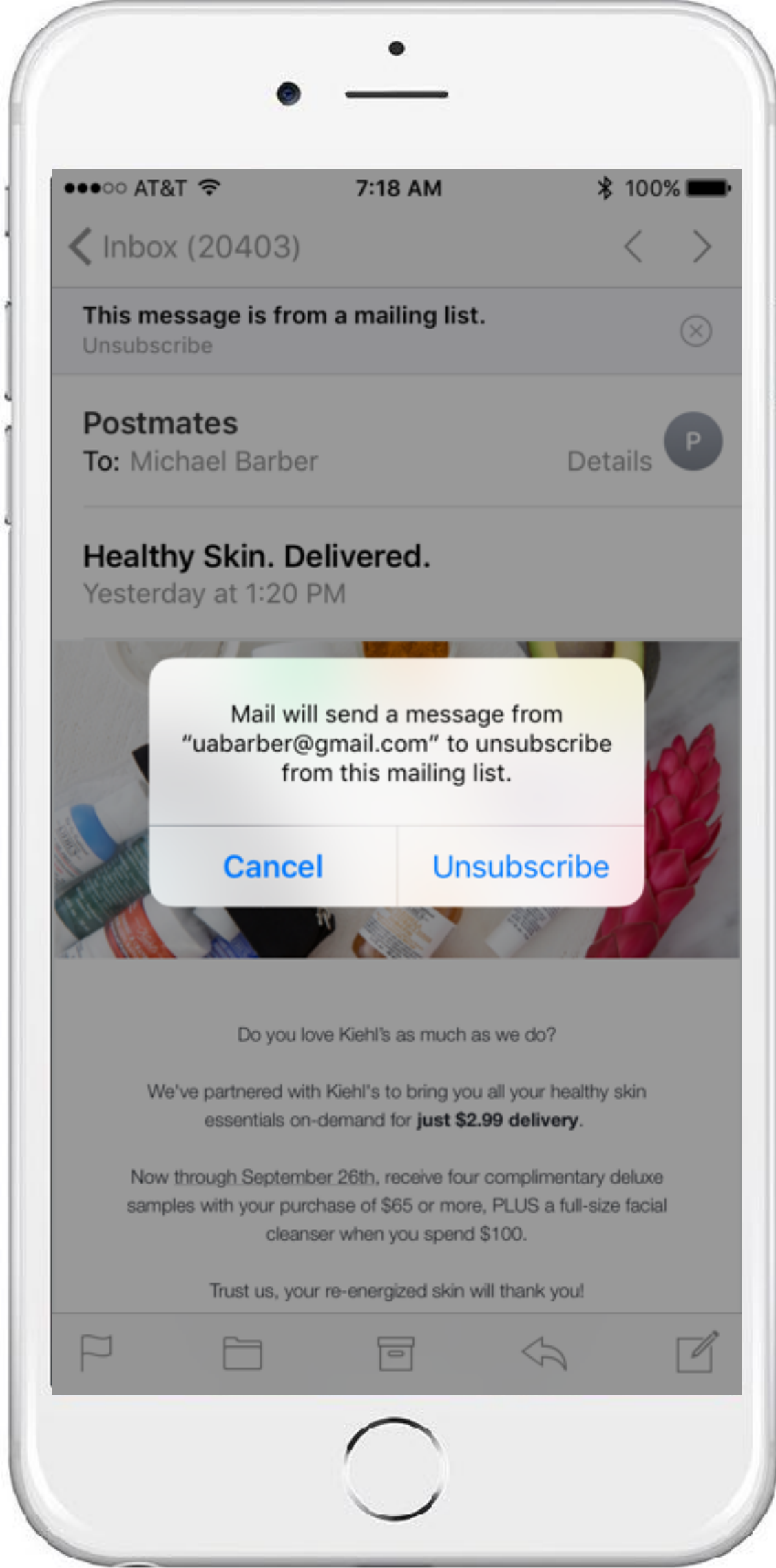
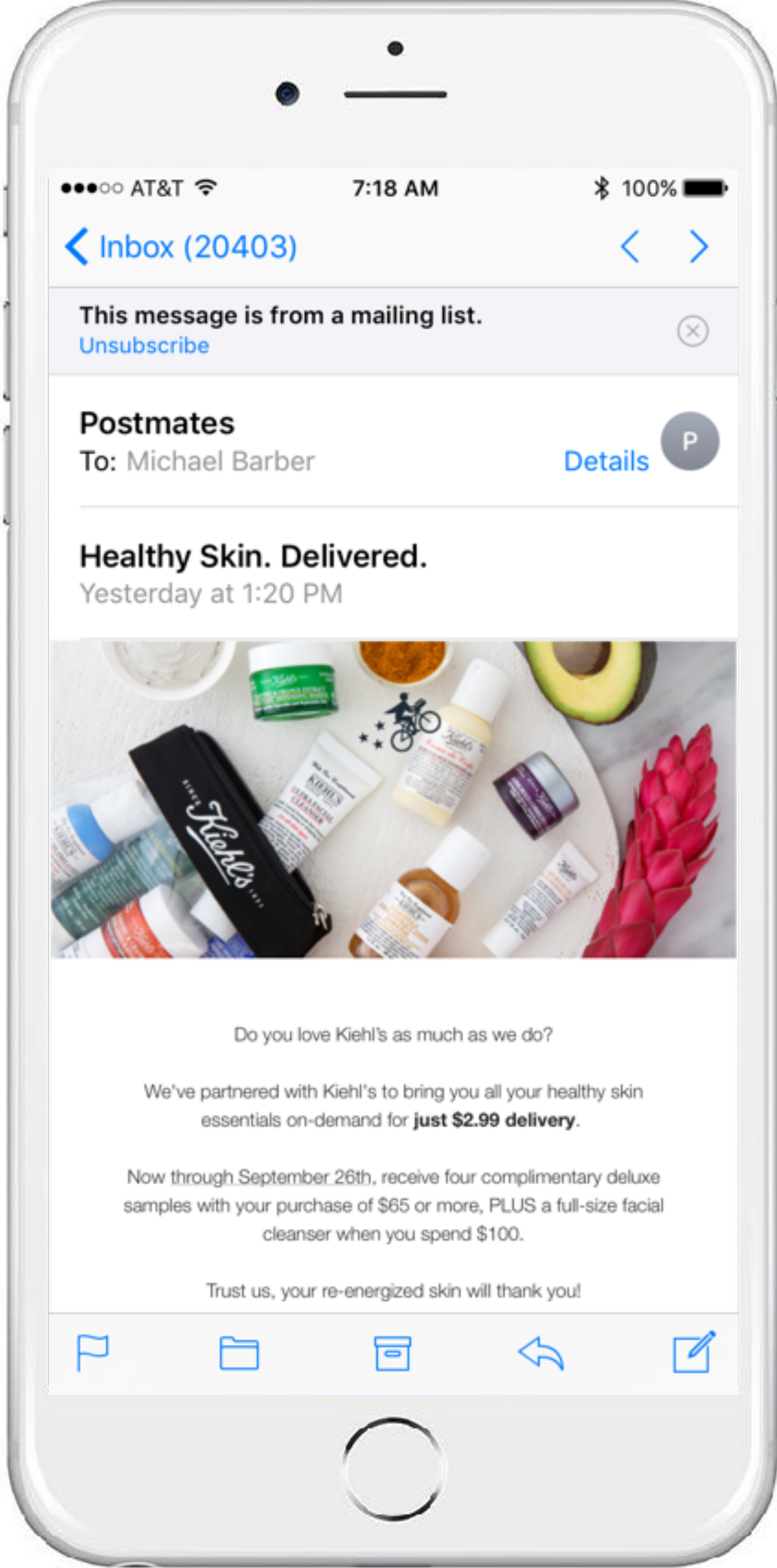
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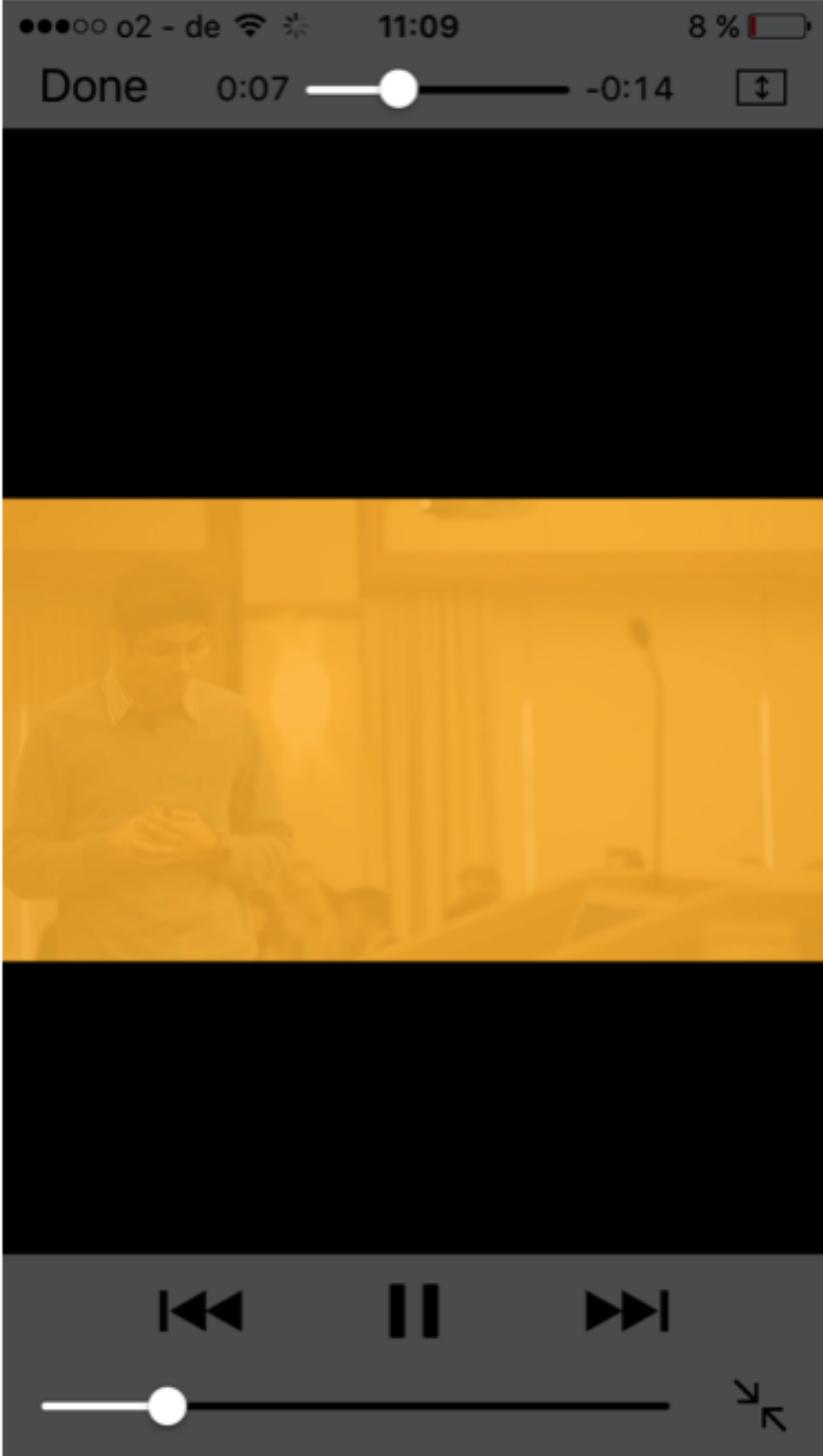
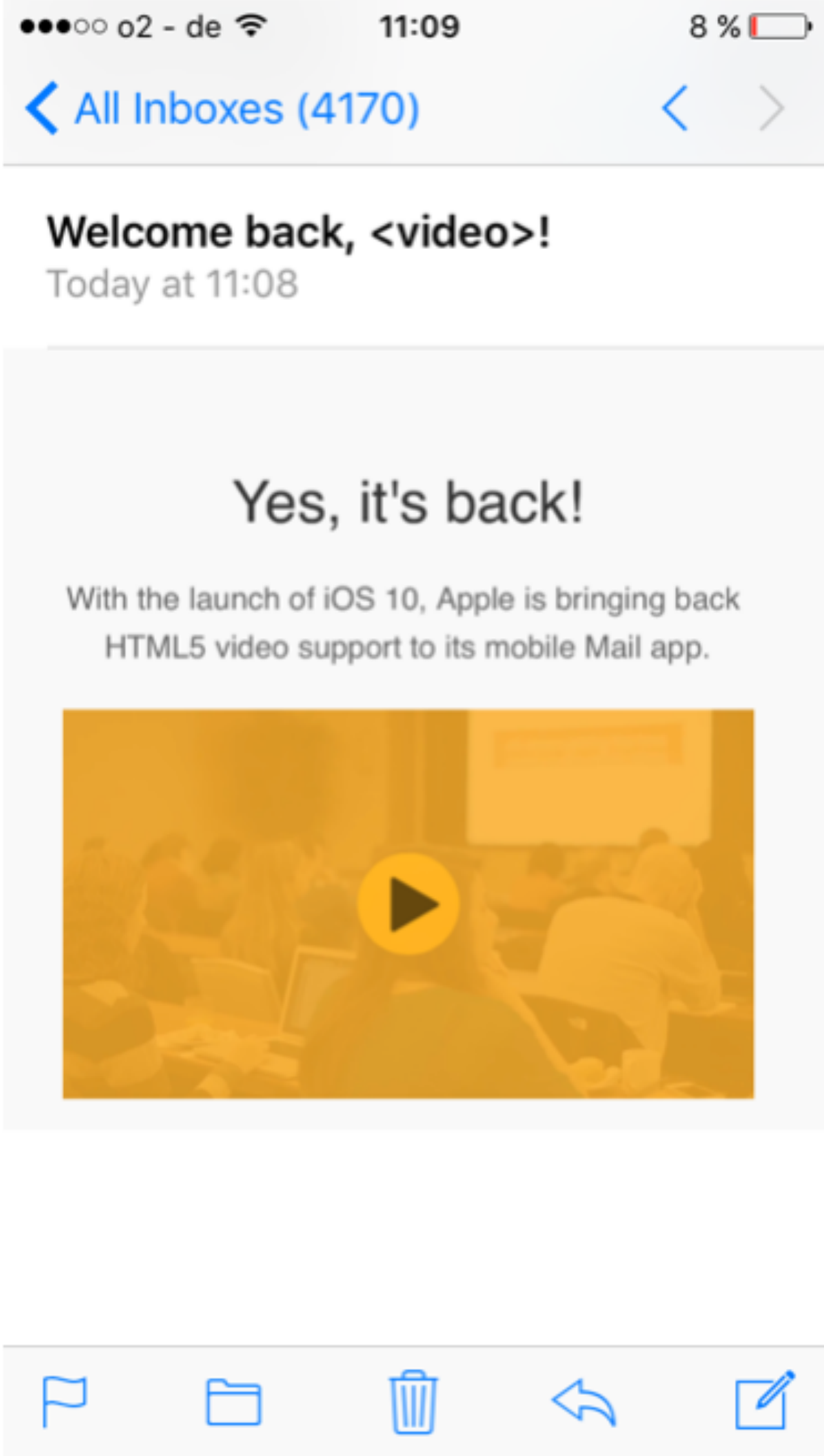
# Device Evolution Continues



# Native Mobile Apps Are Changing Too



# Video and Native Email





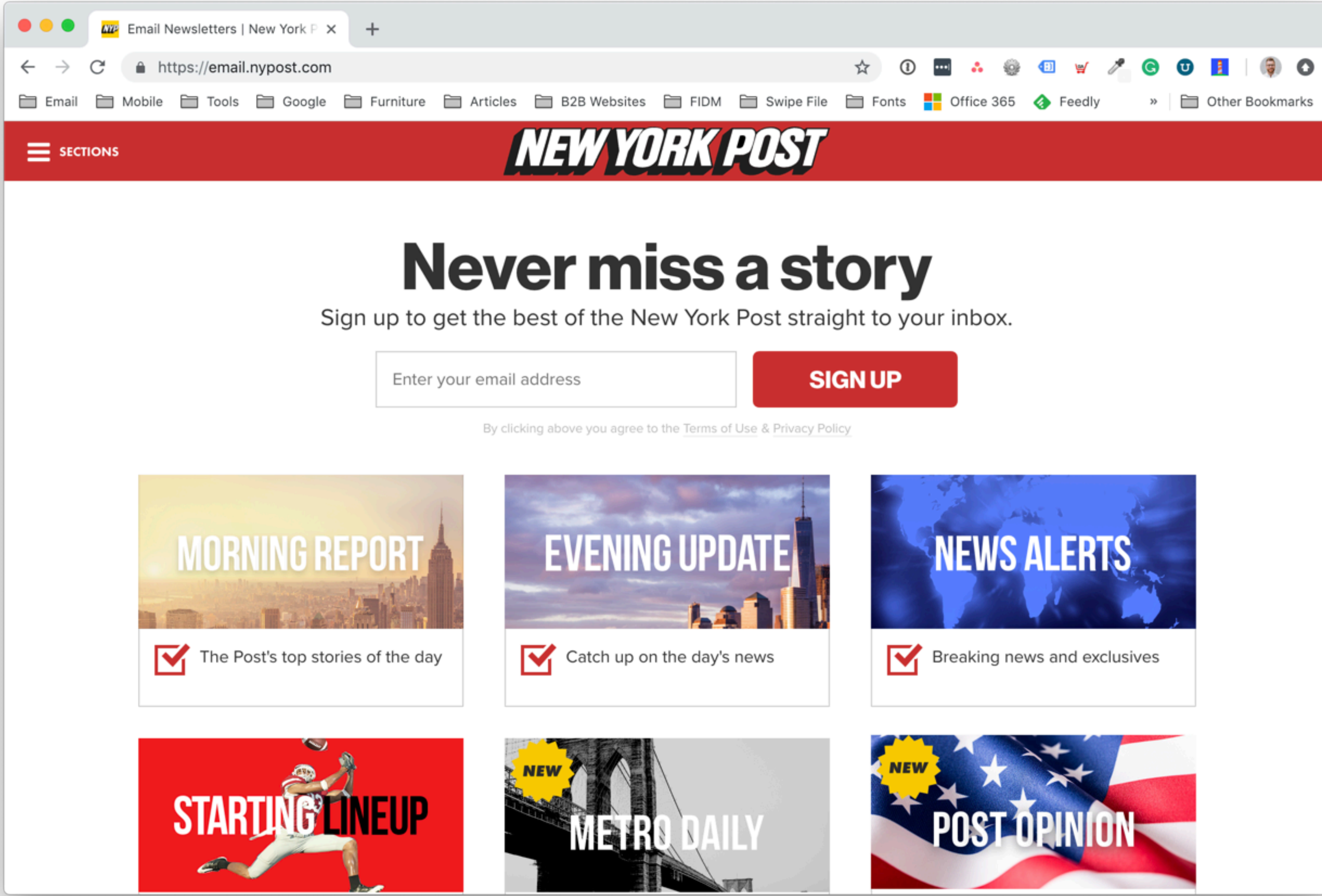
# List Building

Acquiring people.



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# Email Page



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✓ Breaking news and exclusives
- STARTING LINEUP**
- NEW METRO DAILY**
- NEW POST OPINION**

# Preferences Page

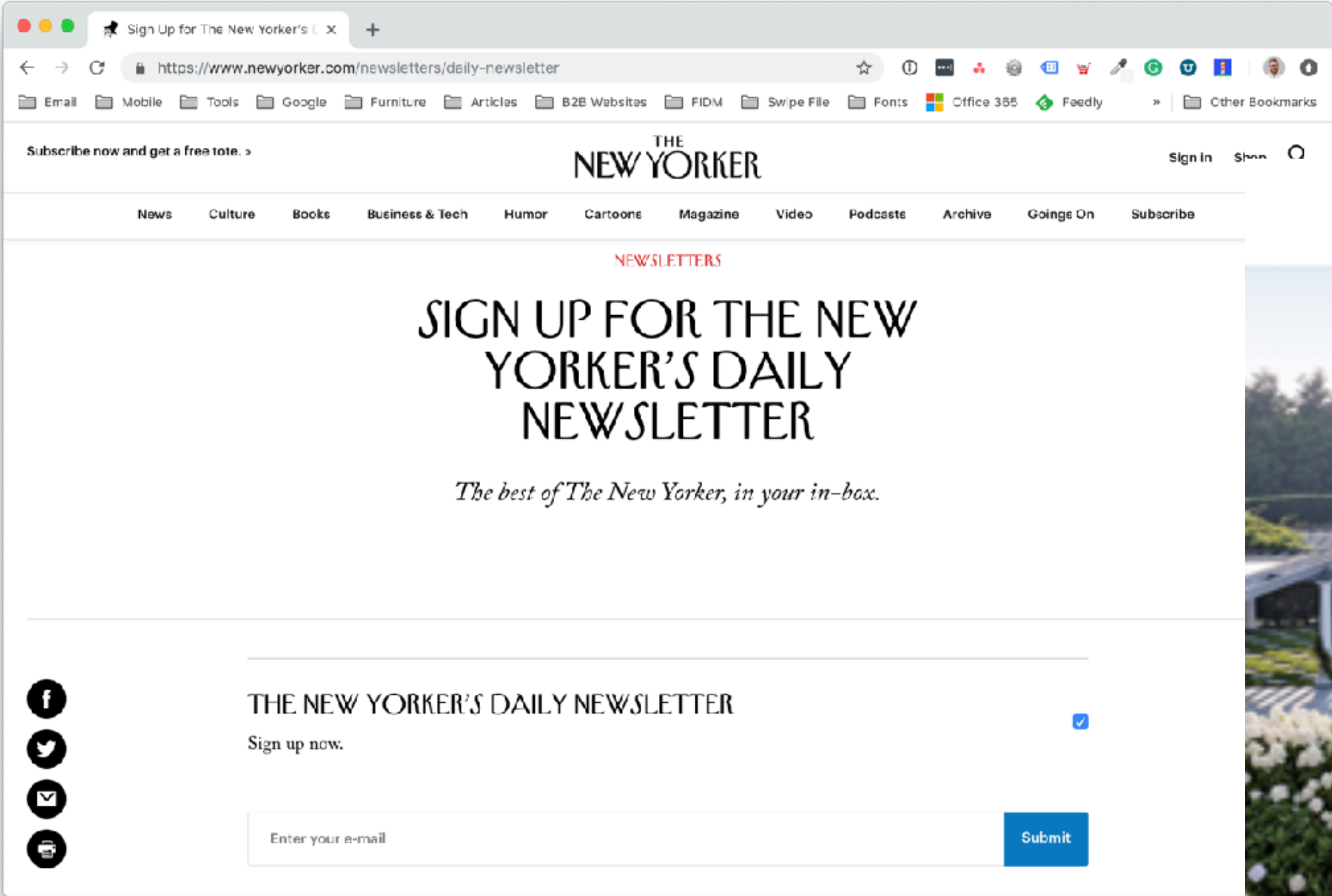
The screenshot shows a web browser window with the URL `https://subscribe.washingtonpost.com/newslette...`. The page title is "Newsletters & Alerts" and it includes a "Manage my newsletters & alerts" button. A sidebar on the left allows filtering by "Show:" with options: New, Most Popular, News Alerts, Top Headlines, Politics & Govern..., Opinion, and Local. The main content area displays three newsletter cards:

- The Daily 202**: PowerPost's must-read morning briefing for decision-makers, by national political correspondent James Hohmann, every Monday through Friday. Sign up button.
- Today's Headlines**: The most important news stories of the day, curated by Post editors, delivered every morning and evening. Sign up button.
- The Trailer**: News and insight on political campaigns around the country, from David Weigel. 435 districts. 50 states. Tuesday, Thursday and Sunday evenings. Sign up button.



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# Sharable Signup Pages



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# Inline Sign-Up Units

the security fence and at IDF troops and are burning tires, throwing rocks and launching flaming objects with the intention of igniting fires in Israeli territory and harming IDF troops. IDF troops are responding with riot dispersal means and fire, and are operating according to standard operating procedures.”

---

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---

Footage from sites on the Gaza side of the fence confirmed that some of the protesters were hurling rocks and burning sticks at the fence, which serves as a border barrier separating Israel and the Gaza Strip. But the Palestinians, unlike the Israelis, were mostly unarmed, and none of them have successfully crossed the border. Indeed, some of the shooting victims appear to have been a good distance away from it.



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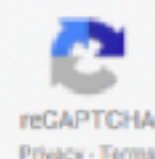
# Inline Sign-Up Units

child’s red wagon. All around it looked like a war zone, but a narrower focus revealed there was still beauty, with herb and flower gardens — rosemary, lantana, magnolia — left untouched in some places.

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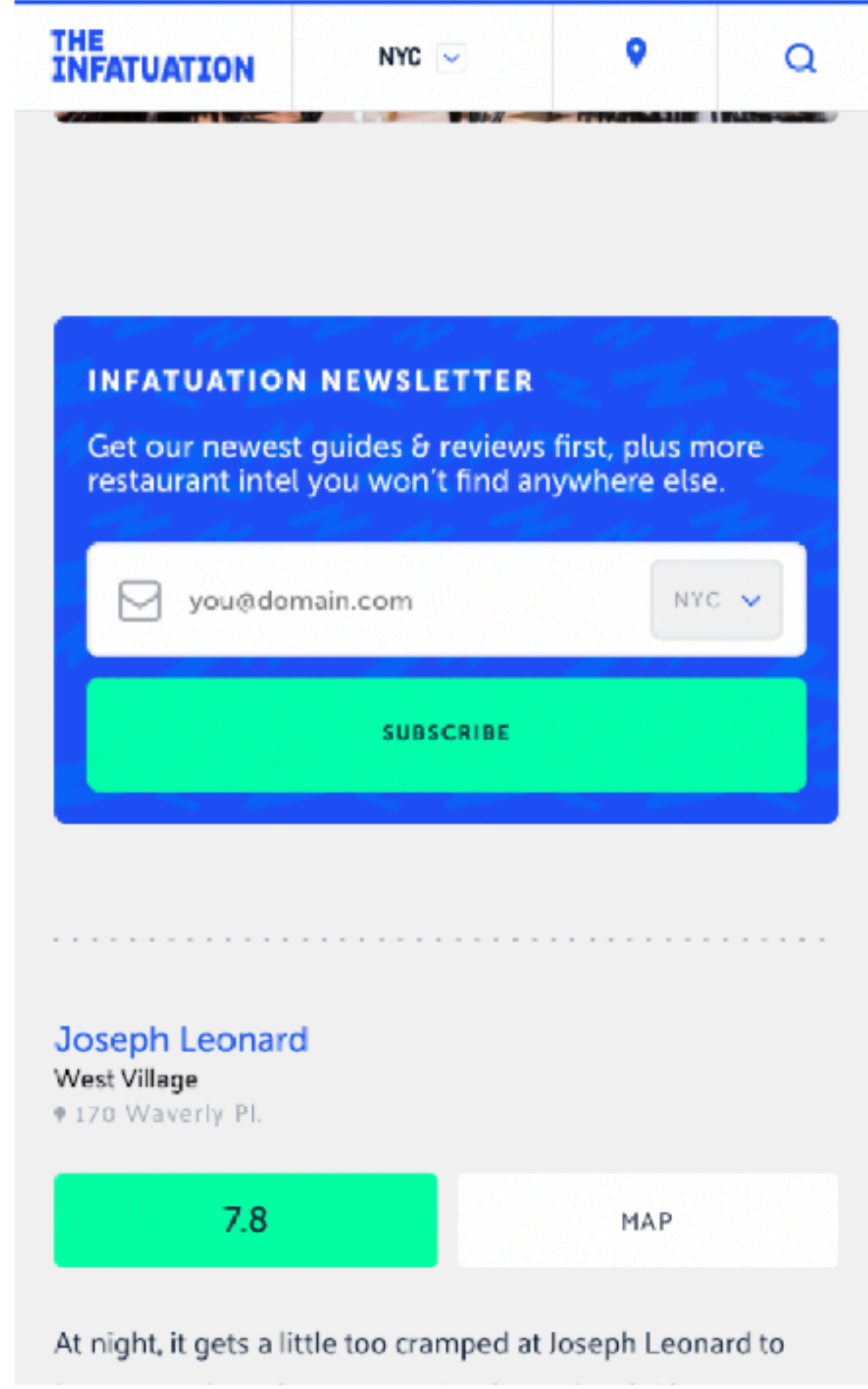
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Jacqueline Kennedy spent their honeymoon in 1953. Oprah Winfrey, perhaps the community’s most famous resident, owns a [23-acre estate](#) with horse stalls and a koi pond.

Montecito, a secluded community in Santa Barbara County of about 10,000 people, has long drawn the fabulously rich and the merely wealthy. The attractions are obvious: stunning views of the Pacific Ocean and the Santa Ynez Mountains, a Mediterranean climate, proximity to Los Angeles, and privacy.

Up in the hills, there is the San Ysidro Ranch, a cluster of luxury cottages where John and



The screenshot shows a mobile view of the website 'THE INFATUATION'. At the top, there is a navigation bar with the site name, a location dropdown set to 'NYC', a location pin icon, and a search icon. Below the navigation is a large blue sign-up unit for the 'INFATUATION NEWSLETTER'. The unit contains the text: 'Get our newest guides & reviews first, plus more restaurant intel you won't find anywhere else.' Below this is an email input field with the placeholder 'you@domain.com' and a location dropdown set to 'NYC'. A large red 'SUBSCRIBE' button is positioned below the input field. Below the newsletter unit, there is a section for a restaurant listing for 'Joseph Leonard' in the 'West Village' at '170 Waverly Pl.'. The listing shows a red rating of '7.8' and a 'MAP' button. At the bottom of the listing, the text reads: 'At night, it gets a little too cramped at Joseph Leonard to'.

# Chat/Bot Lead Gen

The screenshot shows a web browser window with the URL <https://www.godfrey.com/#digitalsummit>. The browser's address bar and bookmarks are visible. The website header includes the Godfrey logo and navigation links: ABOUT, INDUSTRIES, SERVICES, WORK, INSIGHTS, and CONTACT. The main content area features a large image of a meeting with the text "FINE-TUNED FOR YOUR INDUSTRY" and "Godfrey is a 100% B2B marketing agency. We know exactly where you're coming from." A chatbot window is overlaid on the right side of the page, titled "B2-B2". The chatbot has sent a message: "2019 Preconference Shared with Dropbox" with a Dropbox icon. Below this, it asks: "Would you also like to have the latest B2B marketing trends, news, tips and articles delivered to your inbox?". There are two response buttons: "Yes, I would like to sign up to receive email updates from Godfrey." and "No, I do not want to receive email updates from Godfrey." The chatbot interface also shows a "Choose an option above..." prompt and a text input field at the bottom.

# Bottom-of-Story Boxes

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- Ingredients
- Holidays & Events
- Community
- Video

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- Accessibility Help
- Advertising
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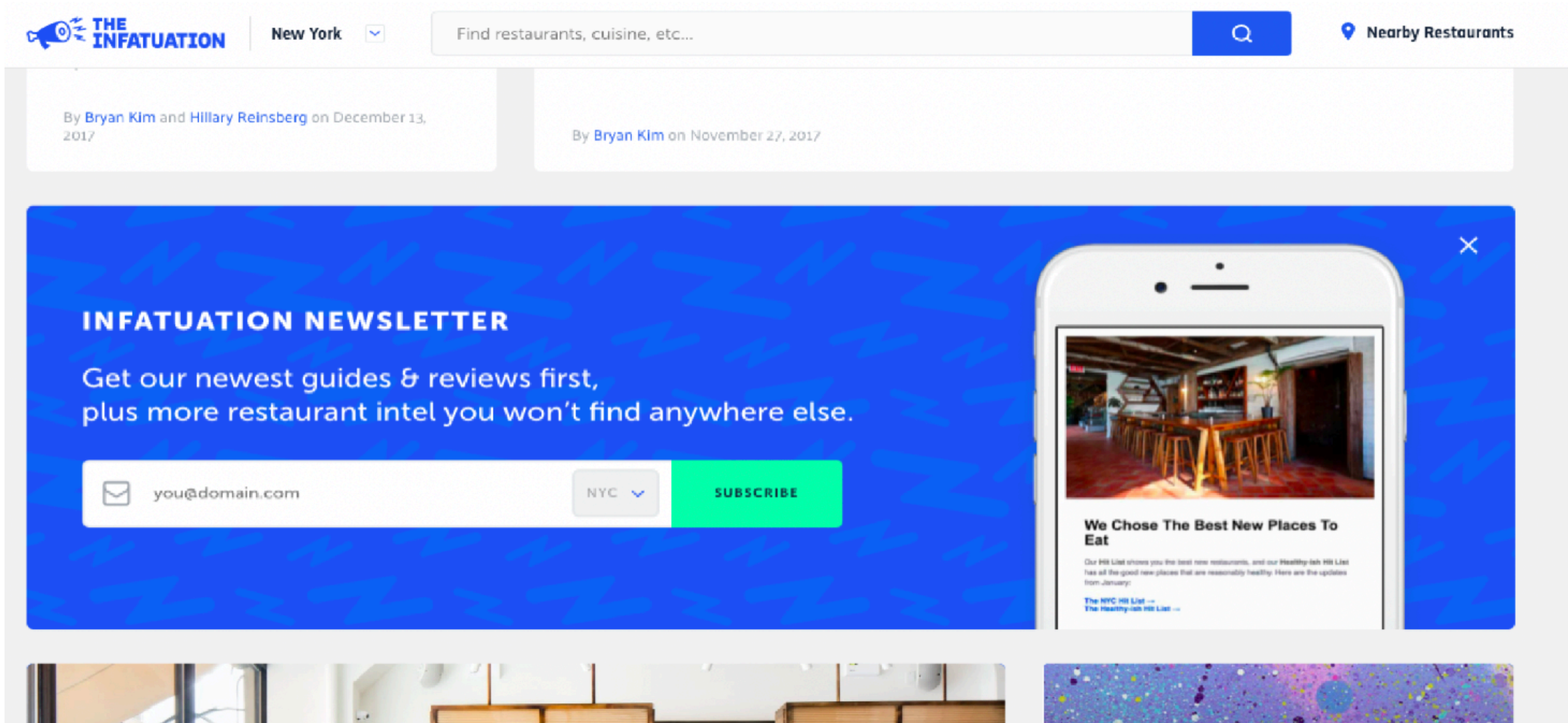
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# Homepage Unit



## Mexico's World Cup prayer: Deliver us beyond the round of 16

El Tri has been heartbroken in the same stage of six consecutive World Cups. This time, there is little faith in the team's foreign-born coach.

By David Agren

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### The handshake

June 07, 2018

### Shake it off

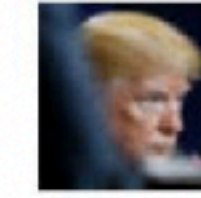
For all his nationalistic impulses, Donald Trump has never much appreciated the most basic of

## Opinion

### 'I Want to Hate ...'

By CHARLES M. BLOW

Trump's statements on the Central Park Five reveal the darkness at his core.



### Protecting Privacy Is a Civil Rights Issue

By ALVARO M. BEDOYA

Congress should recognize that the impact of consumer tracking varies greatly by race, class and power.



### The Class Struggle According to Donald Trump

By THOMAS B. EDSALL

In the lopsided battle between capital and labor, the president has a clear favorite.



### Kate Spade and the Illness Hidden With a Smile

By DAPHNE MERKIN

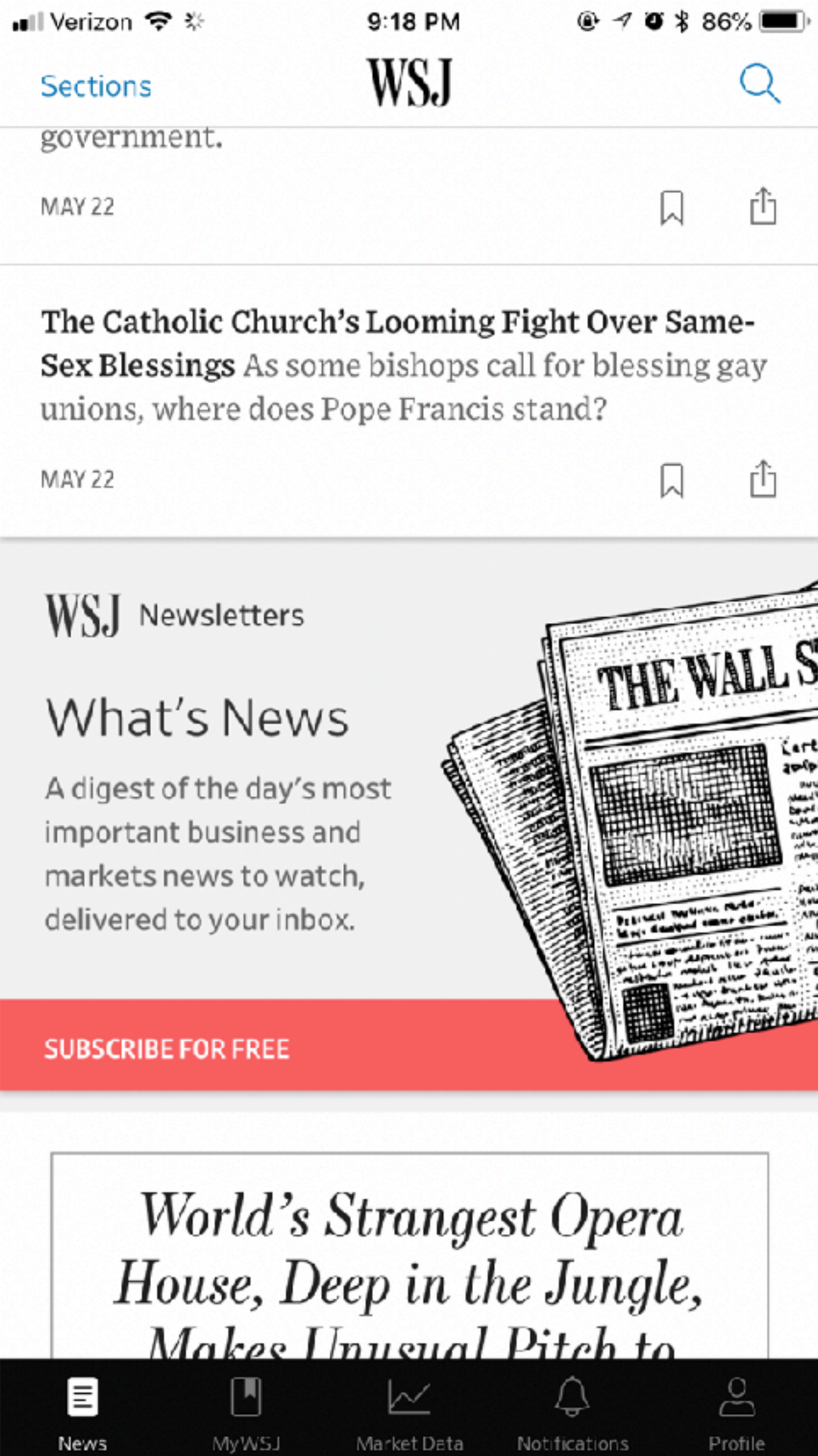
No amount of performing undoes depression's private power.



- Editorial: Medicaid's Nickel-and-Dime Routine
- Bruni, Douthat: The Democrats Miss the Iceberg
- Kristof: Democrats Childishly Resist Trump's North Korea
- [This Month's Trivia Quiz »](#)

- [A Free Pass to Kill Migratory Birds](#)
- [The Supreme Court Avoided the Cake Case's Tough Issues](#)
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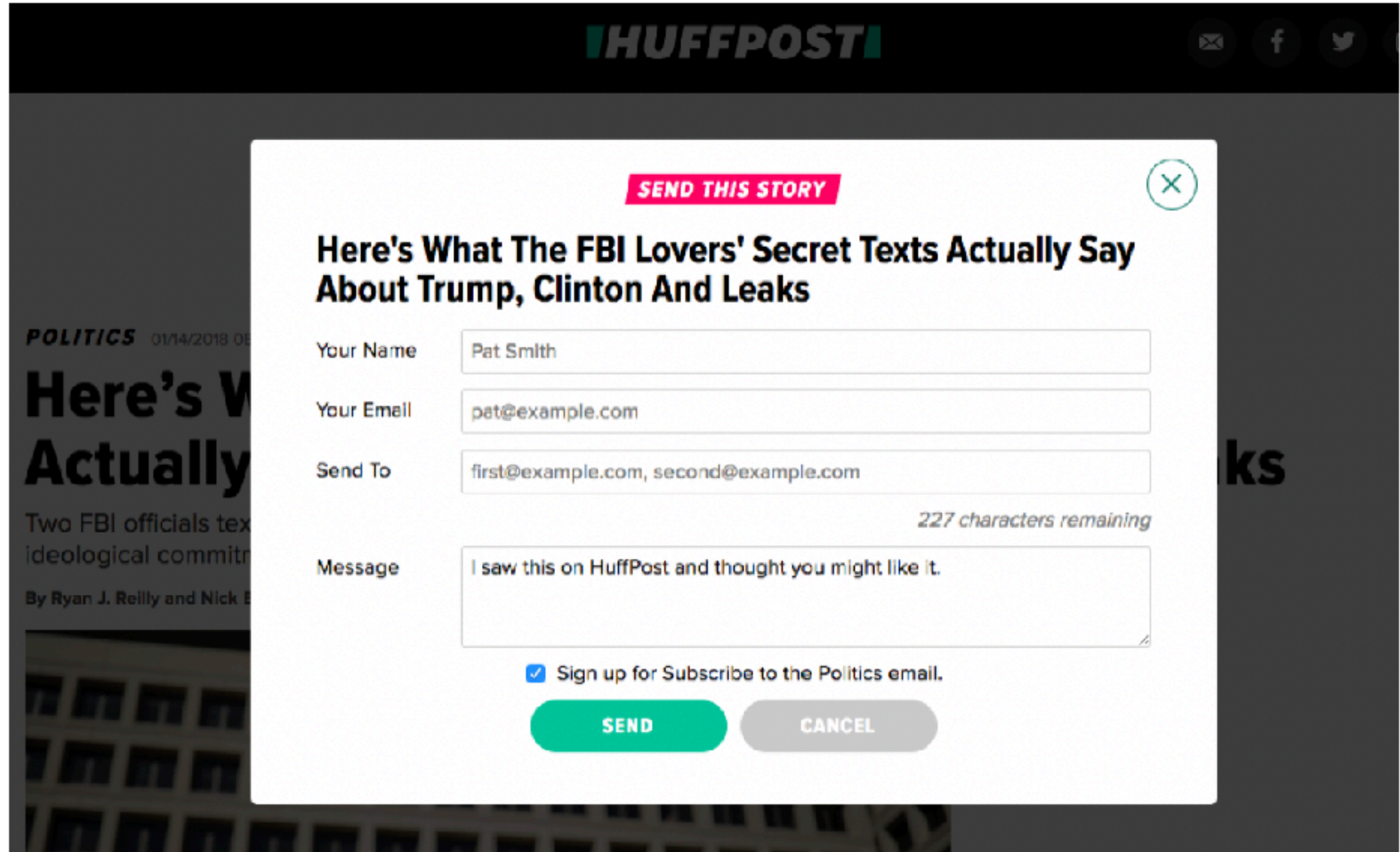
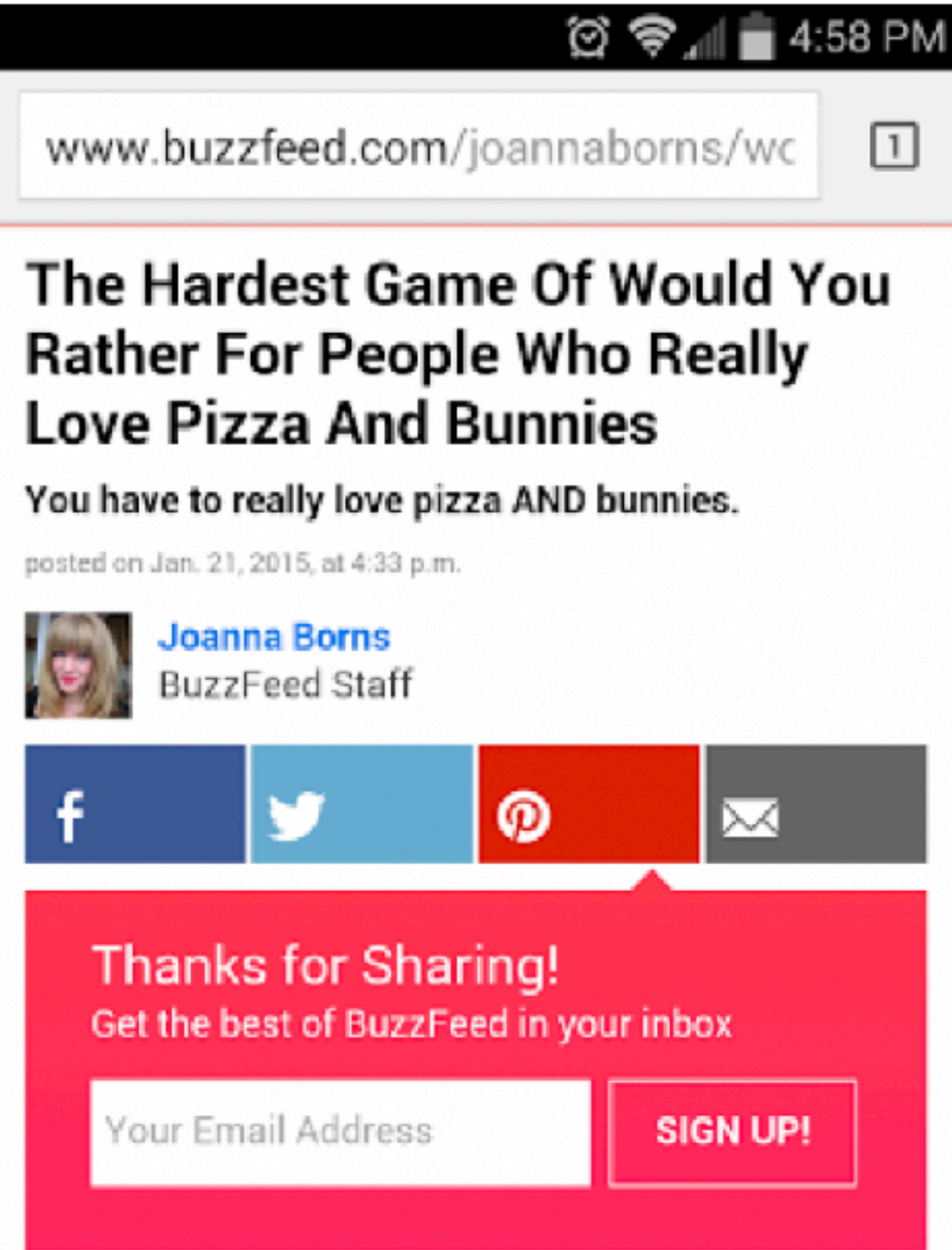
# App Homepage Unit



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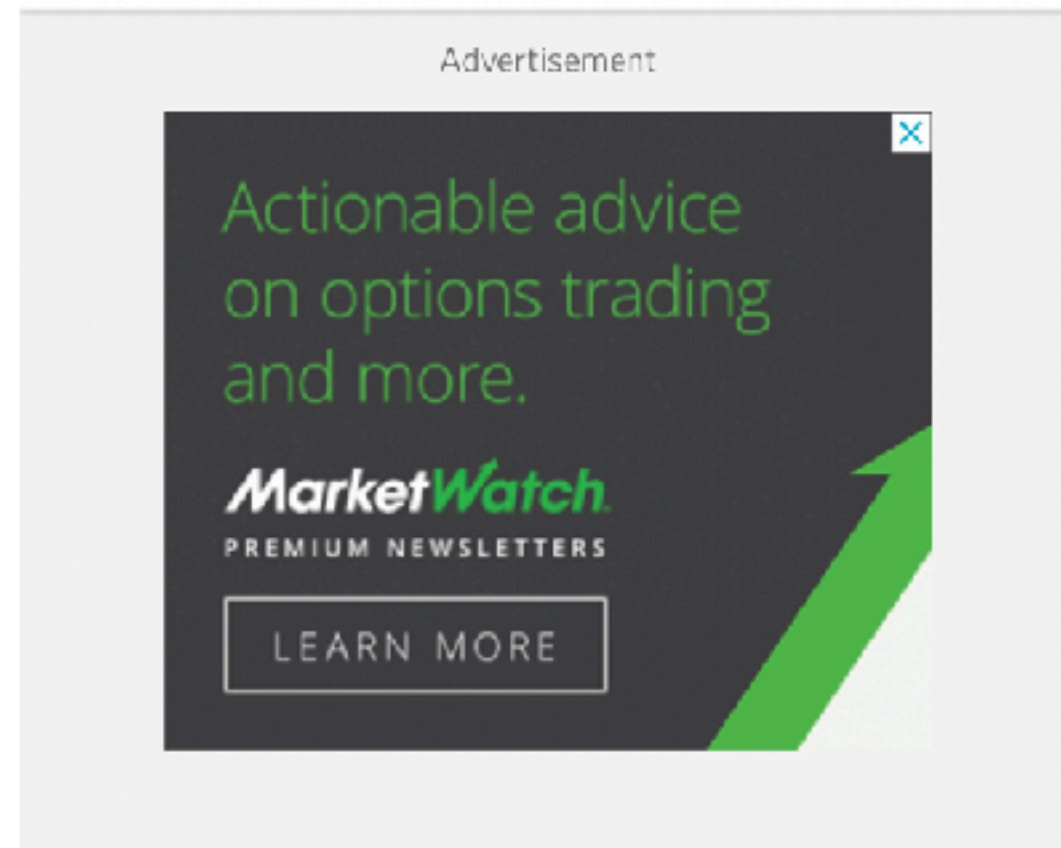
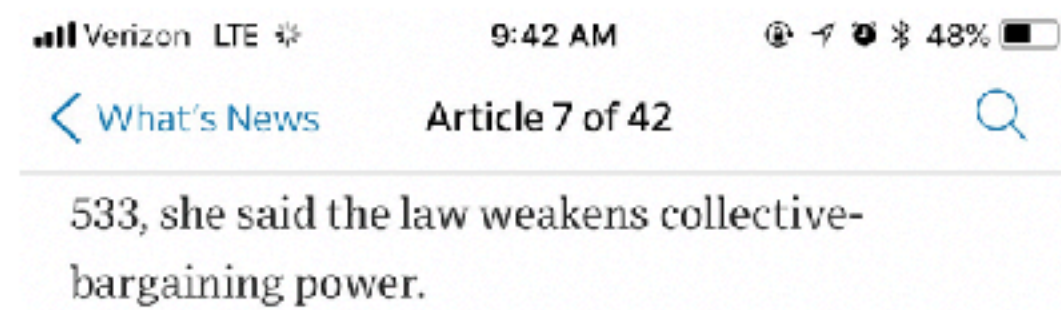
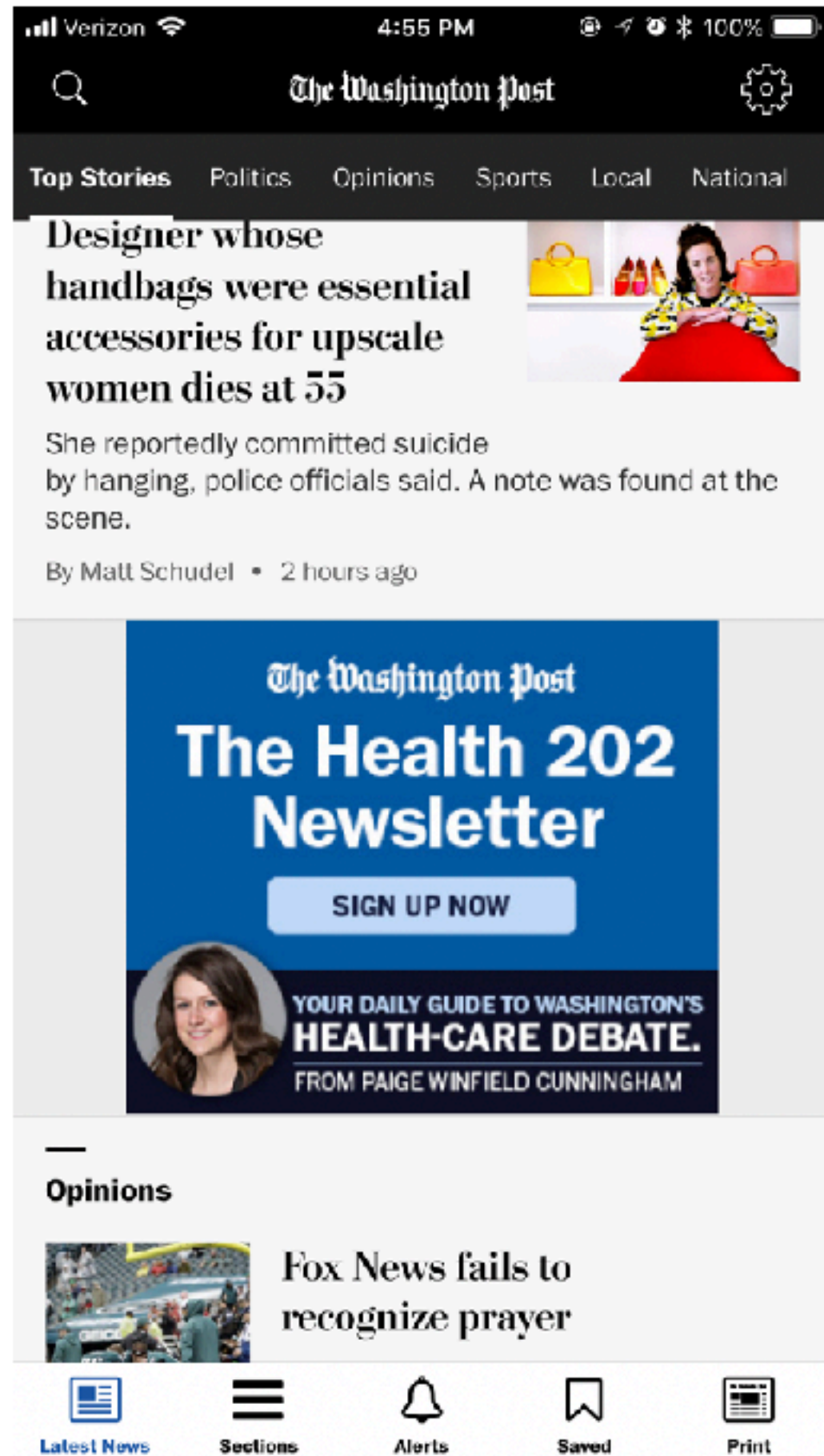
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# Post-Email Share Sign Up



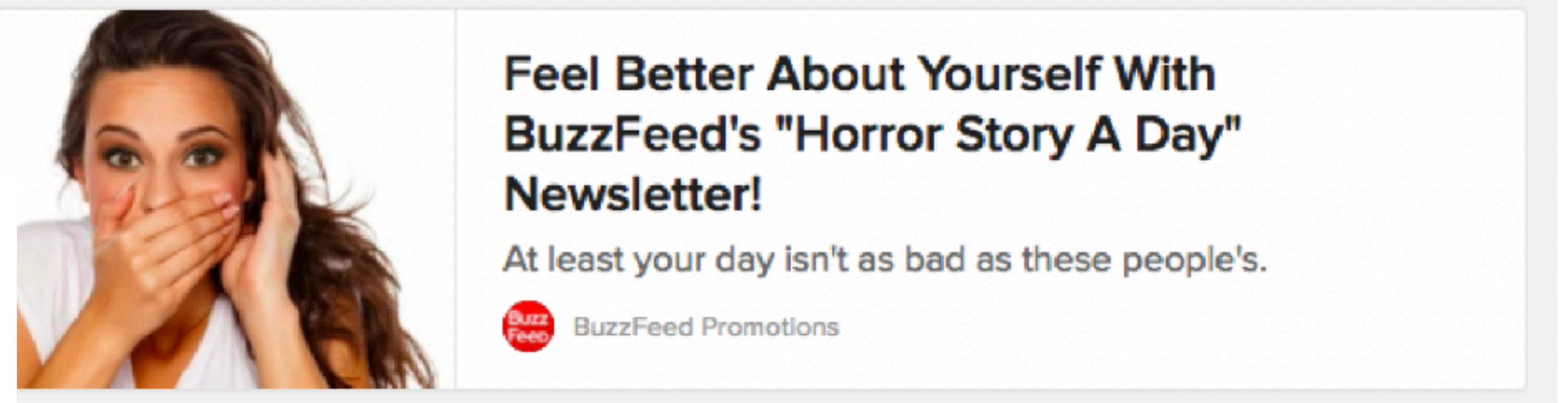


# Remnant Ad Inventory



"Without collective bargaining we're at risk of losing our health benefits, our retirement savings and being forced to take a pay cut," Ms. Spencer said. "I can't afford that with the cost of living going up."

Republican state lawmakers and business leaders say Missouri should keep its right-to-



# Author Bios



Caitlin Dewey is the food policy writer for Wonkblog. Subscribe to her daily newsletter: [tinyletter.com/cdewey](http://tinyletter.com/cdewey). [Follow @caitlindewey](#)

Opinion



## Nicholas Kristof

Human rights, women's rights, health, global affairs. [More](#)

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### An American 13-Year-Old, Pregnant and Married to Her Rapist

Thousands of underage American girls are married each year, often to their rapists — and it's perfectly legal.

By NICHOLAS KRISTOF



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### Trump Immigration Policy Veers From Abhorrent to Evil

Mothers recount how federal agents took away their small children.

By NICHOLAS KRISTOF



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# Social Icon Unit

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## If Trump Fires Mueller, Republicans Won't Object

By Jonathan Chait | @jonathanchait

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# Right-Rail Boxes

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## The 10-Point →

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Gerard Baker on our interview with President Trump, rising wages at Wal-Mart, AT&T's antitrust battle to take over Time Warner, a look at a changing Cuba and more.



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# THE POINT

WITH CHRIS CILLIZZA

CNN's Chris Cillizza cuts through the political spin and tells you what you need to know. By subscribing, you agree to our [privacy policy](#).

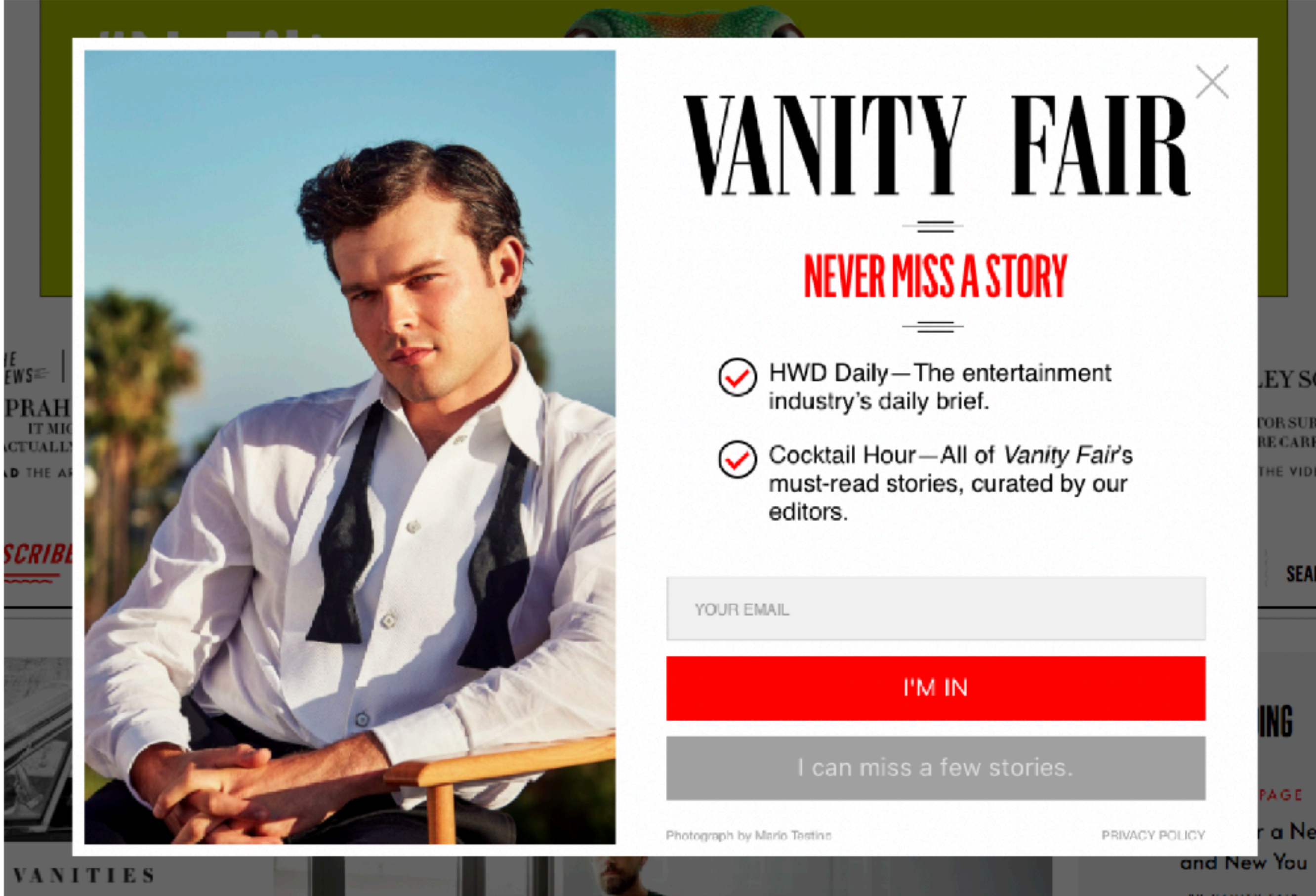
# Top Units

The image shows the top portion of a Refinery29 article. At the top left is the Refinery29 logo. A navigation bar contains links for VIDEO, STYLE, BEAUTY, WORK & MONEY, HEALTH, ENTERTAINMENT, FOOD, and NEWS. On the right, there are social media icons for email, Facebook, YouTube, Instagram, Twitter, Pinterest, and Tumblr, along with a search icon and a US flag. Below this is a dark grey banner with a fashion image on the left, the text "R29'S MOST WANTED. LET'S SHOP TOGETHER!" in the center, and a sign-up form on the right with the text "EMAIL ADDRESS" and a "SIGN UP" button. The main headline is "Winter's Not Nearly Over, Here's 20 Statement Coats To Spice Things Up" in a large, bold, black serif font. Below the headline is the author's name "ALYSSA COSCARELLI" and the date "JANUARY 8, 2018, 2:30 PM". There are three circular social sharing icons: Facebook, Pinterest, and Email. At the bottom of the article header, there are two buttons: "SEE ALL SLIDES" with a grid icon and "BEGIN SLIDESHOW" with a right-pointing arrow icon. Below these buttons is a partial view of a slide showing a woman's face.

# Toaster/Pop-Ups

The screenshot shows a Chrome browser window displaying a HubSpot blog article titled "10 Examples of Effective Re-Engagement Emails". The browser's address bar shows the URL "https://blog.hubspot.com/marketing/10-examples-of-effective-re-engagement-emails". The page content includes a navigation menu with "MARKETING", "SALES", "SERVICE", and "NEWS & TRENDS", along with "Subscribe" and "Get HubSpot free" buttons. The main article content features a video player with a play button, a "Crop" button, and a "Trim" button. Below the video player, there is a green "Update Now" button. The browser's taskbar at the bottom shows various application icons including Amazon, Chrome, and Microsoft Office.

# Pop-Ups / Toaster Units



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# Pop-Ups / Toaster Units

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# Pop-Ups / Toaster Units

For some bizarre reason, our cup has runneth over with fun, trashy, intense shark movies since the summer of 2016. Two of them, to be exact: The Blake Lively survival vehicle *The Shallows*, which is a good film about the versatile life-saving properties of jewelry; and *47 Meters Down*, a delightfully simple and deceptively wicked little movie about two sisters stuck in a shark cage, you guessed it, 47 meters below the ocean surface. Fun fact: they both had the same

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14-year battle to remove him from American soil.

The expulsion of the former guard, Jakiw Palij, rid the United States of the last known surviving Nazi war crimes suspect still residing in the country, bringing to a close a long-vexed effort by the government to deport him. It also handed President Trump, who had pressed strongly for Mr. Palij's removal, a powerful talking point against critics of his immigration policies, by shifting the focus to the deportation of a man associated with the worst atrocities of the Holocaust instead of thousands of unauthorized immigrants whose stories are far more sympathetic.

Mr. Palij, 95, was first tracked down by investigators in 1993, and [stripped of his American citizenship](#) 10 years later when a federal judge found that he had falsely claimed in his visa application that he had worked on his father's farm in Poland and at a German factory during the period when he was actually serving the Nazis at the Trawniki labor camp in occupied Poland.

In 2004, [a federal immigration judge ordered that](#)

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# Sweepstakes

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Photographs by Melanie Alameda

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**\$10,000**  
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In celebration of Apartment Therapy's new book, **we've teamed up to give one lucky winner a \$10,000 Wayfair gift card!** Enter for your chance to win and then make your home Complete + Happy.

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By entering, you are agreeing to receive emails from Apartment Therapy Media and Wayfair. **See Official Rules.**

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# Based on Log-in State

## **Logged in user**

With cellphones and emails, it's much easier to inundate a large number of people and to catch one person at a vulnerable moment. In the past, the grifter would have a lot of misses. Now, they don't care if they'll have a thousand misses. All they need is one hit.

You've earned so far over \$200,000 at the table. Few writers make that sort of money. Will you be quitting your day job?

For the next year, yes. But I'm never going to stop being a writer. Why can't I do both? I love poker. Why would I stop?

### **Sign up for Science Times**

We'll bring you stories that capture the wonders of the human body, nature and the cosmos.

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## **Logged out user**

money. Will you be quitting your day job?

For the next year, yes. But I'm never going to stop being a writer. Why can't I do both? I love poker. Why would I stop?



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You will receive emails containing news content, updates, and promotions from The New York Times. You may opt-out at any time.

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# Final Ideas

- Create a landing page where users can sign up in advance of a new newsletter launch
- Targeted posts on Facebook/Instagram
- Touts on YouTube videos / in actual video
- Promotion for niche newsletters inside main newsletters
- During purchase of a consumer product / ticket to an event
- A feedback or question submission page
- In an archive of the newsletter



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# Authentication

Prove who you are.

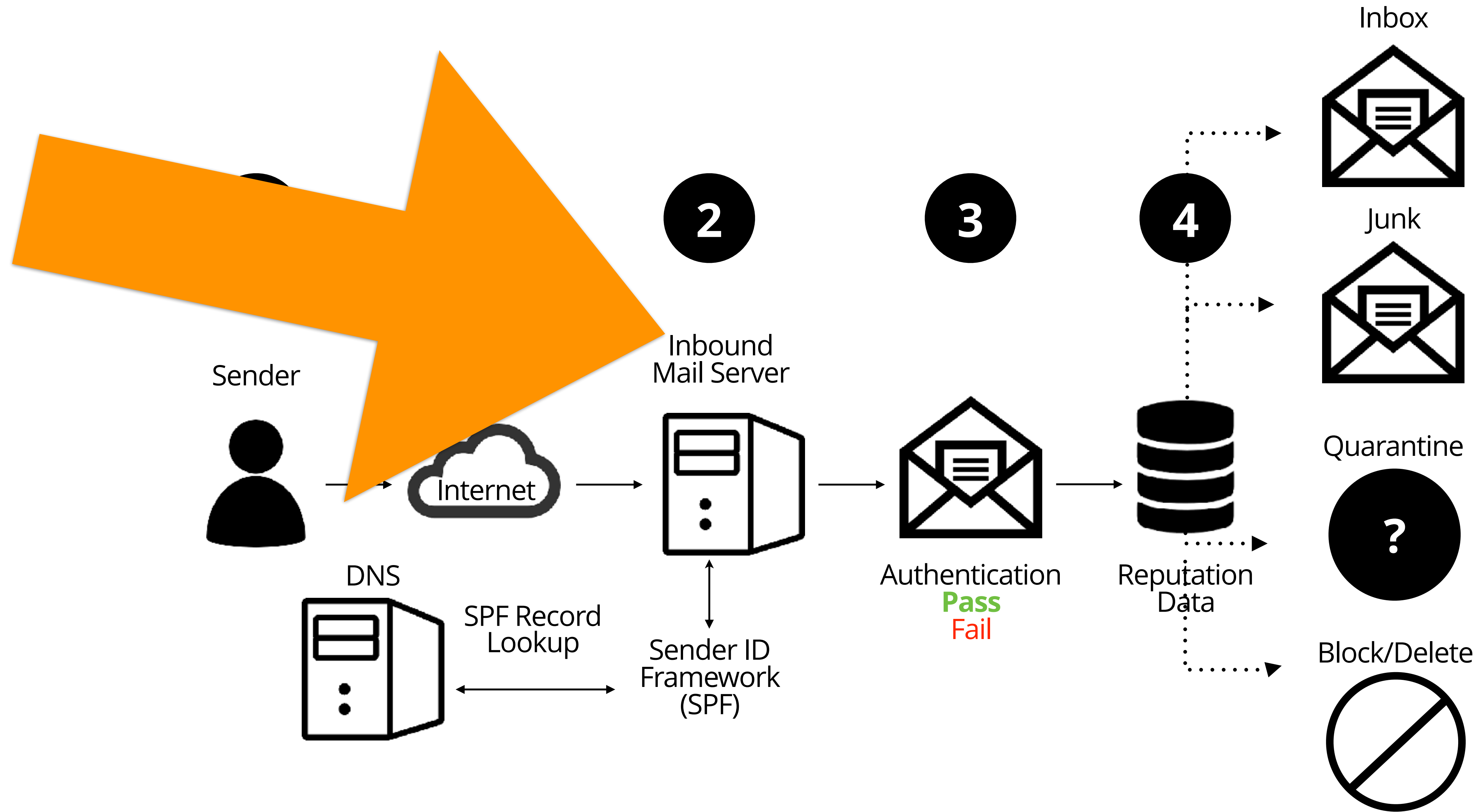


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# Layered SPF & Reputation Data



# Authentication Matters

SPF

DKIM

DMARC



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# SENDER POLICY FRAMEWORK

It provides the email service provider with a framework of data for every email you send.



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# DOMAIN KEYS IDENTIFIED MAIL

ESP's way of checking the DNS records you provide with the ones that come with the email.



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# DMARC

Allows a sender to indicate that their messages are protected by SPF and/or DKIM, and tells a receiver what to do if neither of those authentication methods passes.

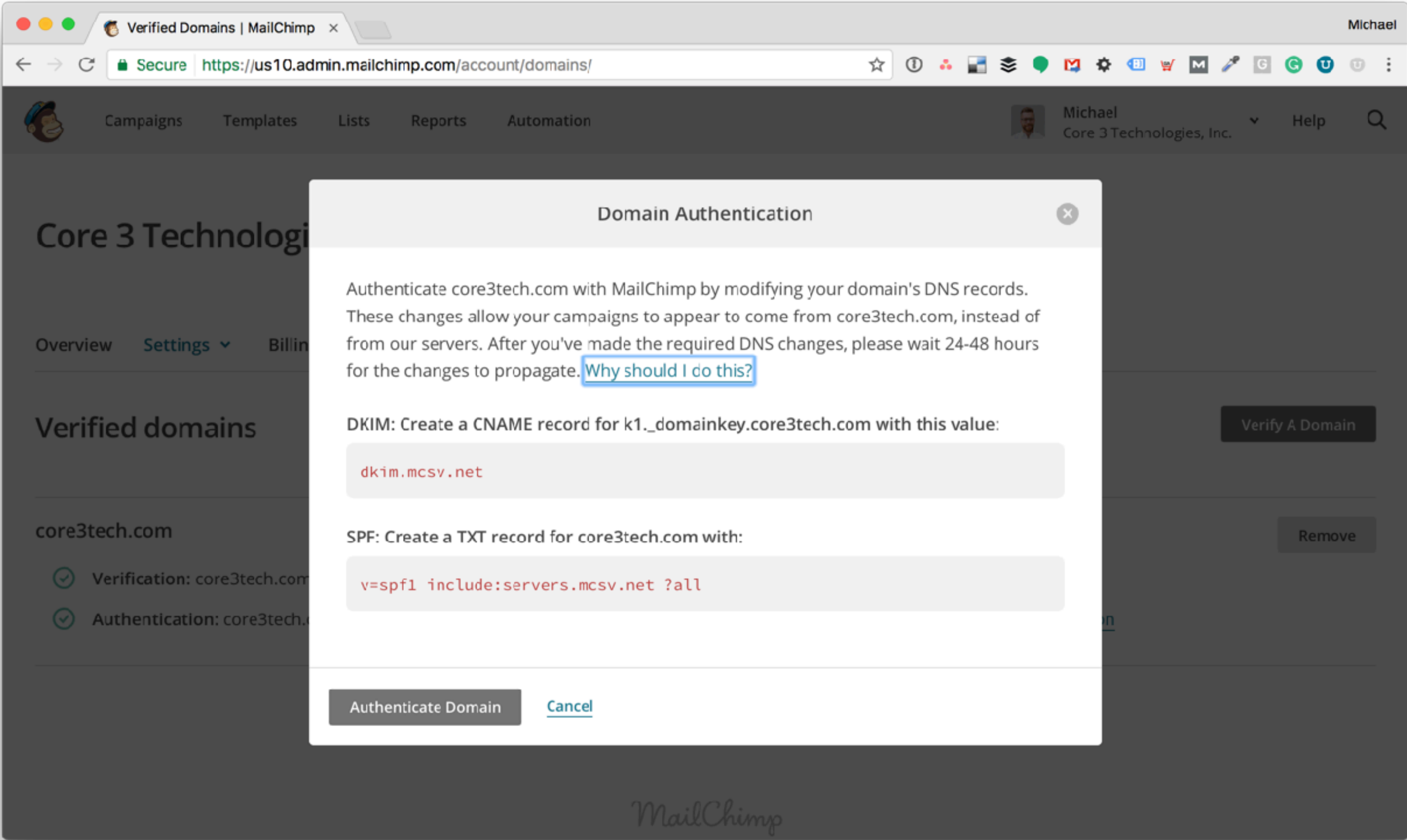


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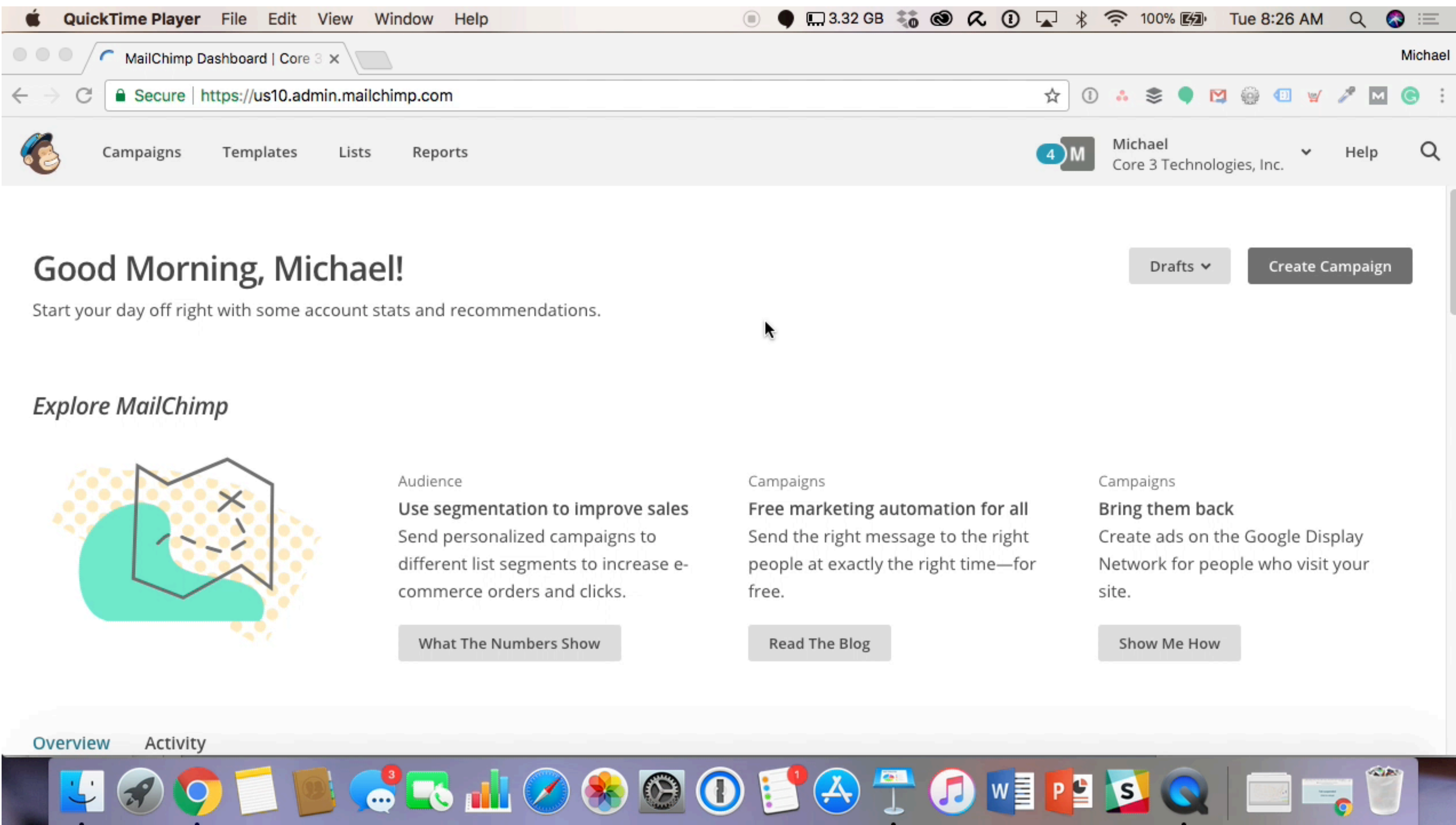
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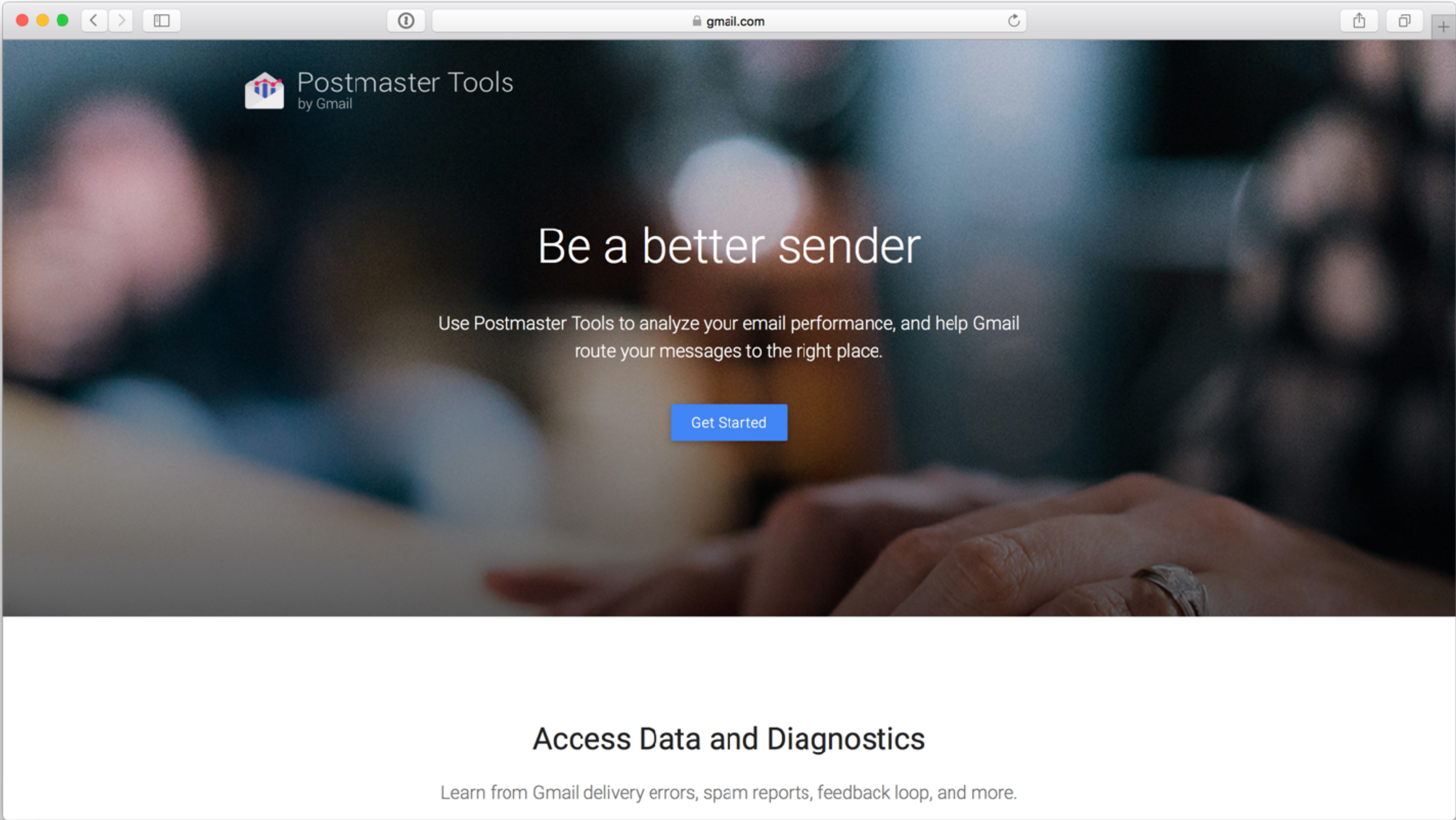
# This Isn't Hard



# MailChimp Example



# Postmaster Tools



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# Postmaster Tools

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Google

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charterschoolcapital.org	Verified	Feb 10, 2016

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# Microsoft Smart Network Data Service (SNDS)

The screenshot shows a web browser window with the following elements:

- Browser Tab:** Smart Network Data Services
- Address Bar:** Microsoft Corporation [US] https://postmaster.live.com/snds/index.aspx?wa=wsignin1.0
- Page Header:** Outlook.com (left), Sign In (right)
- Left Navigation Menu:**
  - Smart Network Data Service
  - View Data
  - View IP Status
  - Request Access
  - Access Control
  - Edit Profile
  - FAQ
  - Junk Mail Reporting Program
- Main Content Area:**
  - Welcome**
  - Outlook.com Smart Network Data Services**

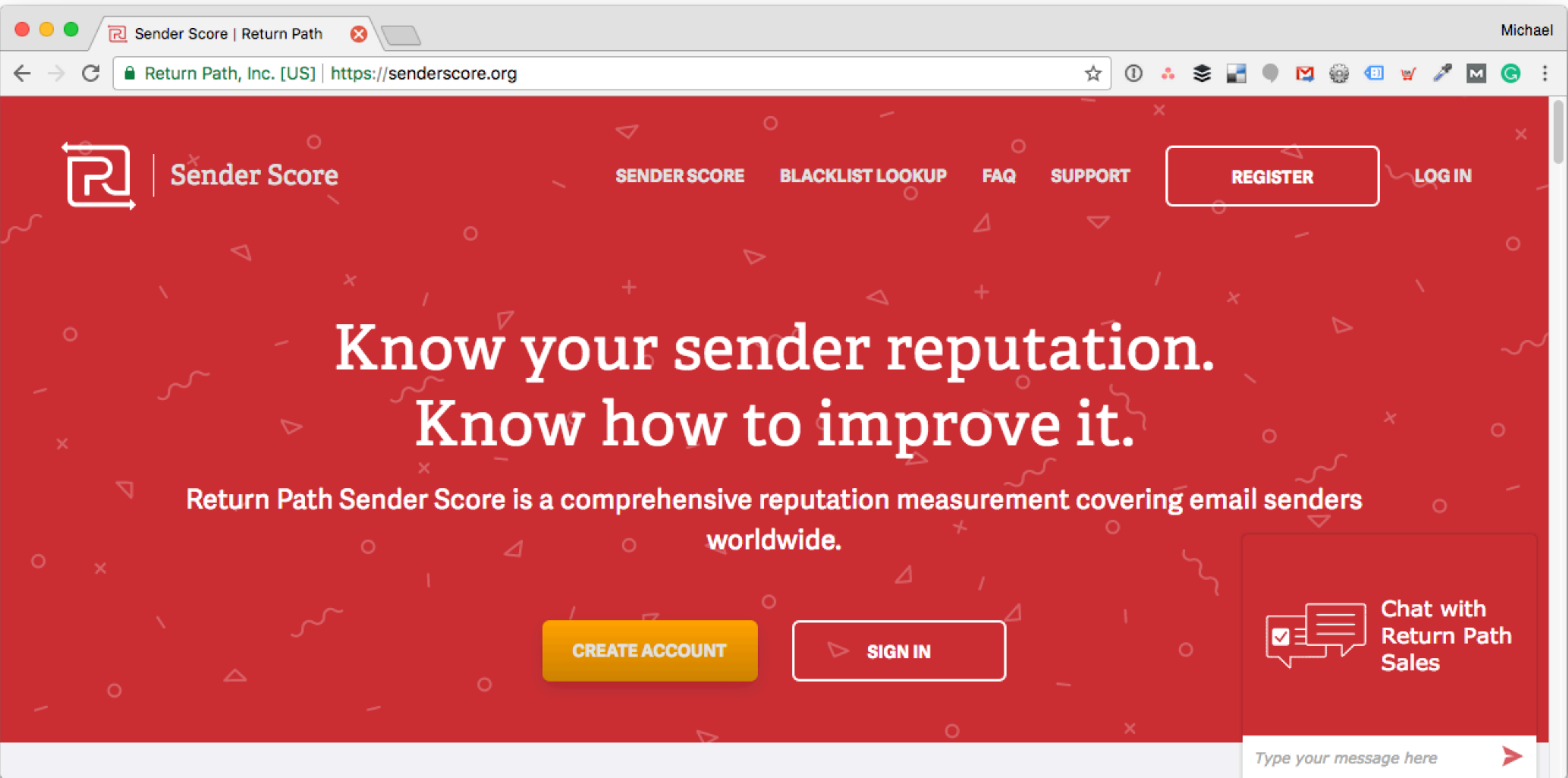
Deliverability to Outlook.com is based on your reputation. The Outlook.com Smart Network Data Services (SNDS) gives you the data you need to understand and improve your reputation at Outlook.com. But just looking at the data isn't enough! Maintaining a good reputation is a lot of work. You should use this data to keep your mailing lists clean and to monitor the IPs you control for unusual behavior. Reputation is always the responsibility of the sender. SNDS gives senders access to detailed data about individual IPs, and it also includes our Junk Email Reporting Program, which lets you receive reports when users junk your messages. Now you can view IP data and manage feedback loop settings from one convenient website.
  - Getting started**

To access SNDS, please [log in](#) with a Microsoft Account and then [request access](#) to the IPs for which you are responsible. You'll be taken through a simple authorization process, and then you'll soon have access to a wealth of information about those IPs.
  - Help! I have a problem sending mail to Outlook.com**

Building & maintaining good reputation is a long-term proposition. The data on this site can help you do that, but if you have an urgent deliverability issue please have the person most familiar with the issue and your email infrastructure [contact sender support](#).
  - Other Benefits**

SNDS is useful for far more than just monitoring email reputation. It can help IP owners to detect compromised servers, malware, viruses, and botnets. We help network administrators detect these problems so that they can clean them up and make the internet a safer place.
- Page Footer:** © 2013 Microsoft [Privacy Statement](#) [Legal](#)

# Blacklist Lookup





# Authentication Rewards

**Mobile Email View:**

AT&T 7:13 AM 99%

A look back at Advertising Week and ahead with Unilever's CMO **Inbox**

**Think with Google** show less

From: Think with Google thinkwithgoogle-noreply@google.com

To: michael@barberandhewitt.com

Date: Sep 29, 2017, 9:56 AM

Security **Standard encryption (TLS)** Learn more

**Meet our guest editor, Keith Weed**

In our ongoing effort to provide a window into the marketing mind for industry game changers, we're excited to introduce keys to Think with Google next week.

Keith Weed, chief marketing and communications officer at Unilever, will be our guest editor for the week. His massive portfolio includes brands ranging from Axe and Dove to Ben & Jerry's and Knorr.

What to expect? He'll certainly take a look at hyper-empowered consumers and the best ways to reach them. He'll also highlight some of the campaigns that are already getting it right. And he will share his own takeaways after making the rounds with other industry heavy-hitters at Advertising Week.

**Desktop Email View:**

Michael

mail/u/1/#inbox/15dce8020b5798e3

6 of 13

**TAVIRA HOUSE HOMEOWNERS ASSN** **Inbox** x **Tavira House** x

from: **Karina Manzo** <karina@westcommgmt.com>

to: "uabarber@gmail.com" <uabarber@gmail.com>, "blashenick@aol.com" <blashenick@aol.com>, "medwardspr@aol.com" <medwardspr@aol.com>, "mastenleddy@gmail.com" <mastenleddy@gmail.com>

date: Thu, Aug 10, 2017 at 6:33 PM

subject: TAVIRA HOUSE HOMEOWNERS ASSN

security: **smtproutes.com did not encrypt this message** Learn more

**Important** mainly because of the people in the conversation.

People (4)

**Karina Manzo**  
karina@westcommgmt.com

Loading...

12.2 GB (81%) of 15 GB used Manage

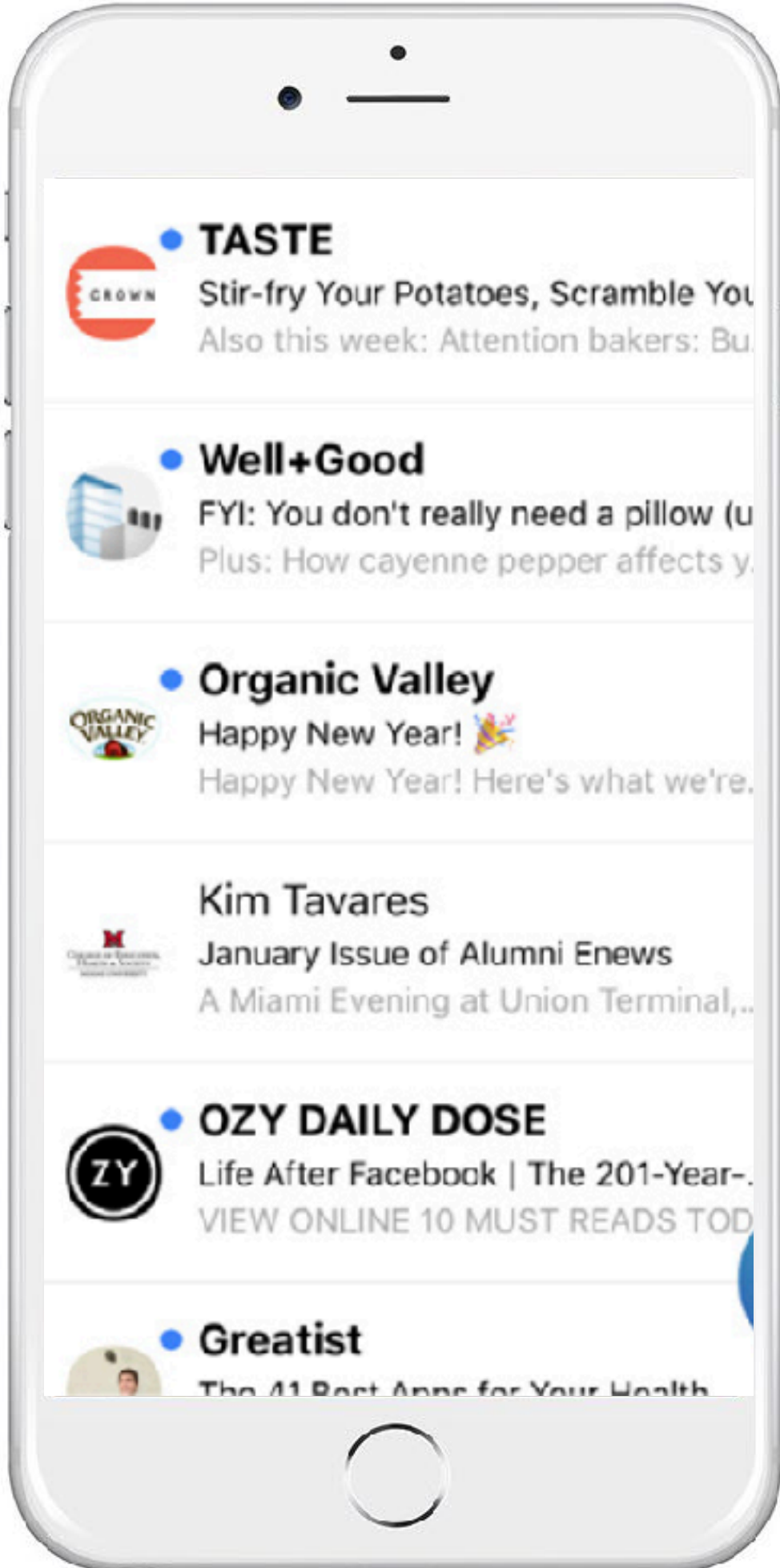
Terms - Privacy

Last account activity: 1 hour ago Details



#INBOUND19  
@michaeljbarber

# Brand Indicators for Message Identification (BIMI) Standards



#INBOUND19  
@michaeljbarber

# Design

Ubiquity matters.



**#INBOUND19**  
@michaeljbarber

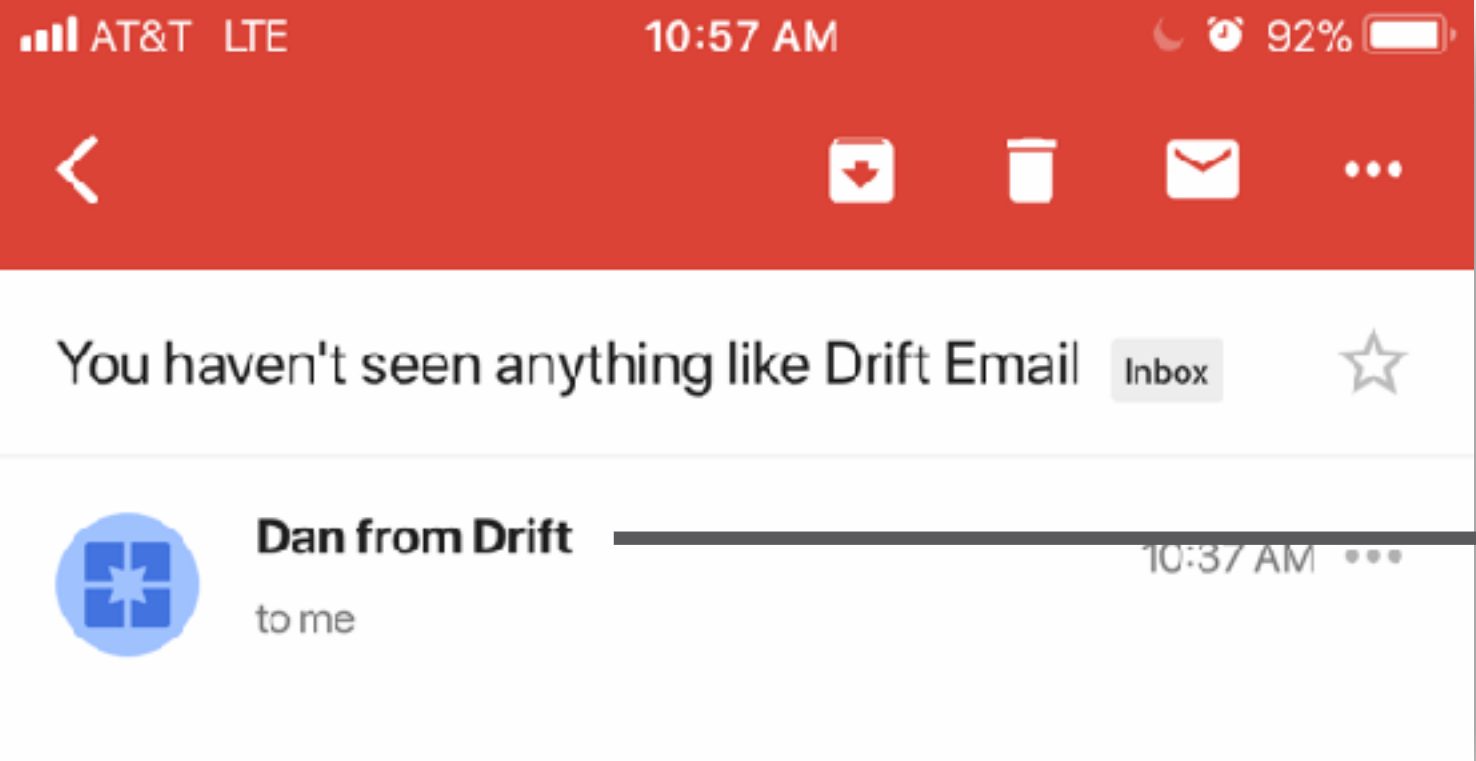
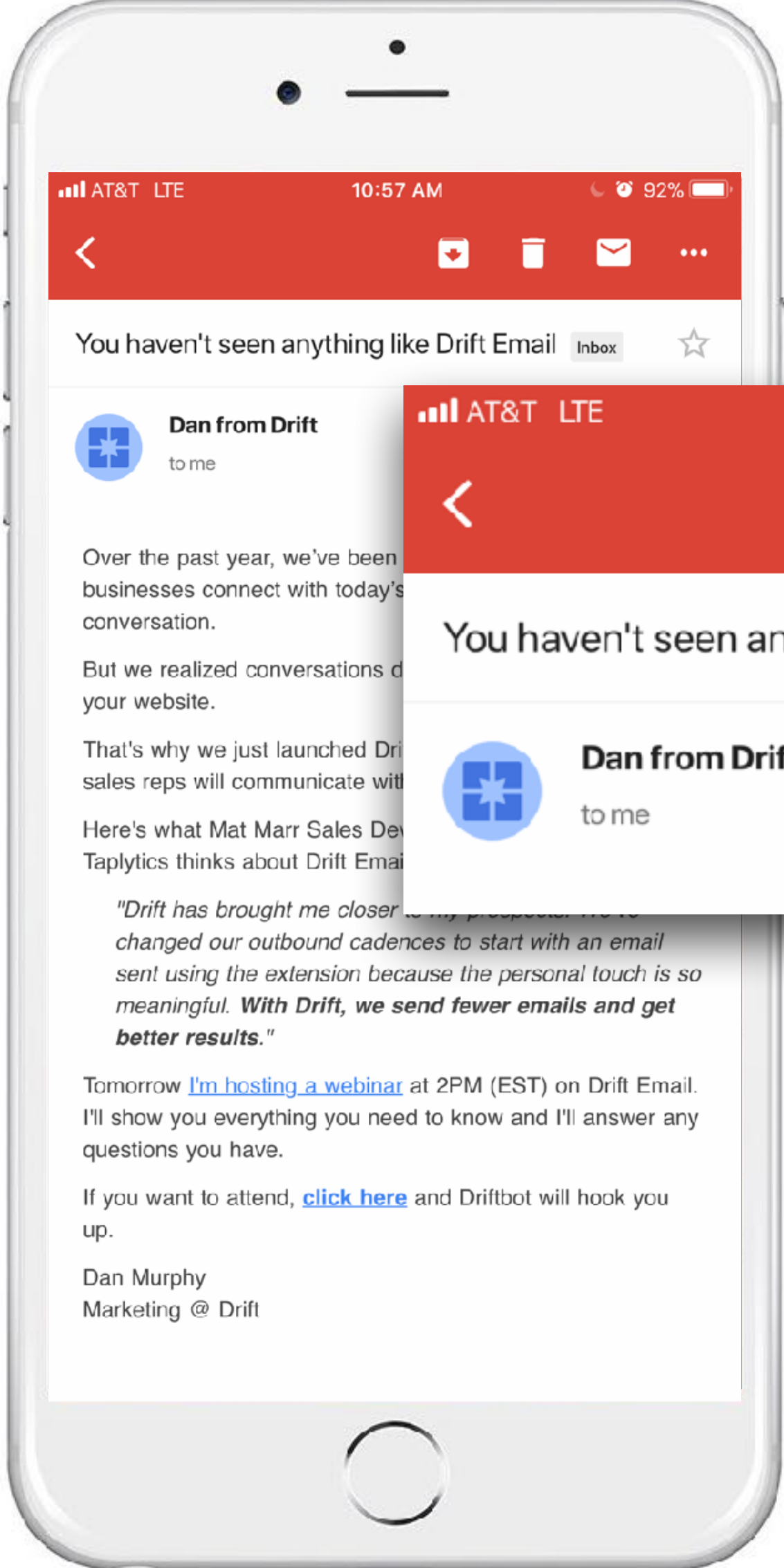
# From Names Matter, A Lot



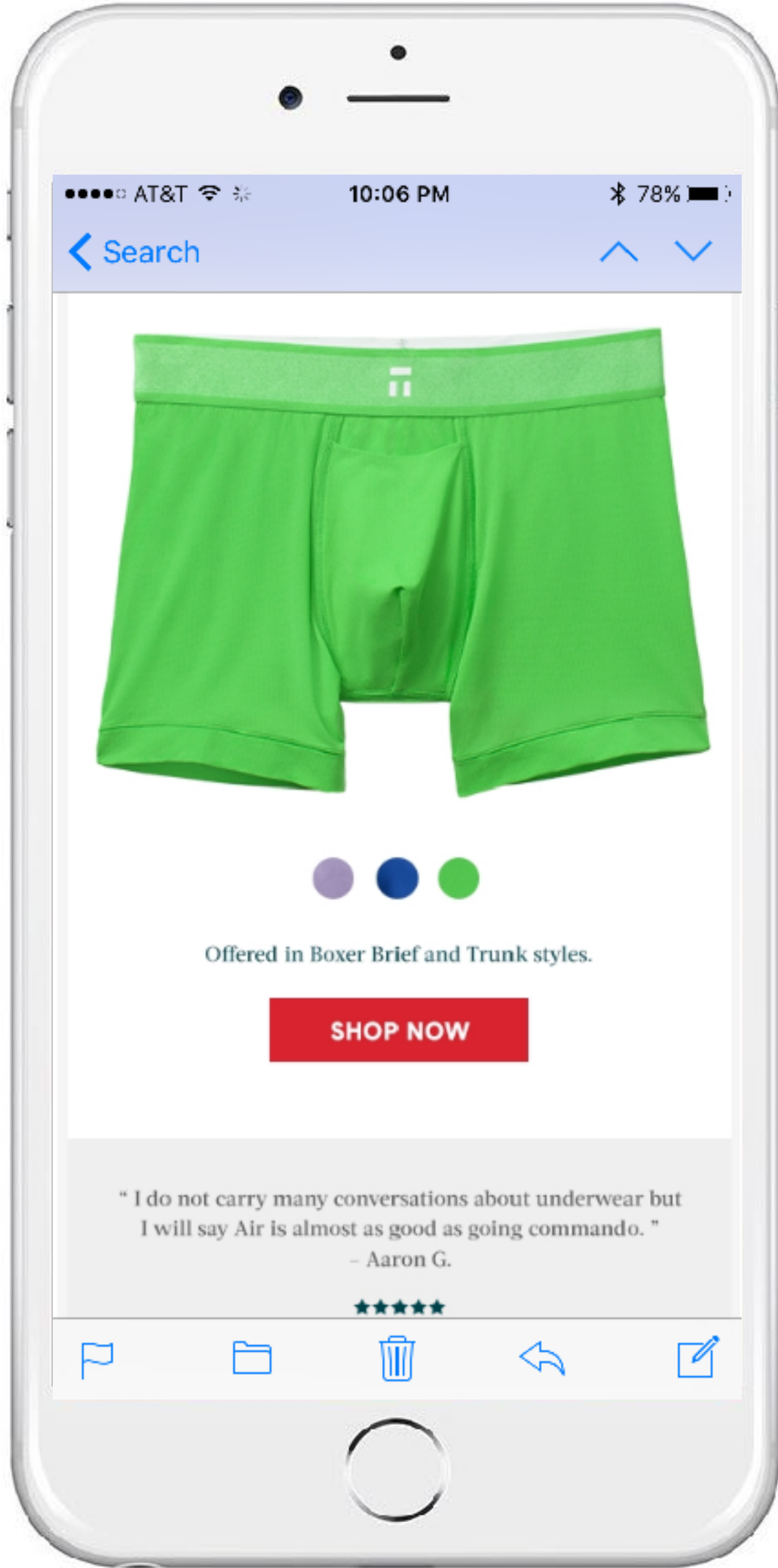
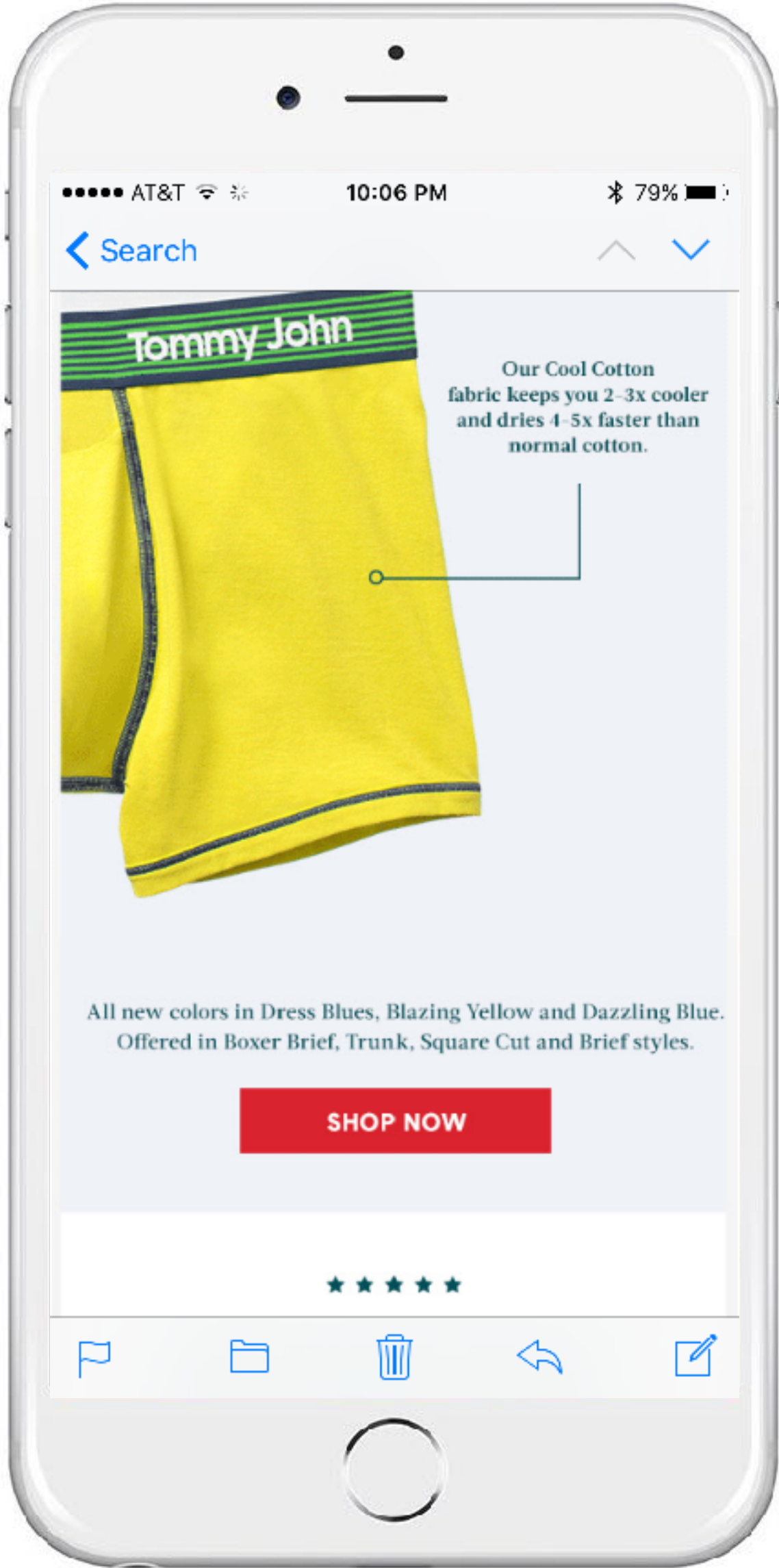
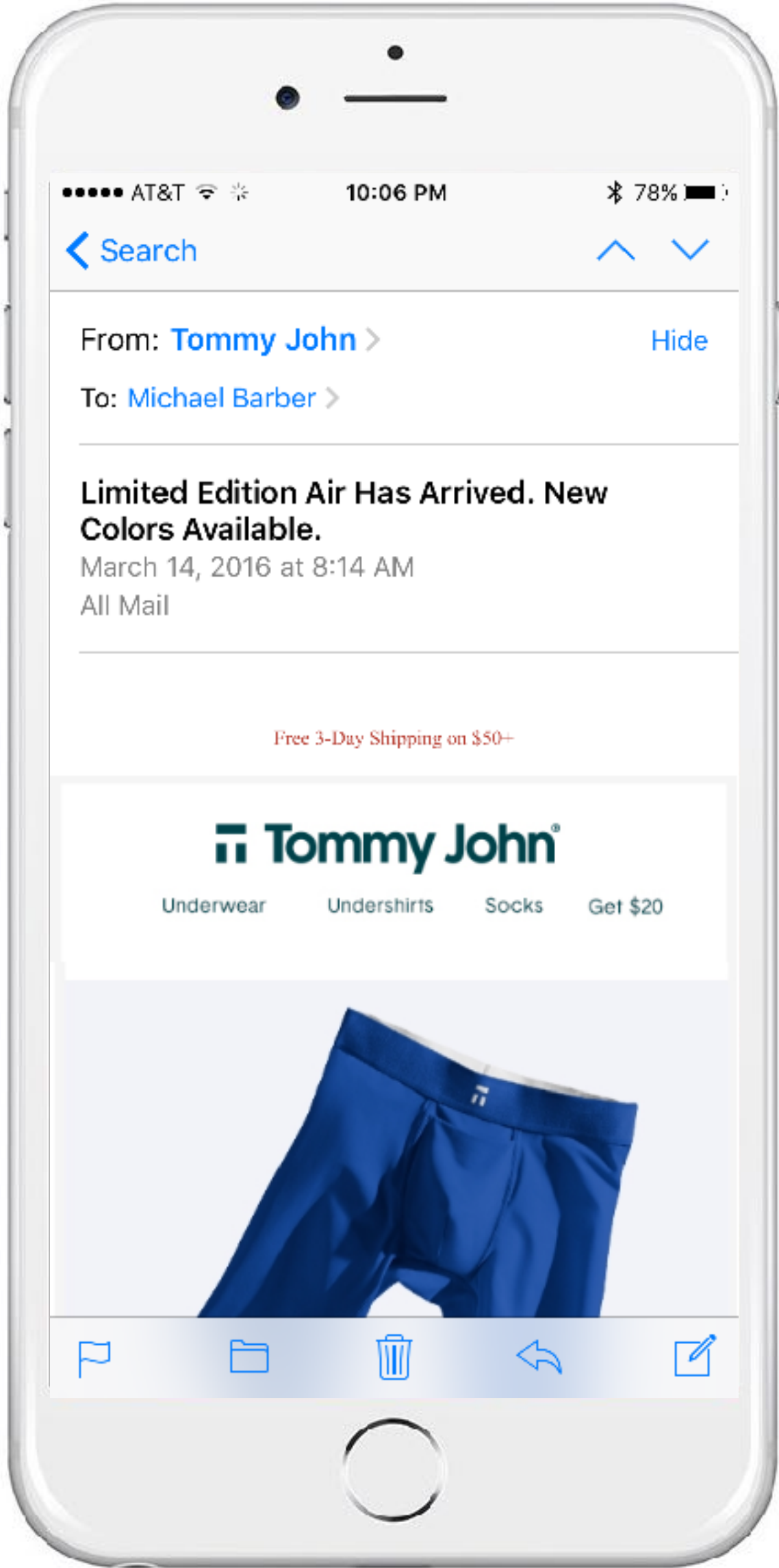
From: Mimi O'Donnell <lab@labtheater.org>  
Date: Mon, Feb 22, 2016 at 3:05 PM  
Subject: from Artistic Director Mimi O'Donnell  
To: rachel.lee.purcell@gmail.com

From Name

# From Names Matter, A Lot



# Single Column "Skinny" Layouts.



# Inverted Pyramid

The screenshot shows a web browser window displaying the InVision website. At the top, there is a navigation bar with the InVision logo, the text "This week at InVision", and the date "JUNE 15, 2015 - JUNE 19, 2015". Below the navigation bar, there are two article cards. Each card features a header image, a title, a short paragraph of text, and a red button at the bottom. The first article is titled "Inside Design at Meerkat" and includes a "GO INSIDE" button. The second article is titled "Adobe+InVision team up to support Photoshop Artboards" and includes a "CHECK IT OUT" button. The inverted pyramid layout is highlighted by a white triangle overlaid on each article card.

**Article 1:**  
Header image: A group of people in a meeting.  
Title: Inside Design at Meerkat  
Text: We chatted with Jakub Swiadek, designer, about working on viral products, keeping things simple, why you should fail, and how Meerkat came to be.  
Button: GO INSIDE

**Article 2:**  
Header image: Photoshop Artboards interface.  
Title: Adobe+InVision team up to support Photoshop Artboards  
Text: Even though Artboards are brand new, we partnered with Adobe to make sure they worked in InVision on day 1.  
Button: CHECK IT OUT

# The Zig Zag

The screenshot shows the MOO website with a teal background. At the top, the MOO logo is centered, with navigation links for Products, Inspiration, 10+ Employees?, Help & FAQ, and Account. The main heading is "Promotions that POP". Below this is a featured postcard titled "HELLO!" with a "SPRING HAS SPRUNG" message and an image of a chair. A "ABLE ABODE" postcard is also visible. A "Shop now" button is centered below the featured postcard. Below this, there are three sections: "Luxe Postcards" with a "Shop Luxe Postcards" button, "Envelopes" with a "Shop Envelopes" button, and "Stickers" with a "Shop Stickers" button. Each section includes a brief description and a small image of the product.

MOO

Products Inspiration 10+ Employees? Help & FAQ Account

## Promotions that POP

HELLO!

SPRING HAS SPRUNG  
Come in and make us your  
Spring customer!

ABLE ABODE

Unmistakably premium Postcards get the attention your promos deserve. They get seen, get grabbed, and get the buzz for your business.

Shop now

### Luxe Postcards

With ultra-thick Mohawk Superfine paper and choice of 8 color seams, Luxe makes for some mega classy promotions.

Shop Luxe Postcards

### Envelopes

Designed to pair perfectly with our Postcards and Invitations, Envelopes are available in a range of colors – even metallic.

Shop Envelopes

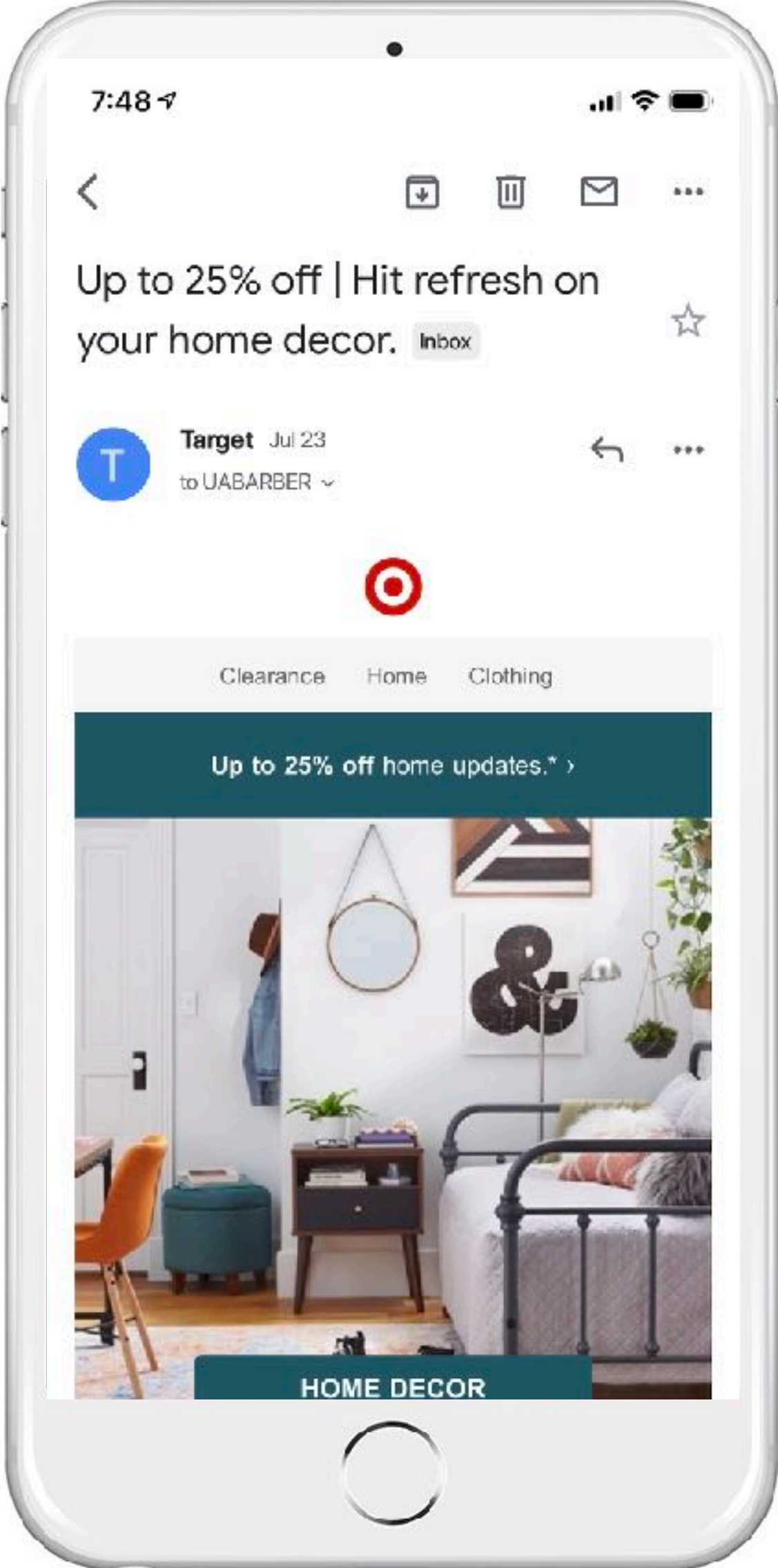
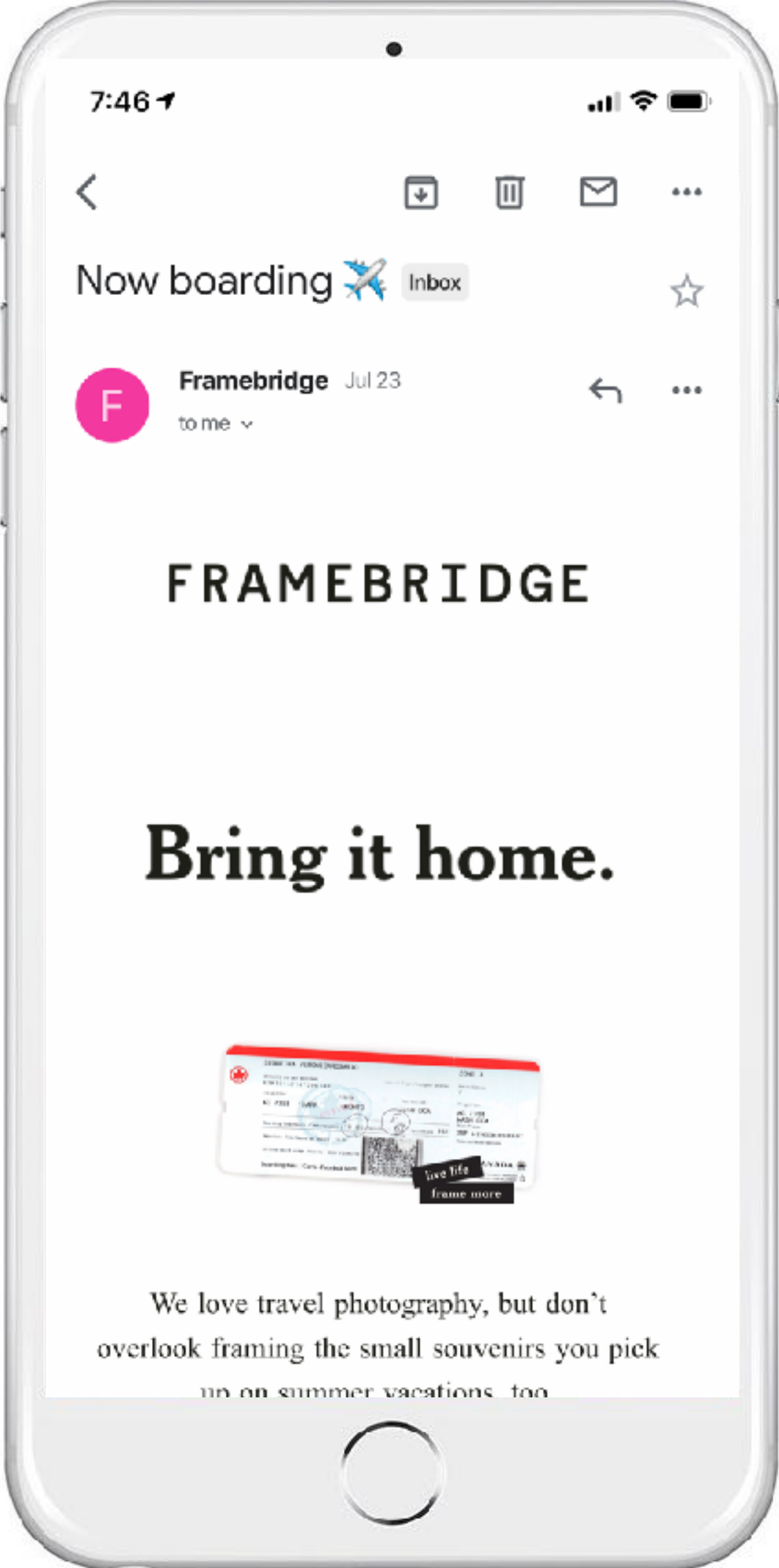
### Stickers

They are the perfect icing to the Postcard-meets-Envelope cake. Seal it with a Sticker for that super-classy detail.

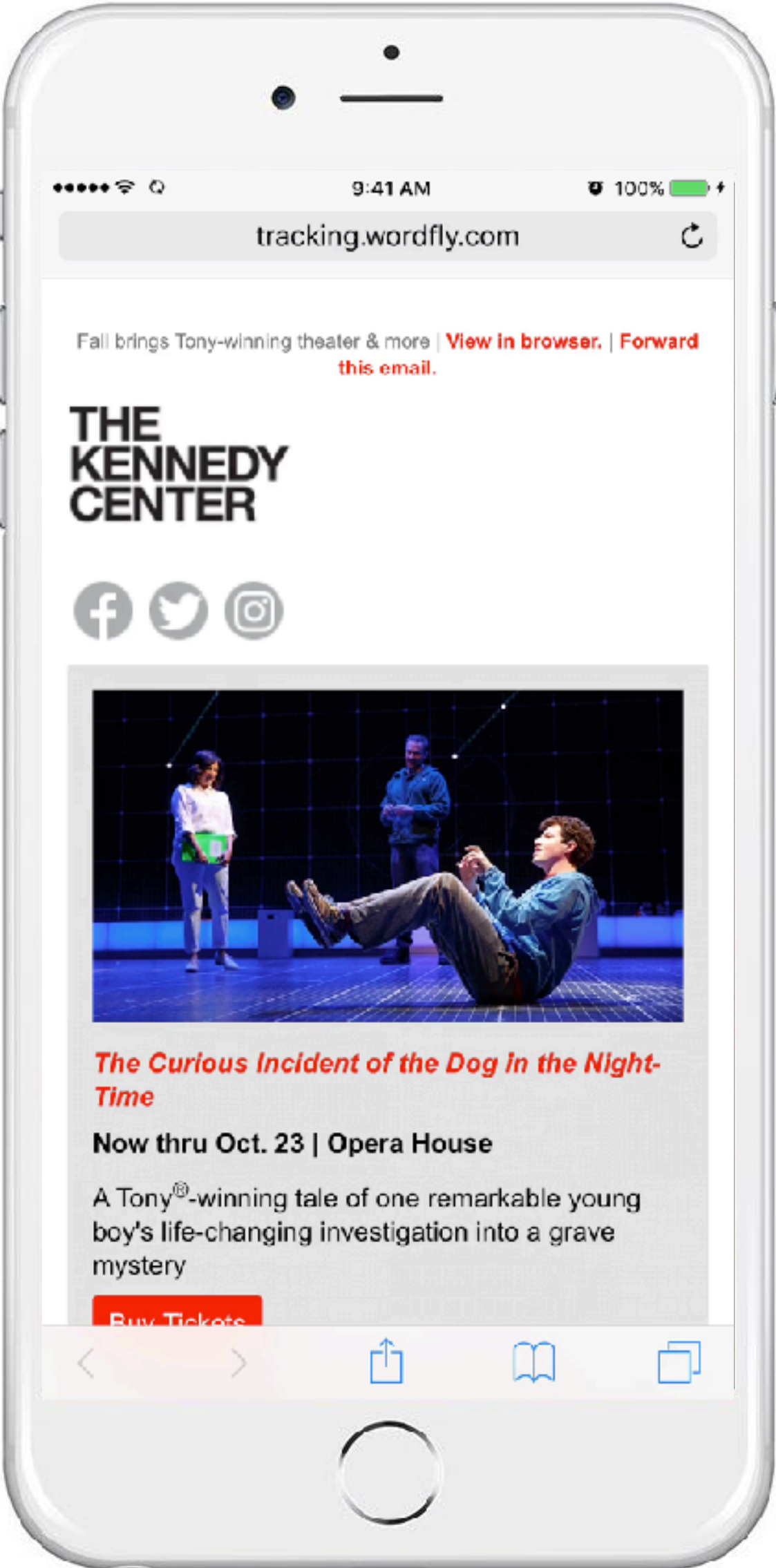
Shop Stickers



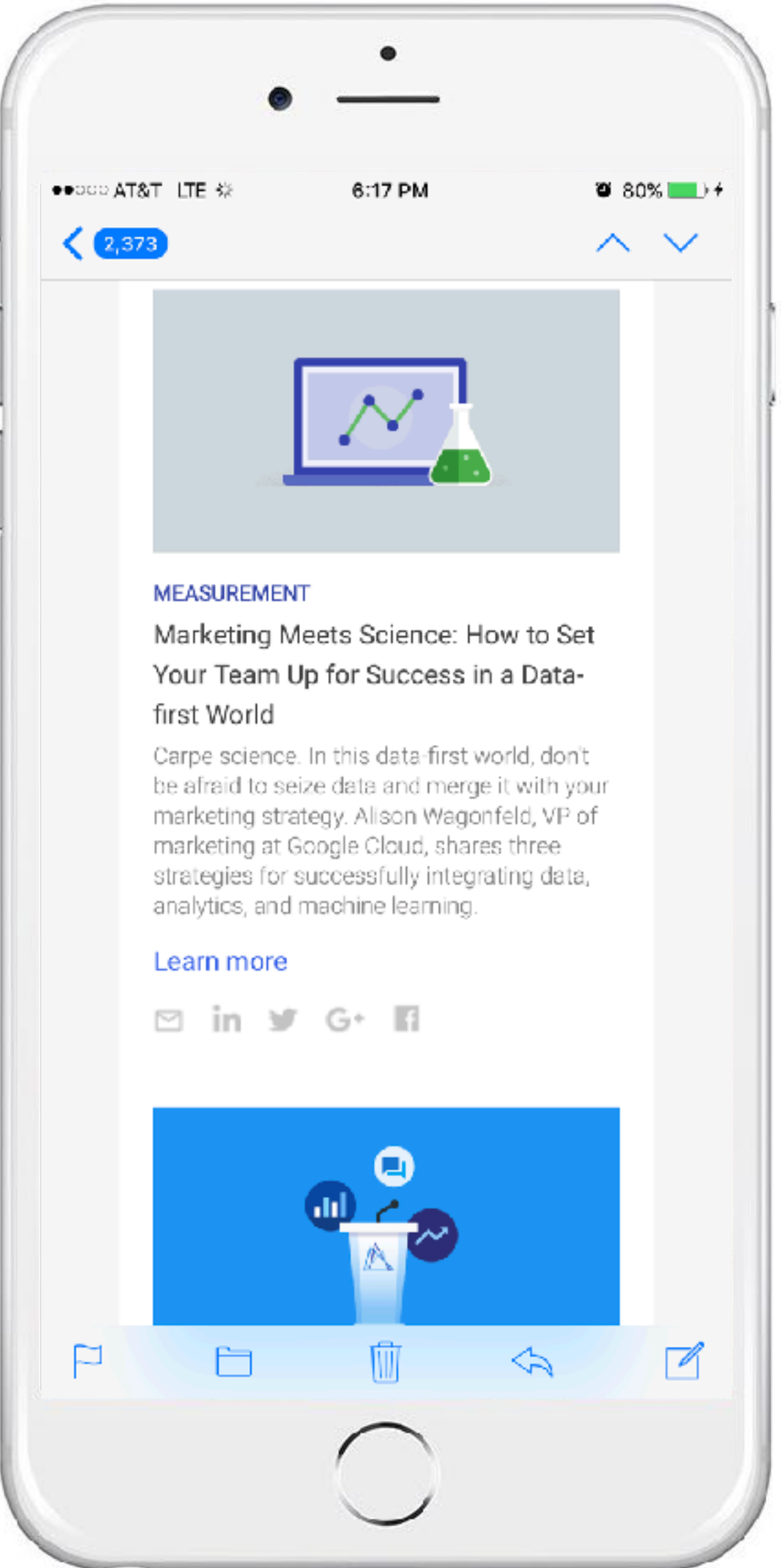
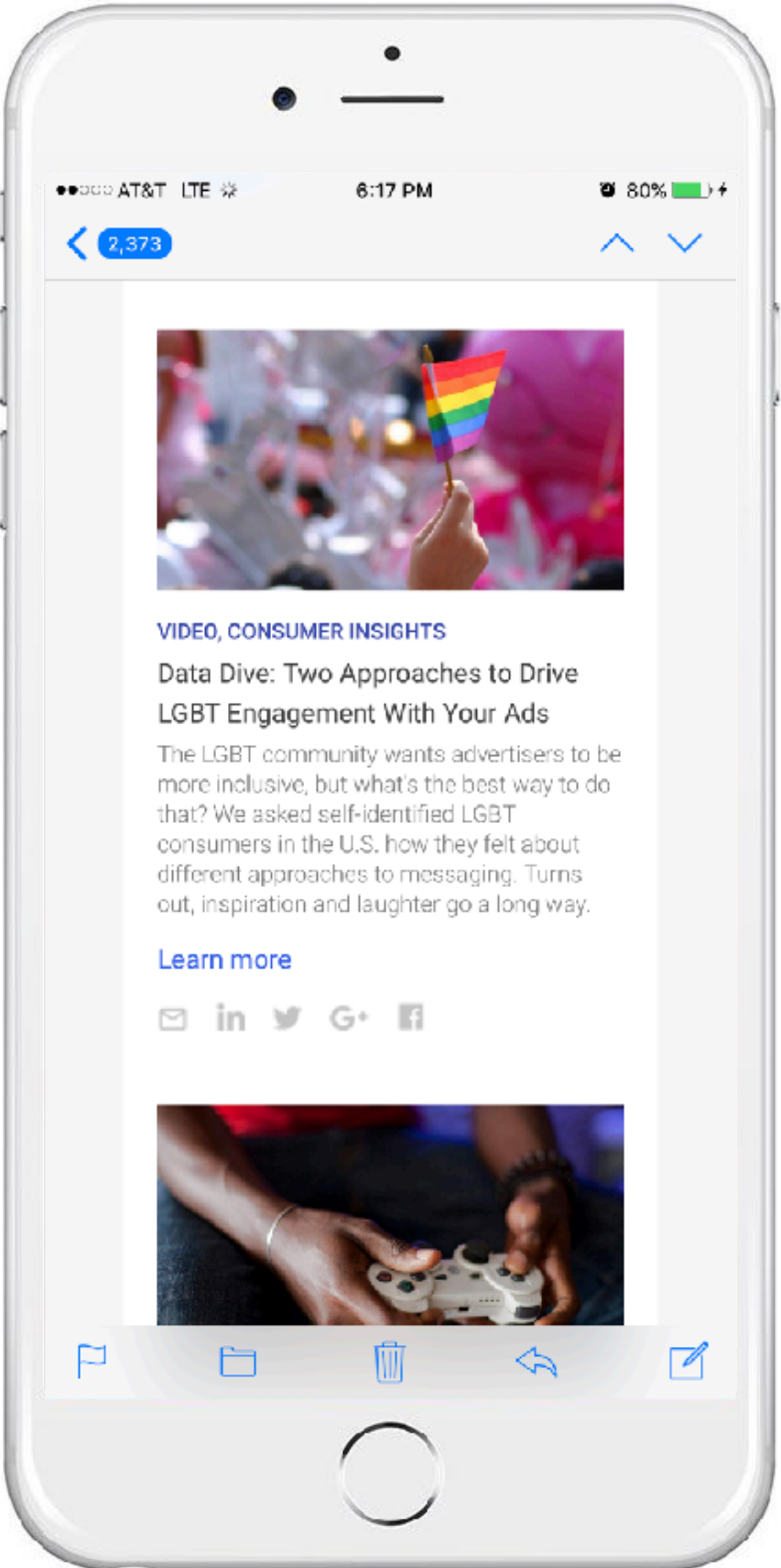
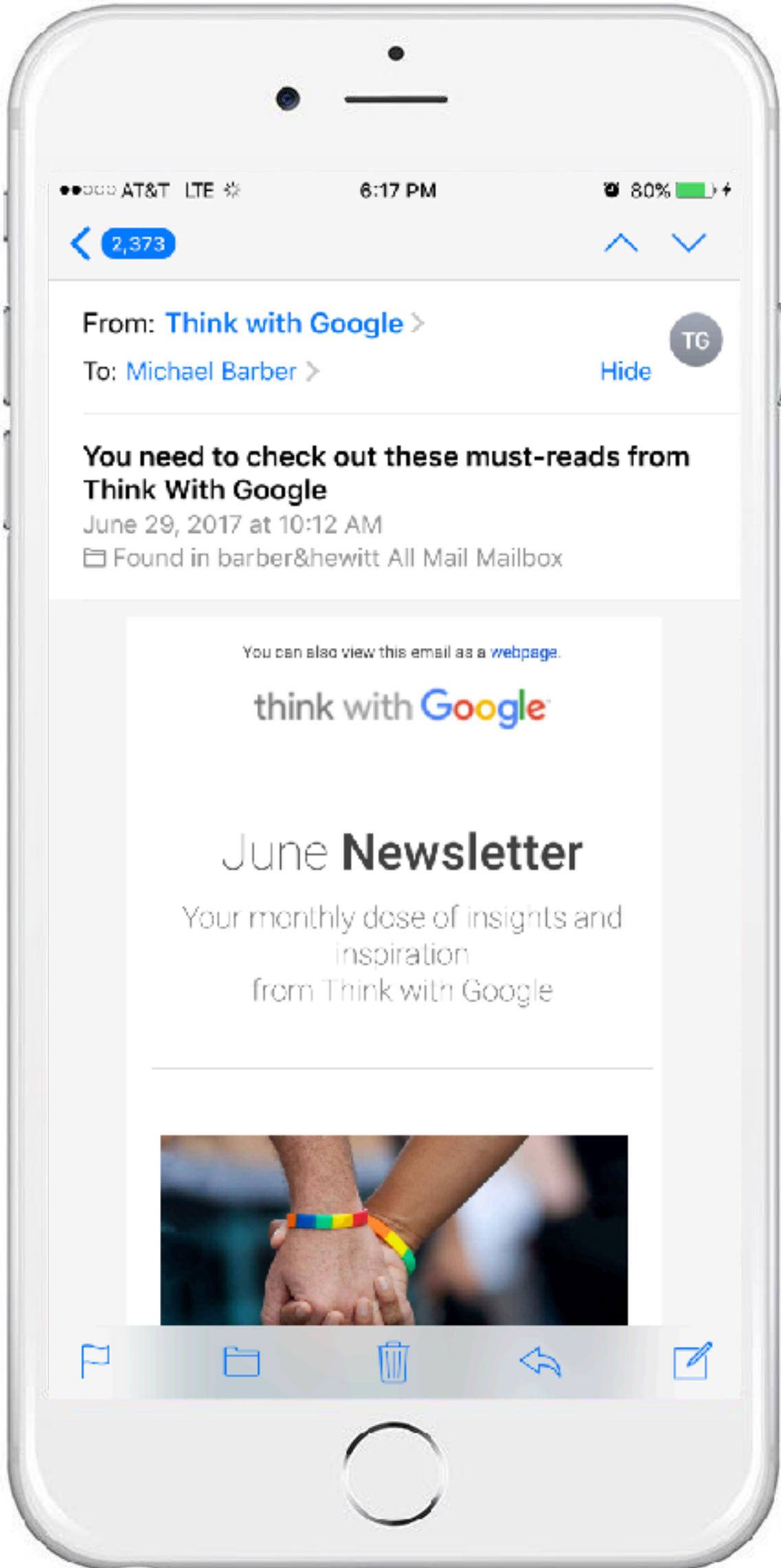
# Slim Up Headers



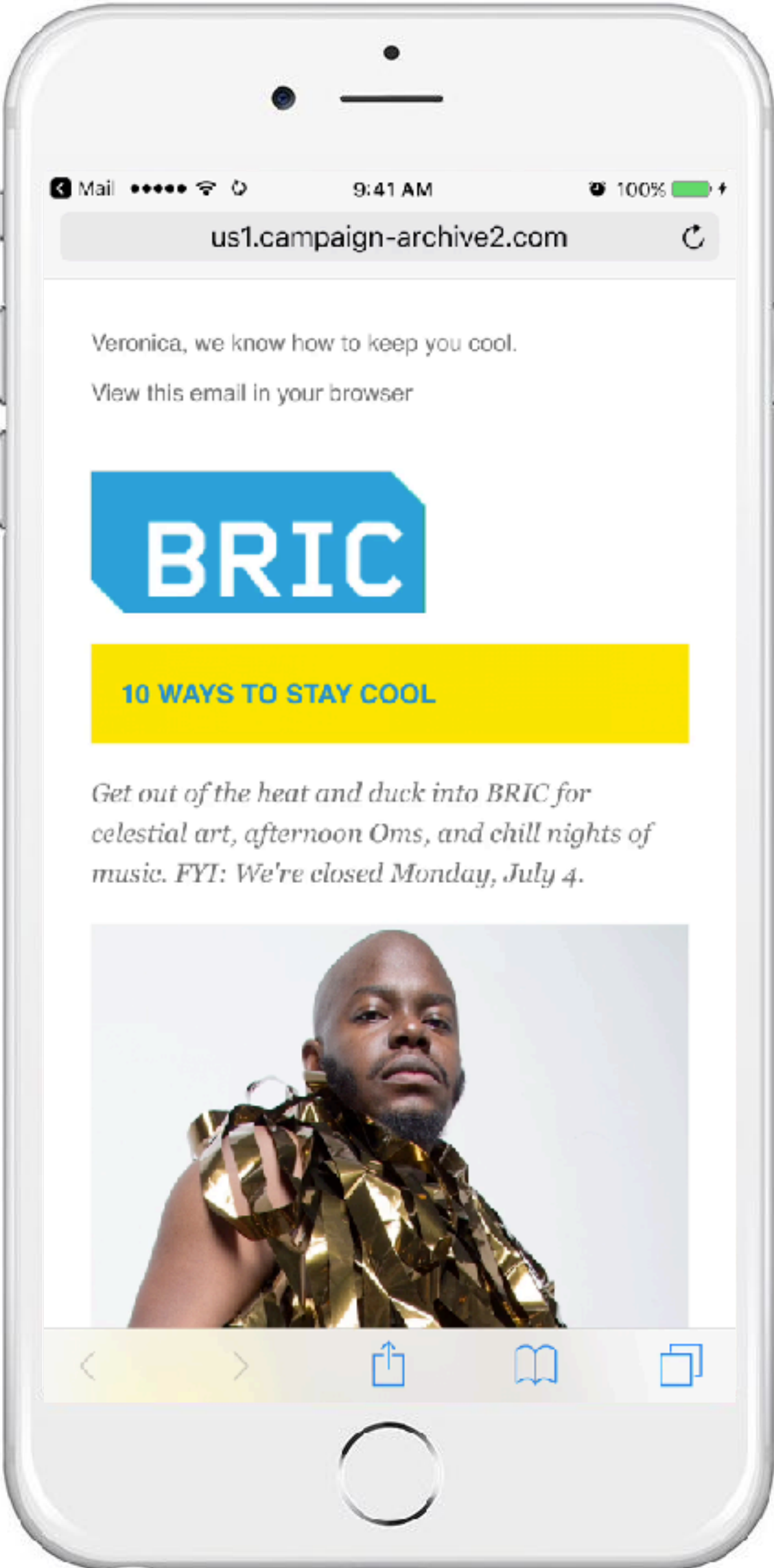
# Single Column “Skinny” Layouts.



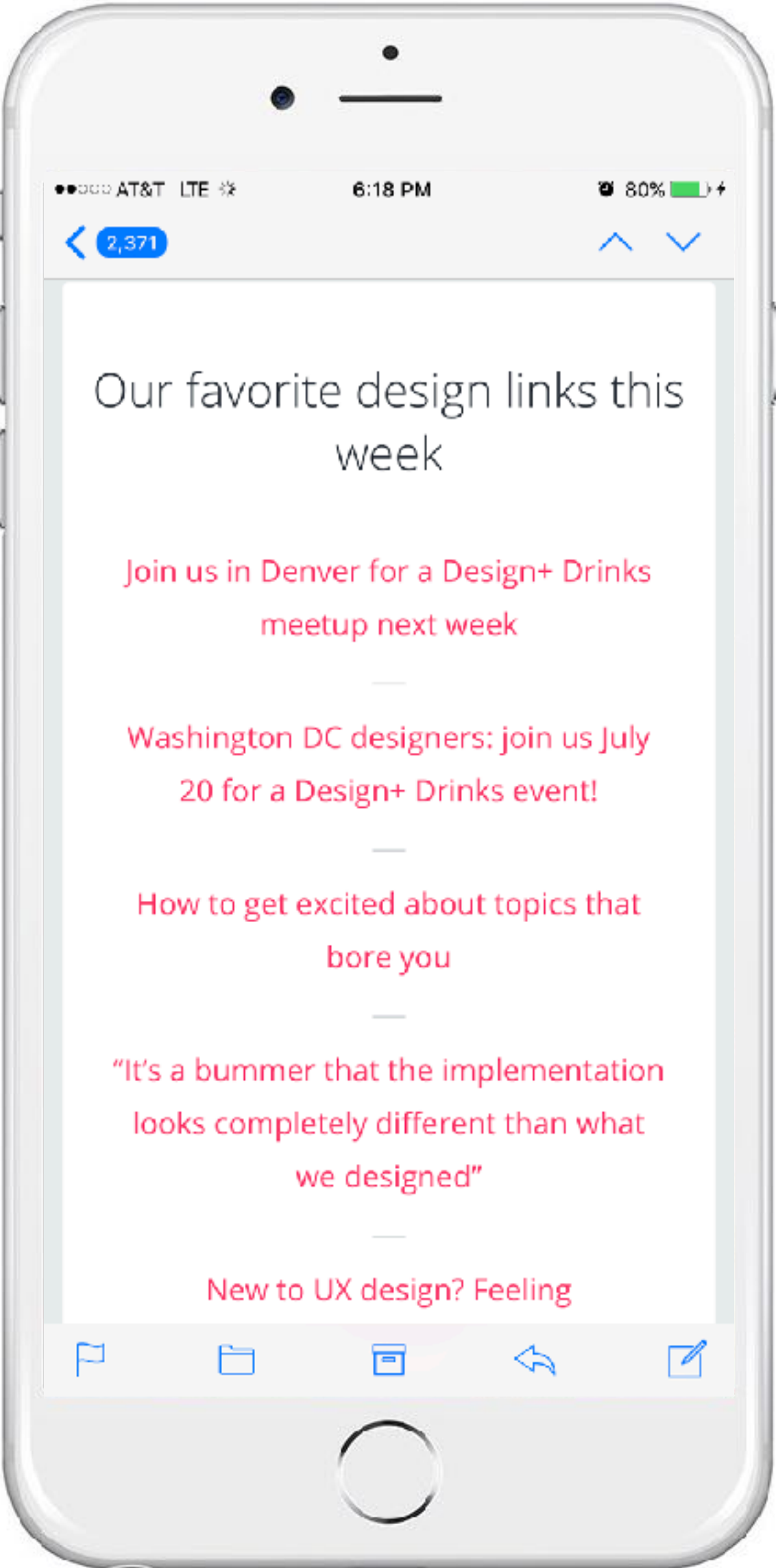
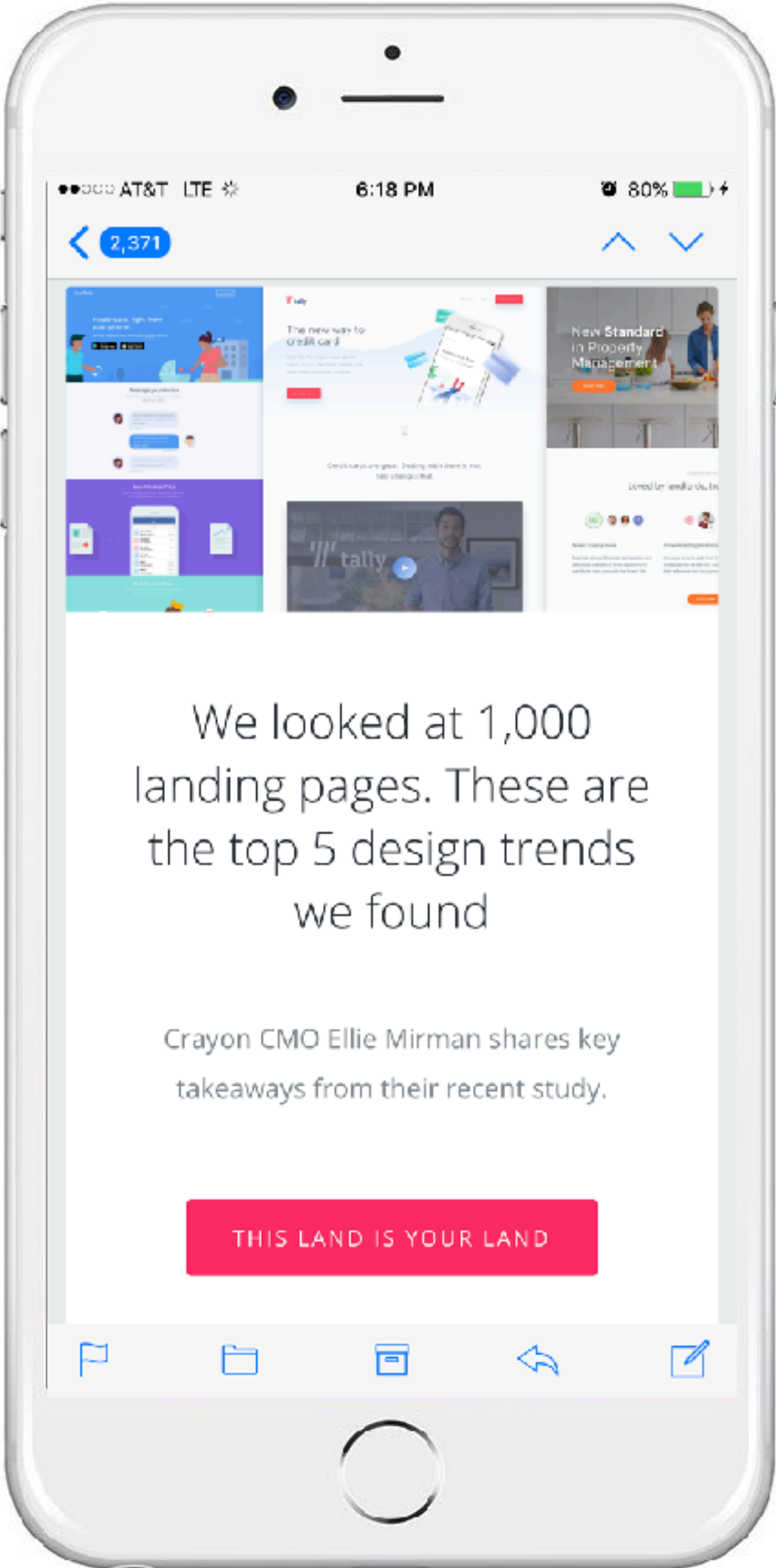
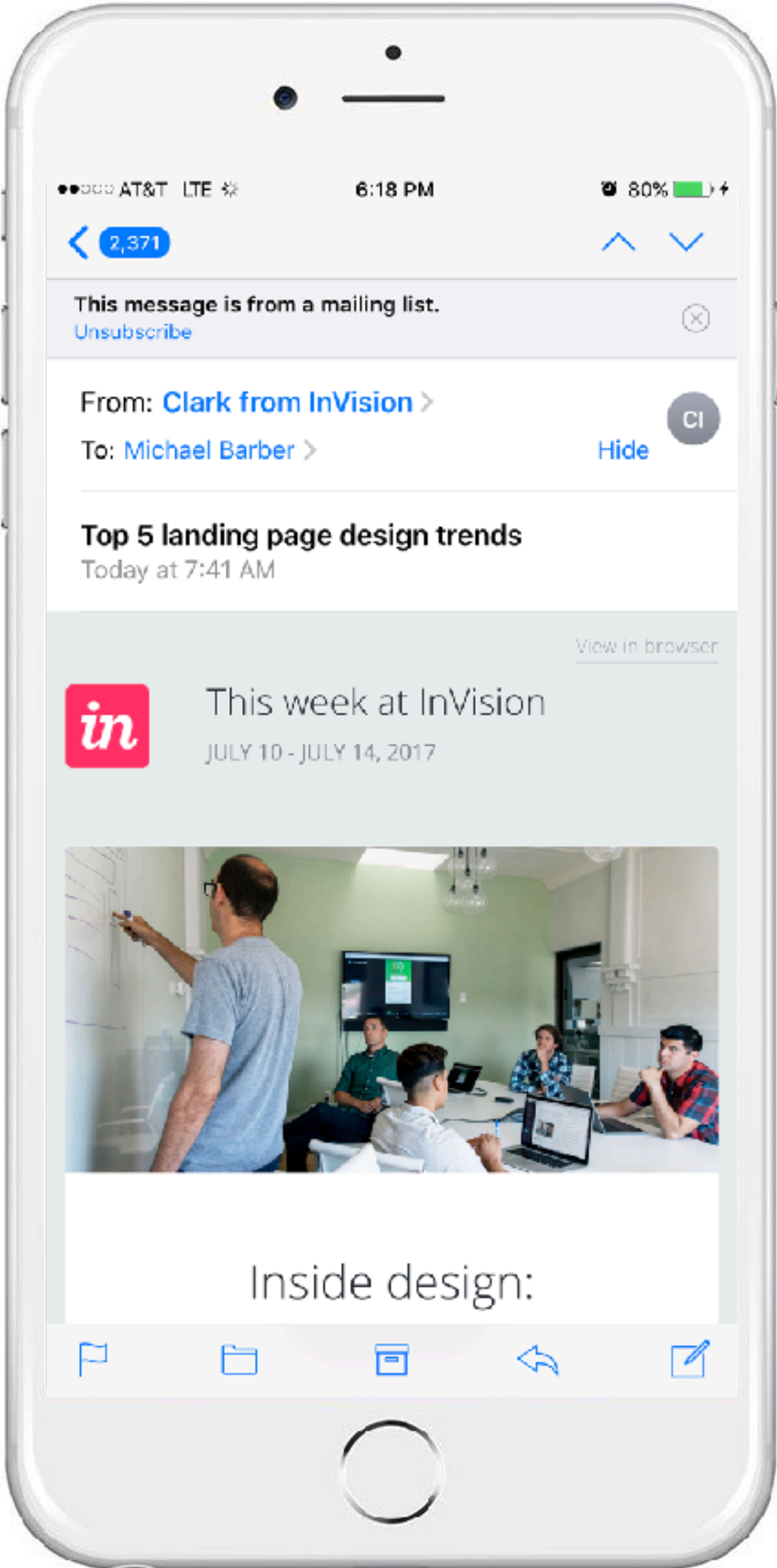
# Single Column “Skinny” Layouts.



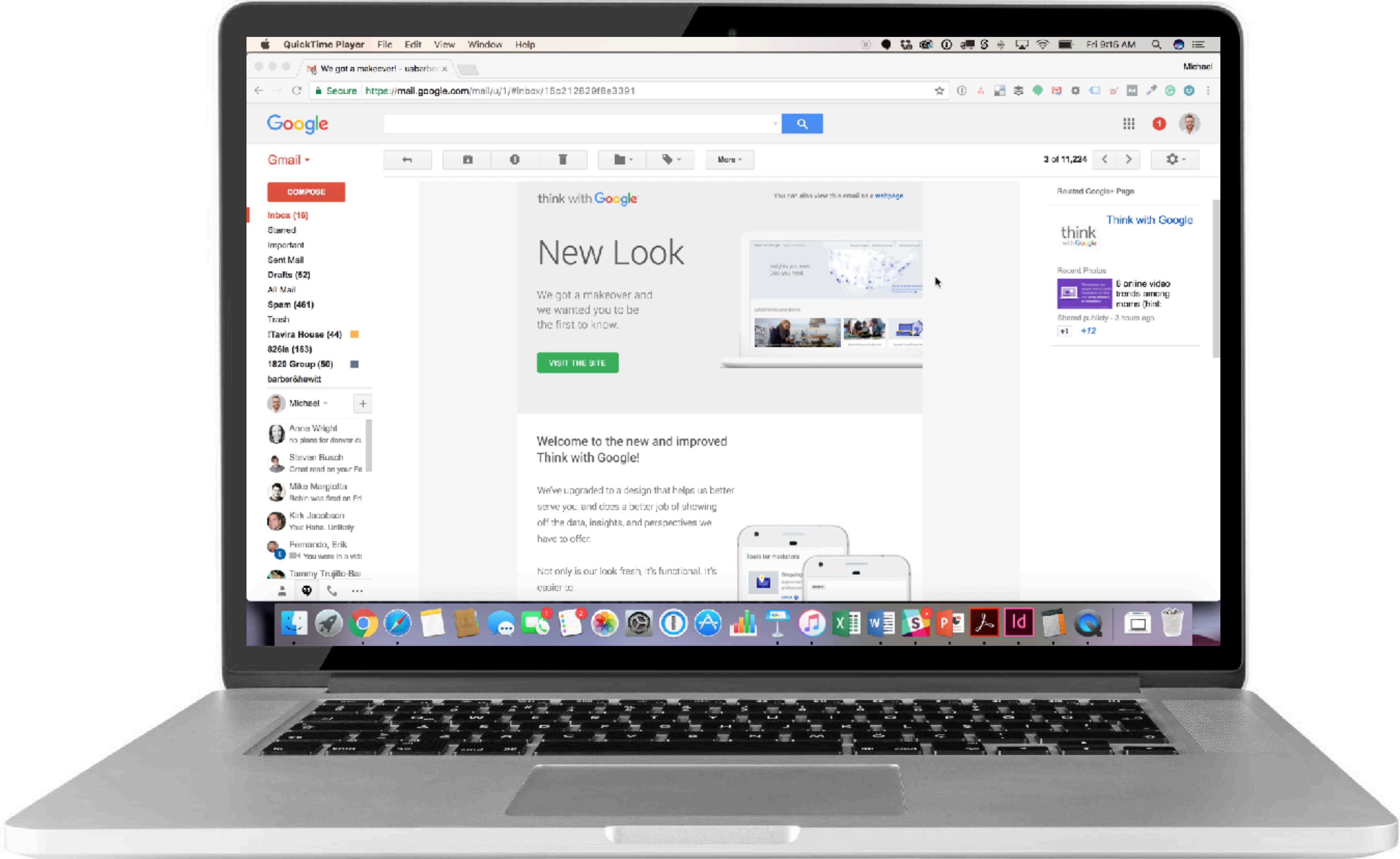
# Single Column “Skinny” Layouts.



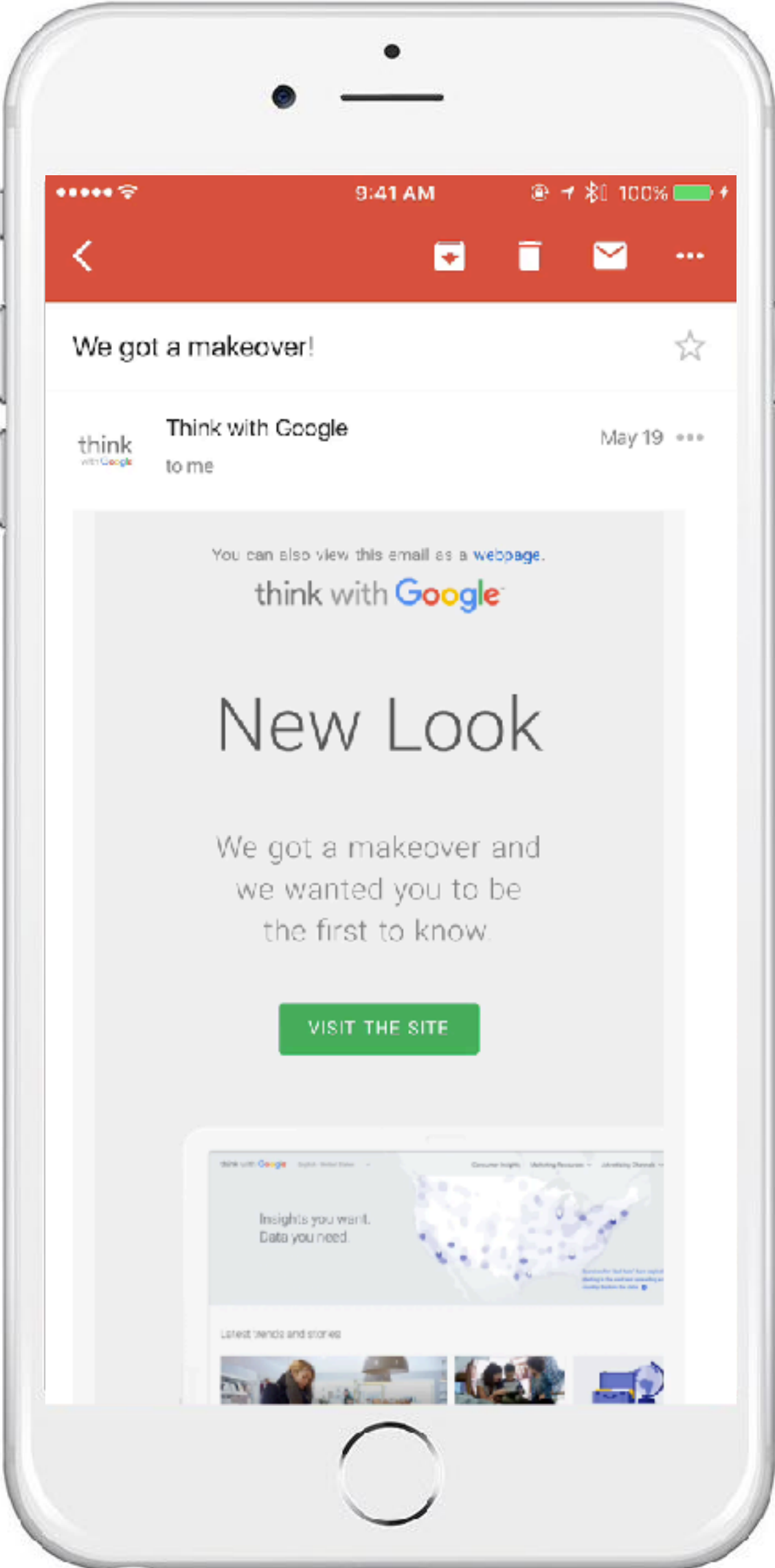
# Single Column "Skinny" Layouts.



# Single Column “Skinny” Layouts.



# Single Column “Skinny” Layouts.

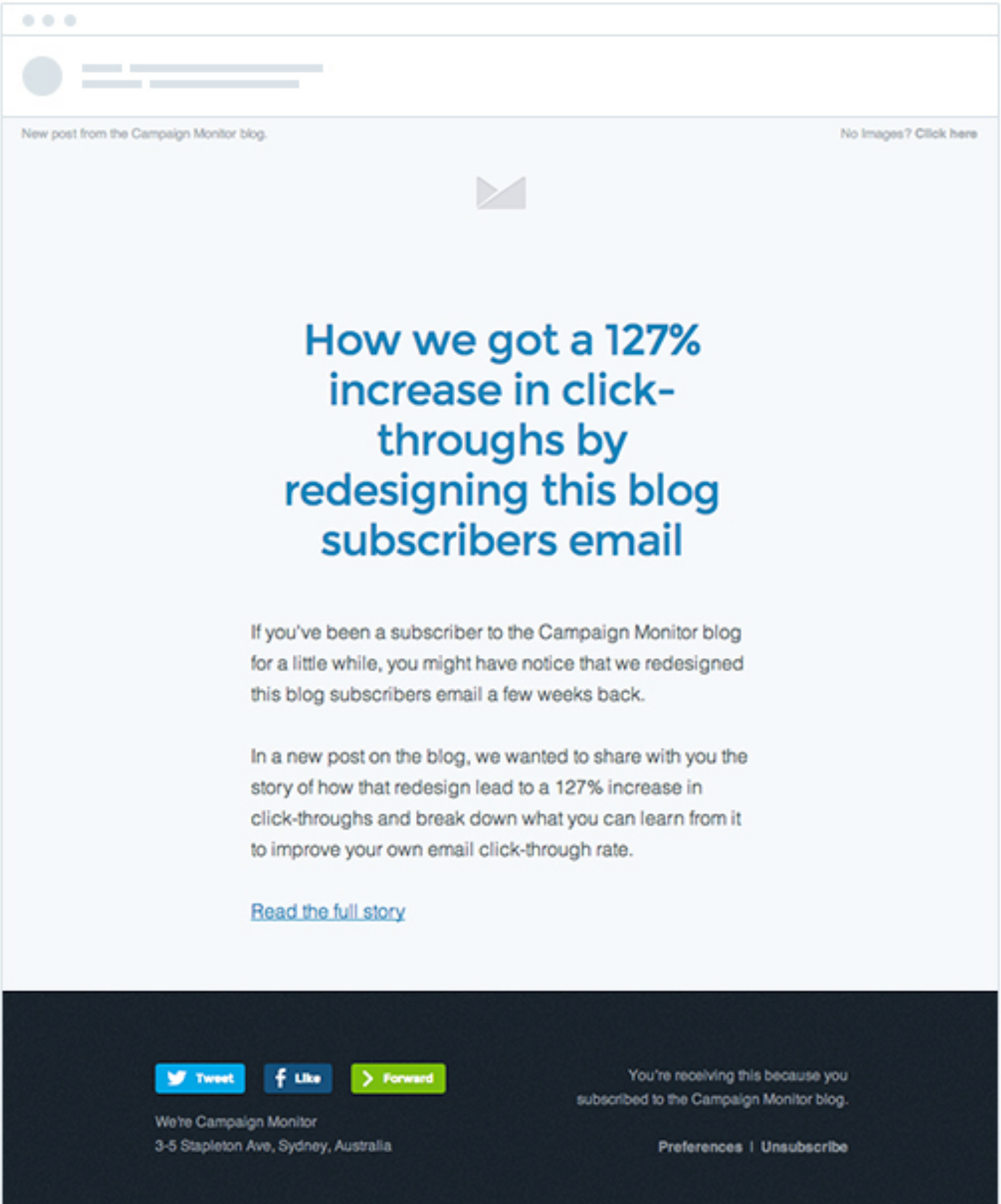
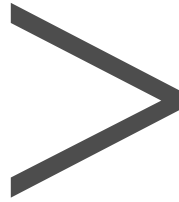
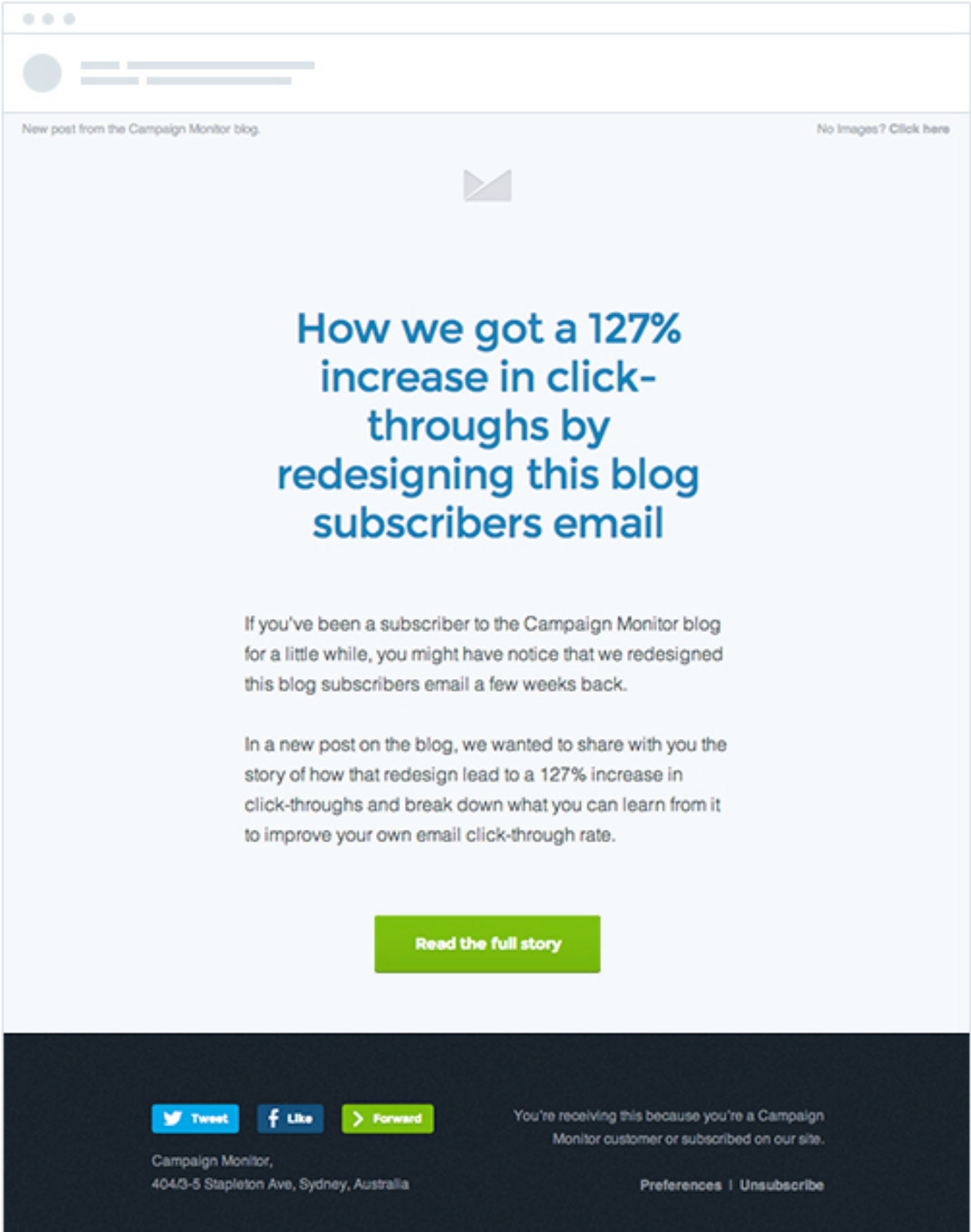


GODFREY

#INBOUND19

@michaeljbarber

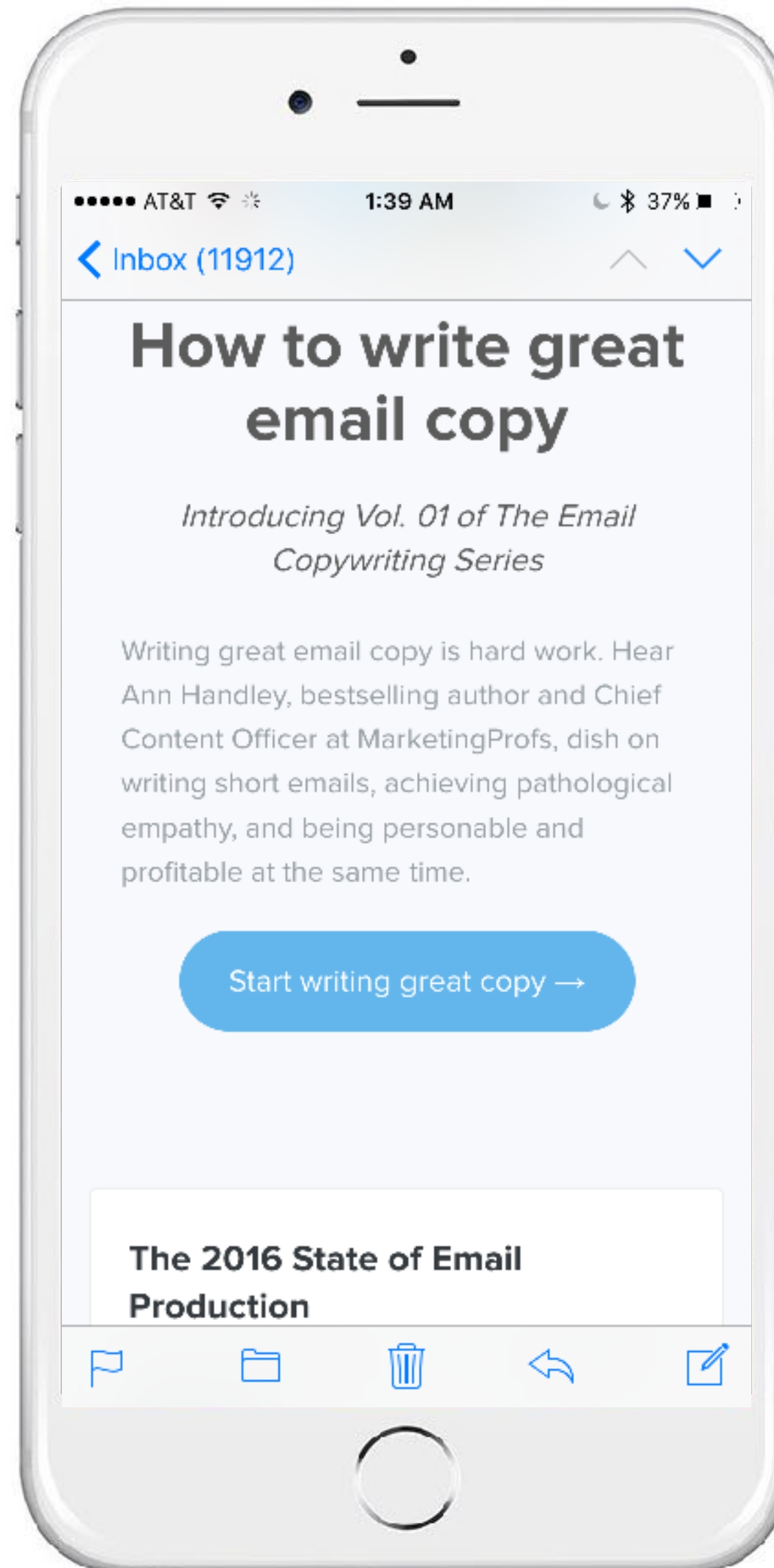
# Fonts & Buttons, Oh my!





# Fonts

Headlines  
**30px+**



Body copy  
**16px+**

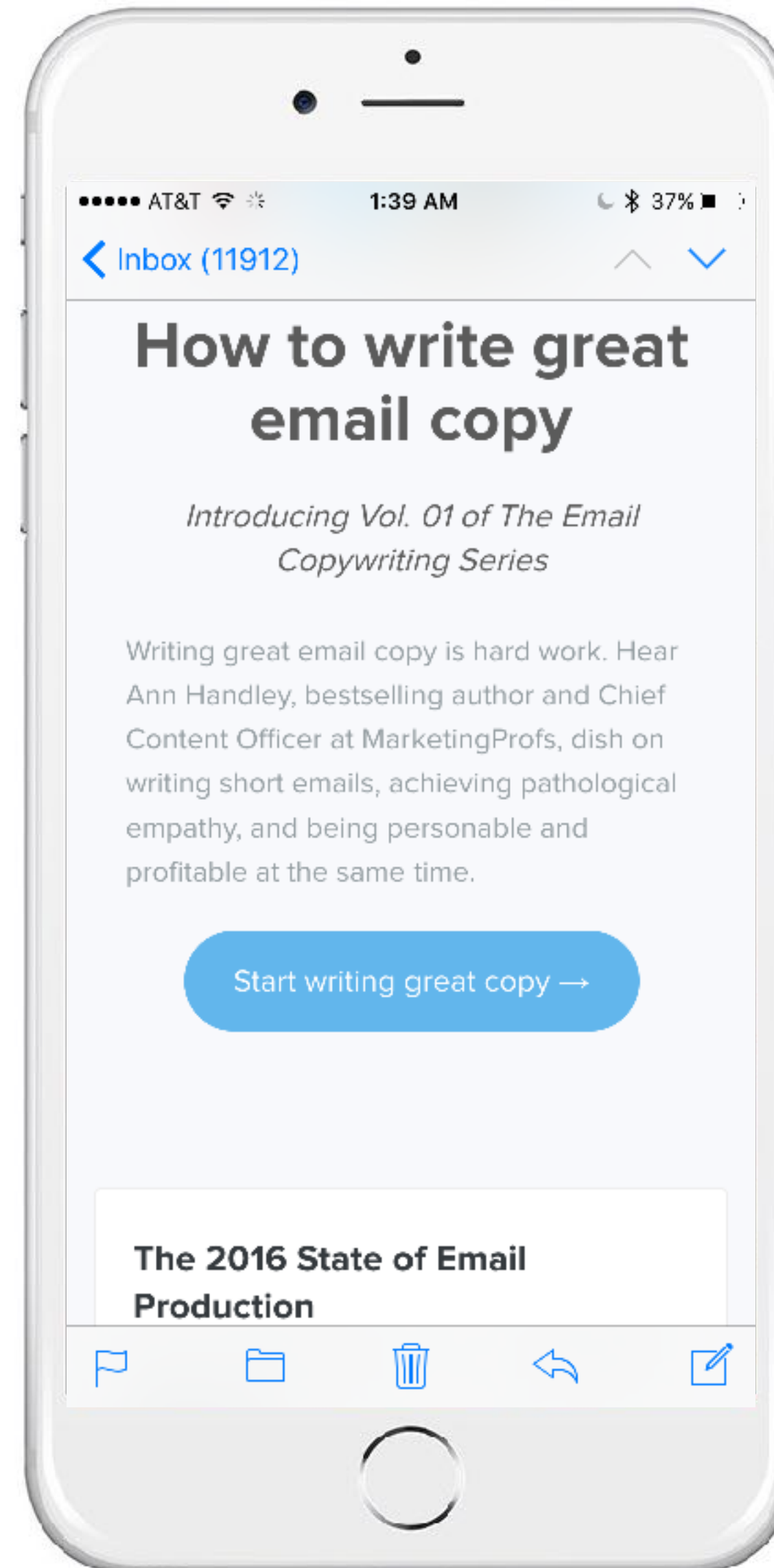


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@michaeljbarber

# Buttons



Buttons  
**44 x 44 px minimum**

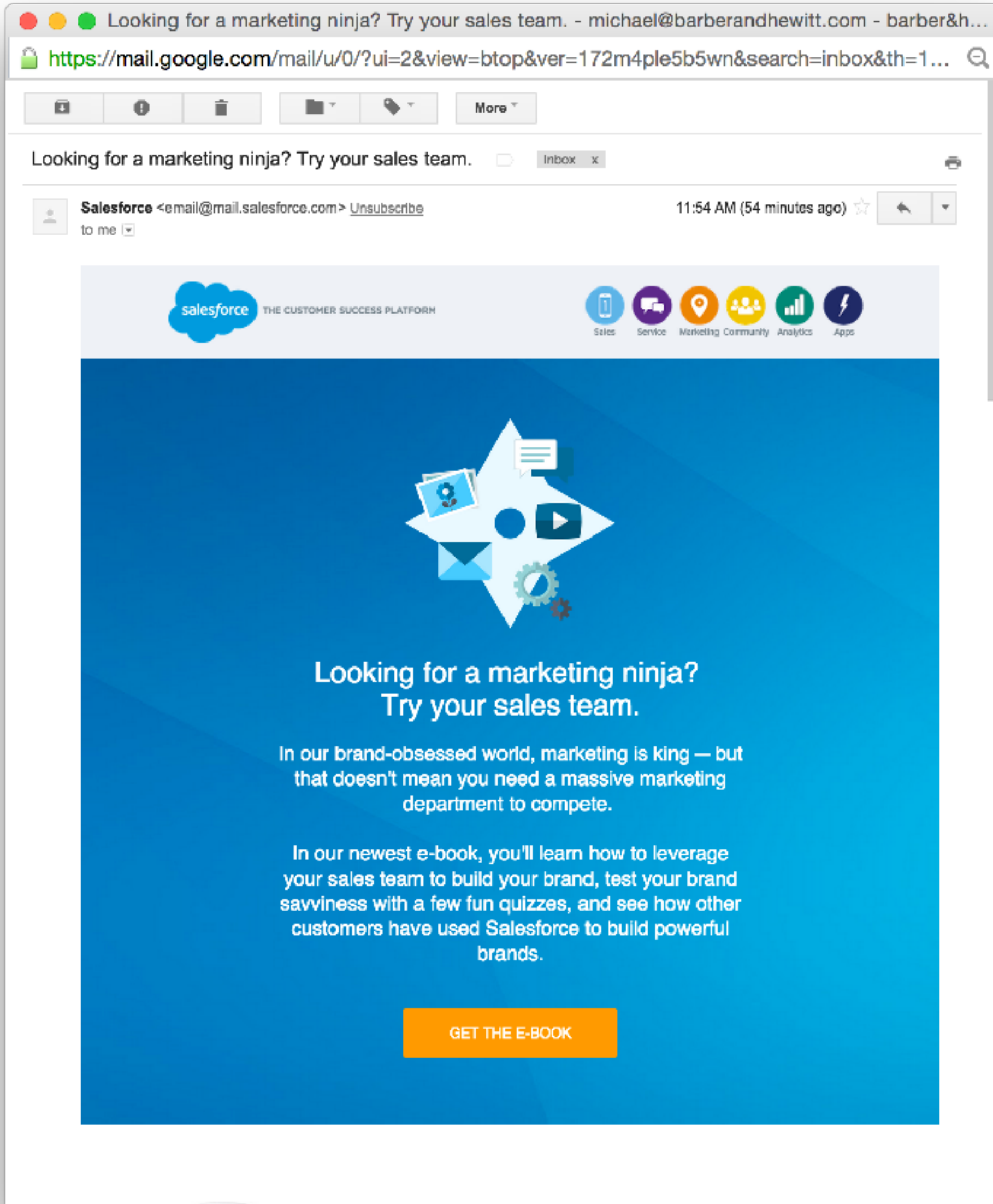


GODFREY

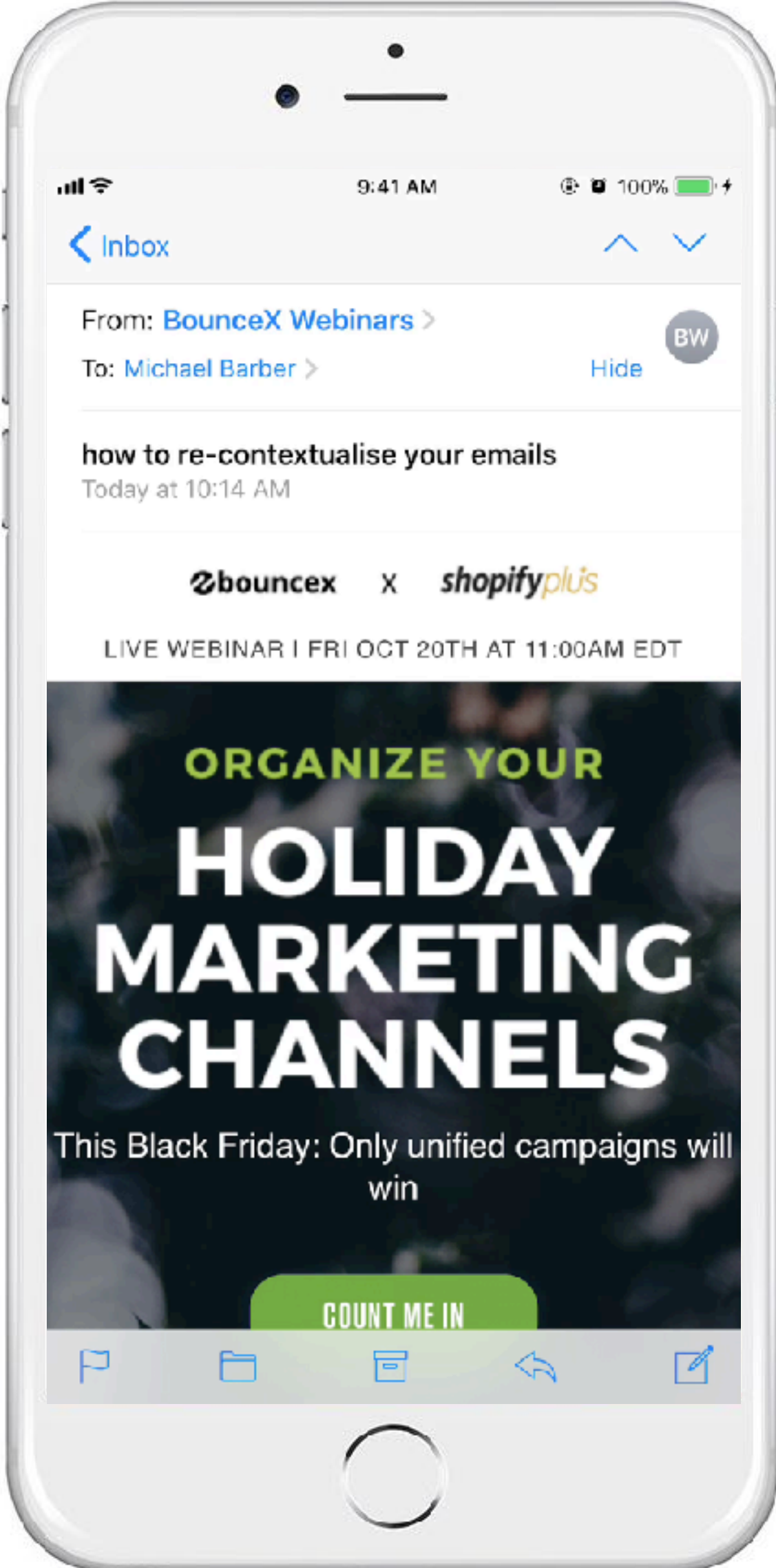
#INBOUND19

@michaeljbarber

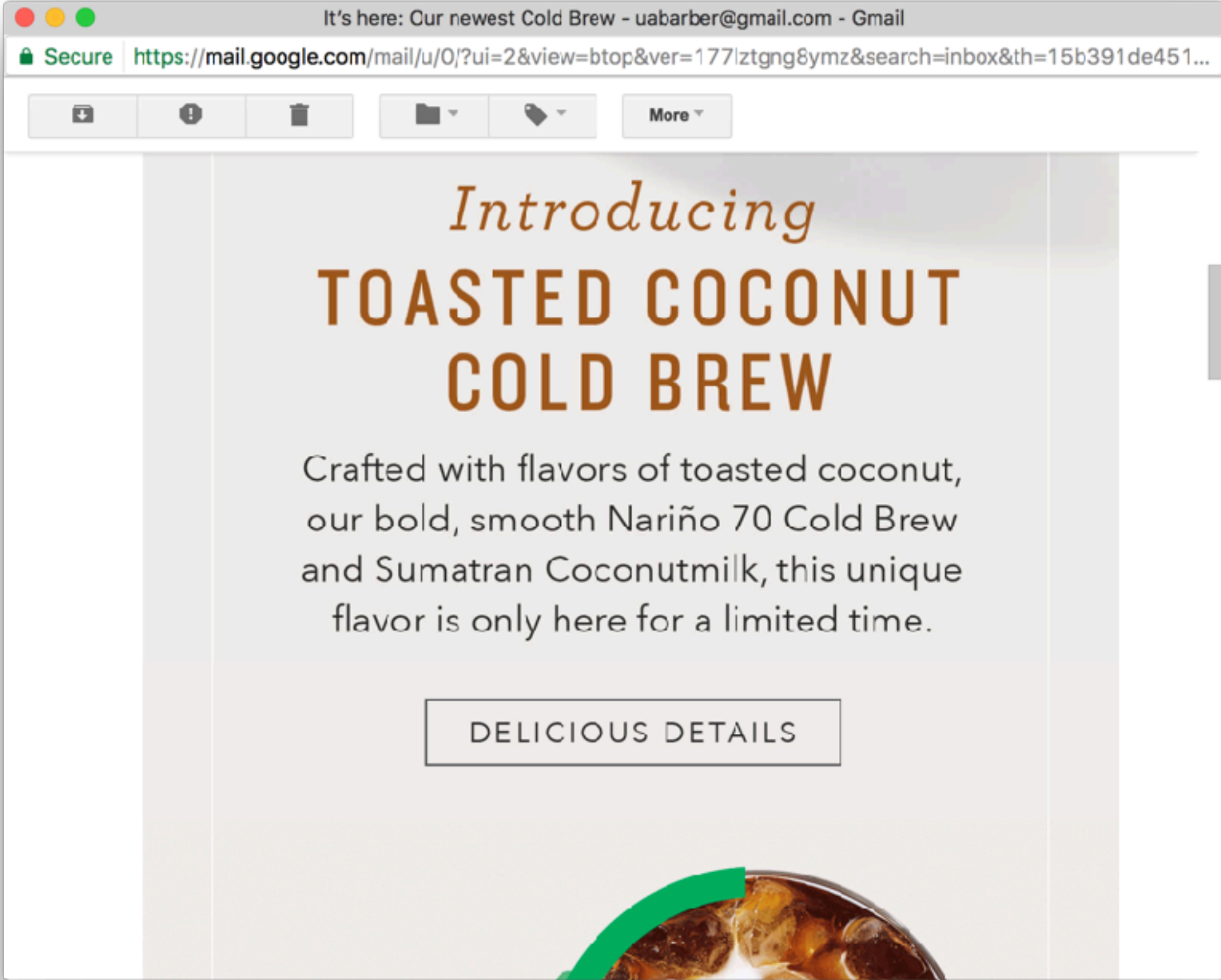
# Fonts & Buttons, Oh My!



# Fonts & Buttons, Oh My!



# Contextual Buttons



# For the Love of All Things Holy, Eliminate Click Here

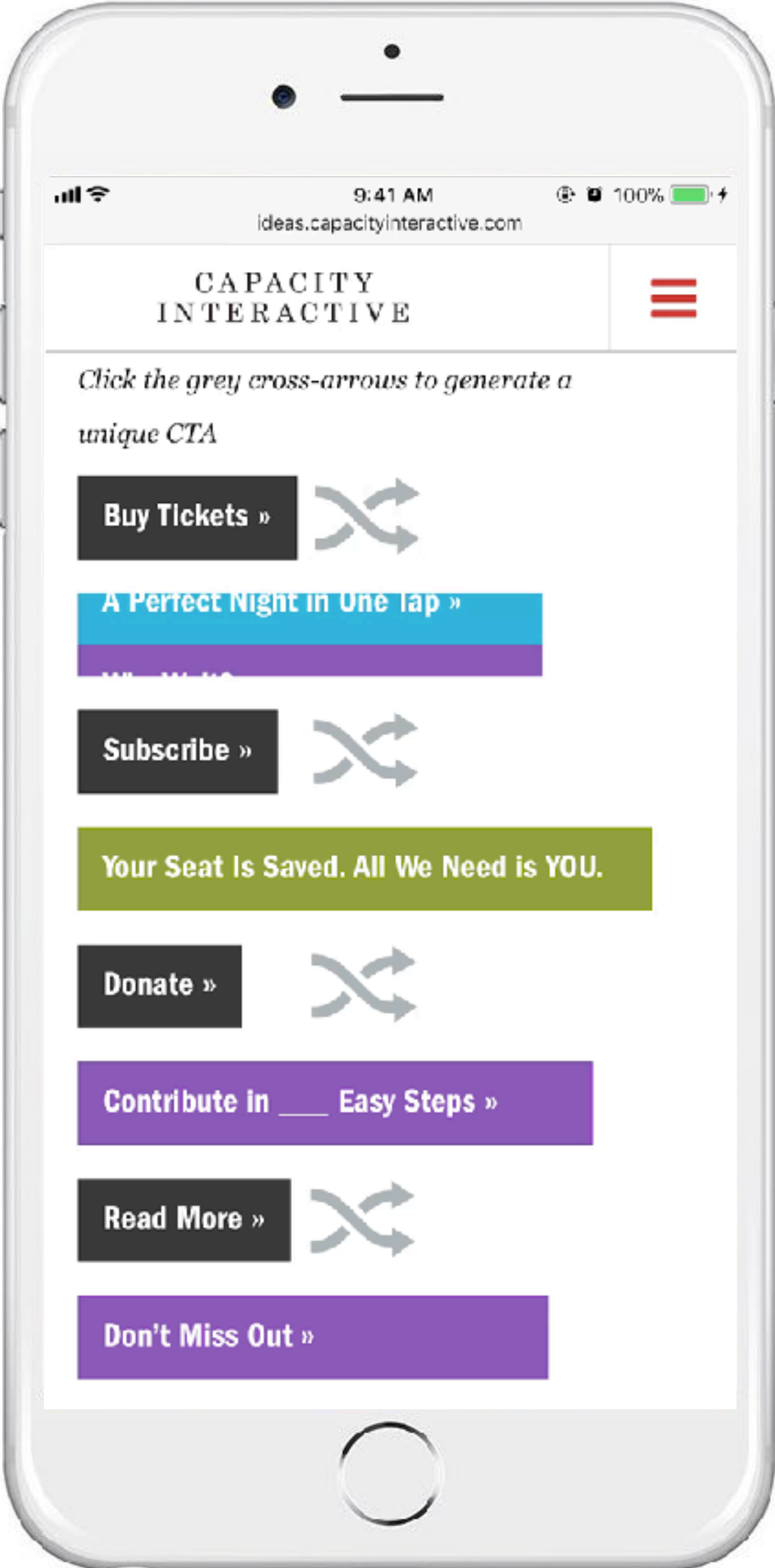
~~\$399~~   ~~\$349~~

~~CLICK HERE TO REGISTER~~

~~HOST SPONSOR~~

~~Superdry~~

# Better Buttons FTW

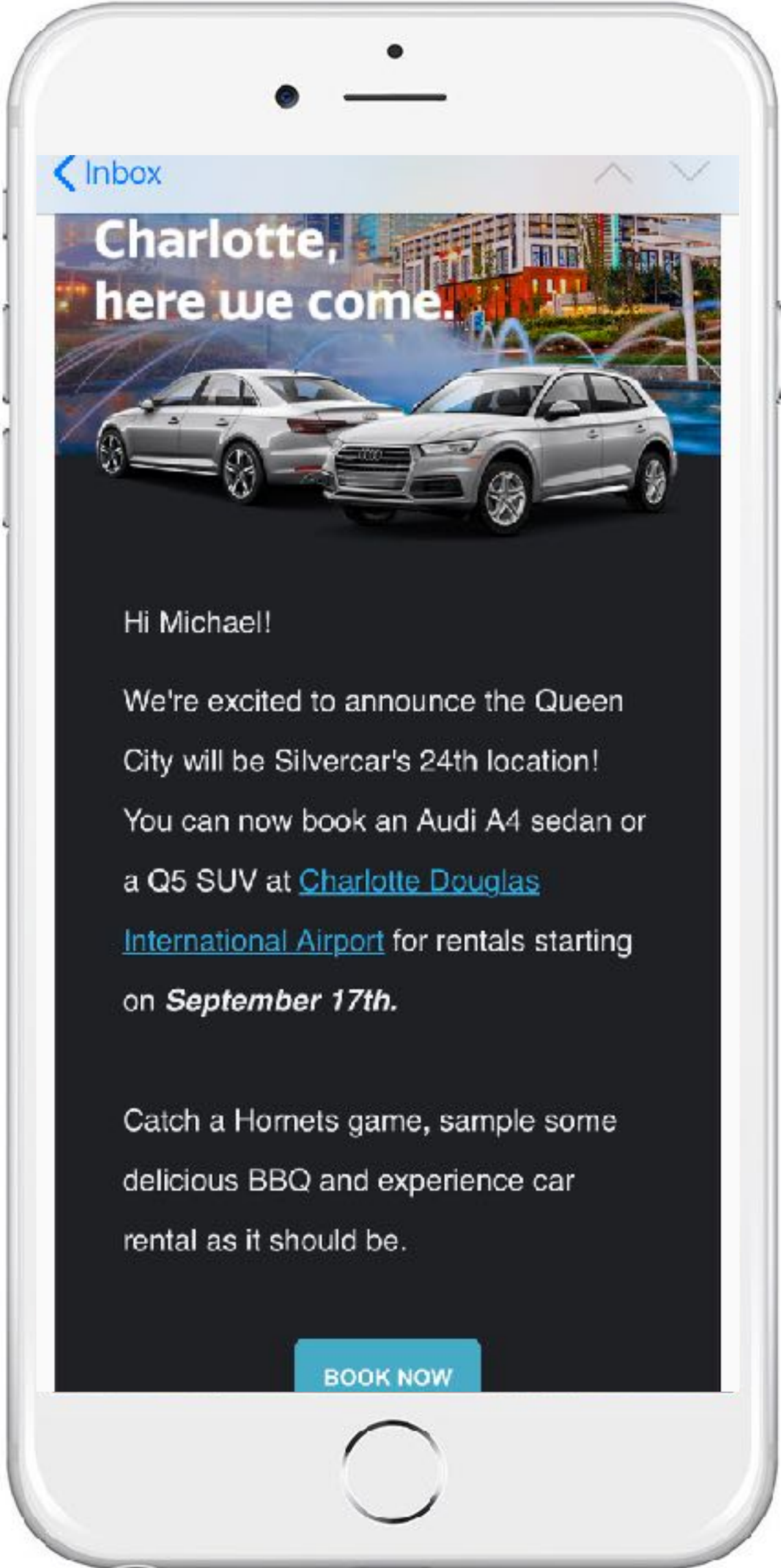
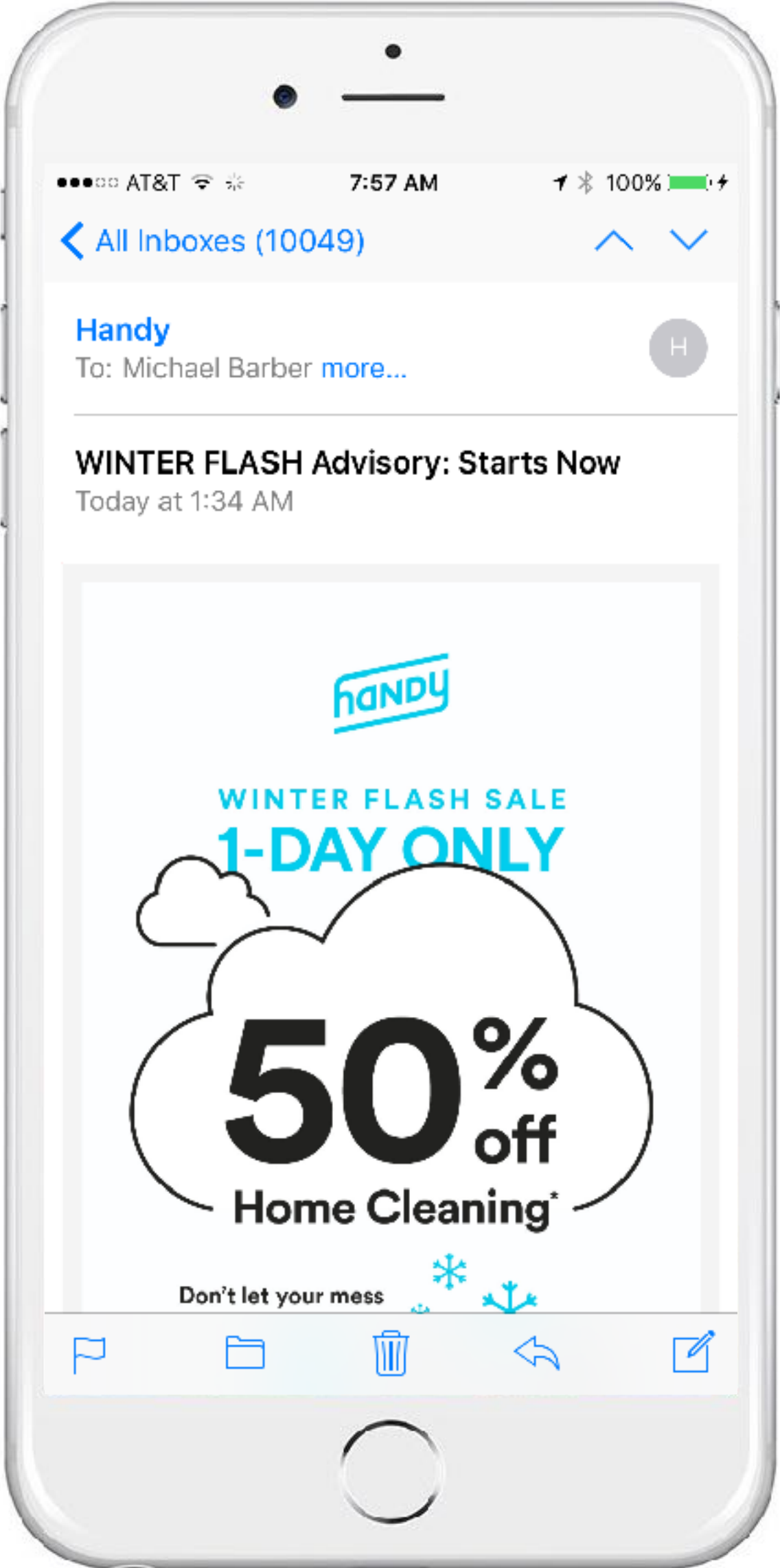
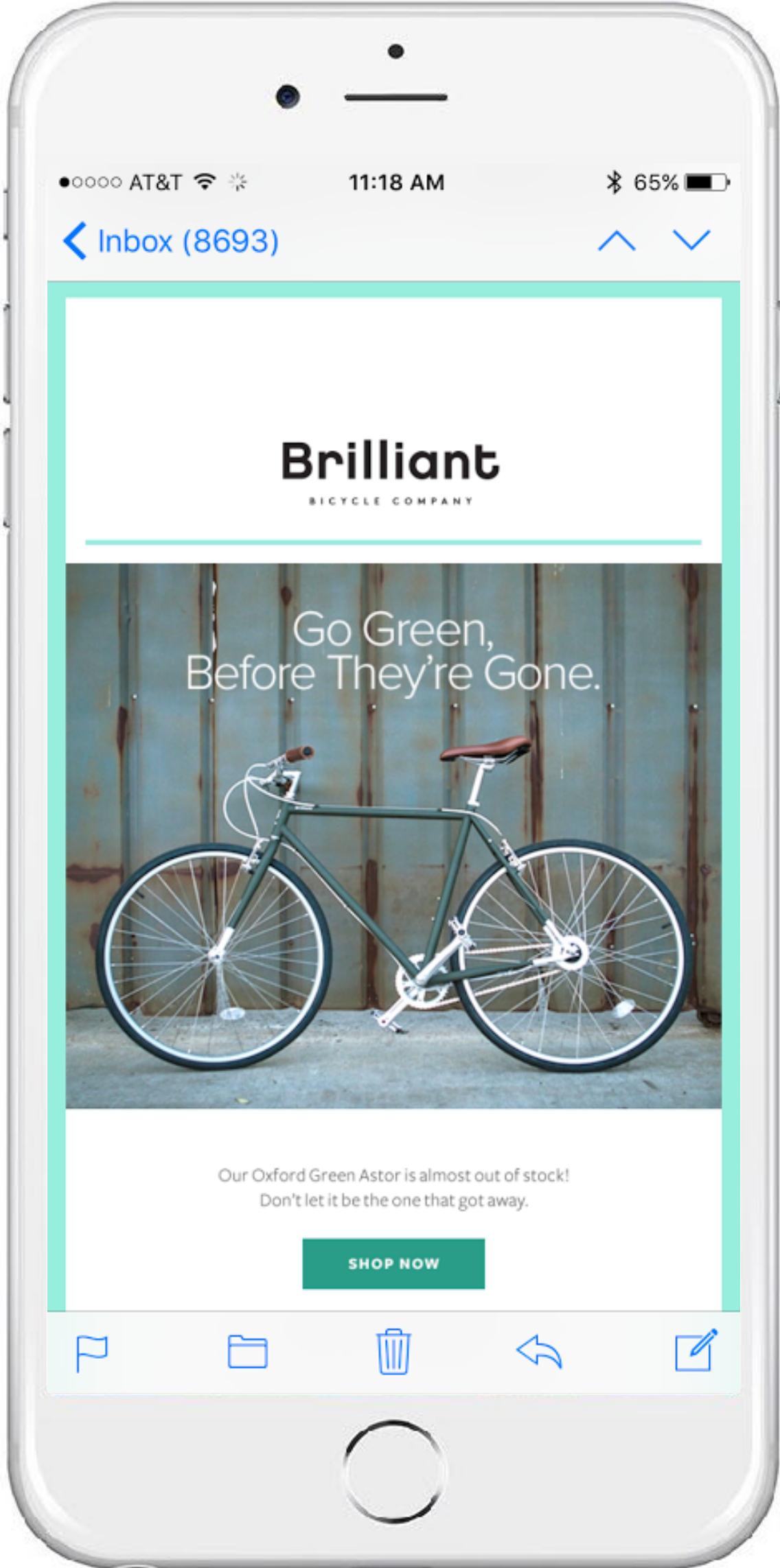


GODFREY

#INBOUND19

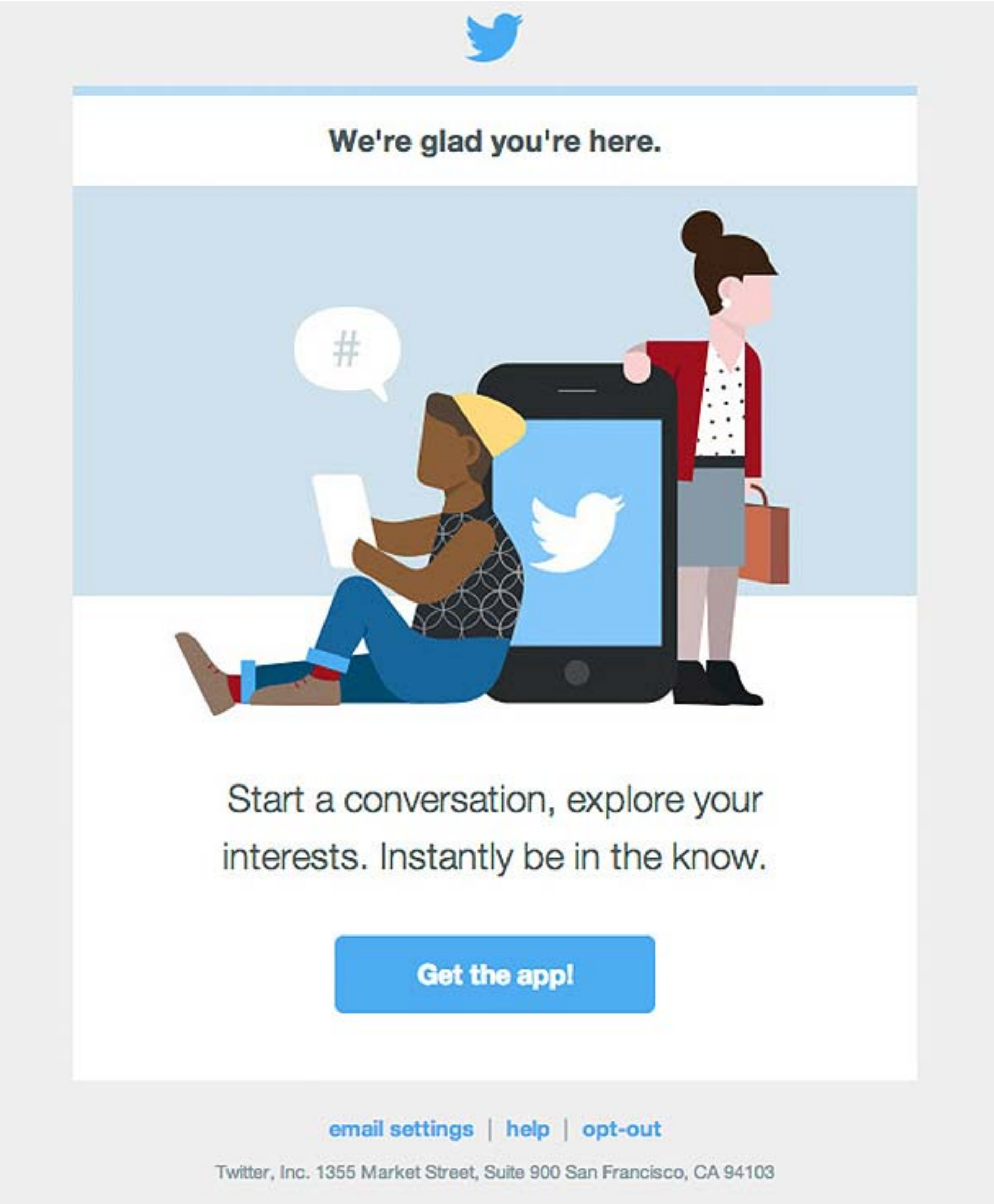
@michaeljbarber

# Get to the Point



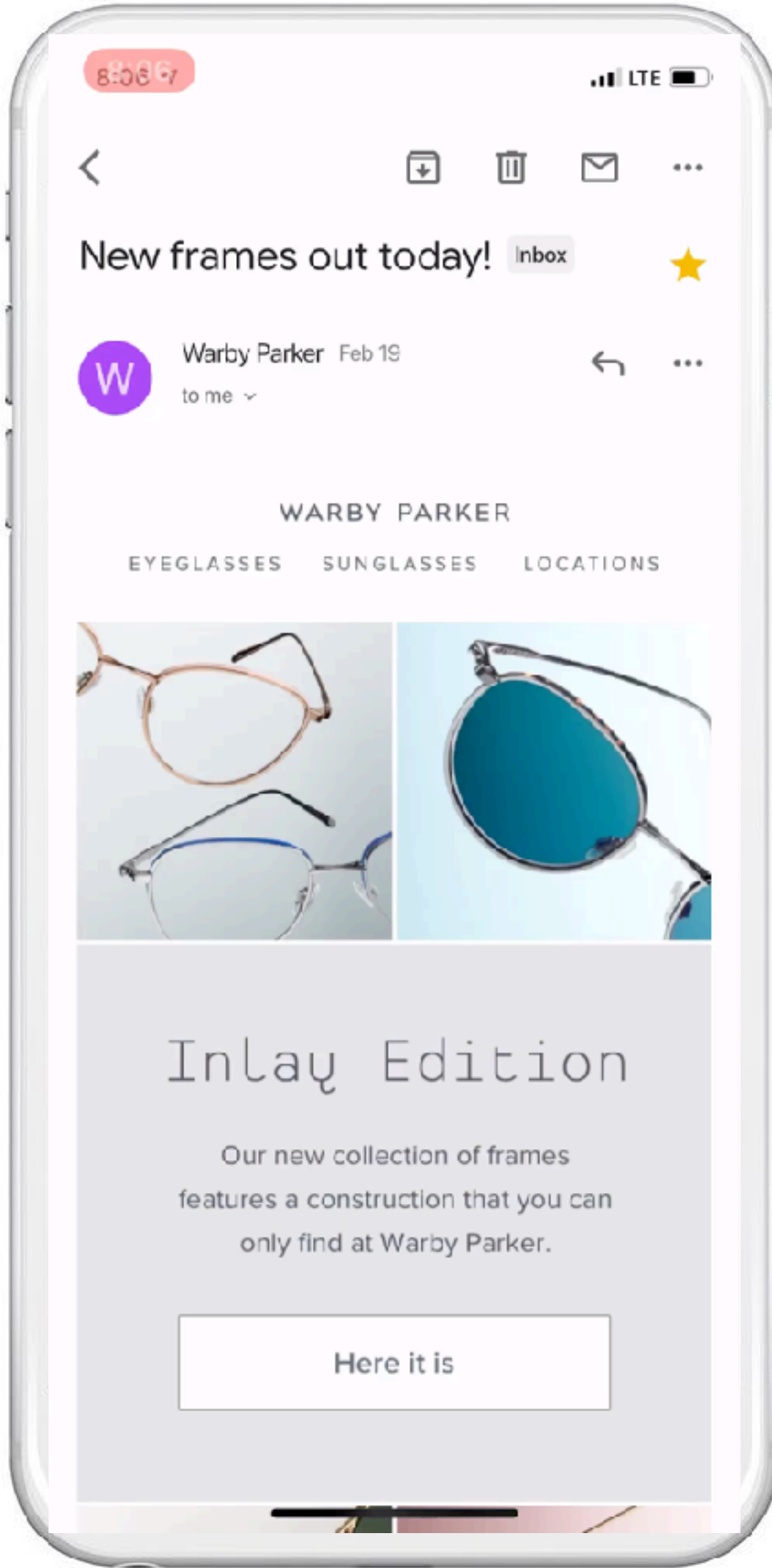


# Let Images Do the Talking

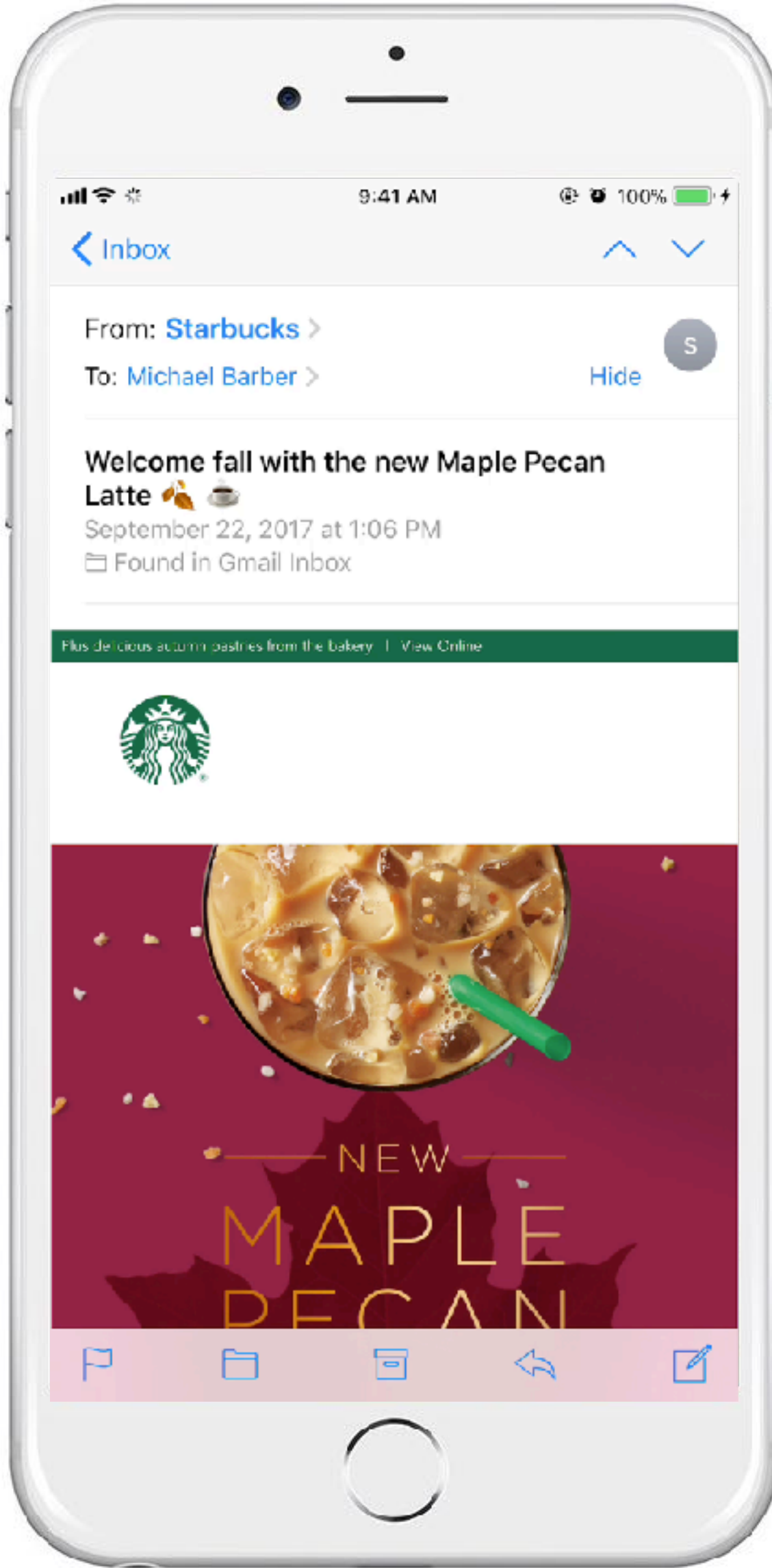


The graphic is a vertical rectangle with a light gray border. At the top center is the Twitter bird logo. Below it is a white header bar with the text "We're glad you're here." in a dark gray font. The main area is a light blue rectangle containing an illustration. On the left, a person with dark skin, wearing a yellow beanie and a patterned tank top, sits on the floor with their back to the viewer, looking at a laptop. A speech bubble with a hashtag symbol (#) is next to them. In the center is a large smartphone with the Twitter bird logo on its screen. To the right of the phone, a woman with dark hair in a bun, wearing a red cardigan and a polka-dot top, stands holding a brown briefcase. Below the illustration is the text "Start a conversation, explore your interests. Instantly be in the know." in a dark gray font. At the bottom center is a blue button with the text "Get the app!" in white. At the very bottom of the graphic, there is a footer with the text "email settings | help | opt-out" in a small, dark gray font, and below that, "Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103" in an even smaller font.

# Let Images Do the Talking



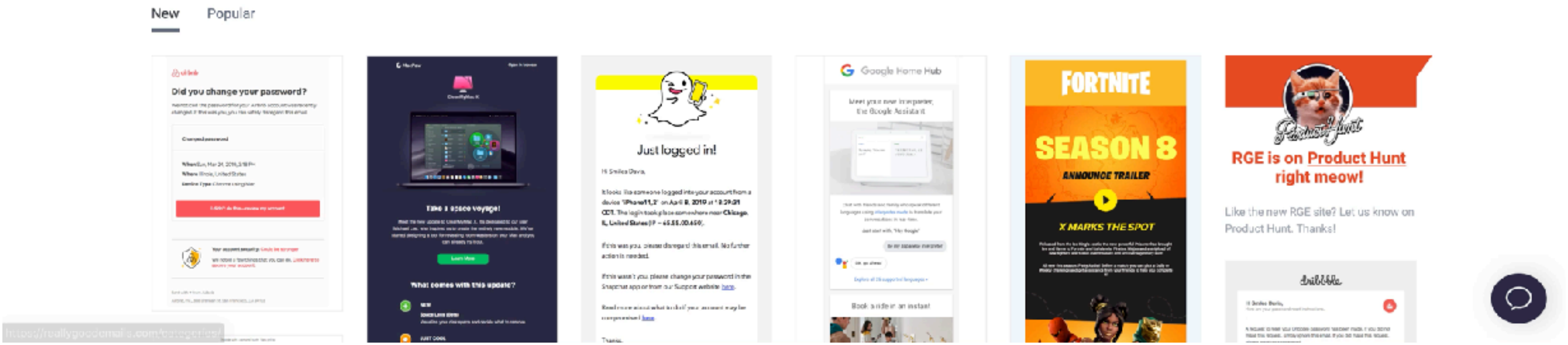
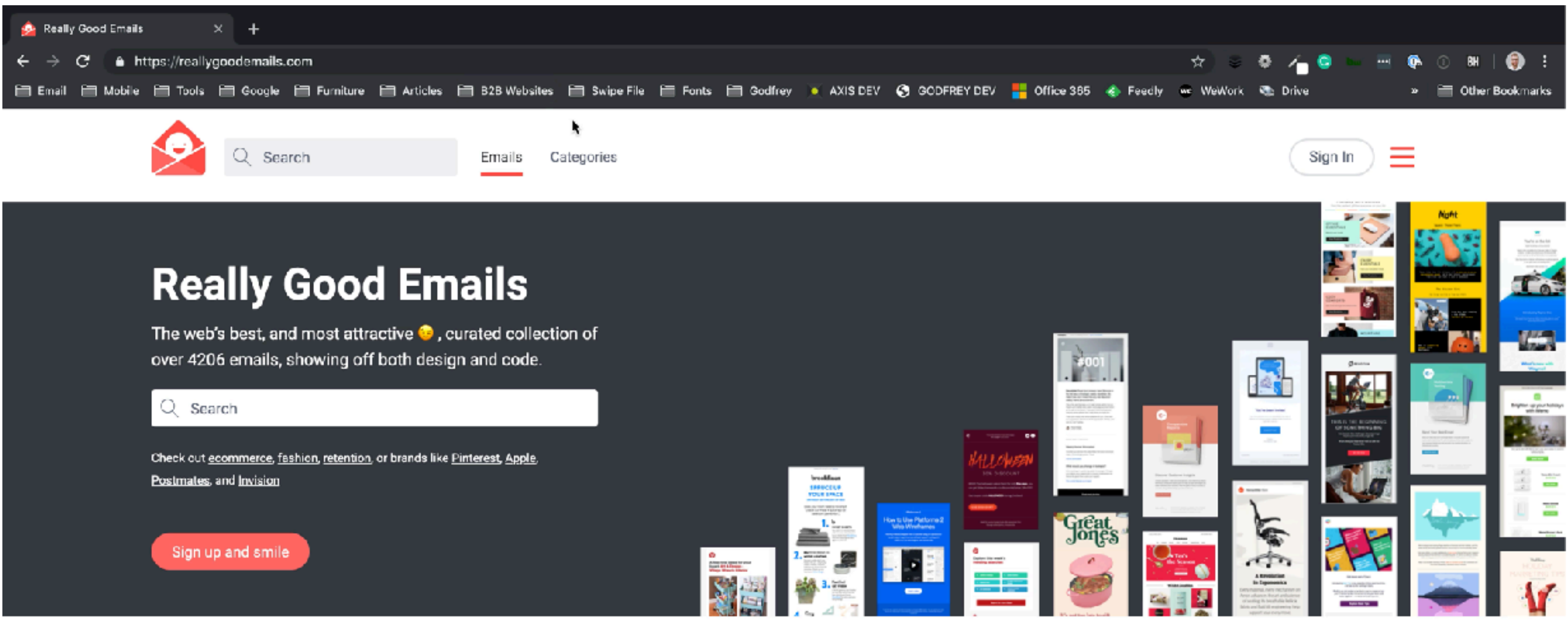
# Let Images Do the Talking



# Tim Just Made Text Relevant



# Need Inspiration?



# Tools for Ubiquity



GODFREY

#INBOUND19

@michaeljbarber

# Litmus

The screenshot displays the Litmus email testing interface. On the left, the HTML source code is visible, with several CSS rules highlighted in pink:

```
1 |<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  |"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 |<html lang="en">
3 |
4 |<head>
5 |   <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6 |   <!--[if !mso]><!--
7 |   <meta http-equiv="X-UA-Compatible" content="IE=edge" />
8 |   <!--<![endif]-->
9 |   <meta name="viewport" content="width=device-width, initial-scale=1.0" />
10 |  <title>Charter School Capital</title>
11 |  <style type="text/css">
12 |  body, .body_style { margin:0; padding:0; mso-line-height-rule: exactly;}
13 |  img, a img { border:0; outline:none; text-decoration:none; }
14 |  table, td { border-collapse:collapse; }
15 |
16 |  .ReadMsgBody{width:100%;} .ExternalClass{width:100%;}
17 |  .ExternalClass, .ExternalClass * {line-height:100%;}
18 |  table {mso-table-lspace:0pt; mso-table-rspace:0pt;}
19 |  img {outline: none;-ms-interpolation-mode: bicubic;}
20 |  body, .body_style, table, td, p, a, li, blockquote {-ms-text-size-
21 |  adjust:100%; -webkit-text-size-adjust:100%;}
22 |  body, .body_style {mso-line-height-rule: exactly;}
23 |  .radius {-webkit-border-radius: 4px;-moz-border-radius:4px; }
24 |  .round {-webkit-border-radius: 999px;-moz-border-radius: 999px;}
25 |  p {margin-top: 0; margin-bottom: 1em;}
26 |
27 |  body {margin:0;padding:0;}
28 |
29 |  a {
30 |    color: #2ba6cb;
31 |    text-decoration: none;
32 |  }
33 |
```

The right pane shows a browser preview of the email. At the top, a grey box contains the text "600x300". Below this, the email content is displayed, including a heading "Quisque risus dui gravida", a placeholder for a lead's first name, a paragraph of Lorem Ipsum text, an orange "CTA BUTTON", and a logo for "CHARTER SCHOOL". At the bottom right, there are links for "Send to a Friend" and "Unsubscribe".



GODFREY

#INBOUND19

@michaeljbarber

# Subject lines

They matter a lot.



GODFREY

#INBOUND19

@michaeljbarber



# Size Doesn't Matter

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.039640153
R Square	0.001571342
Adjusted R Square	0.001393685
Standard Error	5.493123809



Subject line length accounts for just 0.1% of email open rate variance

ANOVA

	SS	MS	F	Significance F
Regression	800.6633391	266.8877797	8.844838622	7.44188E-06
Residual	508740.5387	30.17440918		
Total	509541.2021			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	10.22163241	0.271159289	37.69604371	1.2426E-298	9.690131815	10.75313301	9.690131815	10.75313301
X Variable 1	0.018092018	0.008153909	2.218815214	0.026512563	0.002109502	0.034074533	0.002109502	0.034074533
X Variable 2	-0.13952617	0.043412842	-3.213937698	0.001311744	-0.224619886	-0.054432454	-0.224619886	-0.054432454
X Variable 3	-0.067838969	0.044016809	-1.541205991	0.123285427	-0.154116523	0.018438584	-0.154116523	0.018438584

Source: Phrasee, <https://phrasee.co/the-final-word-on-email-subject-line-length/>

# Sentiment

words matter

Source: Phrasee, <https://phrasee.co/the-final-word-on-email-subject-line-length/>



GODFREY

#INBOUND19

@michaeljbarber

# Diversity

different strokes for different folks

Source: Phrasee, <https://phrasee.co/the-final-word-on-email-subject-line-length/>



GODFREY

#INBOUND19

@michaeljbarber

# Sophistication

it's email!?!?! The more simple, the better.



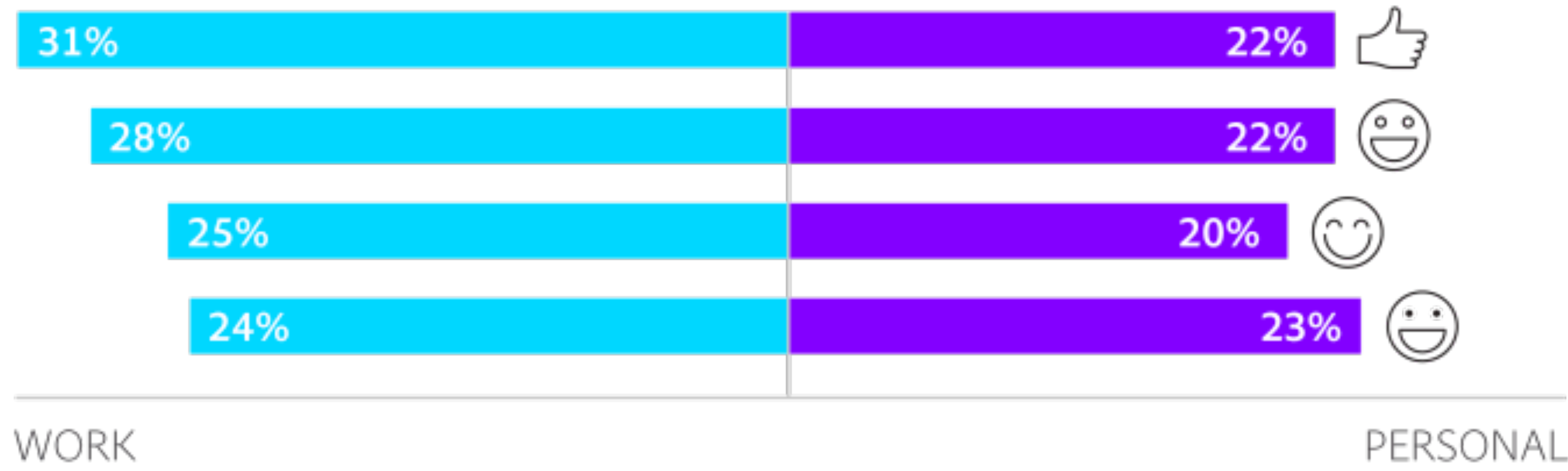
# Emojis

make good subject lines better,  
make bad subject lines worse



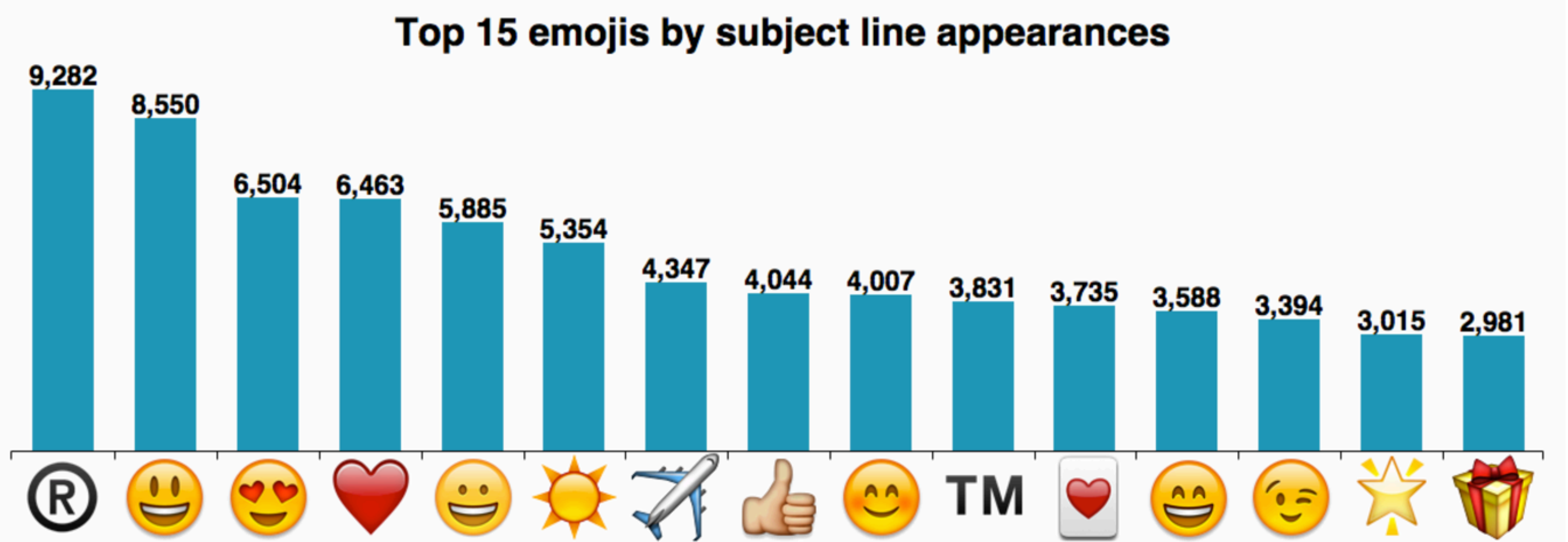
# Emojis 🎅 🎄 🎉

**42%** OF WHITE COLLAR WORKERS **HAVE USED AN EMOJI** IN **WORK** EMAILS, AND **72%** IN **PERSONAL** EMAILS.



Source: Adobe, 2017

# Emojis 🎅 🌲 🎉



Source: MailChimp

# Punctuation Matters

## Punctuation

Phrase	Phrasee Score™	Open rate			
		Mean	1st qrt	Median	3rd qrt
...	76	24.4%	-1.0%	39.1%	63.8%
!!!	72	15.5%	1.2%	1.5%	20.9%
+	54	-3.0%	-36.8%	-6.6%	28.2%
!	53	-9.8%	-33.5%	-0.7%	33.3%
@	51	8.3%	-22.0%	2.7%	47.3%
	47	-3.5%	-9.5%	-3.3%	4.3%
two or more commas	45	6.6%	-25.7%	4.1%	58.2%
plus	42	1.8%	-27.2%	1.9%	39.7%

Source: Phrasee, 2015

Phrase	Phrasee Score™	Mean	3rd qrt	Spread
...	76			
!!!	72			
+	54			
!	53	-10.7%	107.3%	143.5%
@	51	-2.3%	4.1%	51.9%
	47	-7.0%	51.6%	83.1%
two or more commas	45	-13.6%	43.2%	89.1%
plus	42	-0.6%	52.8%	88.8%
	47	-26.9%	-2.6%	45.5%
two or more commas	45	37.6%	103.2%	119.4%
plus	42	19.0%	61.2%	83.4%

Source: Phrasee, <https://phrasee.co/the-final-word-on-email-subject-line-length/>



# Superlatives Matter.

“Brand new”

**+37%**

“Latest”

**+24%**

“Exciting”

**+19%**



GODFREY

#INBOUND19

@michaeljbarber

# Superlatives Matter.

“The perfect gift”

**-28%**

“Good”

**-20%**



GODFREY

#INBOUND19

@michaeljbarber

# Superlatives Matter.

“Special”

**+12%**

“Wonderful”

**-2%**



GODFREY

#INBOUND19

@michaeljbarber

# Sell Without Being Spammy

“BOGO”

**+89%**

“Prices”

**+246%**

“Worth”

**+134%**

“Deal”

**+91%**



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# Questions Make a Difference

“can’t”

**+25%**

“won’t”

**+20%**

“who”

**-27%**

“what”

**-41%**

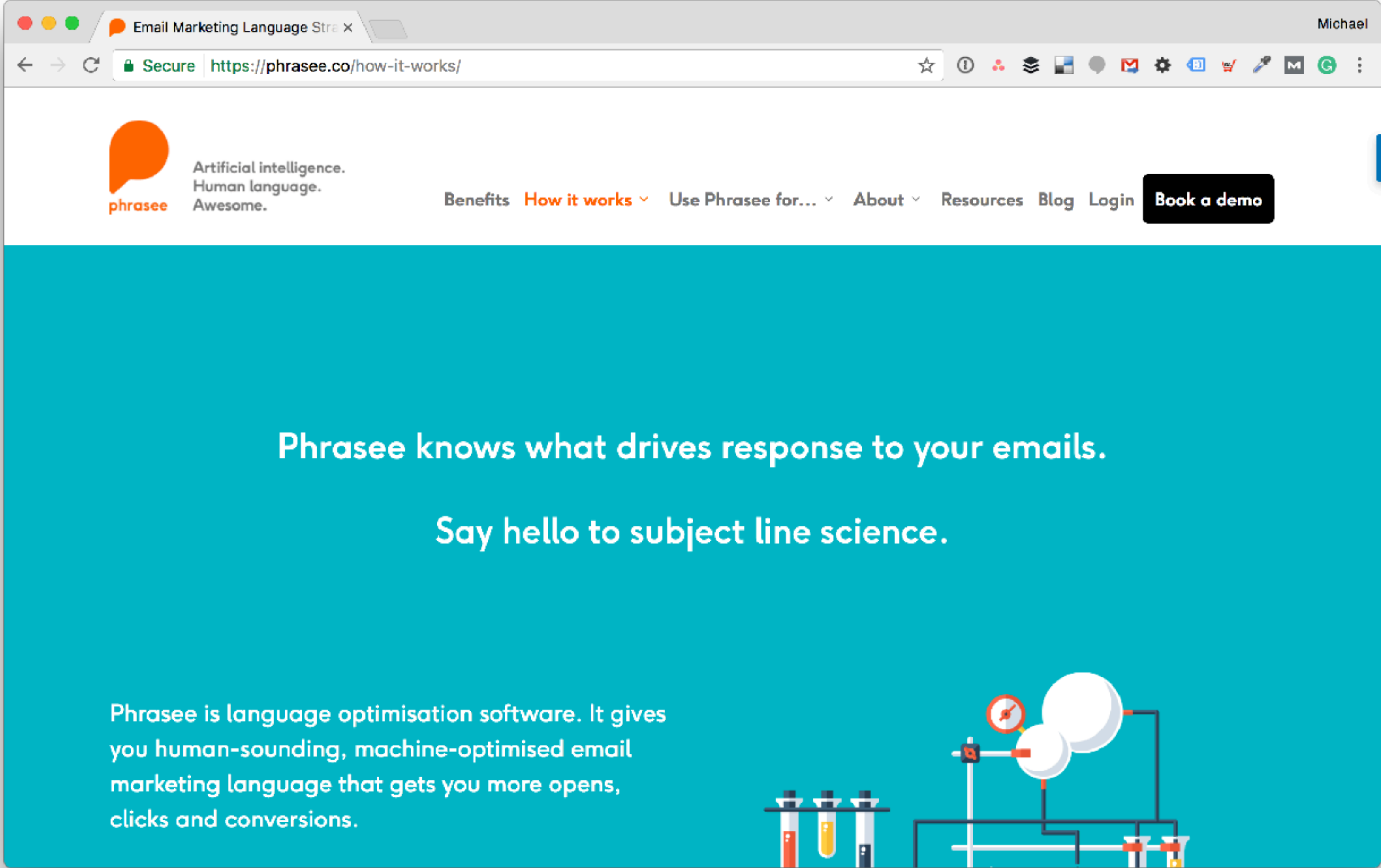


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# Subject Line Tool



# Phrasee Pheelings™ Lite


Phrasee Pheelings Results - P | x Michael

Secure <https://phrasee.co/phrasee-heelings-results/?id=5977b7b667dac41387399979>






## Here's your Phrasee Pheelings™ Lite Results!

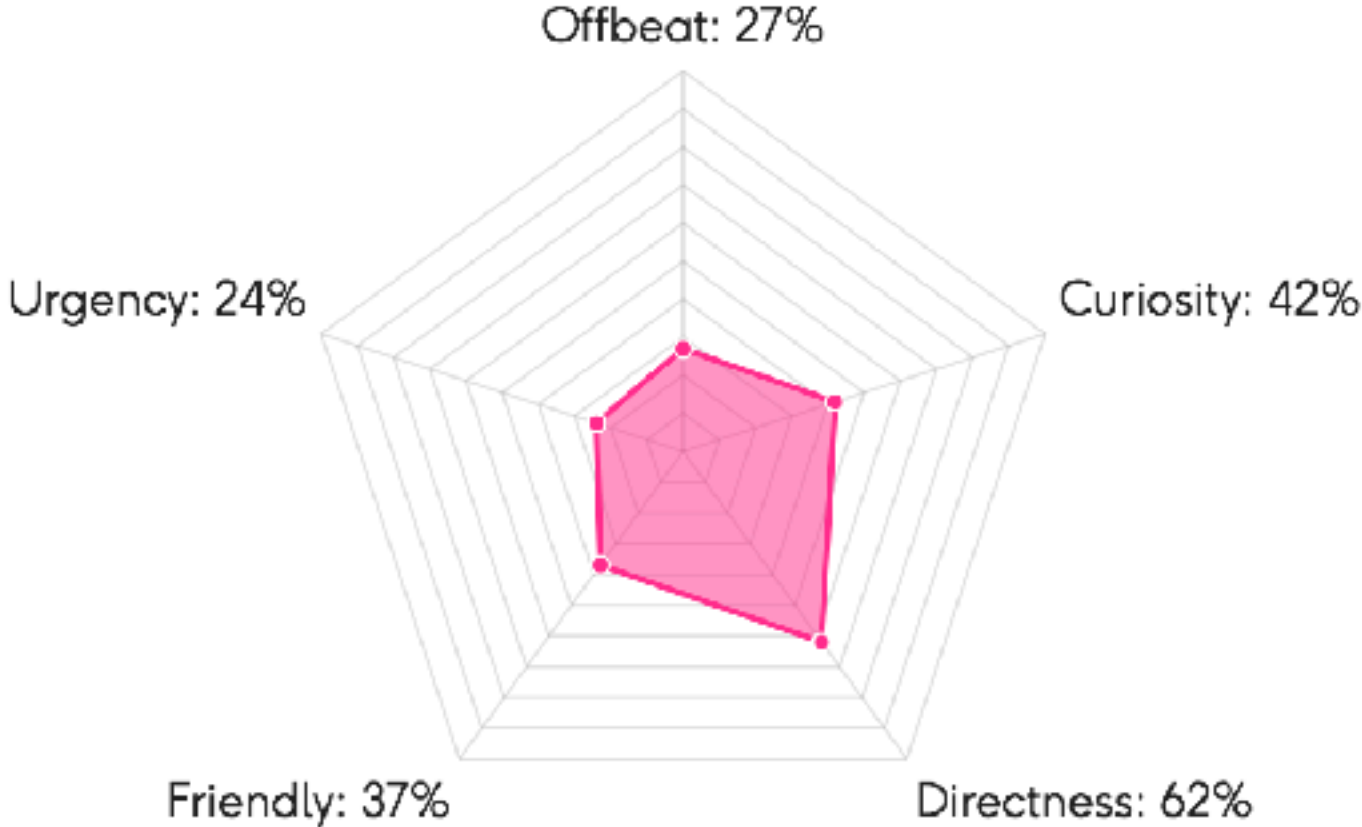
Congratulations! You've just used the world's first artificial intelligence tech that quantifies the semantic components in your marketing language.

Phrasee Pheelings™ Lite analysed your text. Here's where it sits on the semantic spectrum.

 **Available Now: North Carolina Charter School Funding**

Share your results



Semantic Component	Percentage
Offbeat	27%
Curiosity	42%
Directness	62%
Friendly	37%
Urgency	24%

# Interactivity

Let's have some fun in the Inbox.



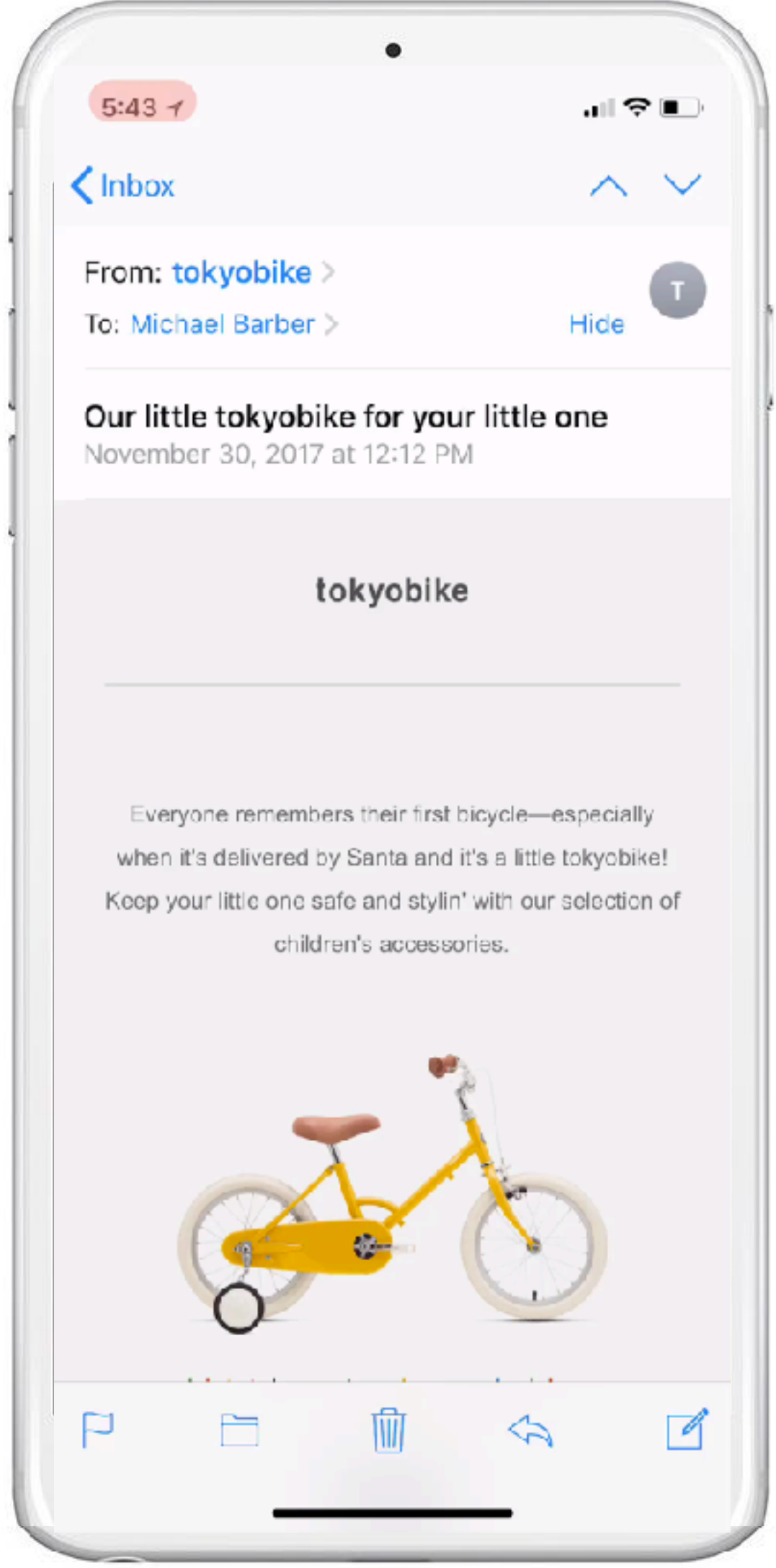
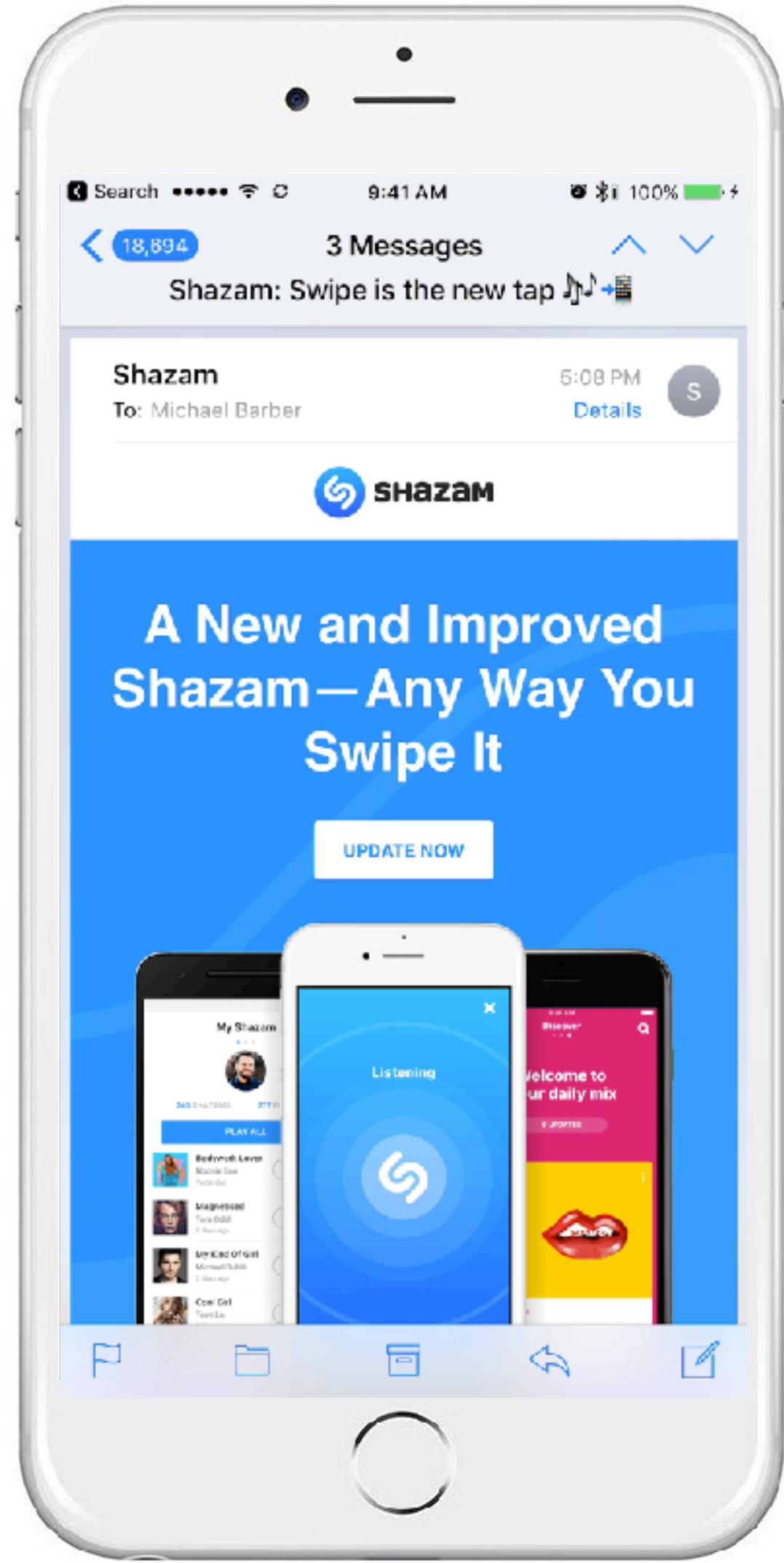
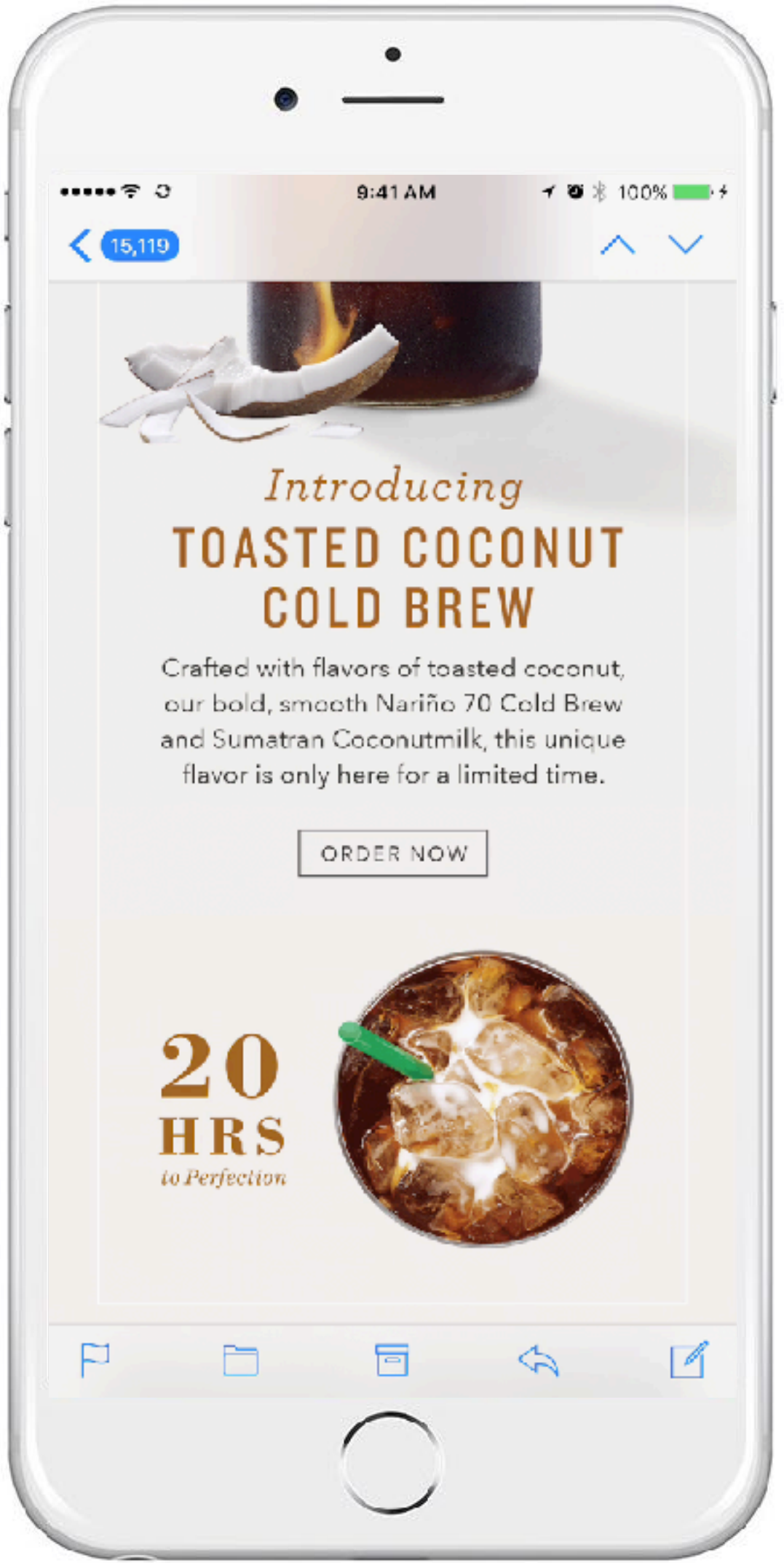
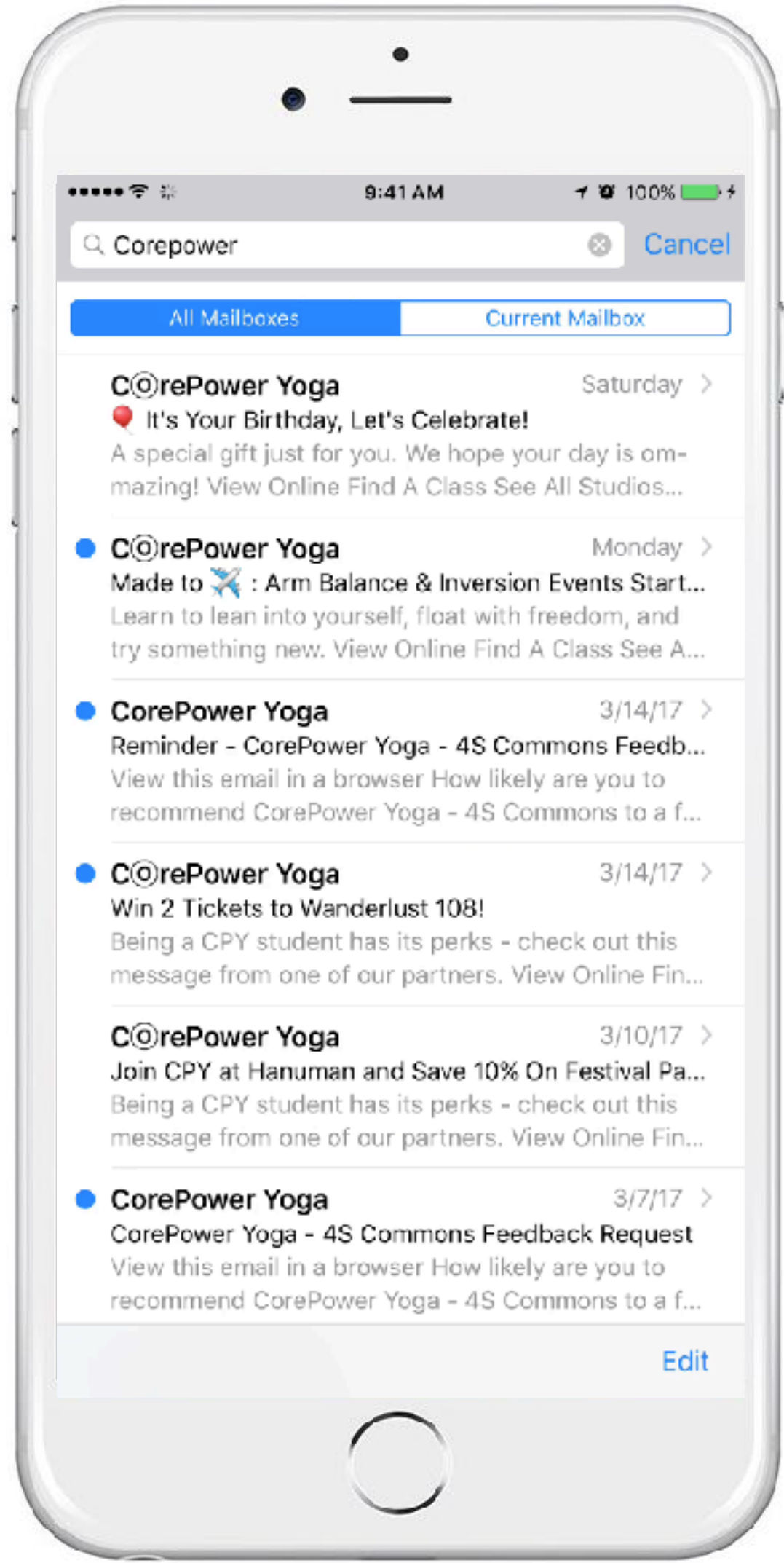
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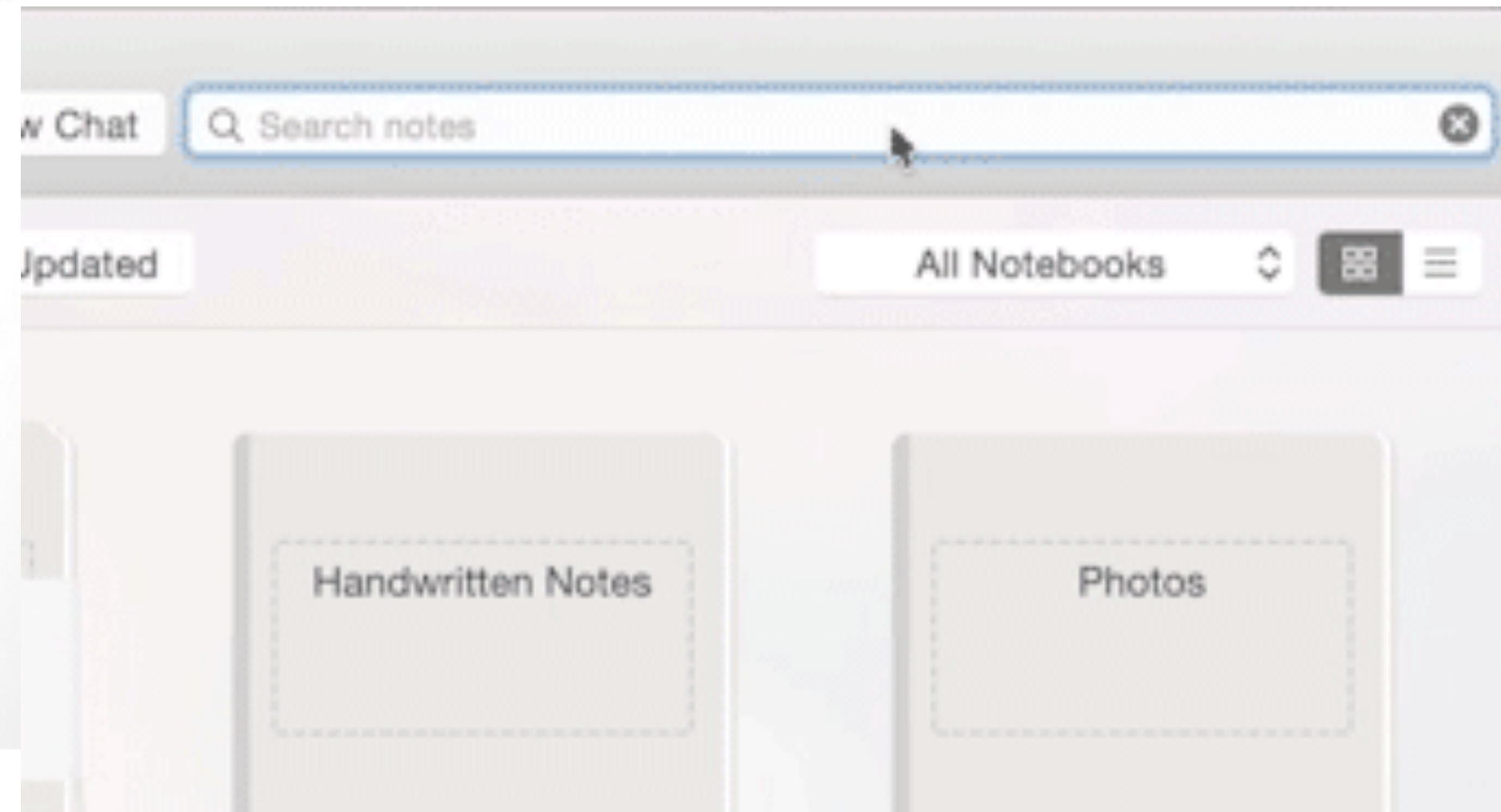
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# Dude, GIFs FTW



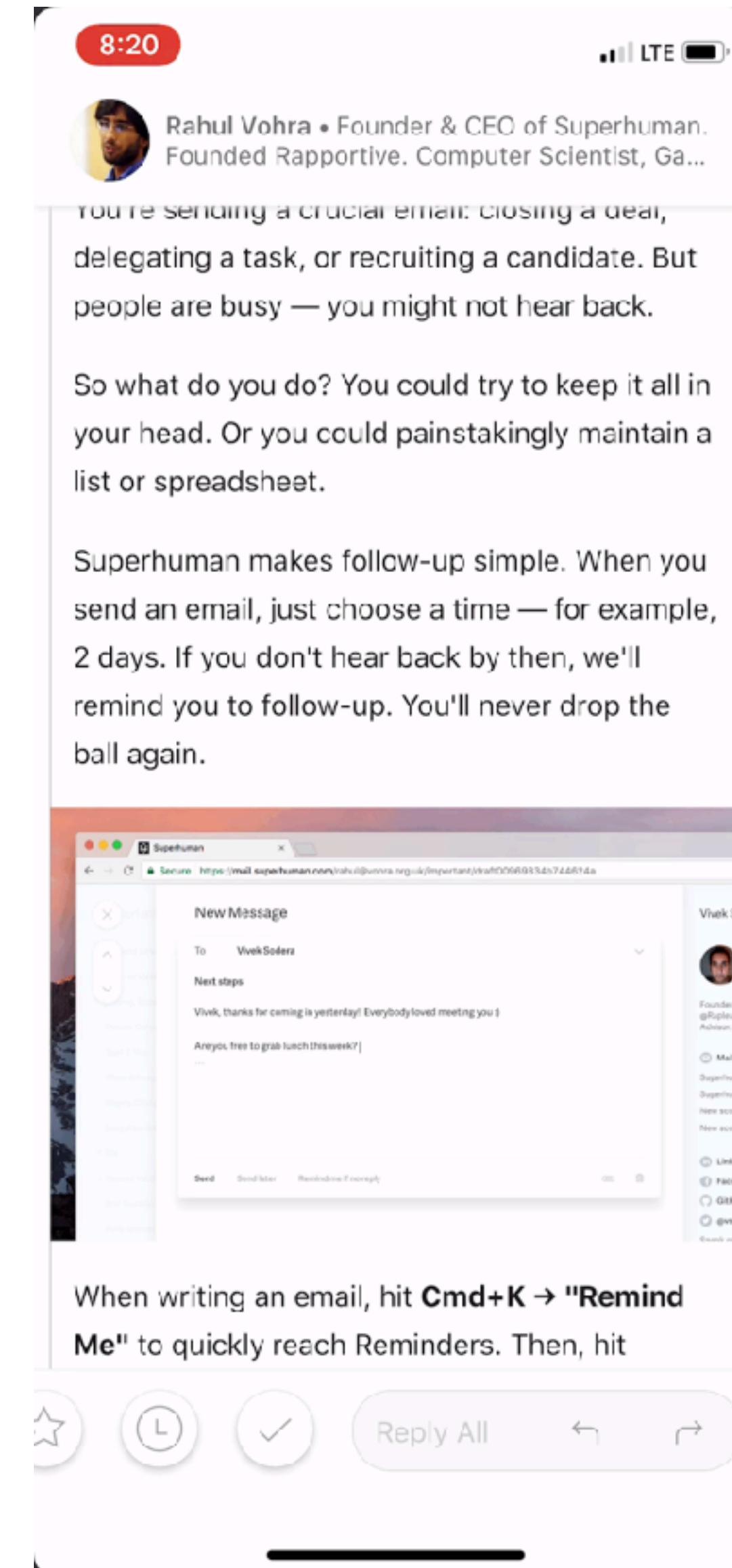
# Dude, GIFs Work for B2B Too



Find more. Know more. Upgrade now.

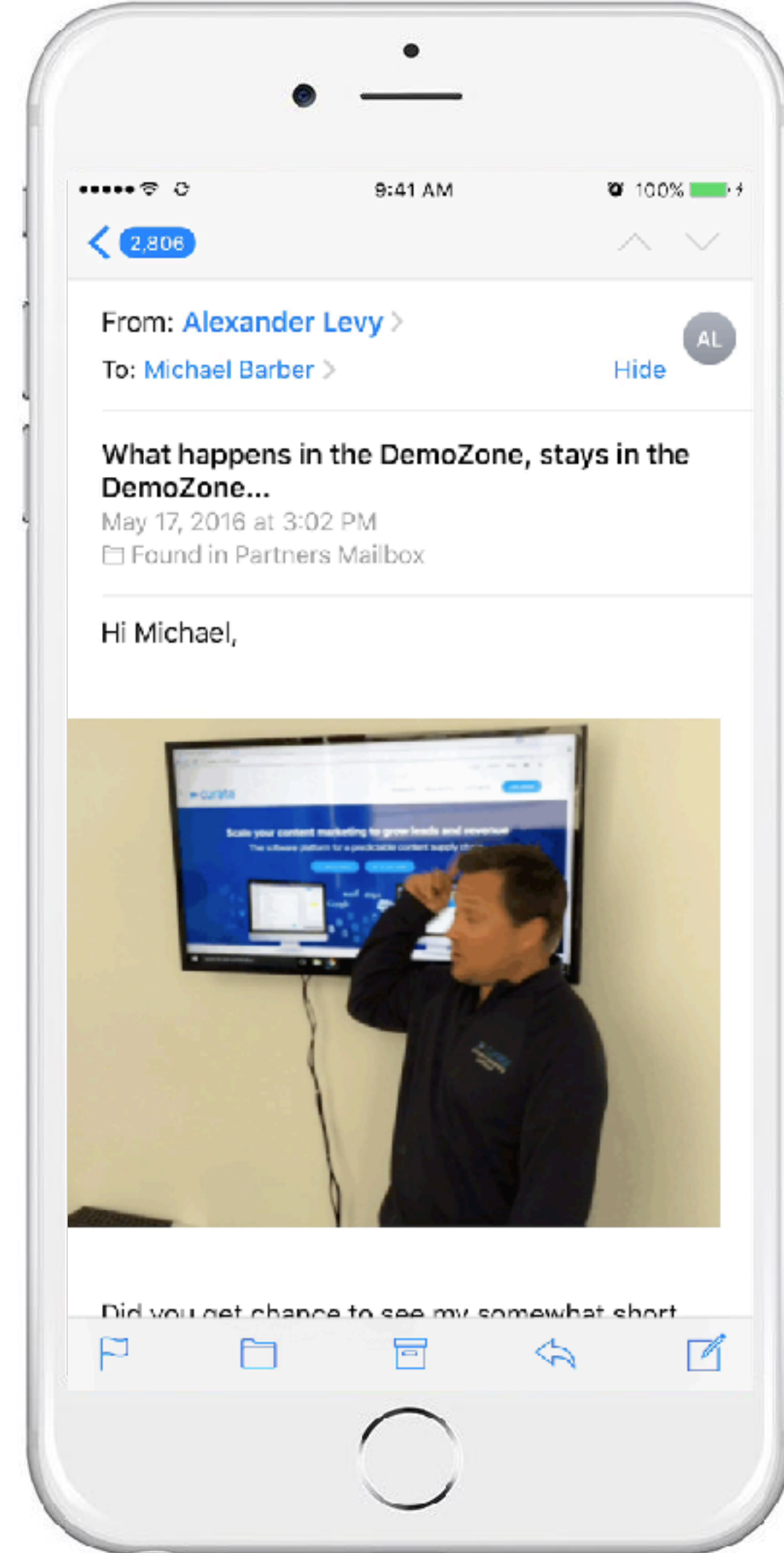
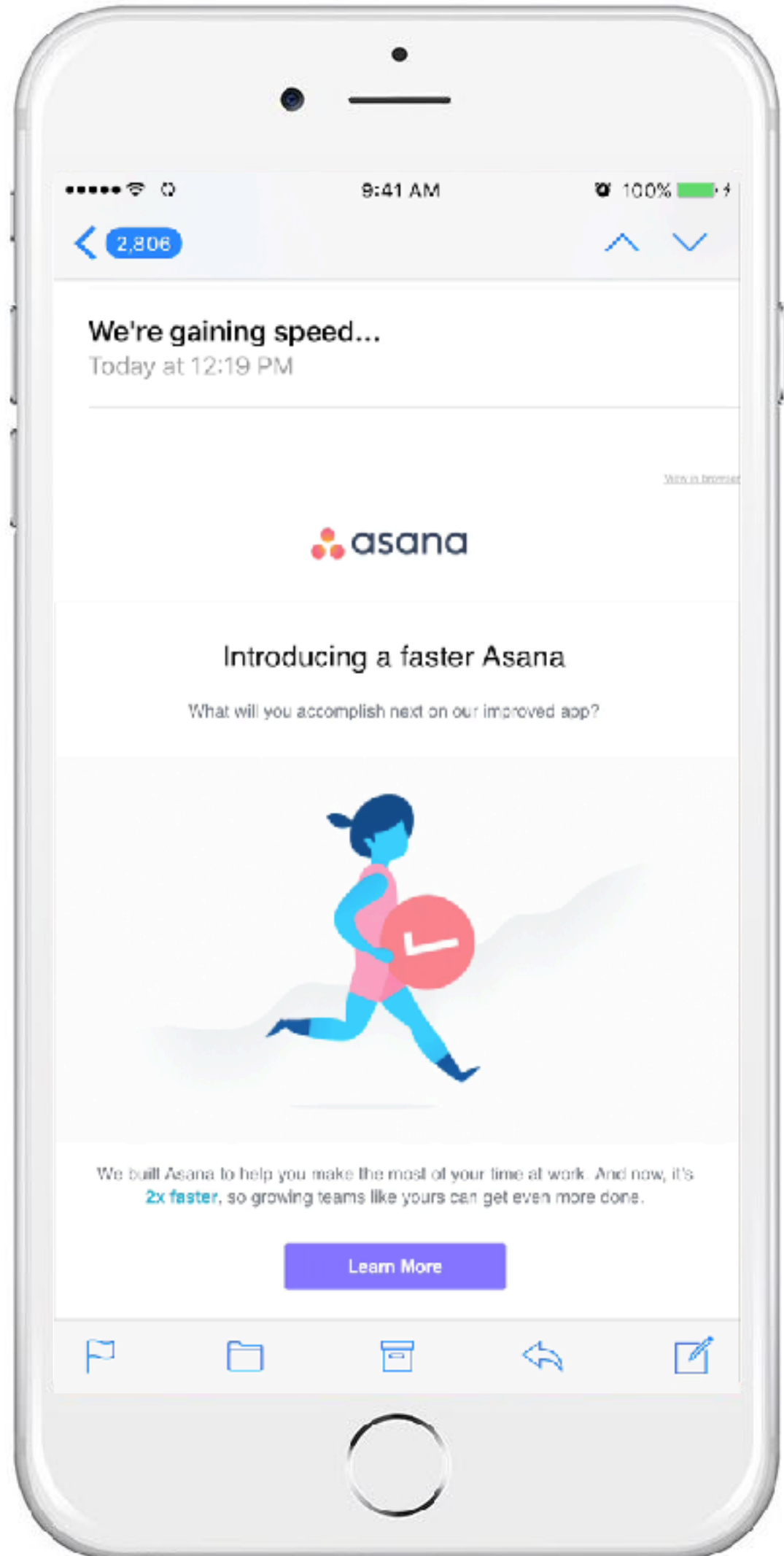
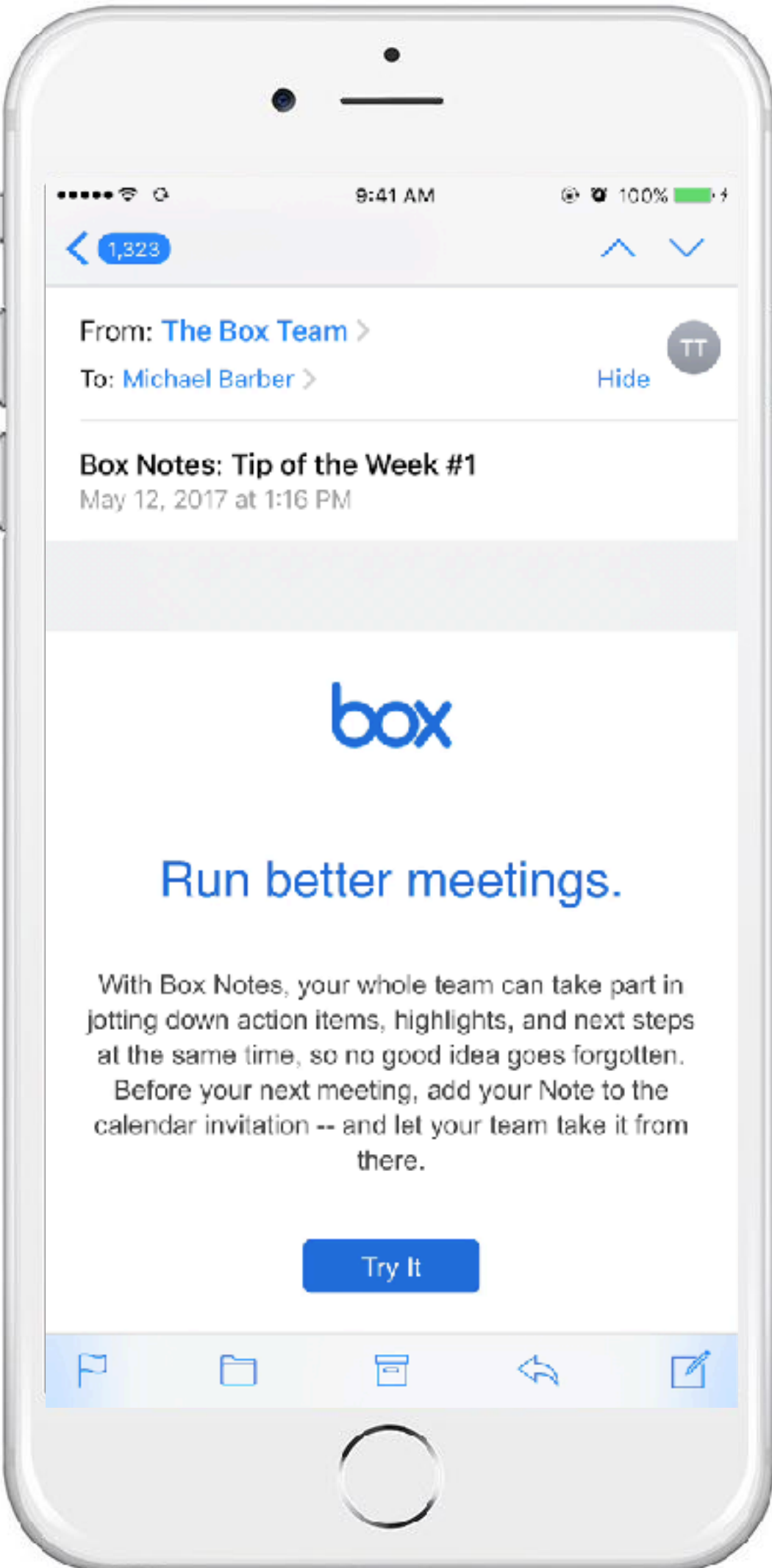
Evernote Premium's powerful search makes it easy to find what you need.

- Drag docs, images, and even PDFs into Evernote to make them searchable.
- Don't dig through folders—search for any text inside files and find them faster.

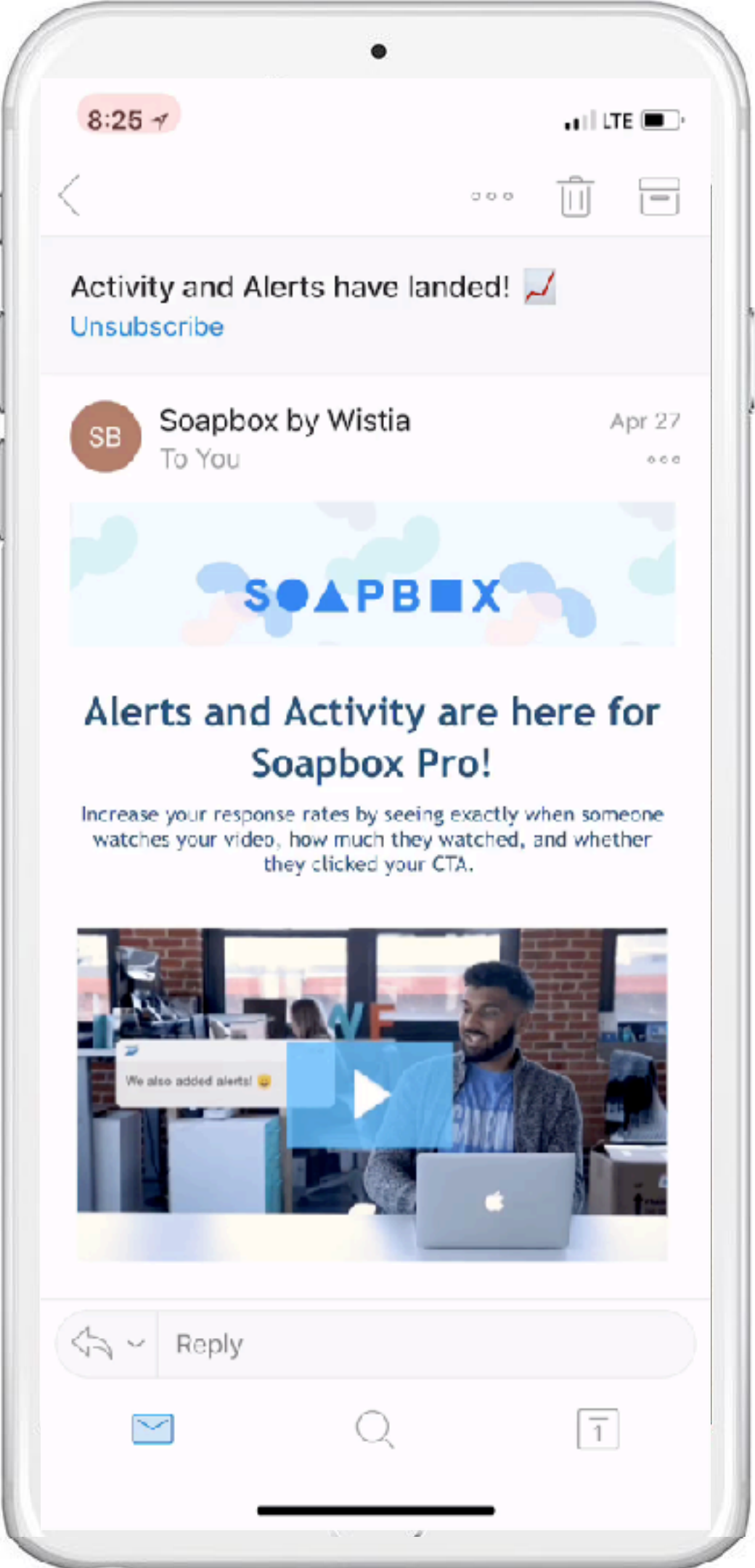
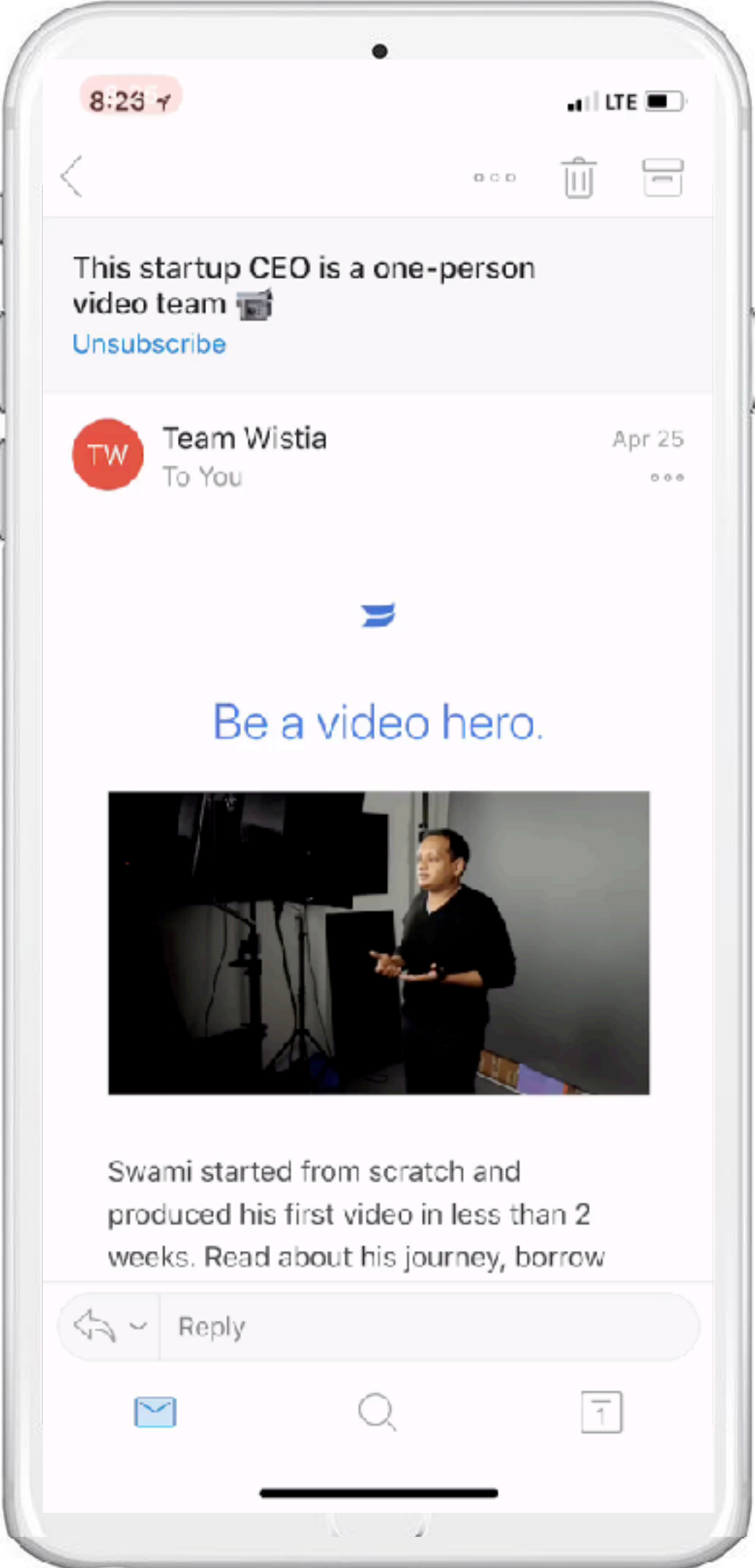
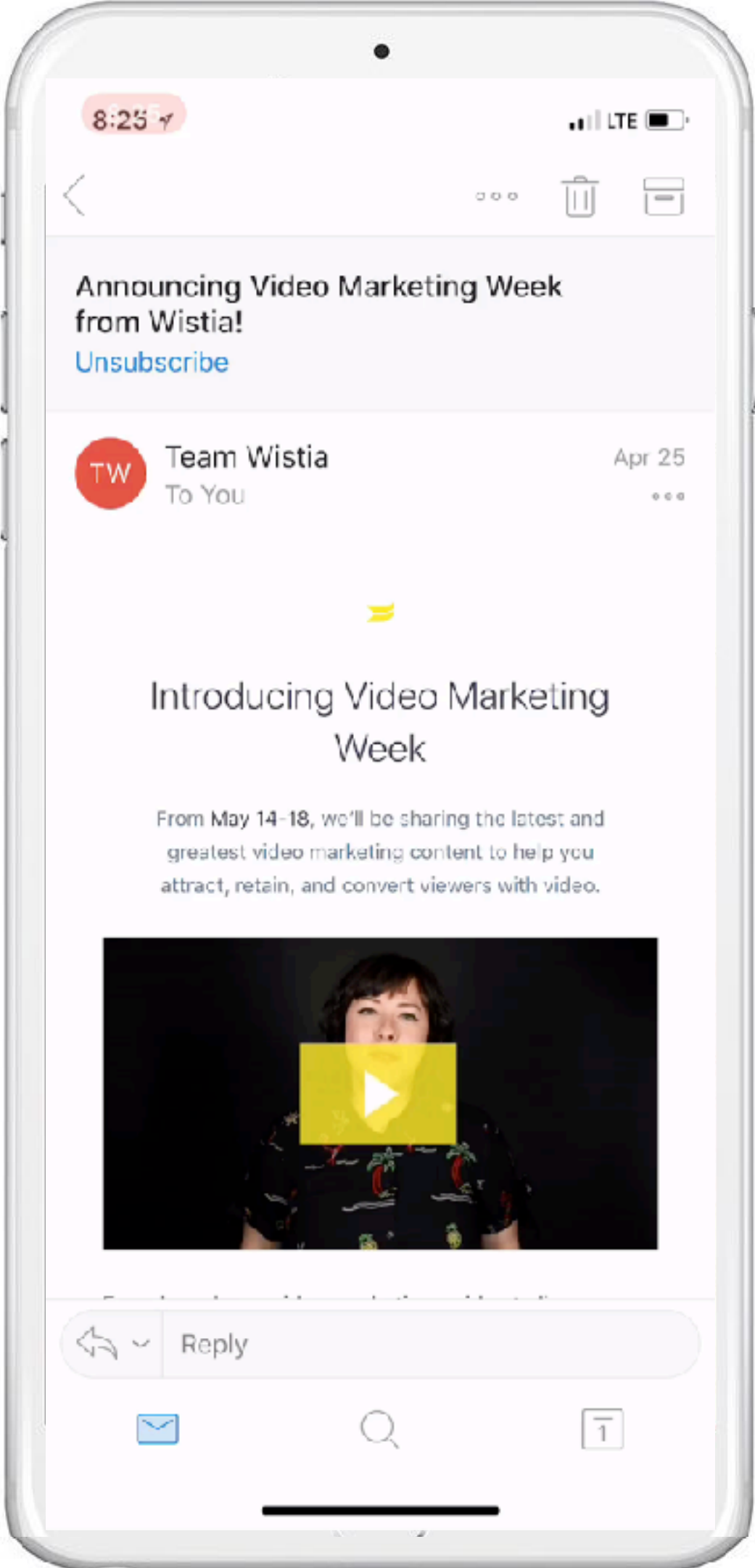


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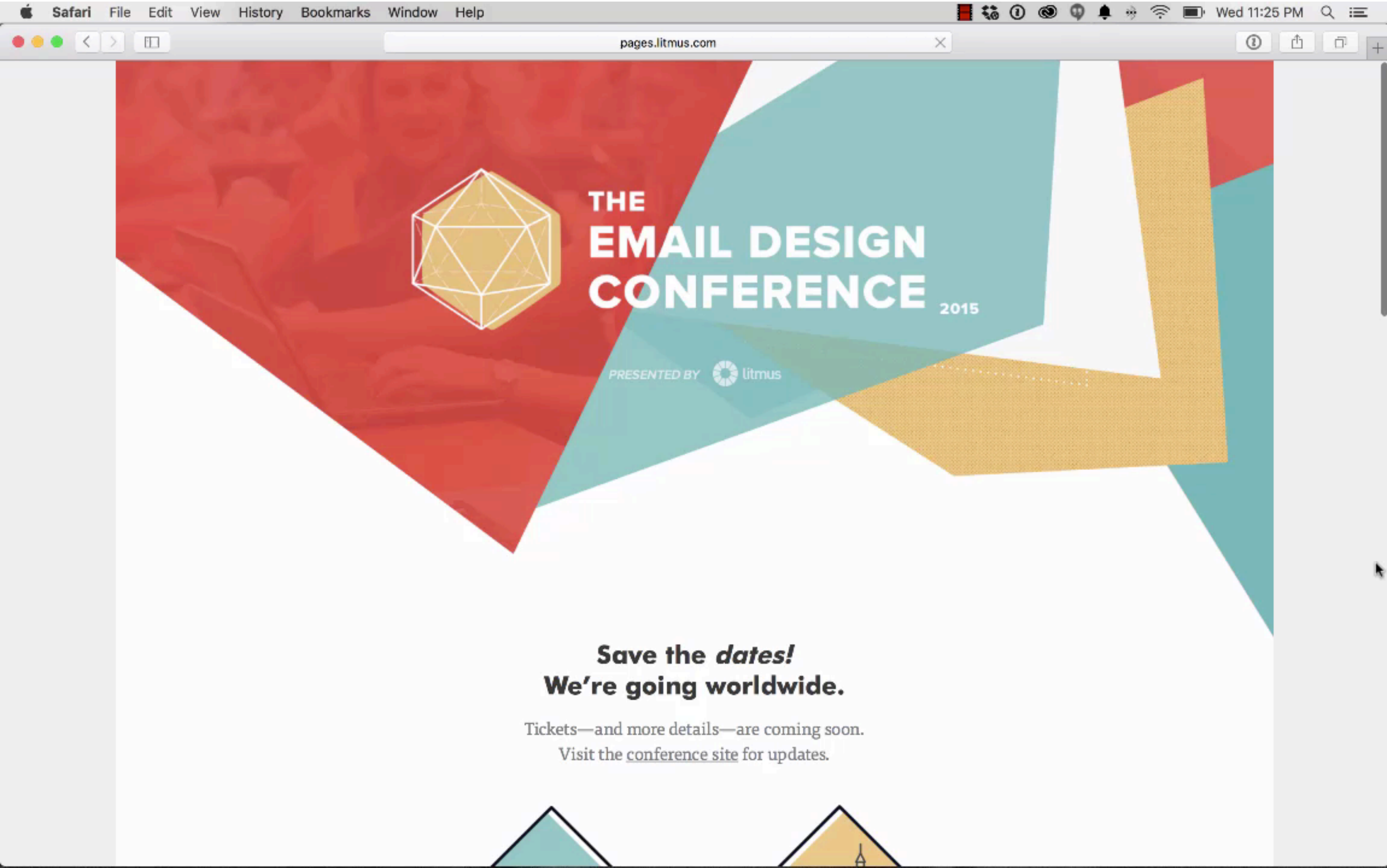
# Dude, GIFs Work for B2B Too



# Dude, GIFs Work for B2B Too



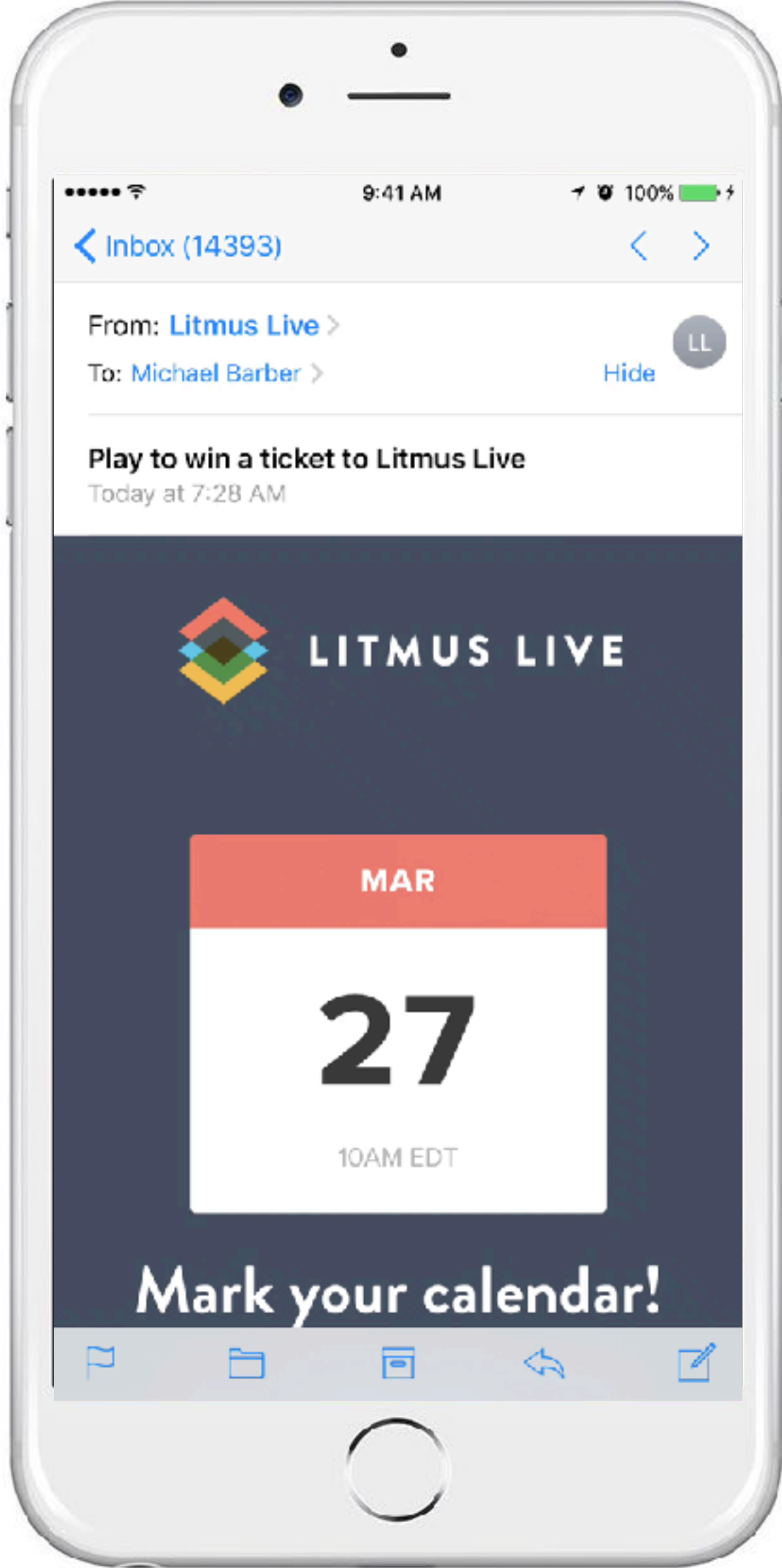
# Real-Time / Conversational Data



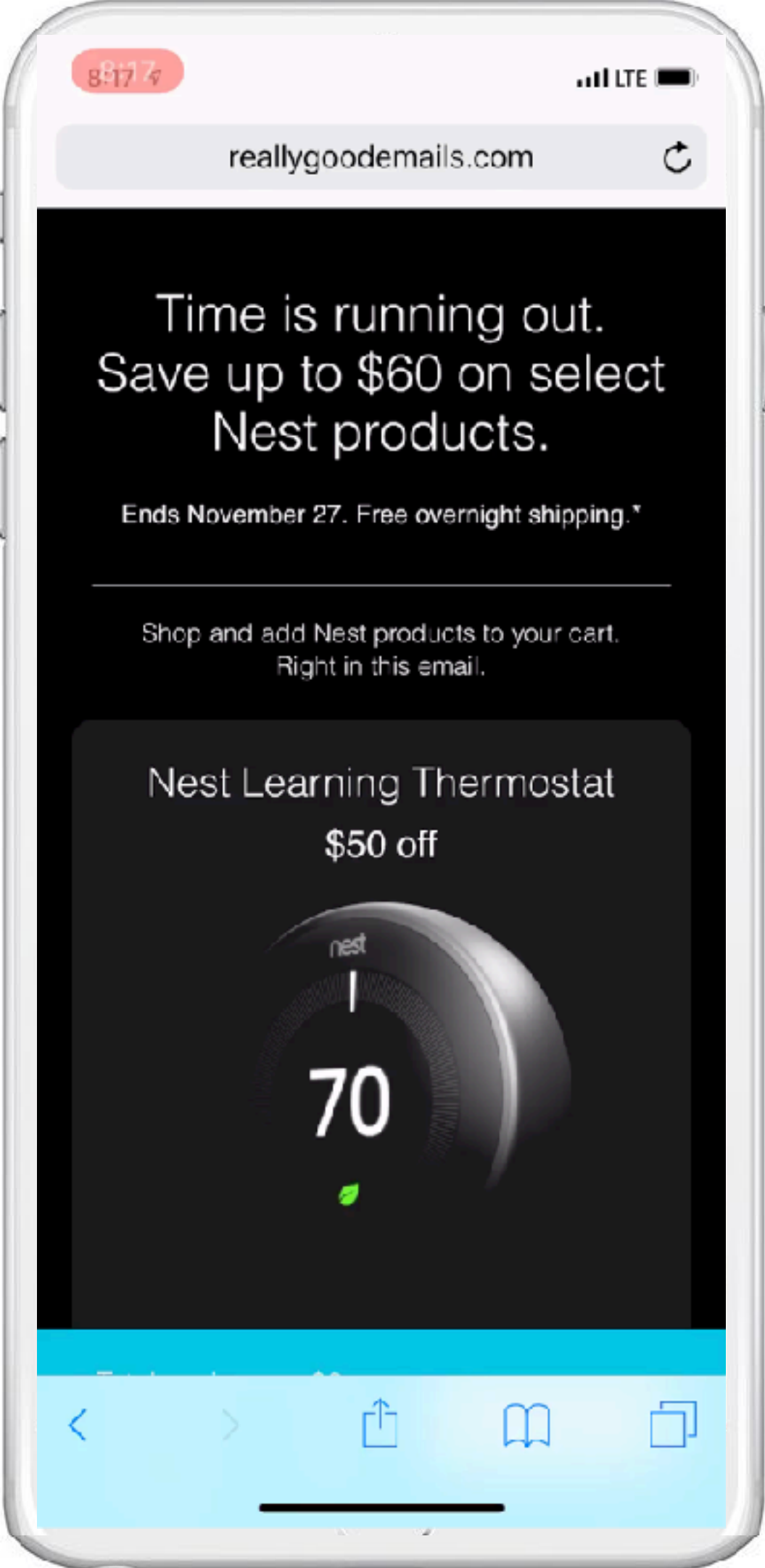
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# Interactive Content



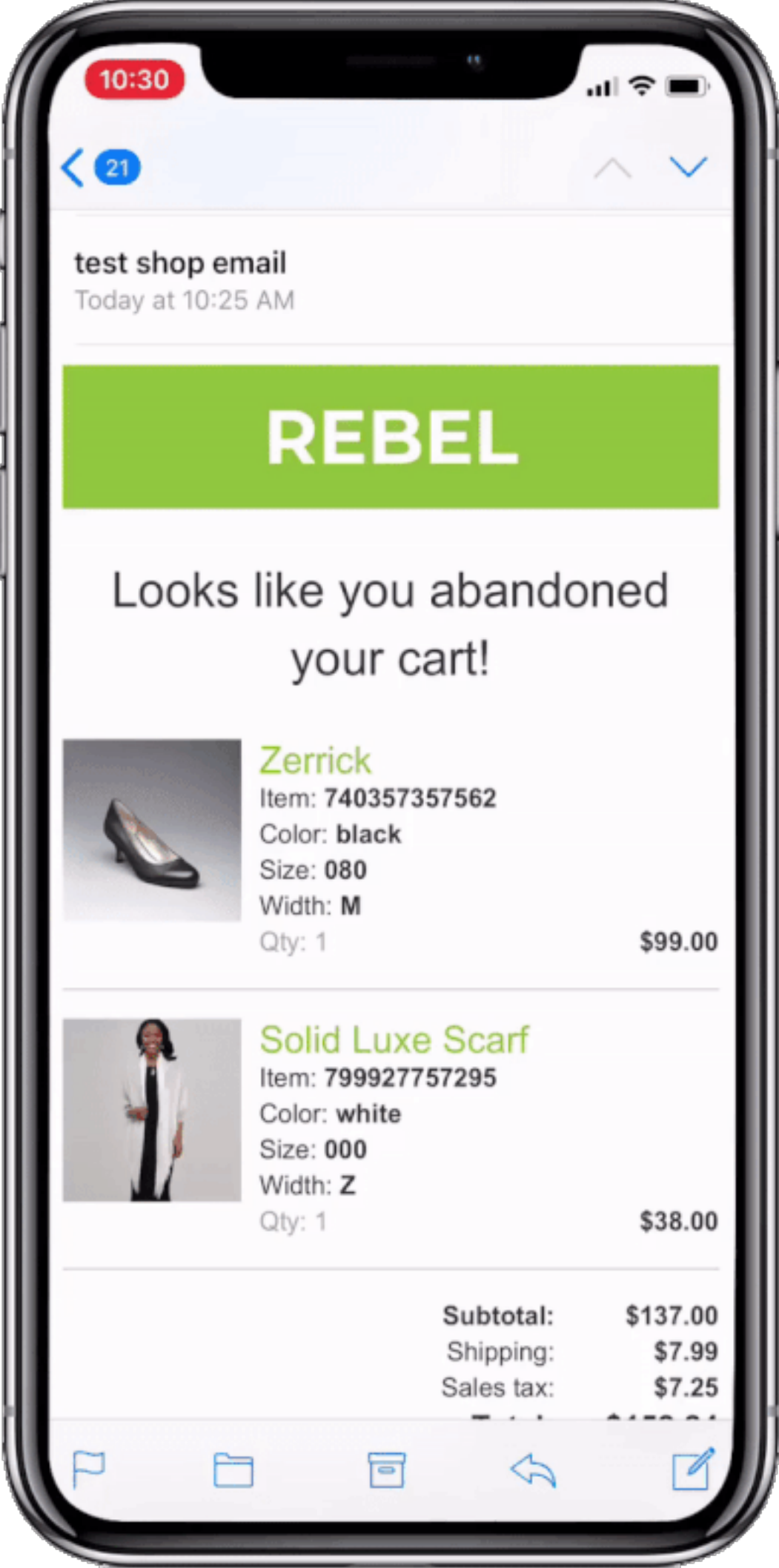
# Inbox Is the Cart



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# Buy Now in the Inbox



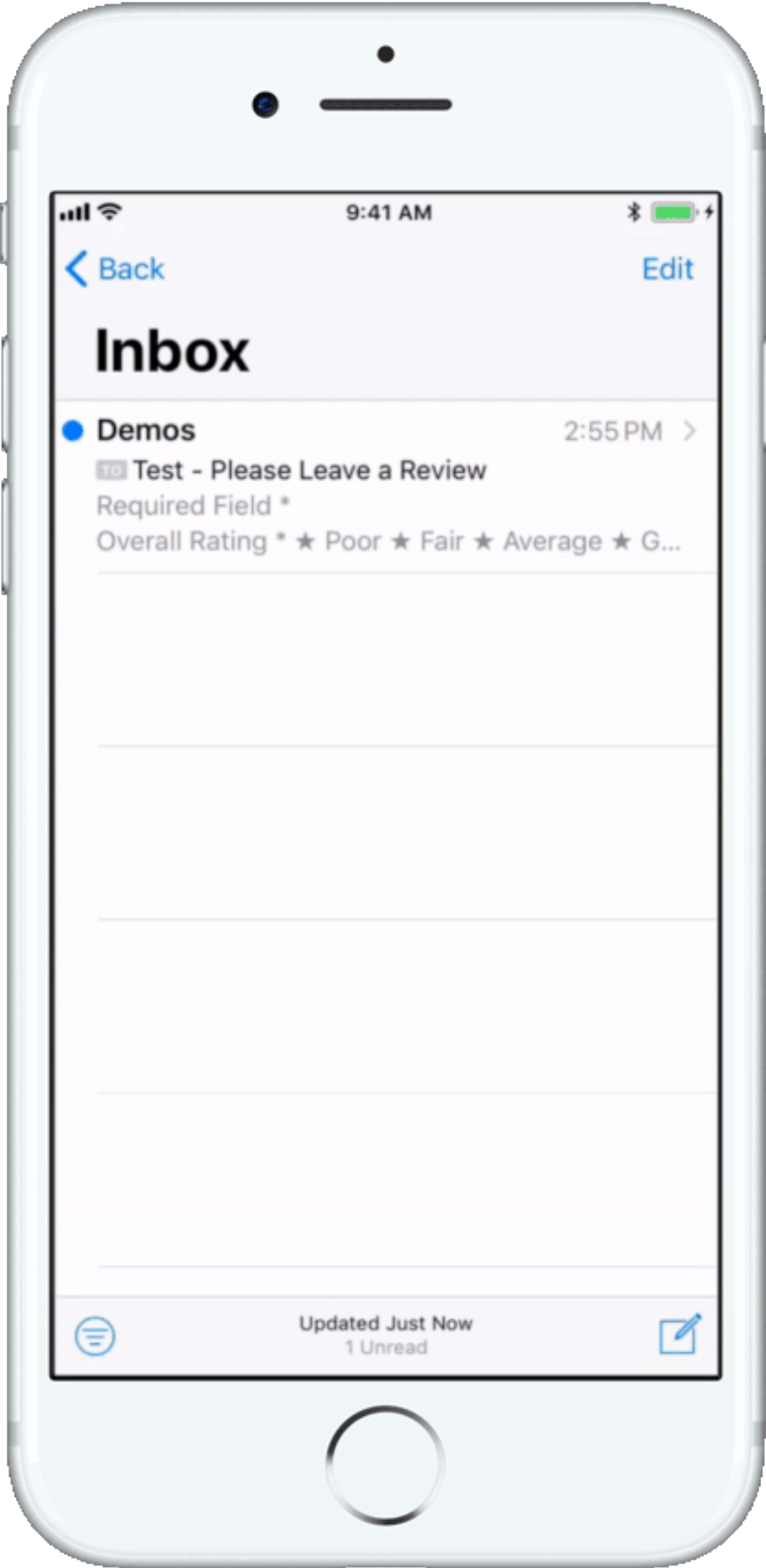
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# Reviews Natively



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# Personalization and Segmentation

It's time-consuming, but makes all the difference.

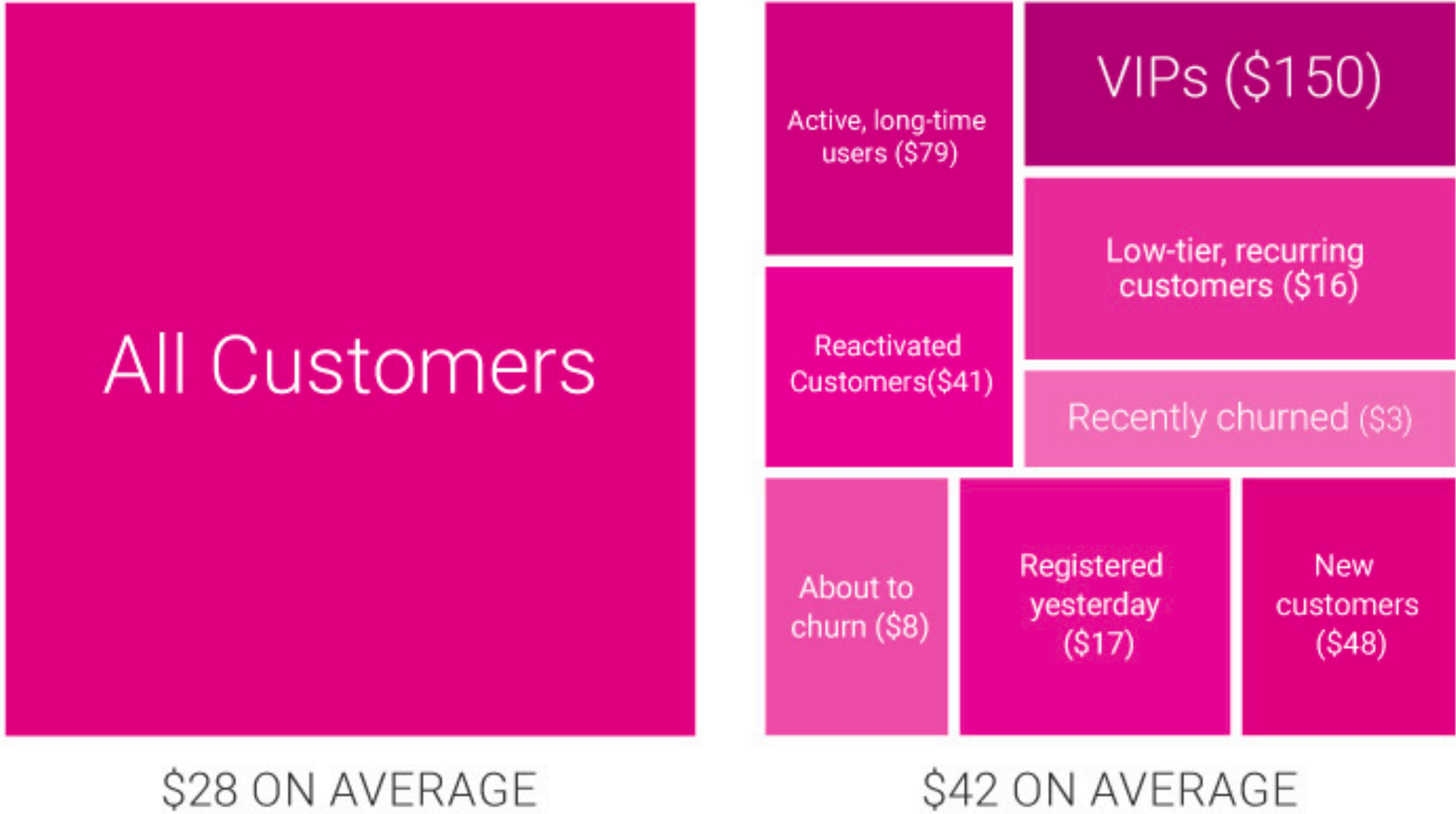


GODFREY

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# Segmentation Makes All the Difference



Source: [Optimove Blog](#)

# Segmentation Pillars

GEOGRAPHICS	DEMOGRAPHICS	PSYCHOGRAPHICS	BEHAVIORAL
<ul style="list-style-type: none"><li>Country</li><li>City</li><li>Density</li><li>Language</li><li>Climate</li><li>Area</li><li>Population</li></ul>	<ul style="list-style-type: none"><li>Age</li><li>Gender</li><li>Income</li><li>Education</li><li>Social status</li><li>Family</li><li>Life stage</li><li>Occupation</li></ul>	<ul style="list-style-type: none"><li>Lifestyle</li><li>AIO: activity, interest, opinion</li><li>Concerns</li><li>Values</li><li>Personality</li><li>Attitudes</li></ul>	<ul style="list-style-type: none"><li>Benefits sought</li><li>Purchase pages</li><li>Intent</li><li>Occasion</li><li>Buyer stage</li><li>User status</li><li>Life cycle stage</li><li>Engagement</li></ul>
Digital DNA	FIRMOGRAPHICS	CONTEXTUAL	BODY LANGUAGE

Source: [emailmonday](#)

# Have Data, Will Use It

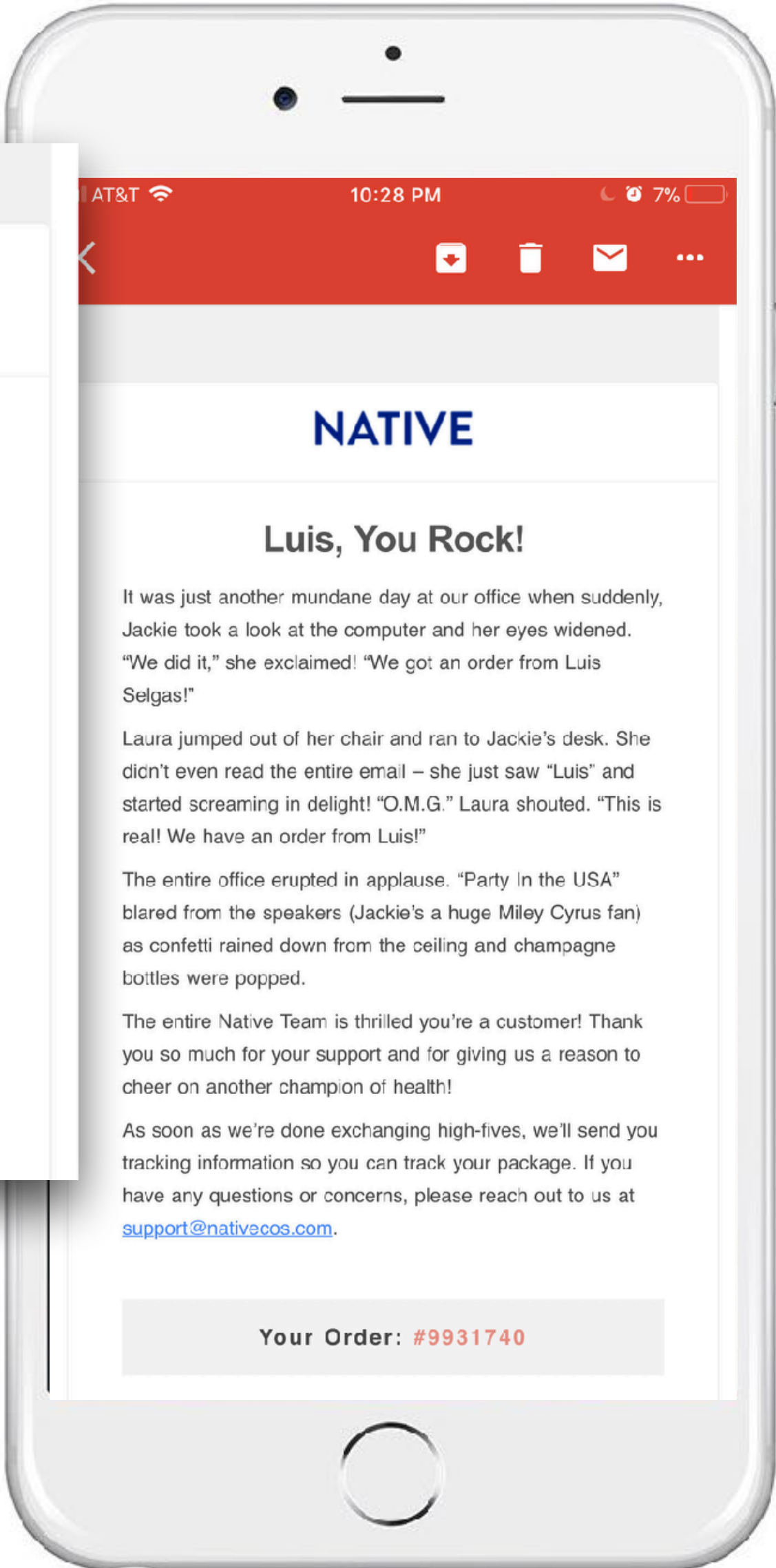
**NATIVE**

### Luis, You Rock!

It was just another mundane day at our office when suddenly, Jackie took a look at the computer and her eyes widened. "We did it," she exclaimed! "We got an order from Luis Selgas!"

Laura jumped out of her chair and ran to Jackie's desk. She didn't even read the entire email – she just saw "Luis" and started screaming in delight! "O.M.G." Laura shouted. "This is real! We have an order from Luis!"

The entire office erupted in applause. "Party in the USA" blared from the speakers (Jackie's a huge Miley Cyrus fan) as confetti rained down from the ceiling and champagne bottles were popped.



The image shows a smartphone displaying the Native mobile app. The status bar at the top shows AT&T, signal strength, 10:28 PM, and 7% battery. The app interface includes a red header with the Native logo, a title "Luis, You Rock!", and several paragraphs of text. At the bottom, there is a grey box with the text "Your Order: #9931740".

**NATIVE**

### Luis, You Rock!

It was just another mundane day at our office when suddenly, Jackie took a look at the computer and her eyes widened. "We did it," she exclaimed! "We got an order from Luis Selgas!"

Laura jumped out of her chair and ran to Jackie's desk. She didn't even read the entire email – she just saw "Luis" and started screaming in delight! "O.M.G." Laura shouted. "This is real! We have an order from Luis!"

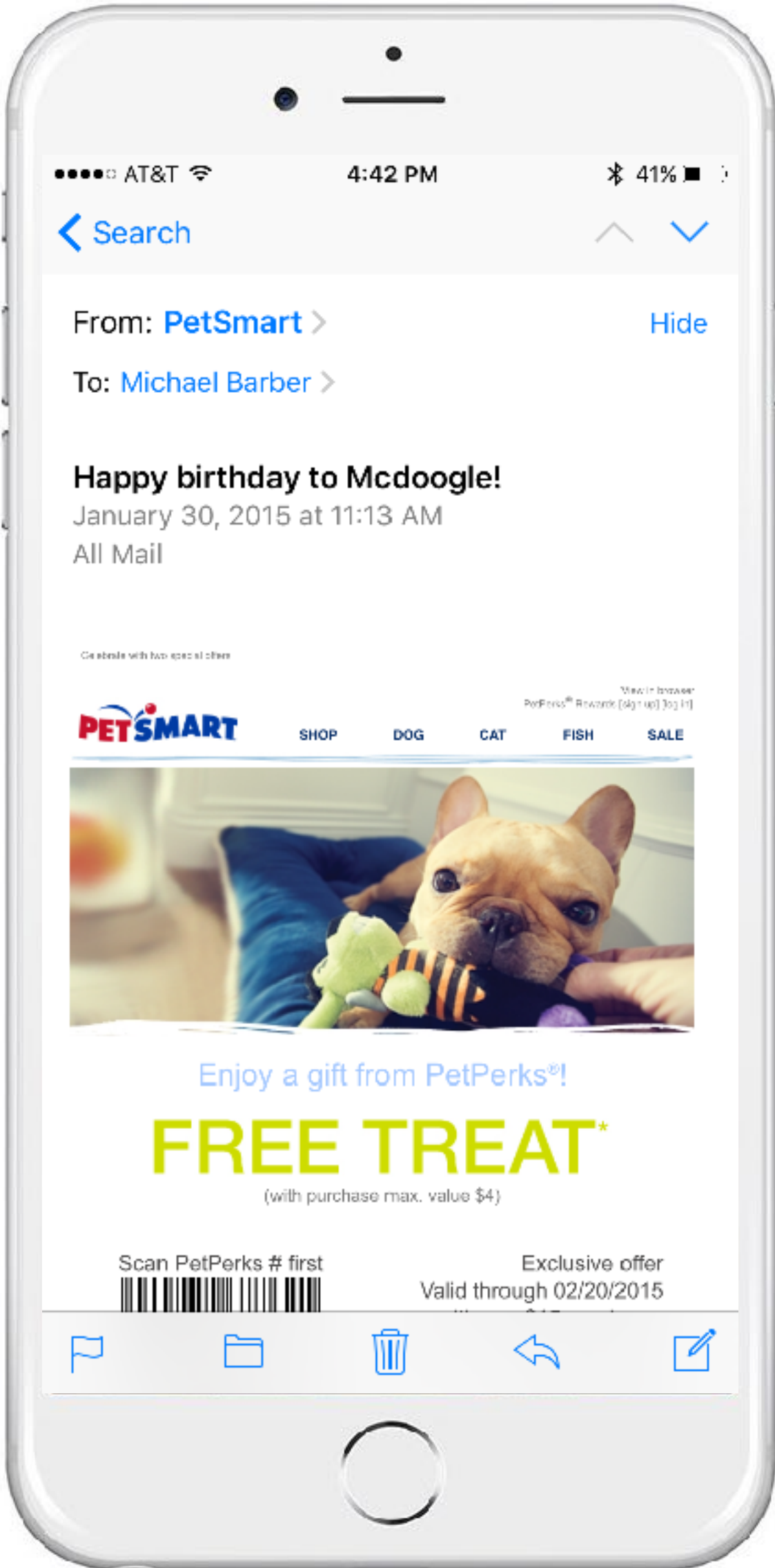
The entire office erupted in applause. "Party in the USA" blared from the speakers (Jackie's a huge Miley Cyrus fan) as confetti rained down from the ceiling and champagne bottles were popped.

The entire Native Team is thrilled you're a customer! Thank you so much for your support and for giving us a reason to cheer on another champion of health!

As soon as we're done exchanging high-fives, we'll send you tracking information so you can track your package. If you have any questions or concerns, please reach out to us at [support@nativecos.com](mailto:support@nativecos.com).

Your Order: #9931740

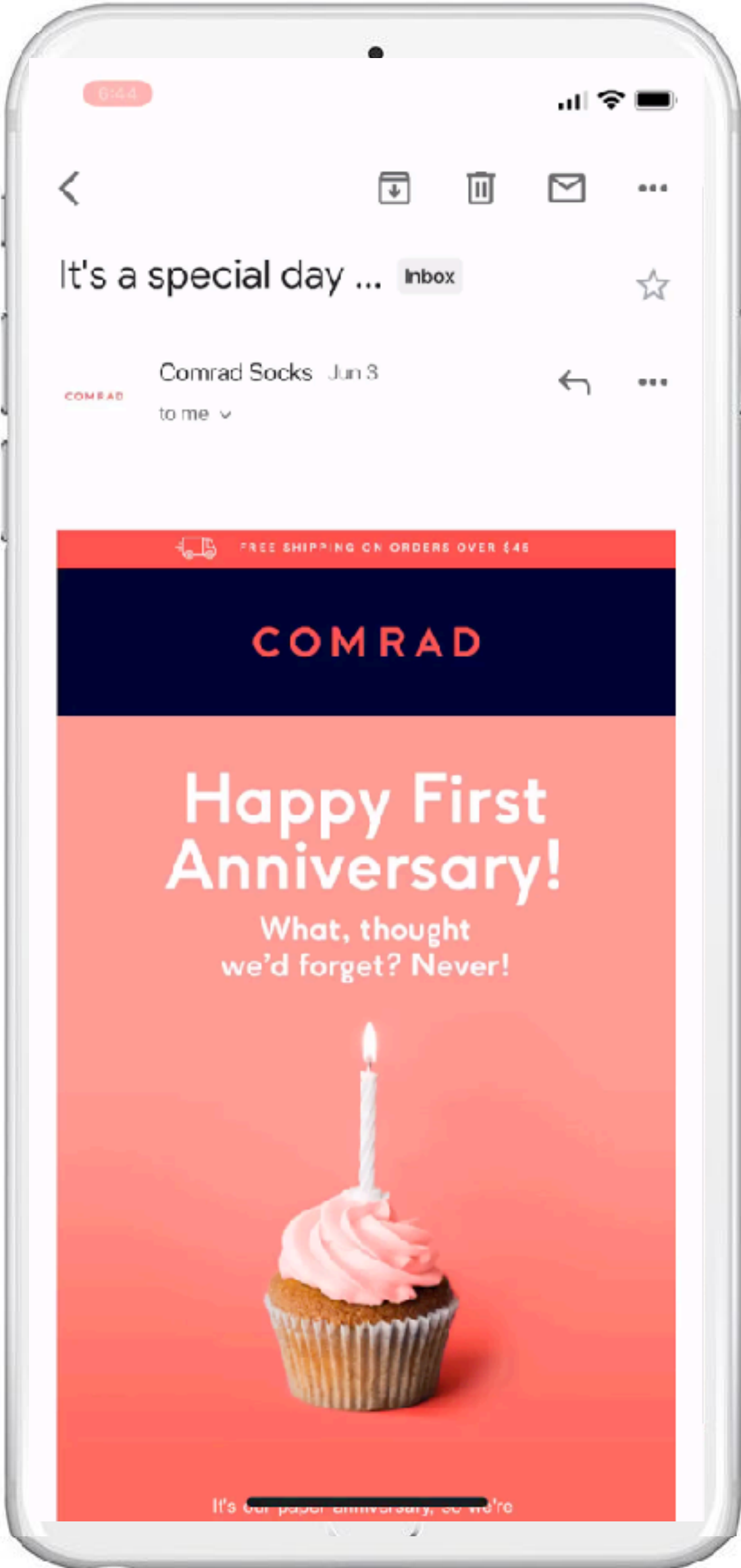
# Celebrations / Milestones



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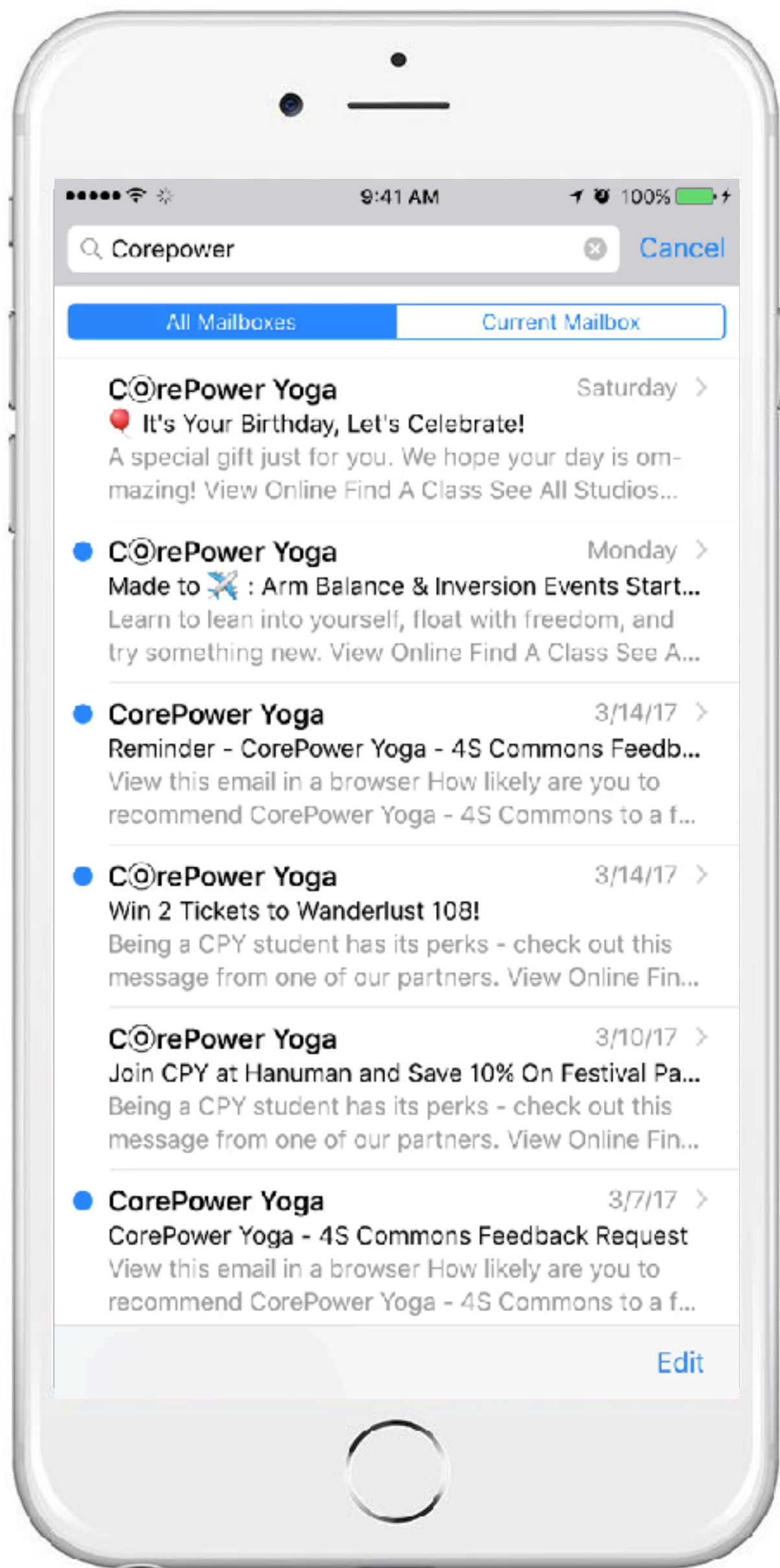
# Celebrations / Milestones



#INBOUND19

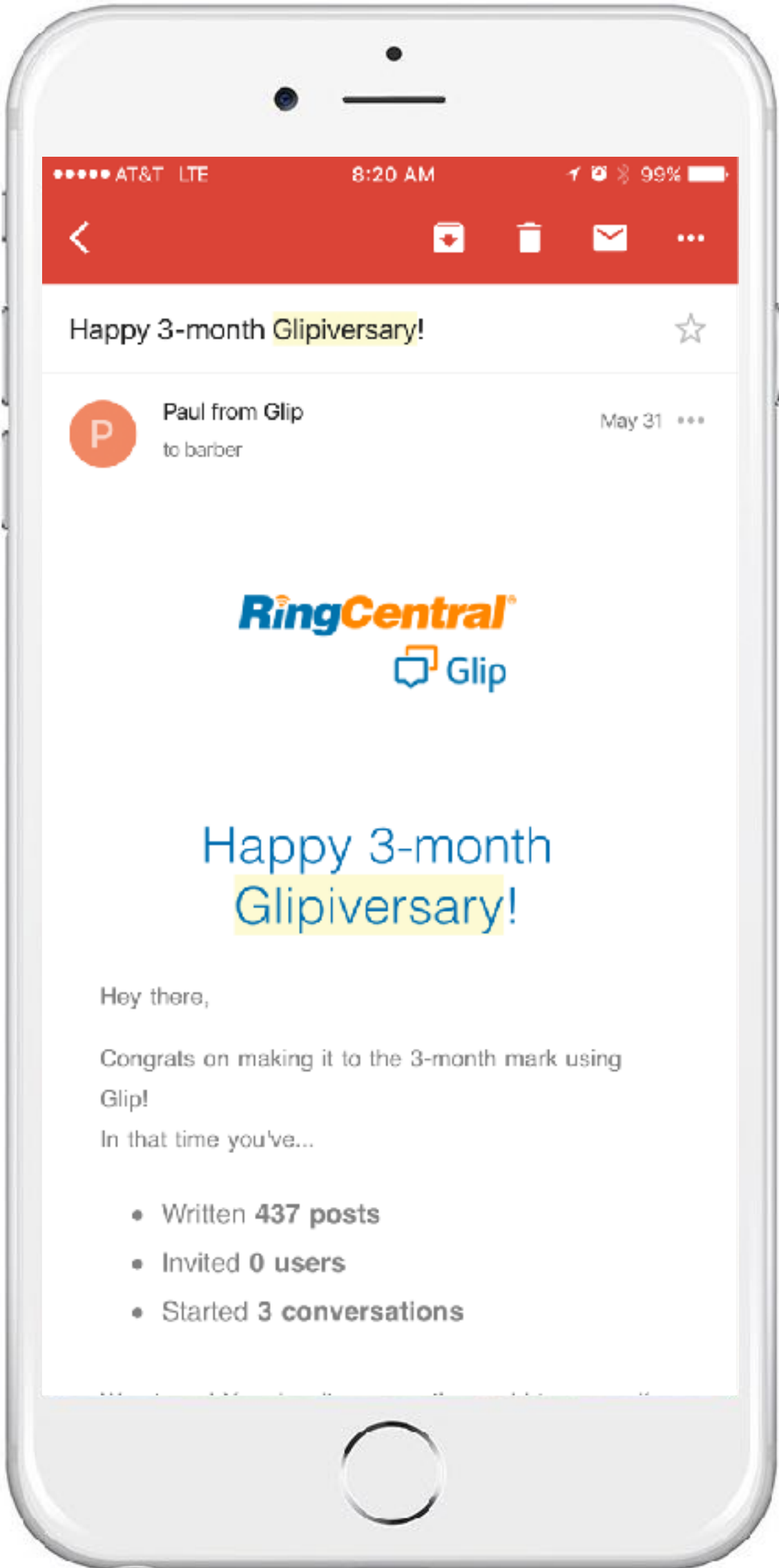
@michaeljbarber

# Celebrations / Milestones





# Celebrations / Milestones

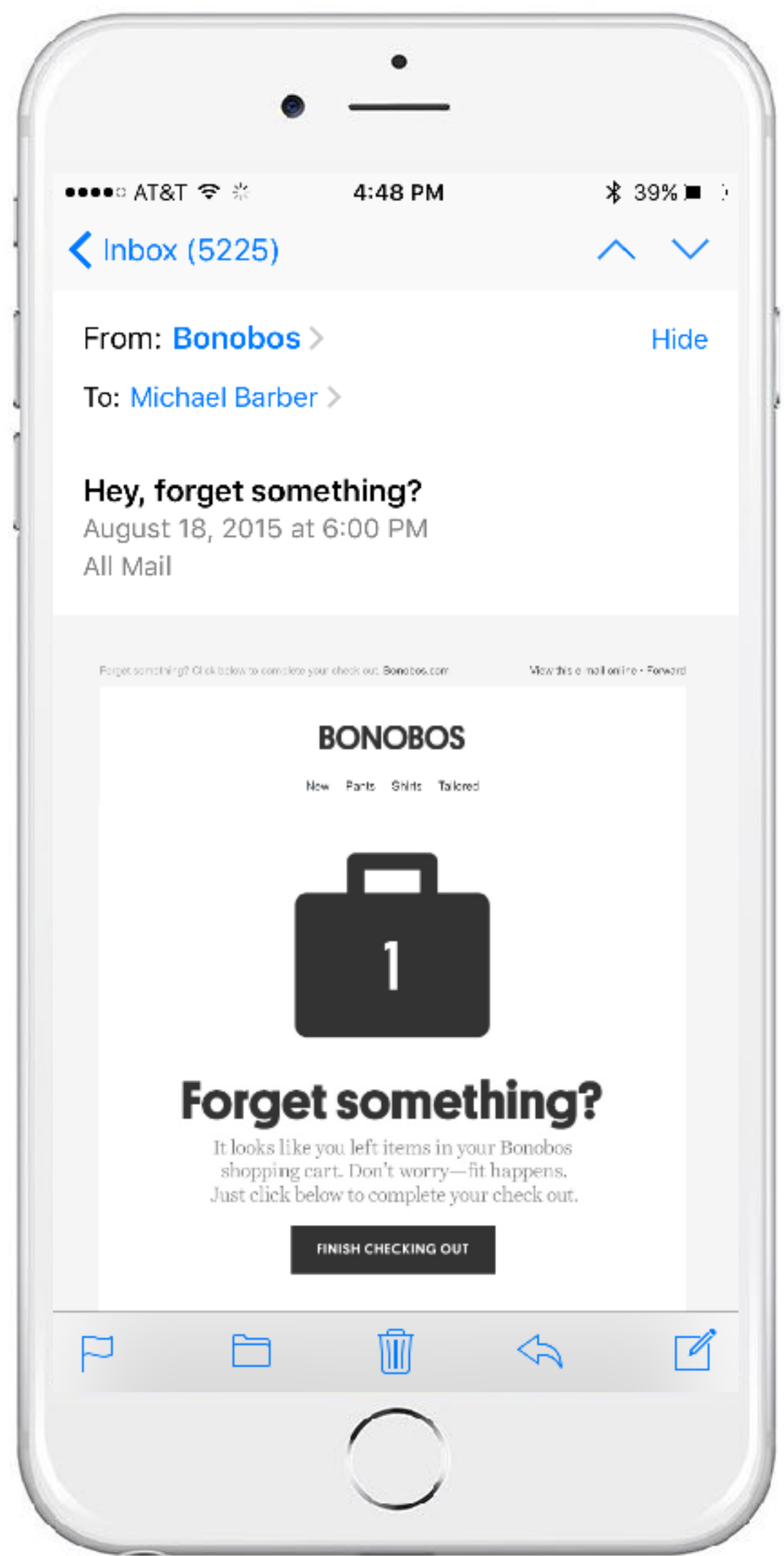
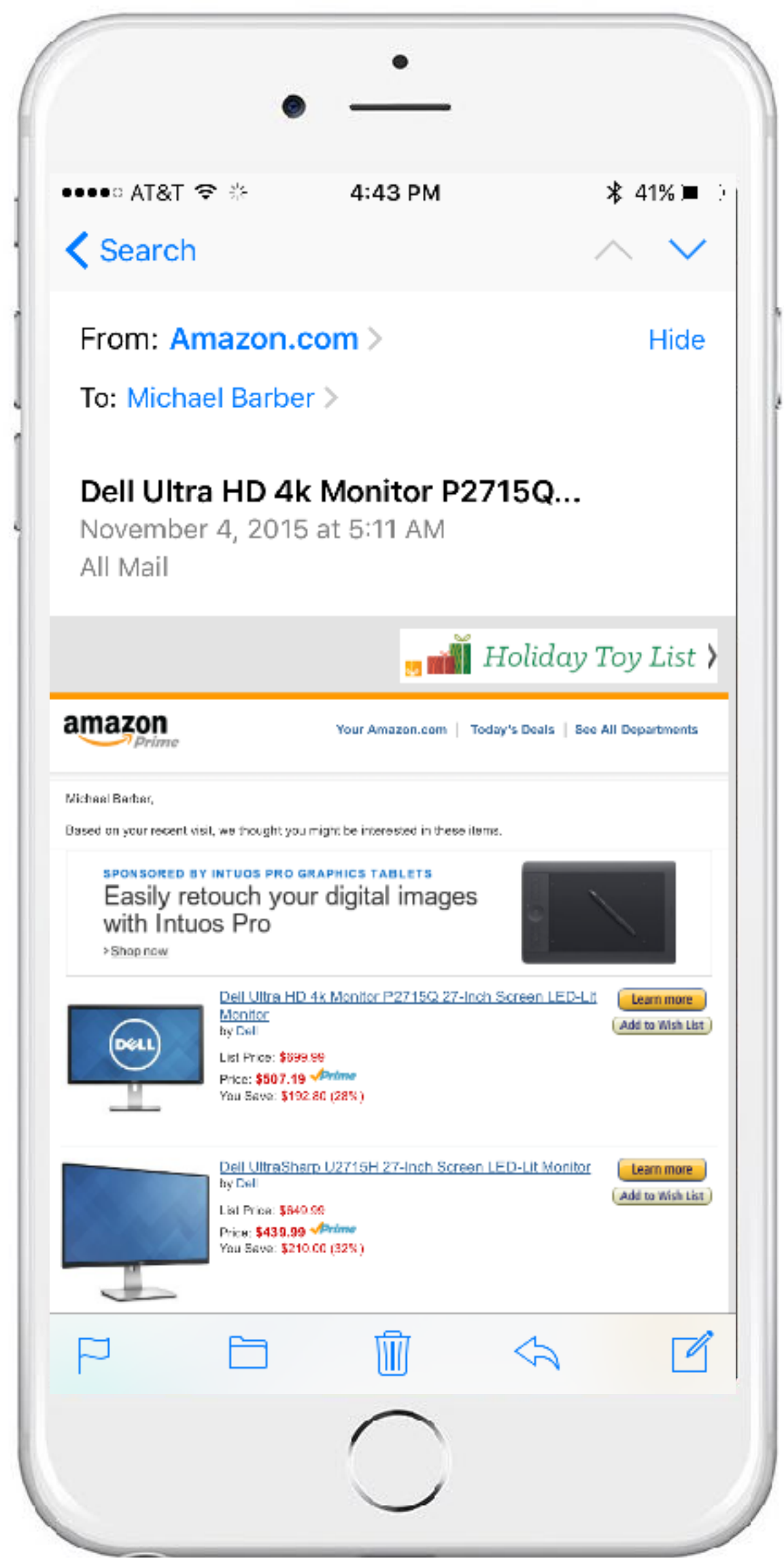


GODFREY

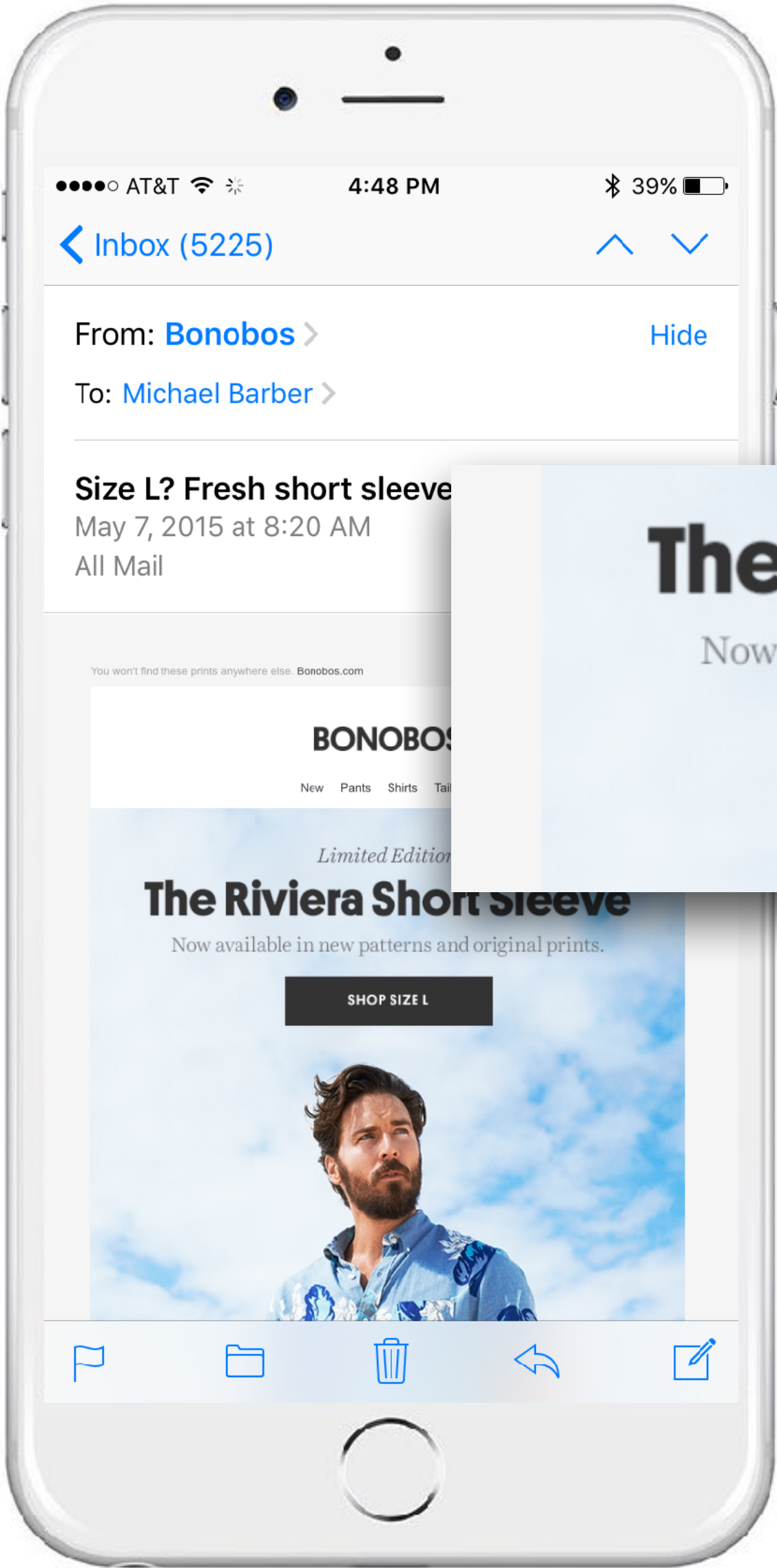
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# Purchase Intent / Cart Abandonment



# Purchase History



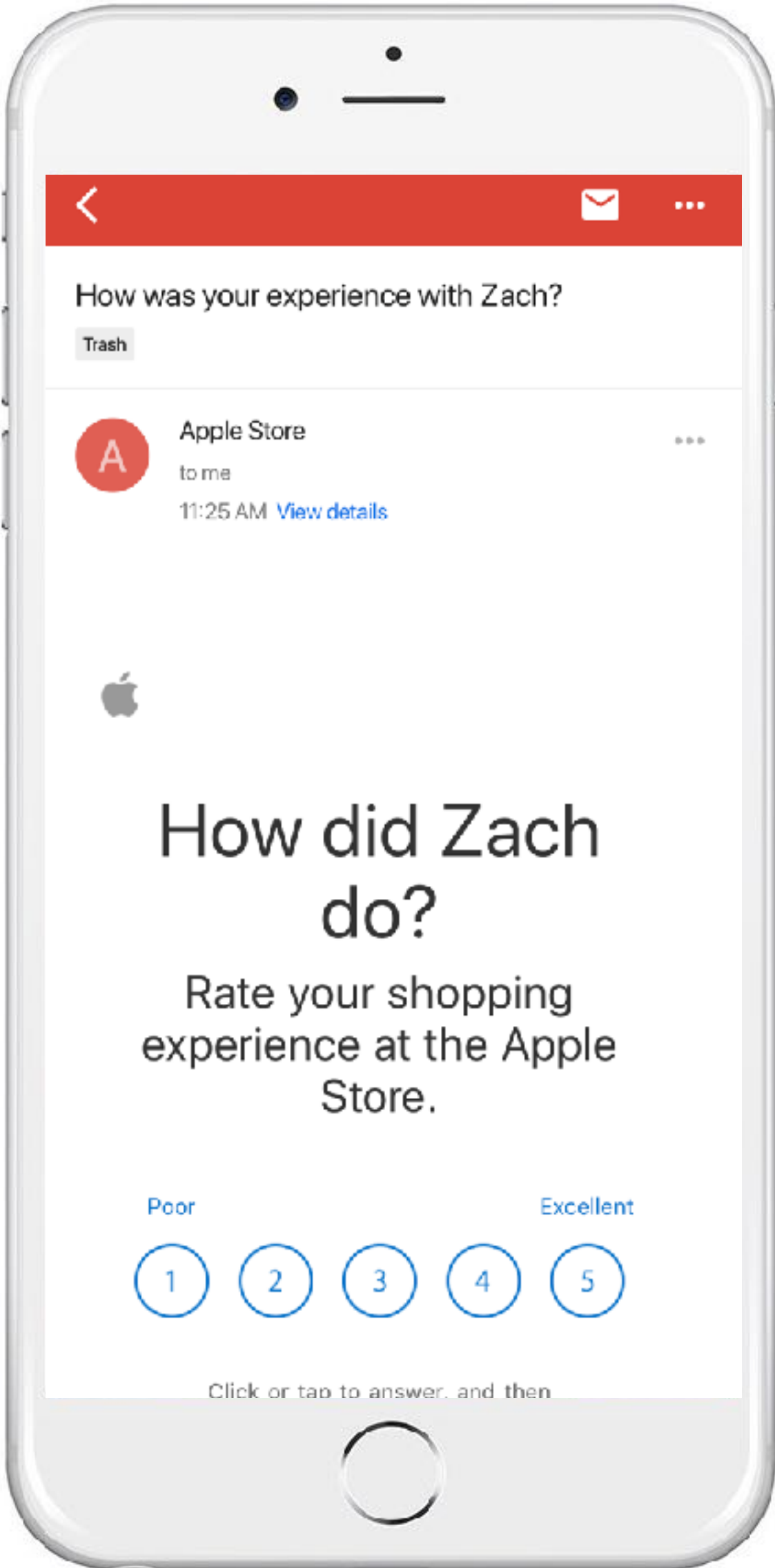
Limited Edition

## The Riviera Short Sleeve

Now available in new patterns and original prints.

[SHOP SIZE L](#)

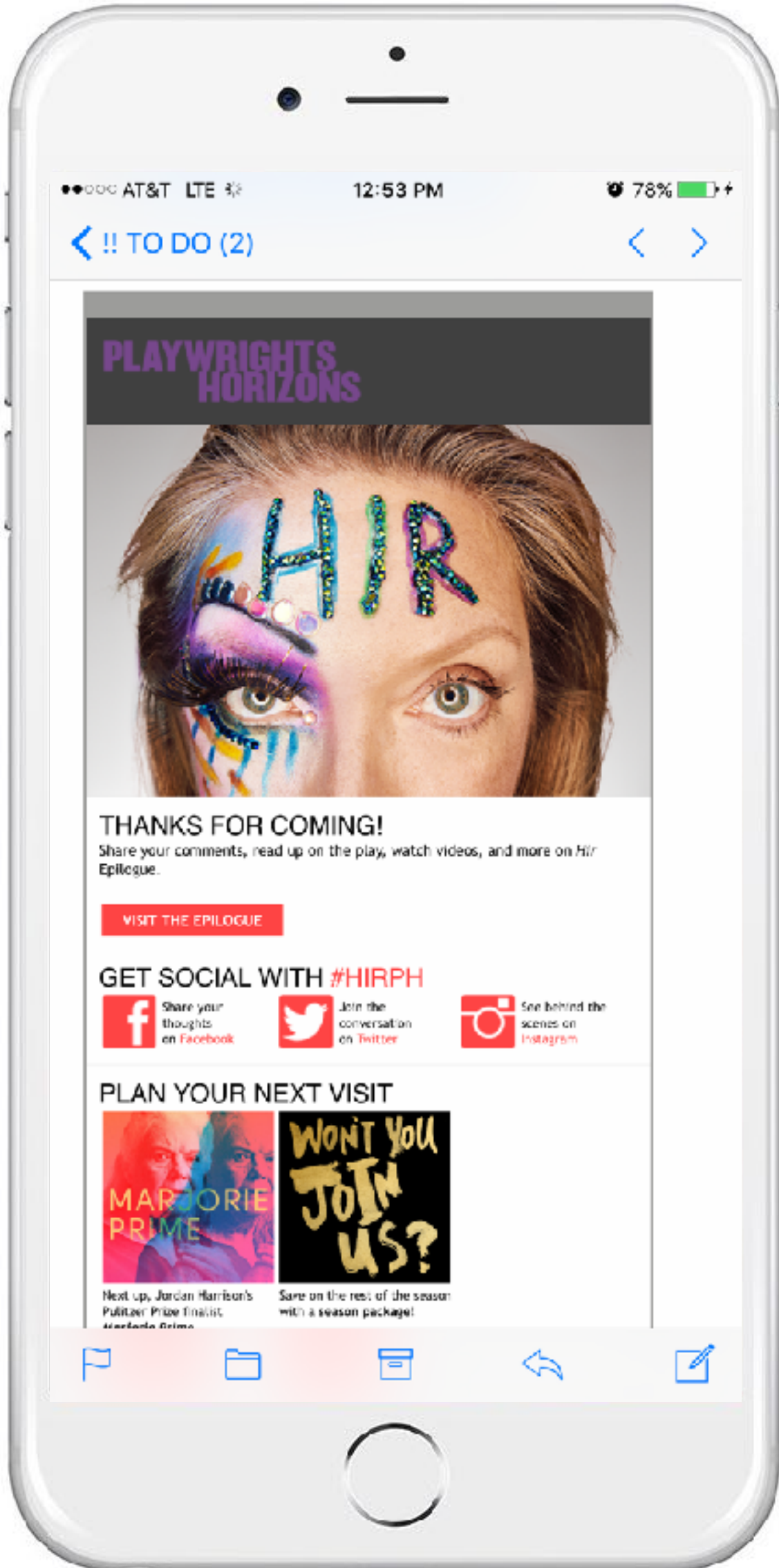
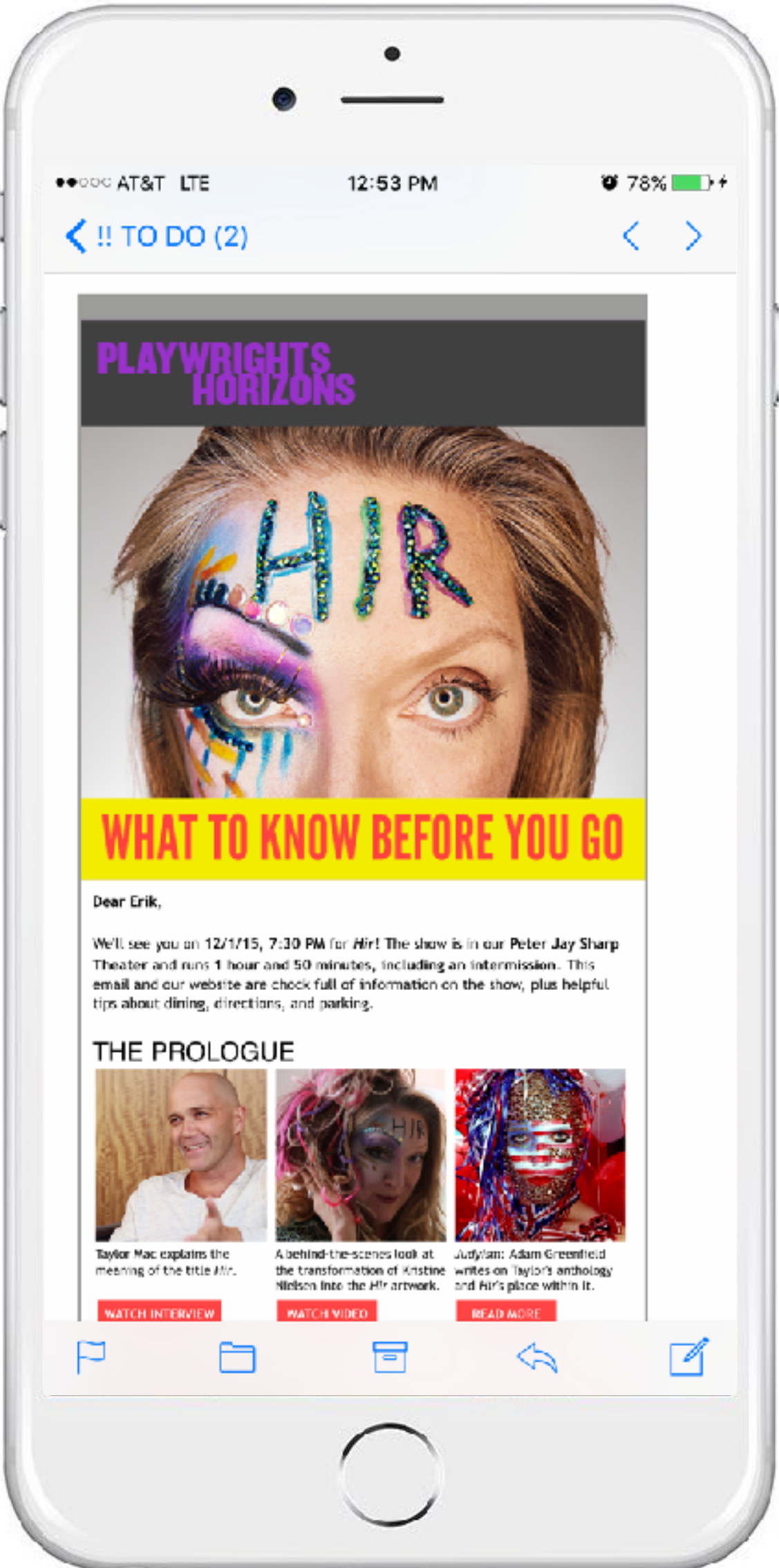
# Post Purchase



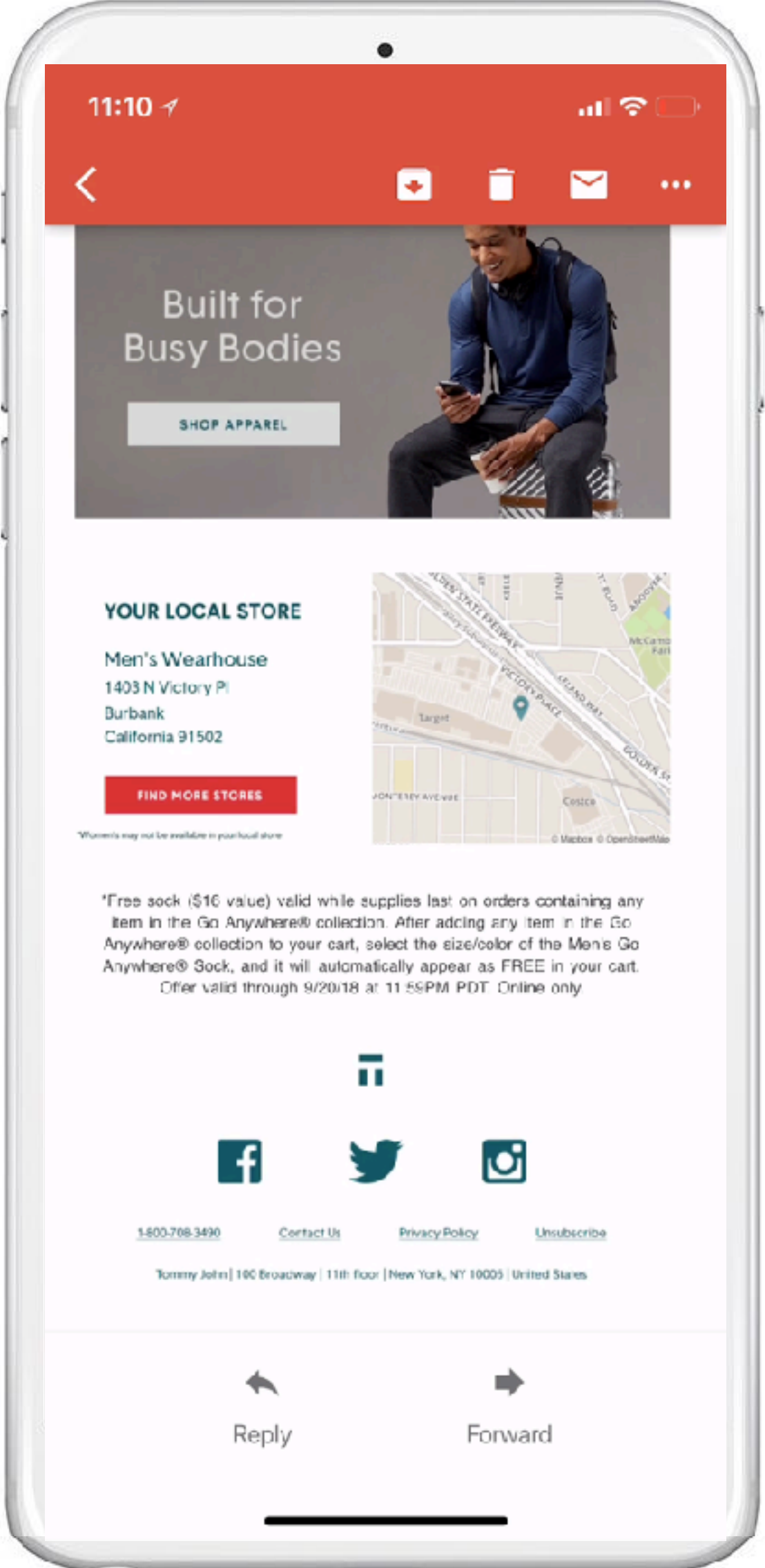
#INBOUND19

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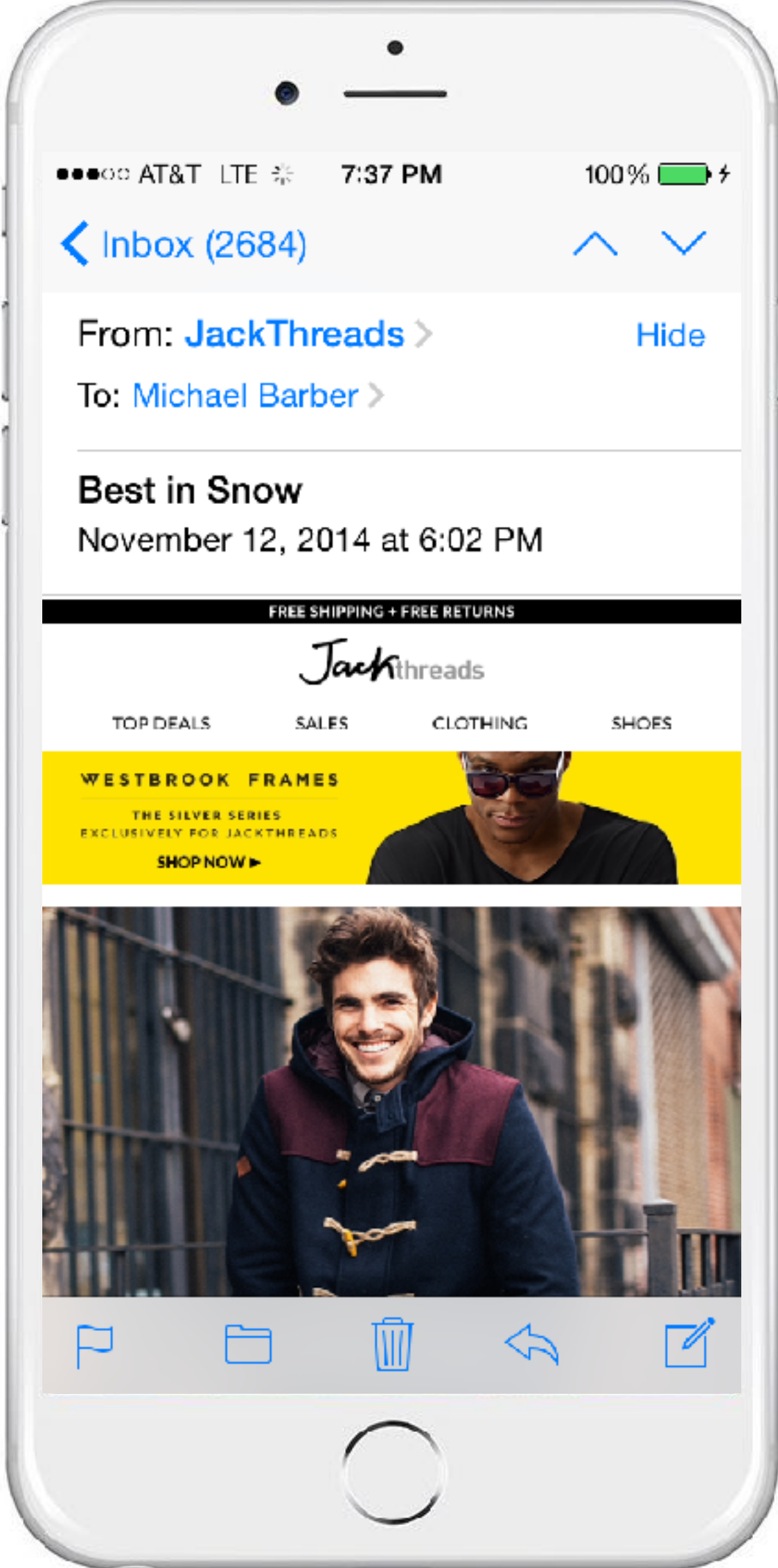
# Pre and Post Event



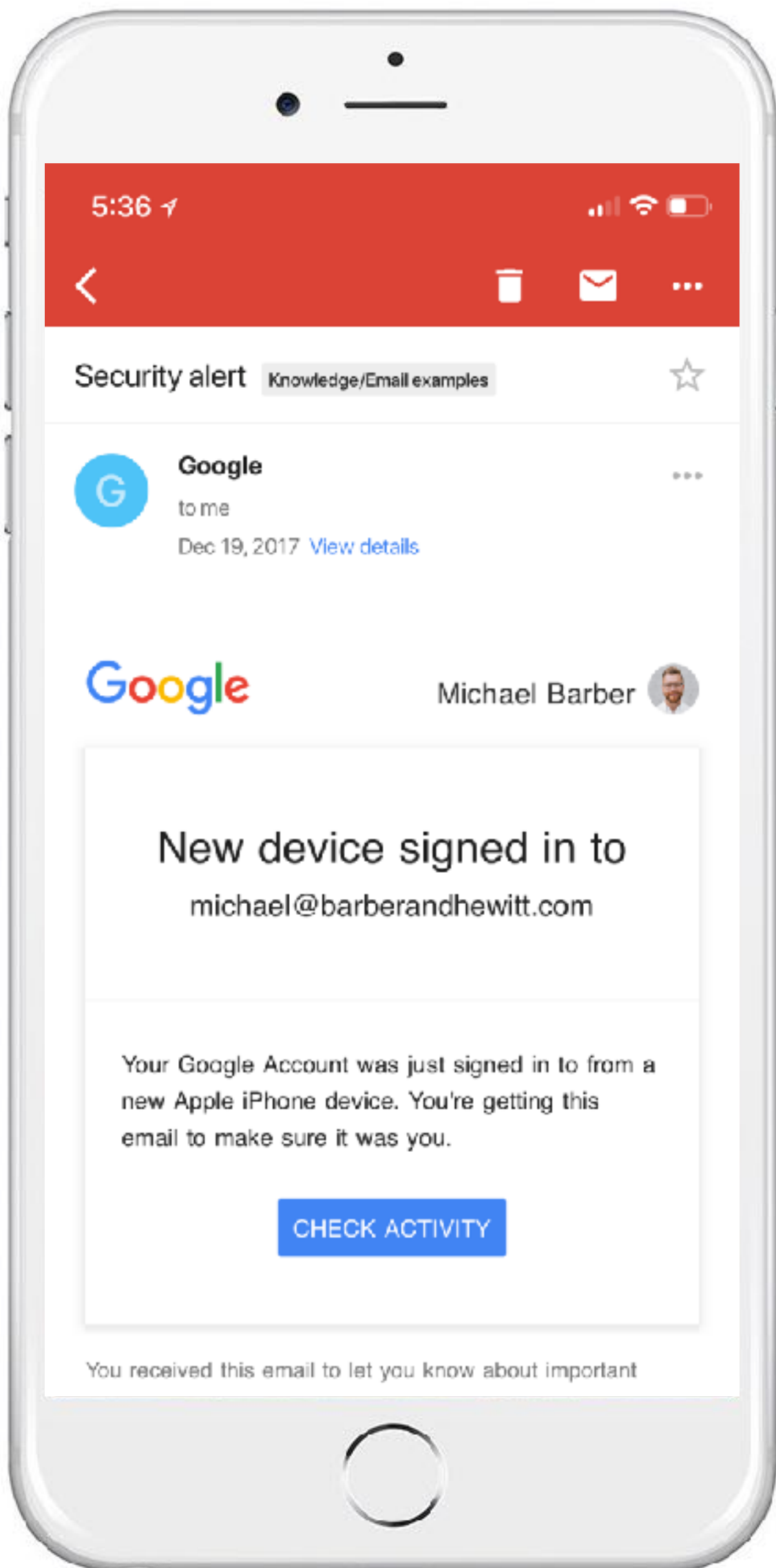
# Location



# Weather



# User Behavior



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# Usage



**Hey there!** You previously installed Grammarly on your browser back when you were really into writing things on the Internet. Then you just disappeared. You can come back and continue writing awesome things now.



Push to Continue

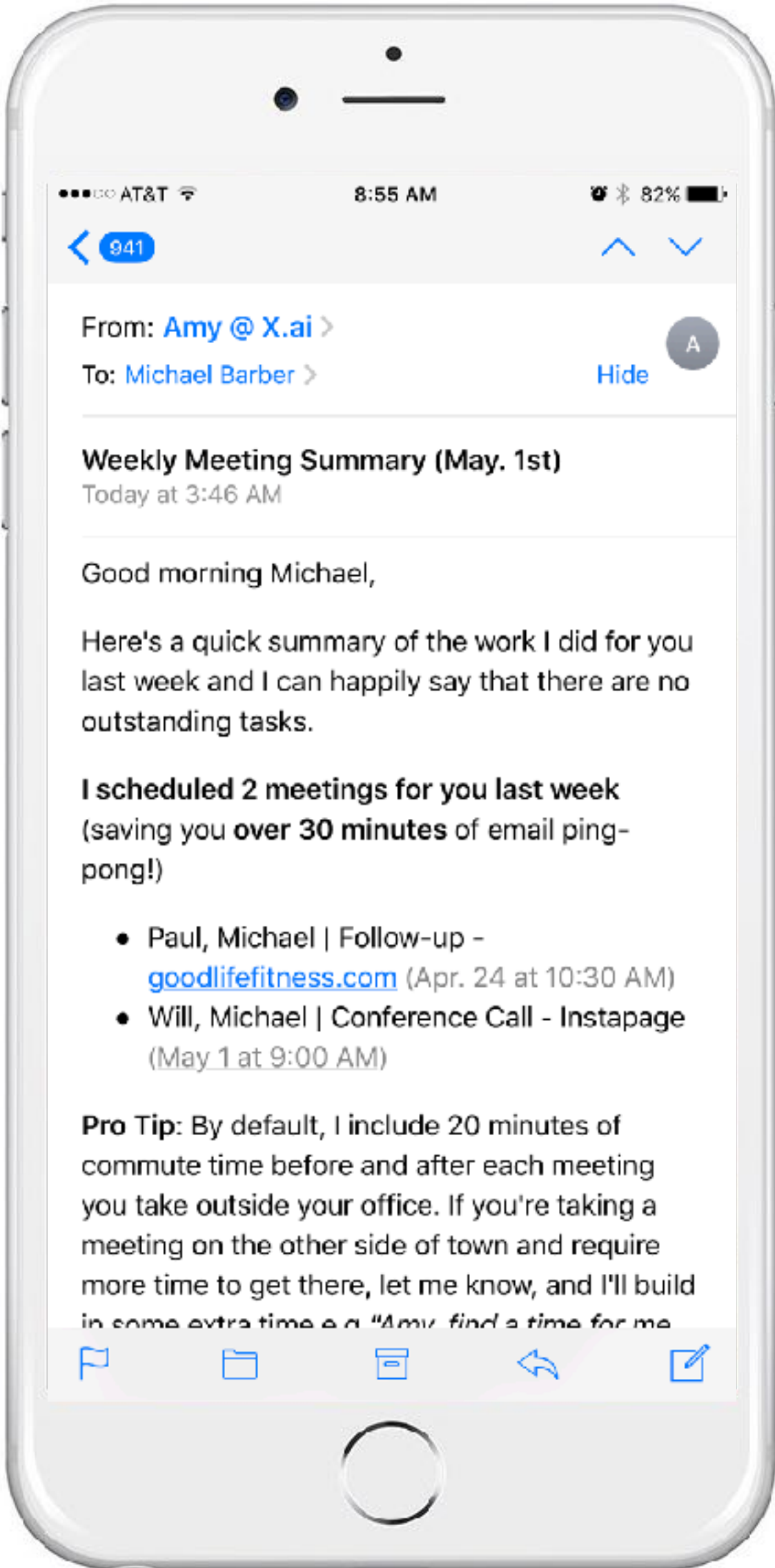


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# Value

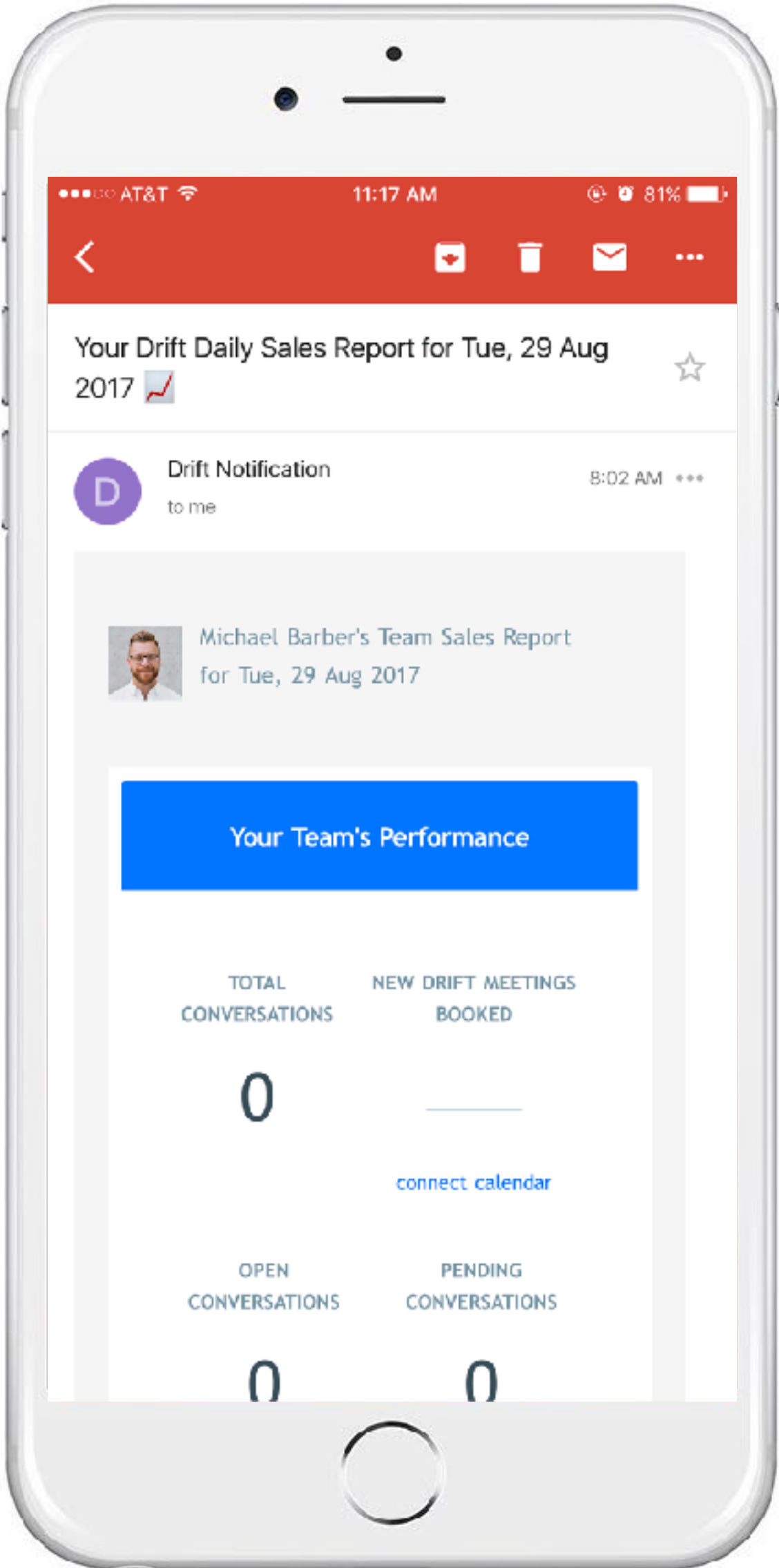


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# Value

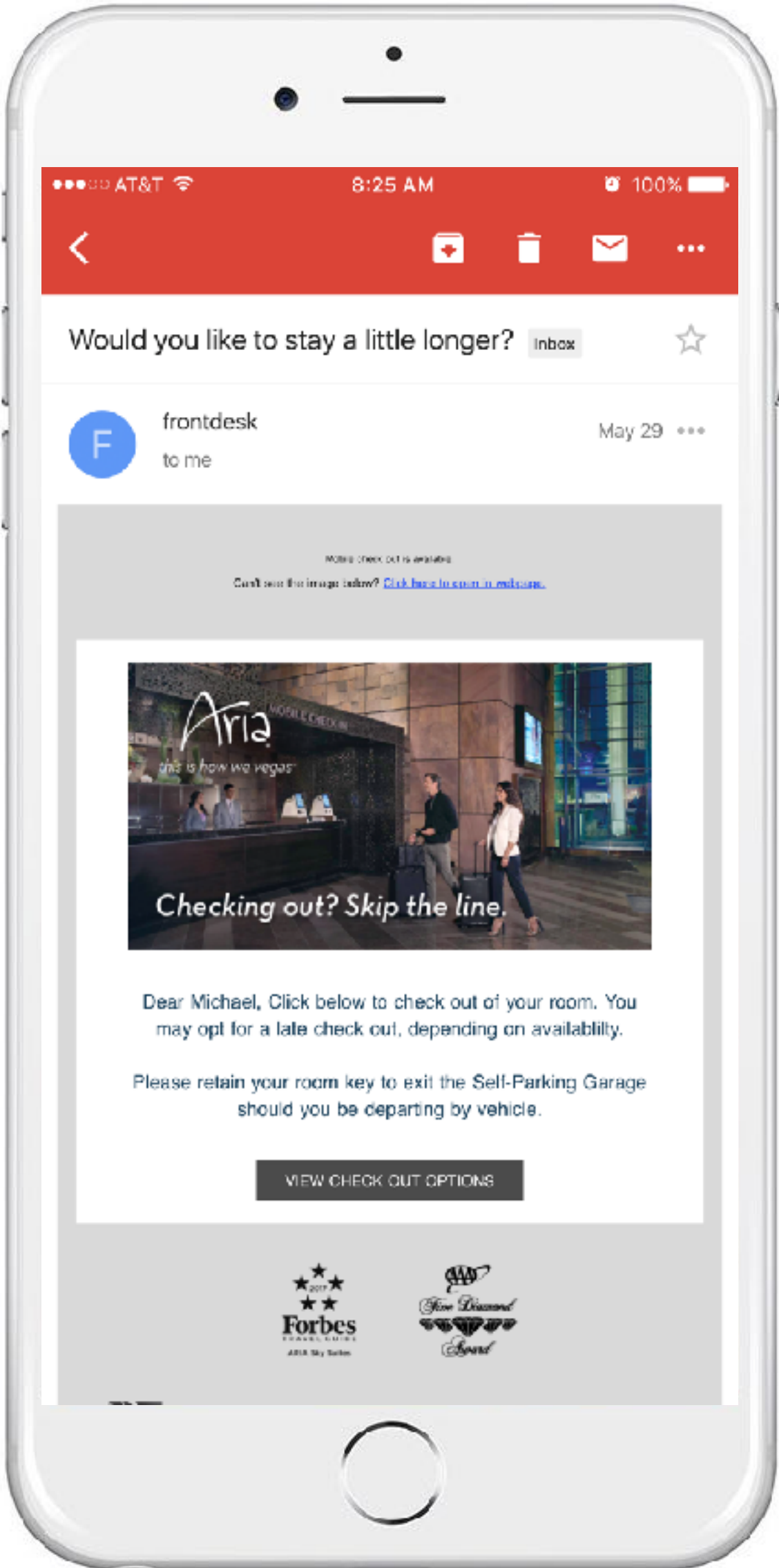


GODFREY

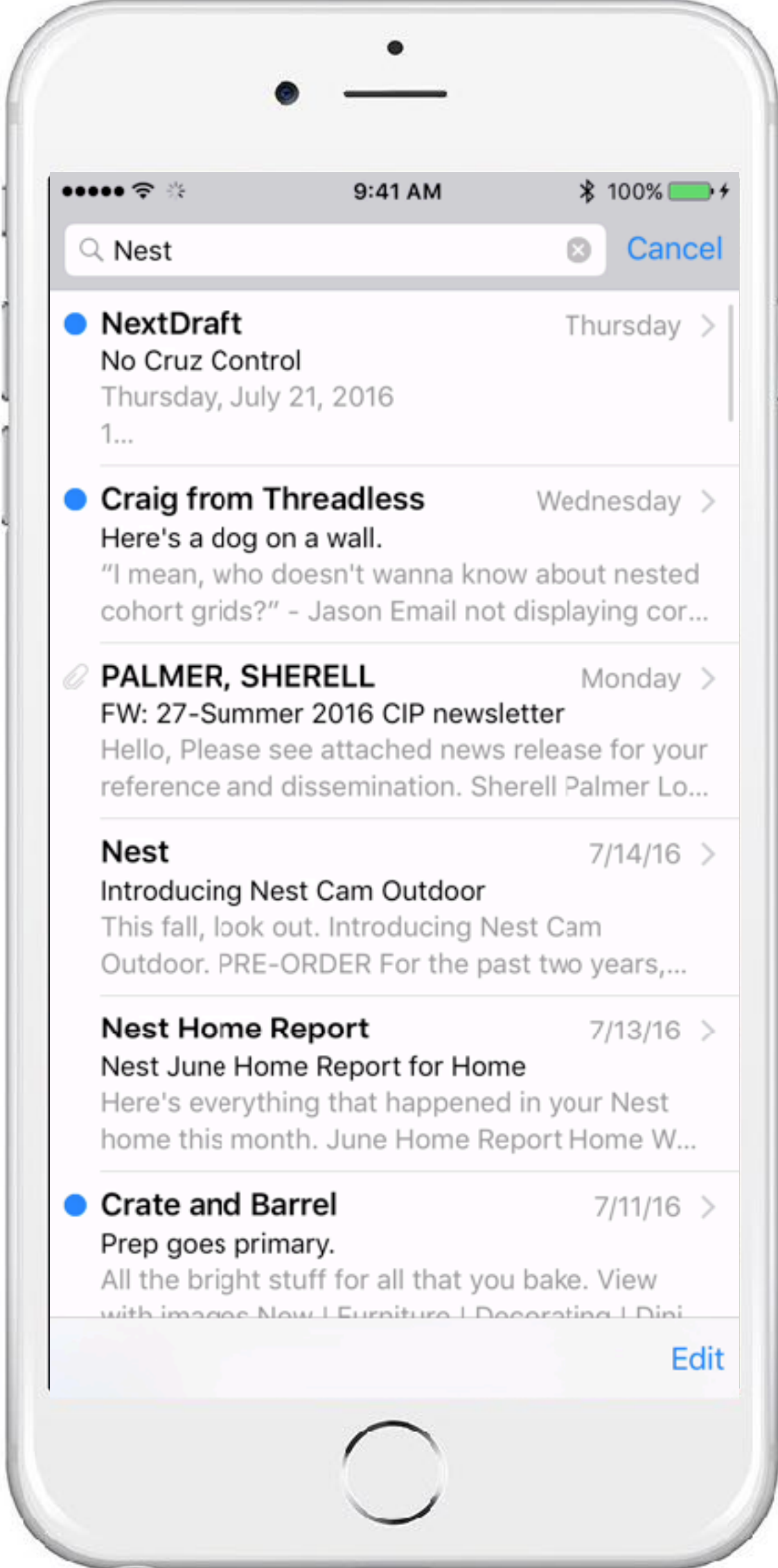
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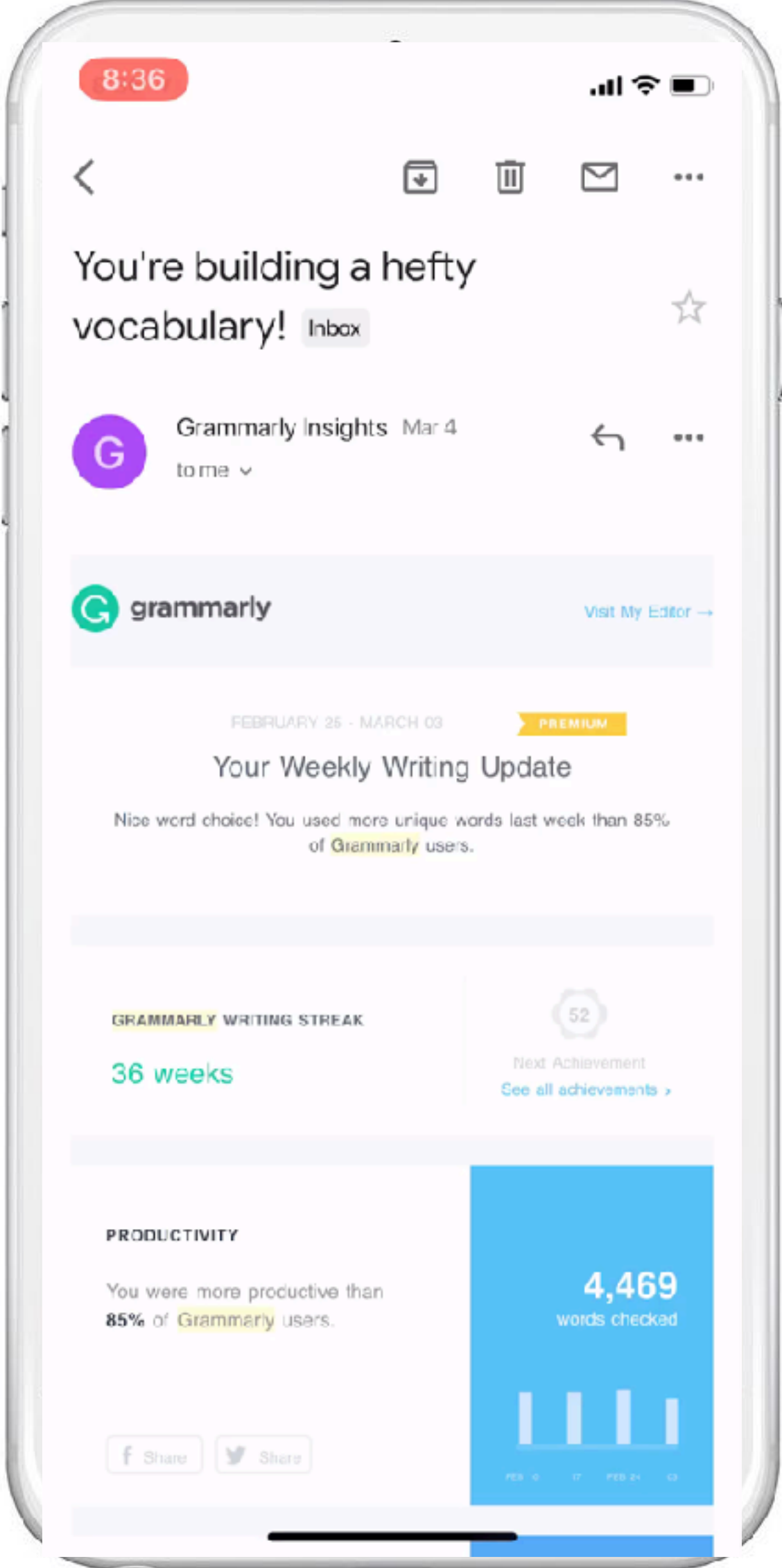
# Increased Spend



# Customer Data



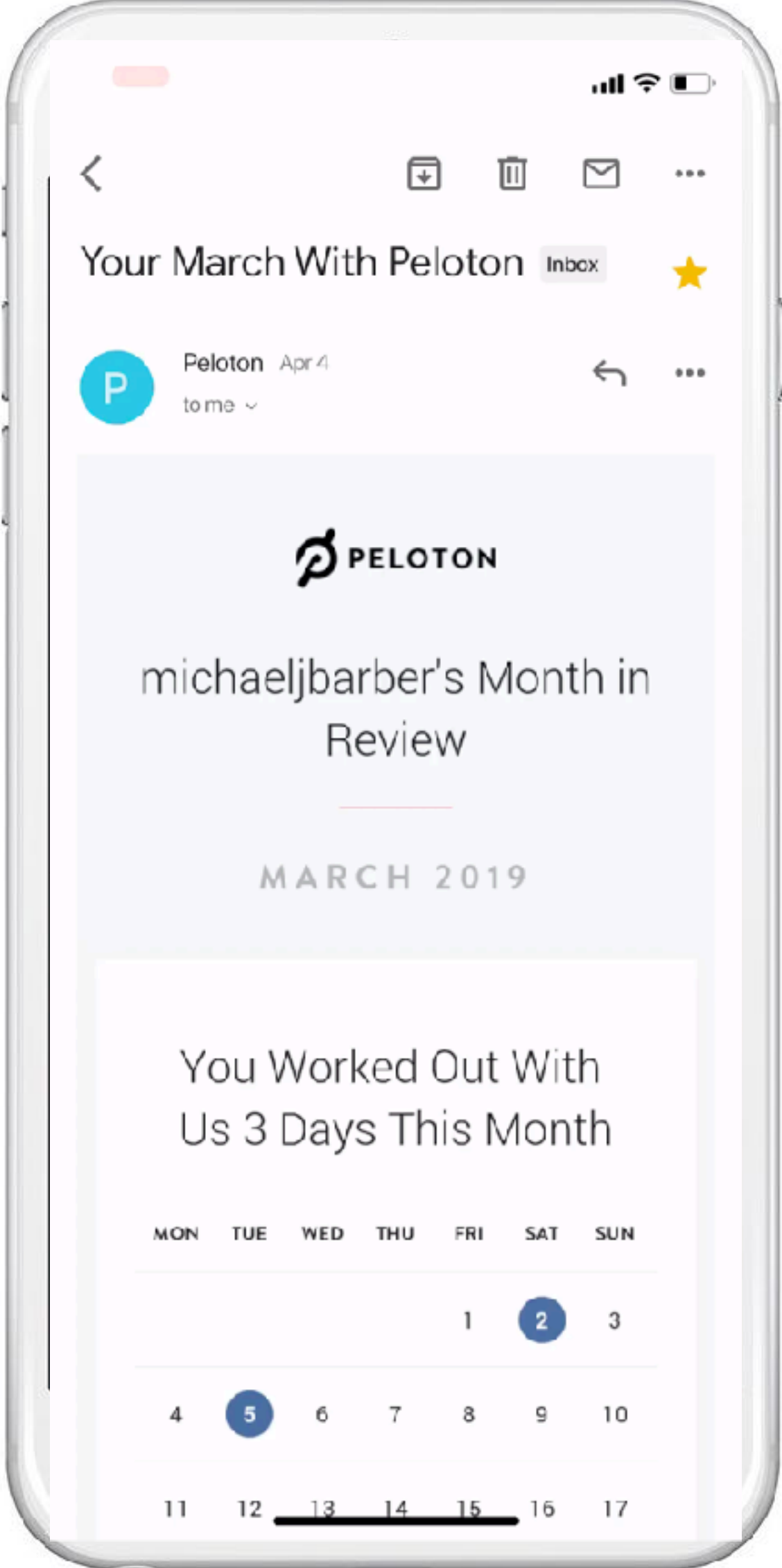
# Customer Data



#INBOUND19

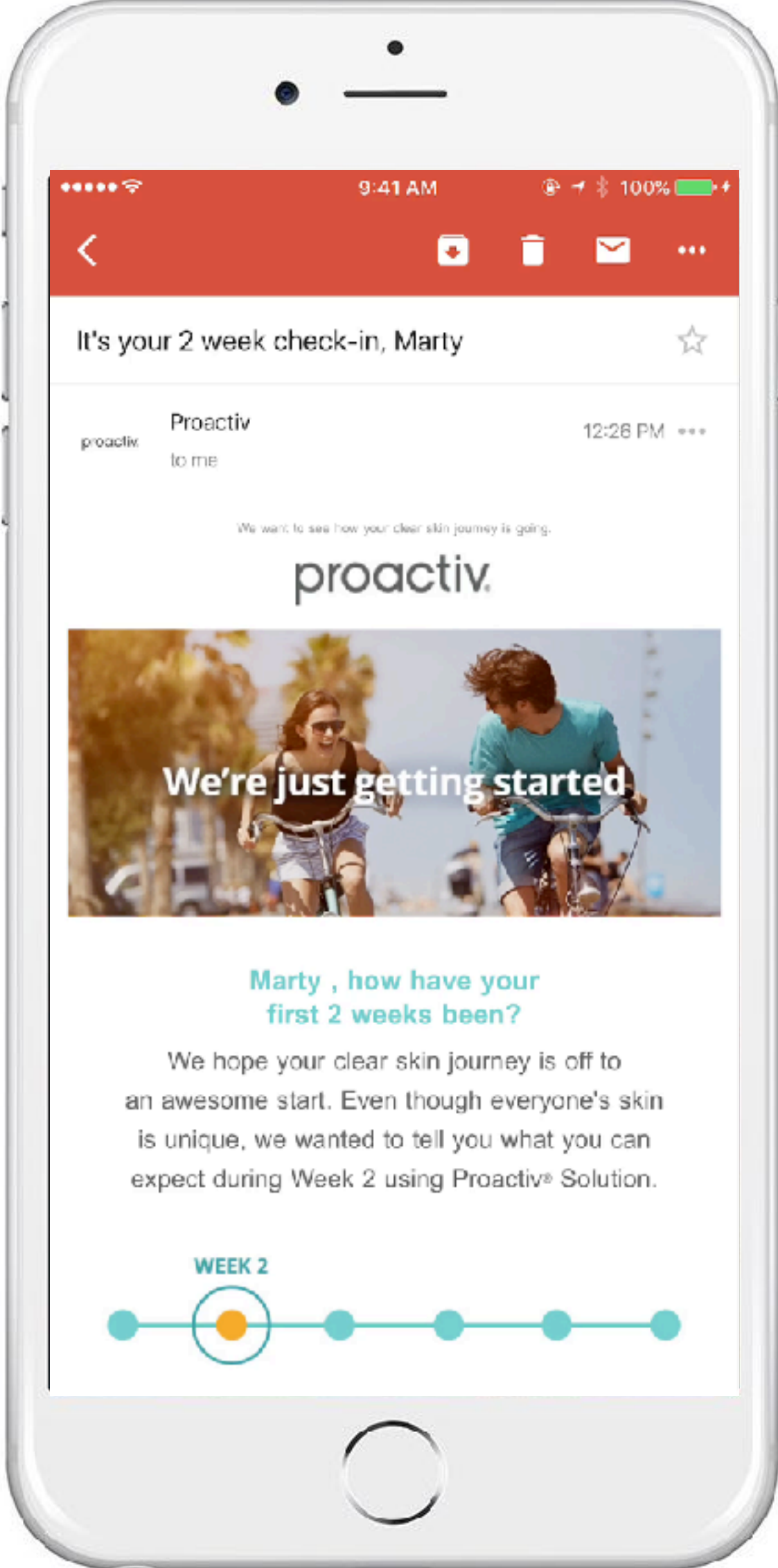
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# Customer Data



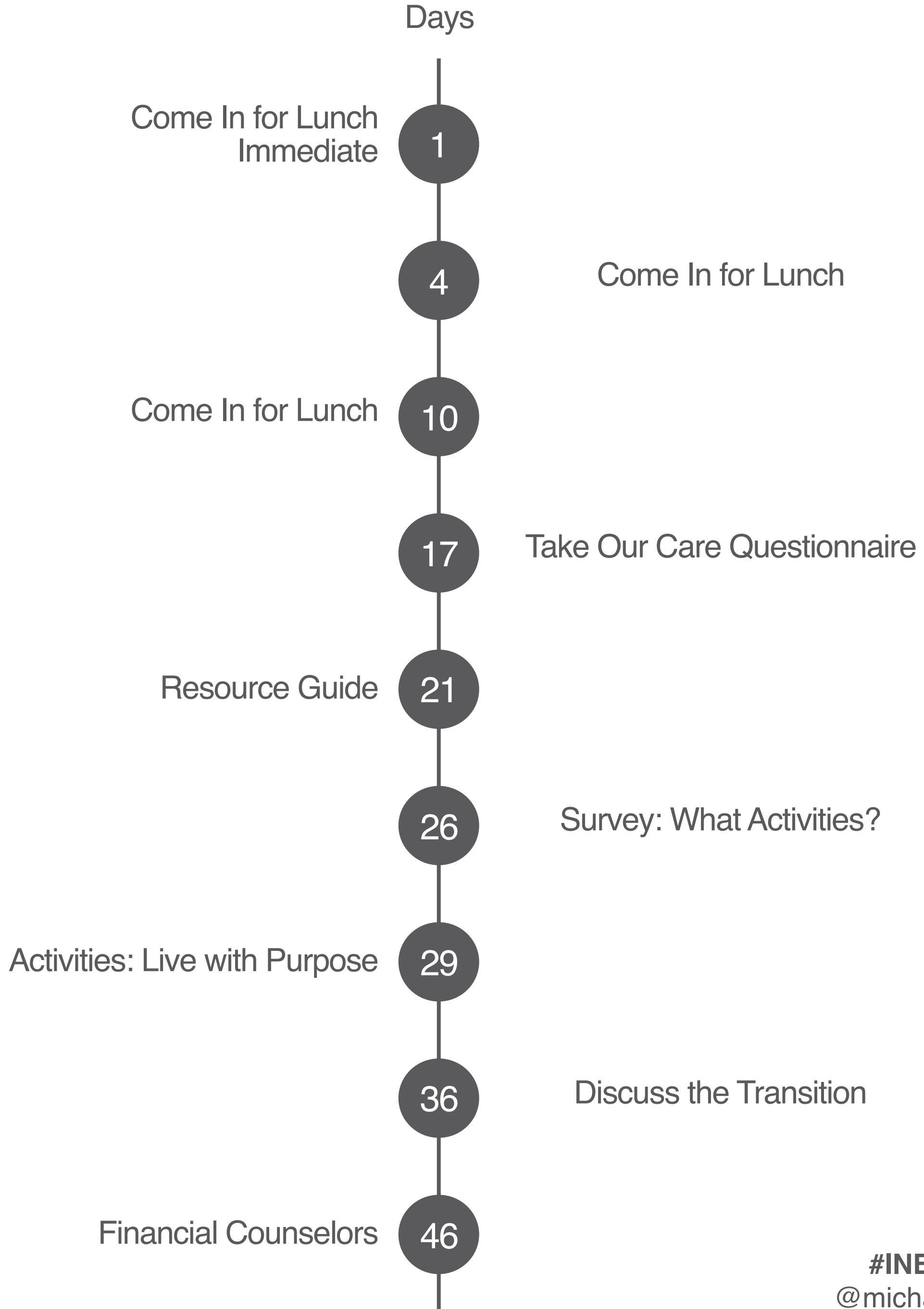
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# Product Adoption

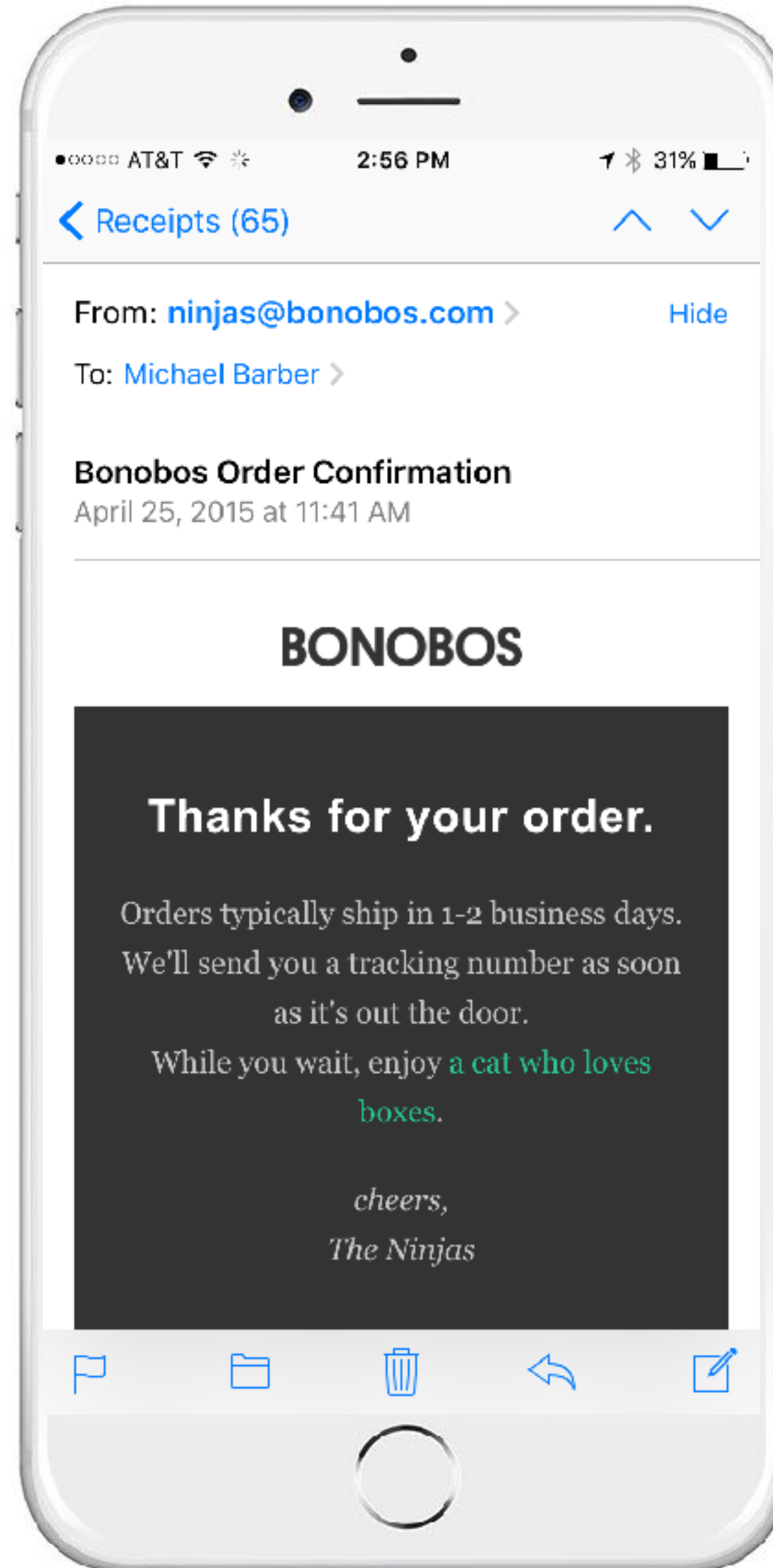




# Cold Leads



# Transactional

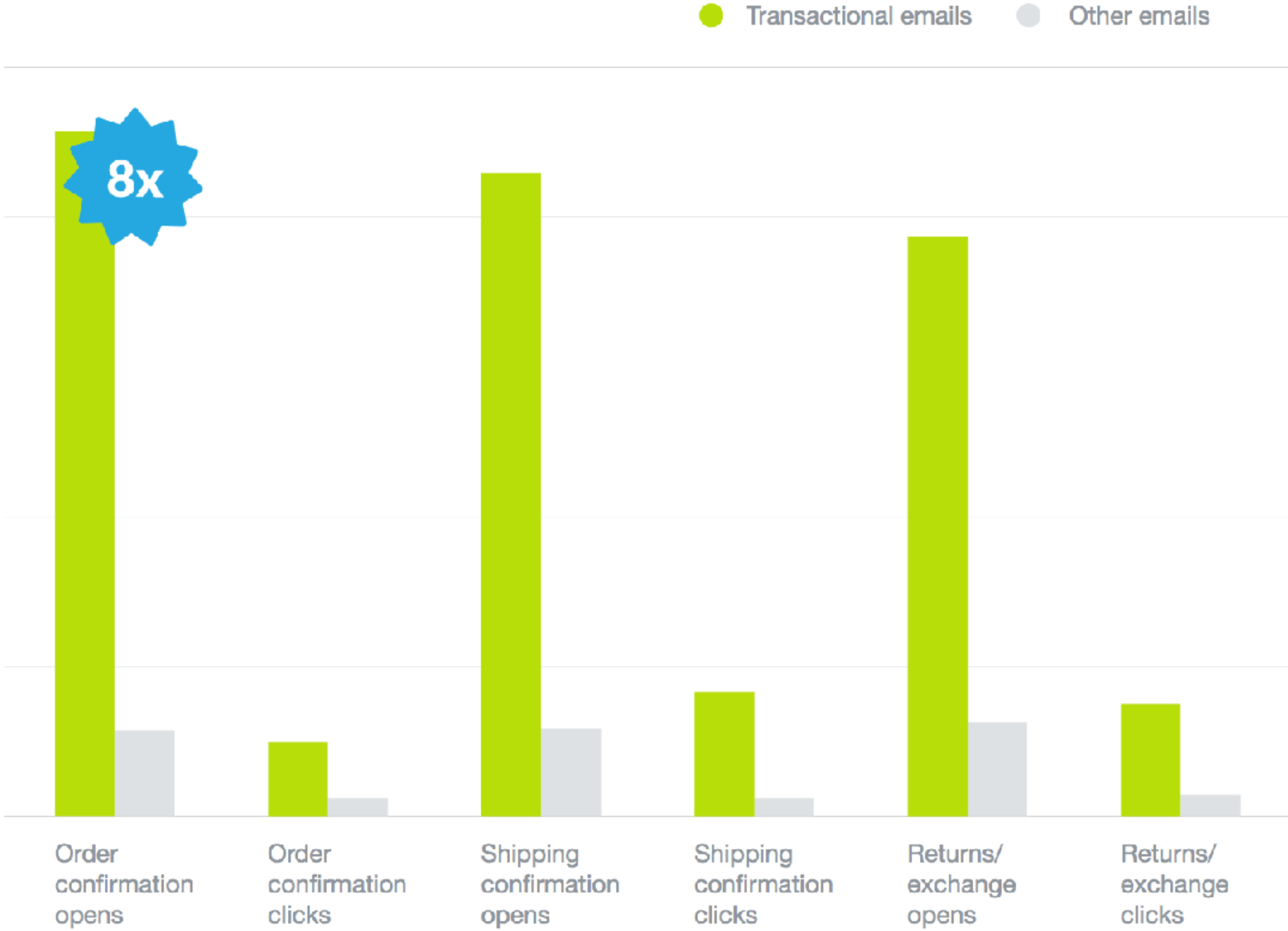


GODFREY

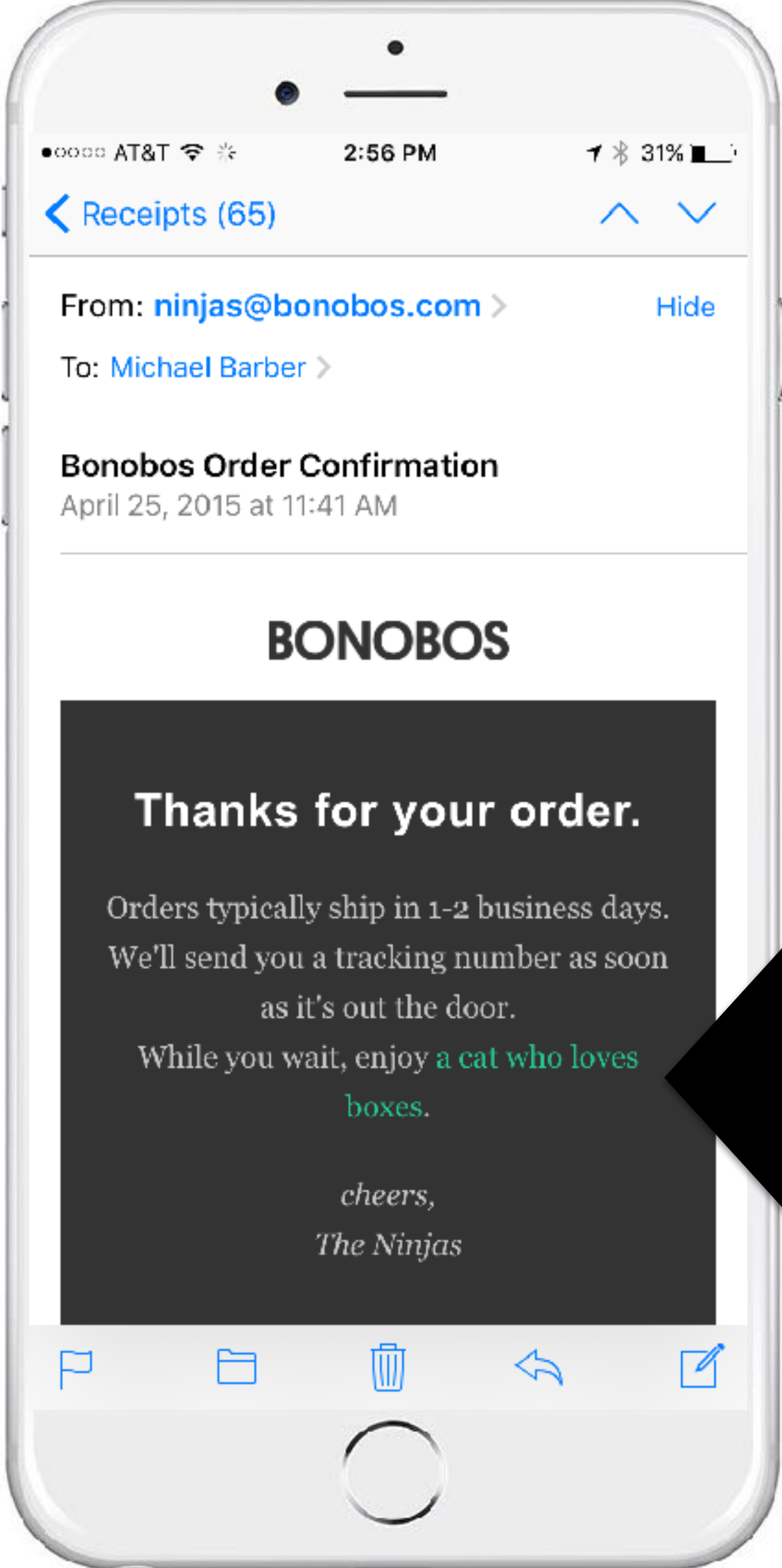
#INBOUND19

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# Transactional Emails Matter



# Always Give Me More

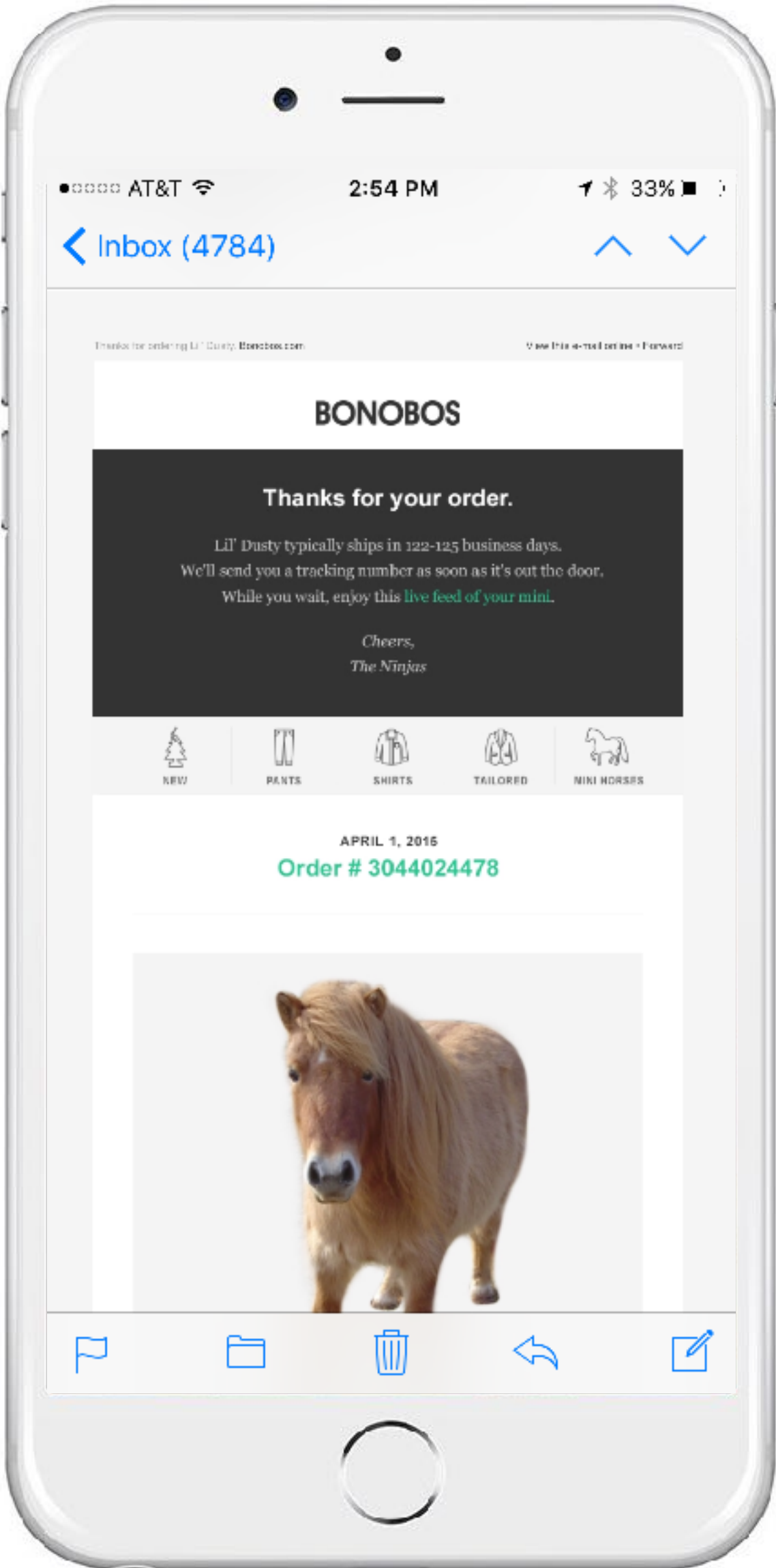


# Always Give Me More





# Always Give Me More, Including Mini Horses



# Always say hello

Because it's the most important campaign you'll send.



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# 43%

of companies don't send a  
welcome email to subscribers



# The Stats Speak for Themselves

**4x**

higher open  
rate

**5x**

higher click  
through rate

**33%**

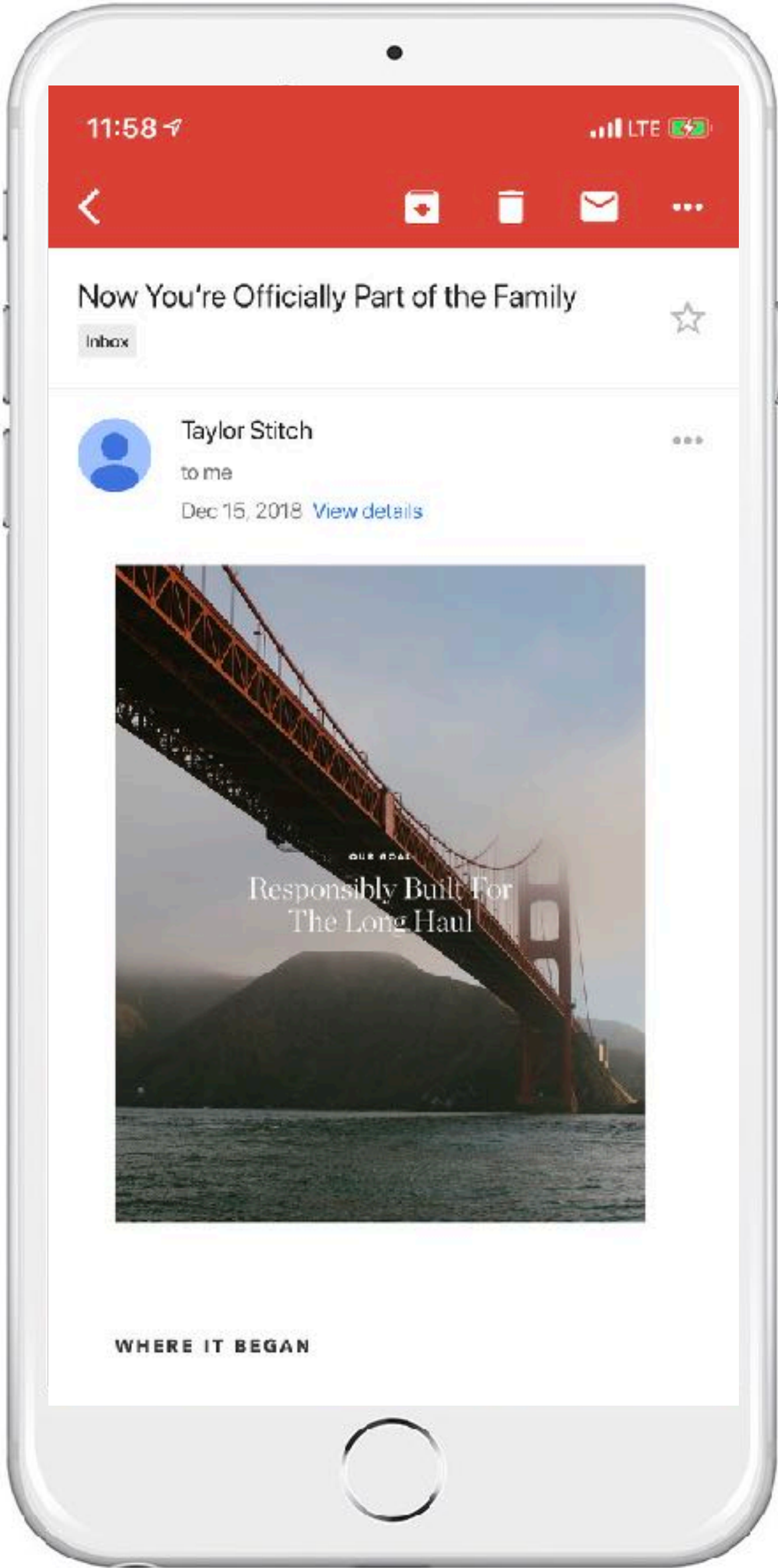
increase in  
long-term  
engagement

# 10x

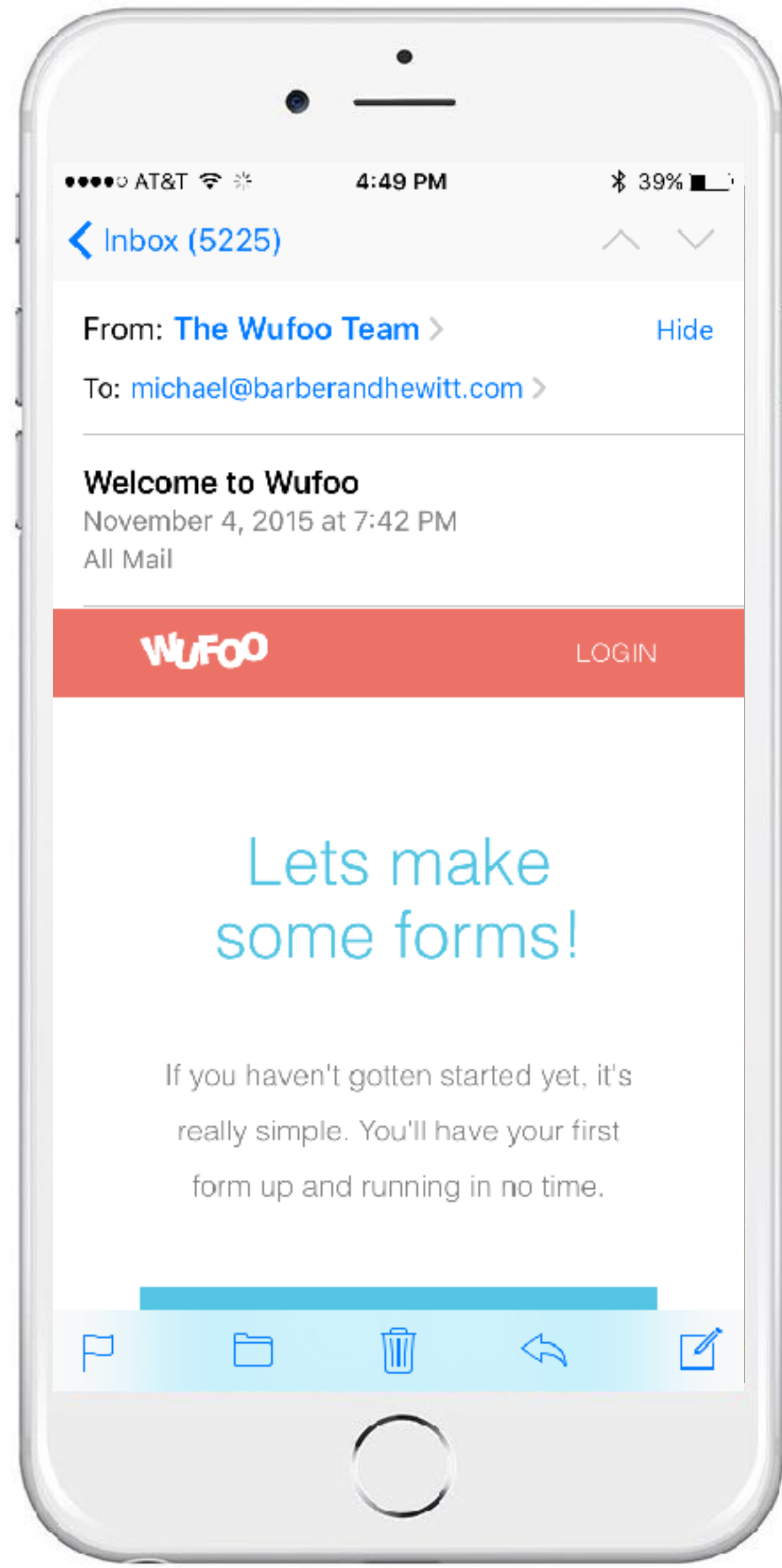
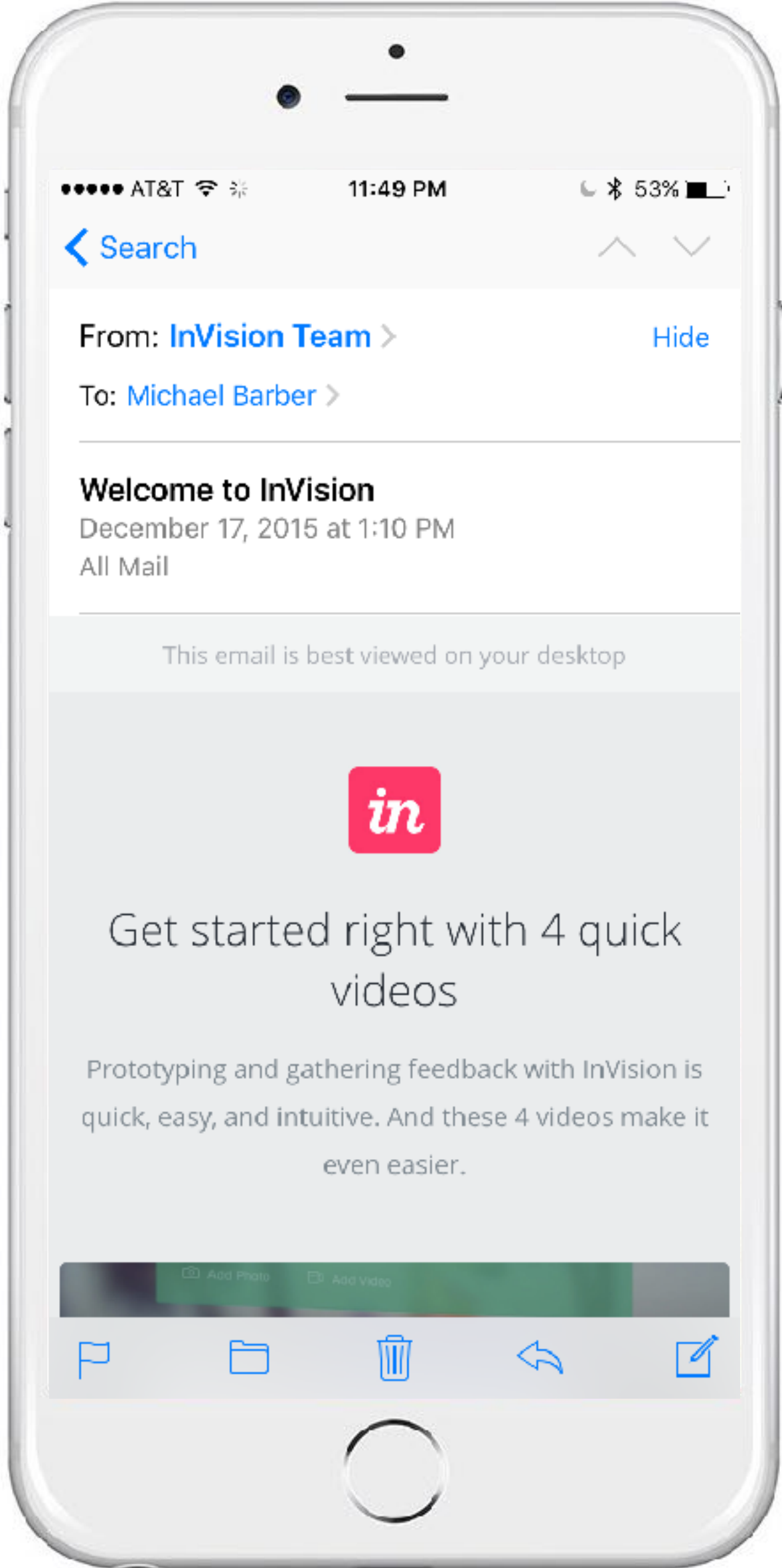
more than the transaction rates and revenue per email over batched welcome mailings compared to real-time emails



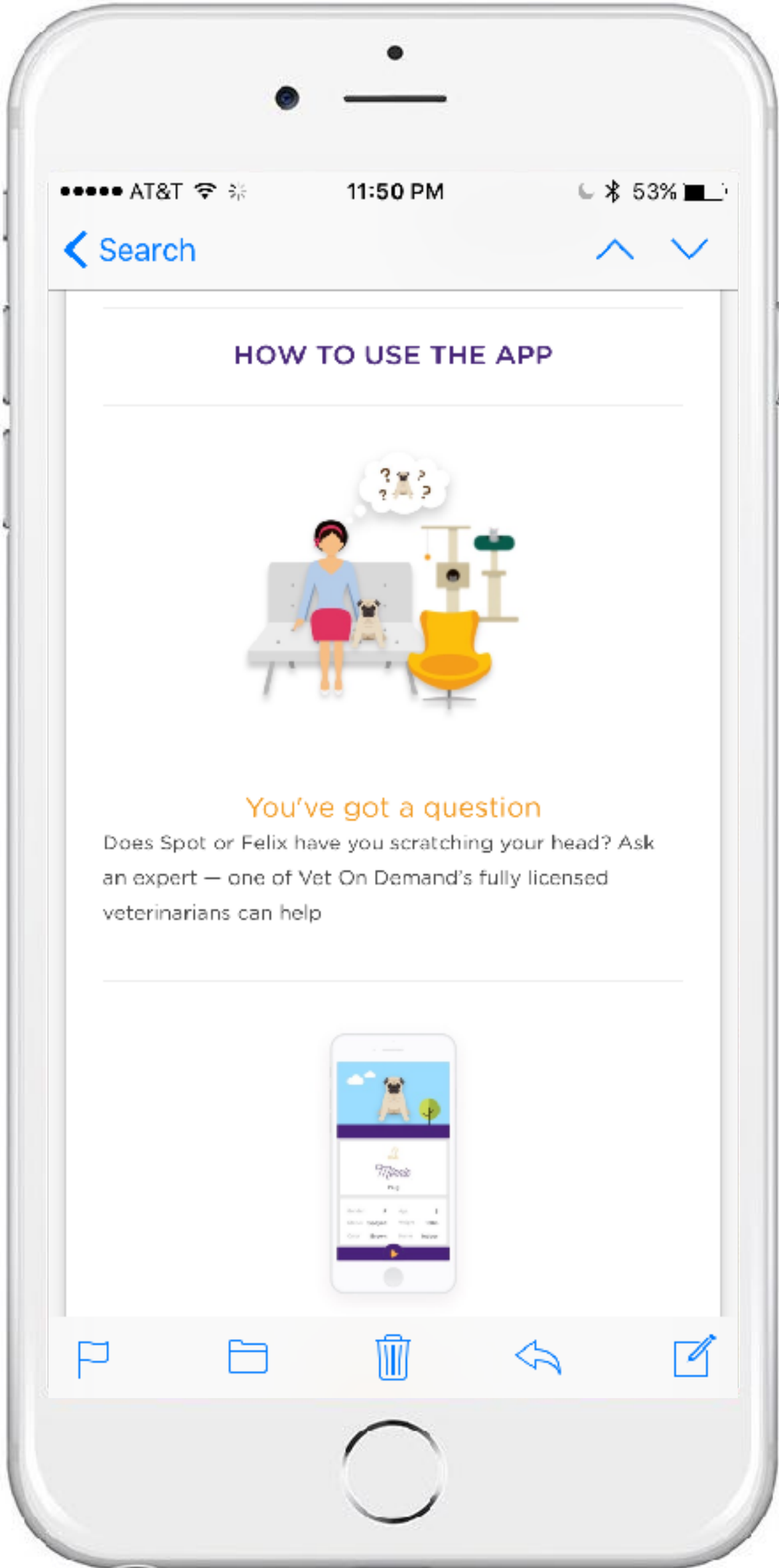
# Say Hello



# Help Me Get Started



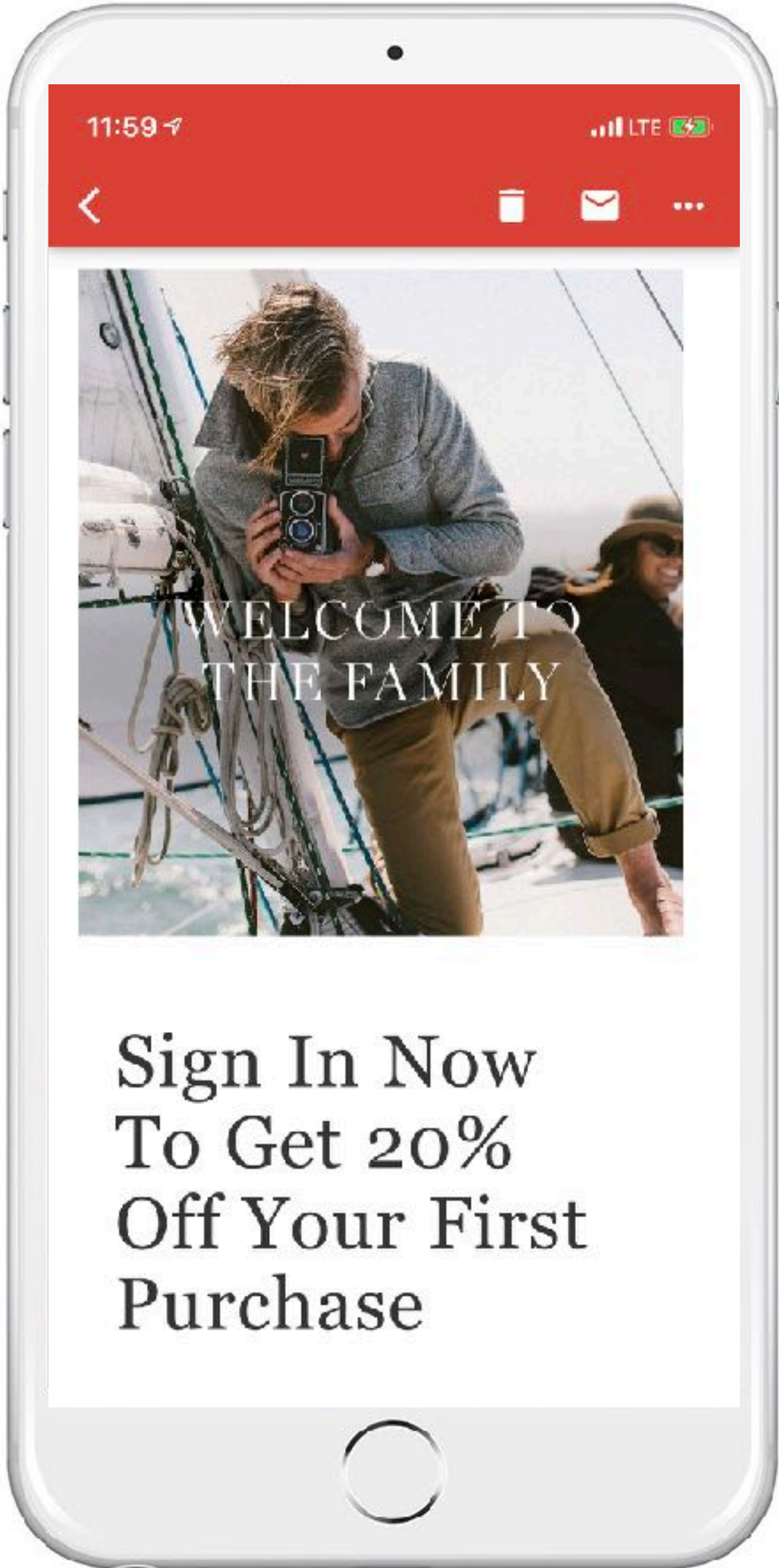
# Show Me How To Do Business With You



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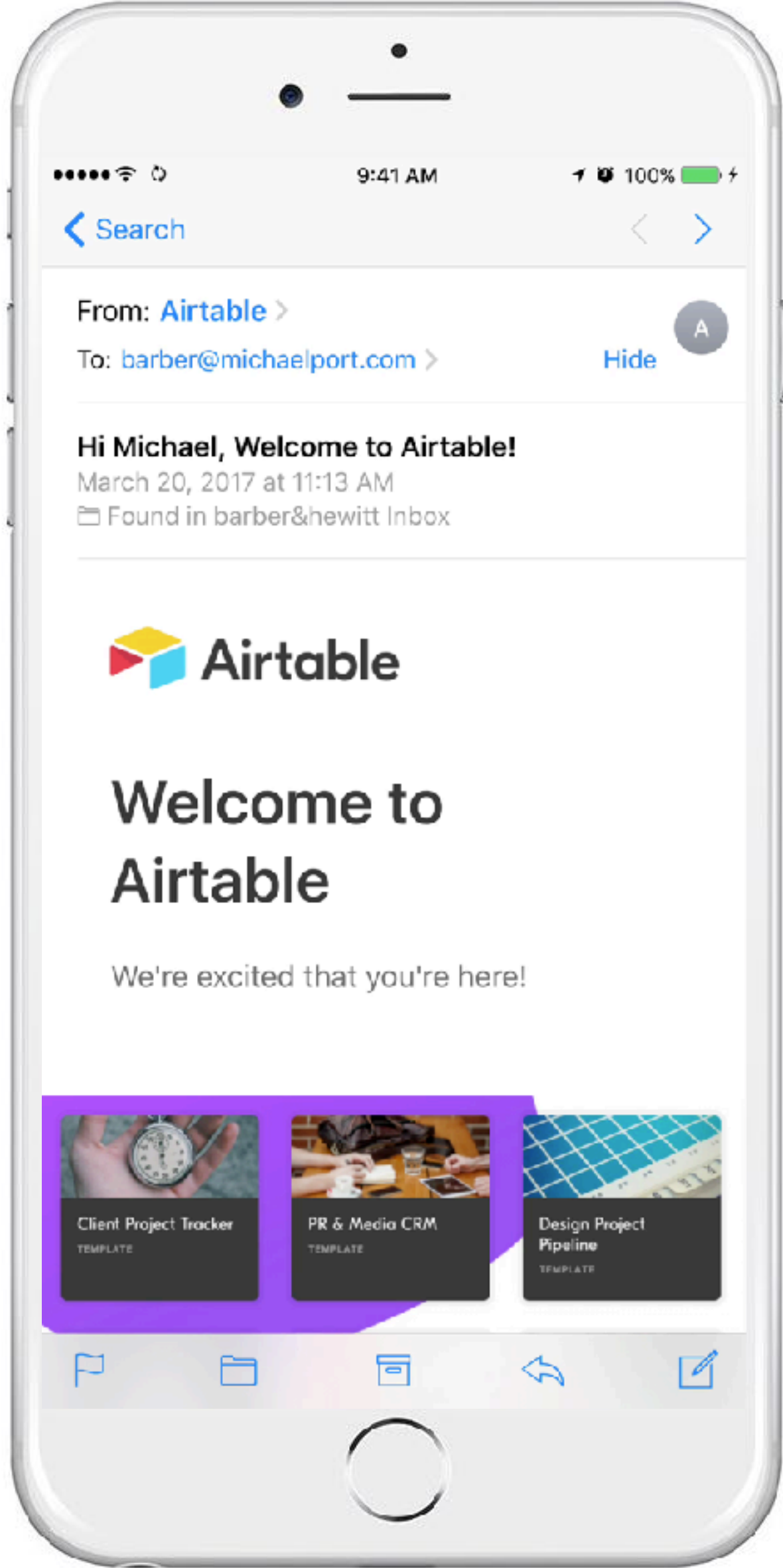
# Offers Can Be Good, but Be Careful



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# Bringing It All Together





# Be human

Let's get real. It's email after all.



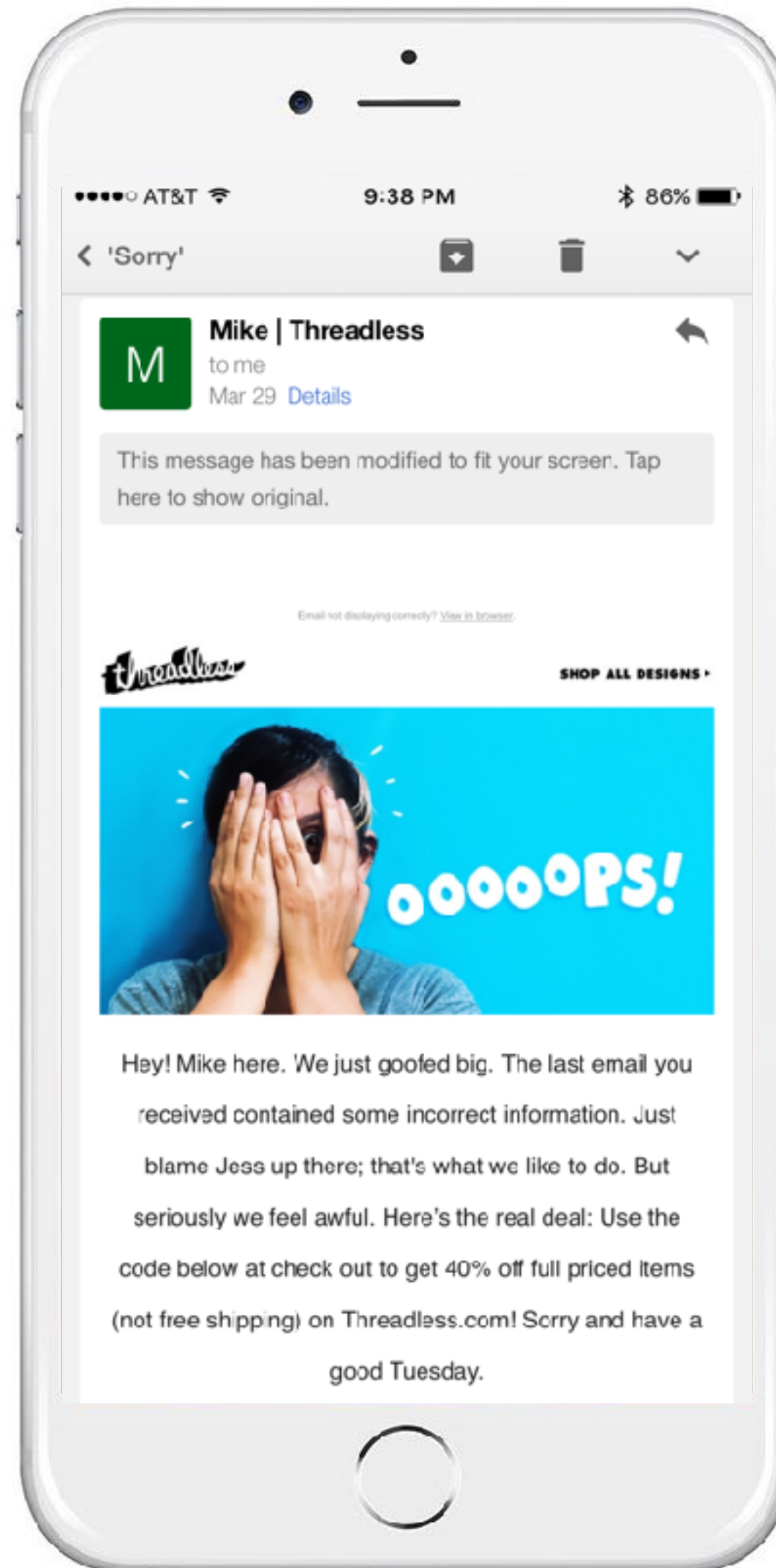
GODFREY

#INBOUND19

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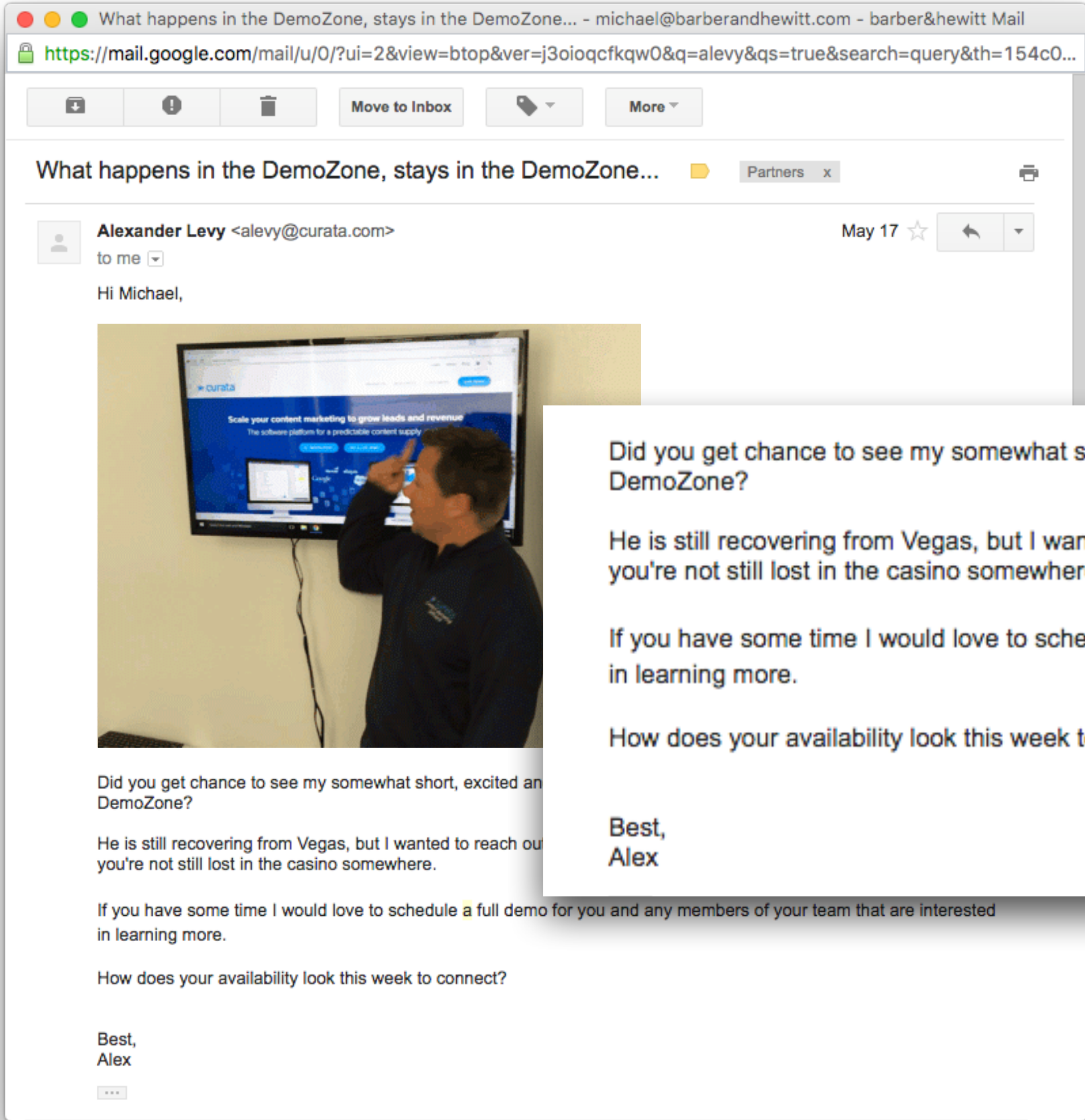
# Speak Like a Human Being

(SAY THAT SLOWLY FOR DRAMATIC EFFECT)



#INBOUND19  
@michaeljbarber

# Speak Like a Human Being (SAY THAT SLOWLY FOR DRAMATIC EFFECT)



Did you get chance to see my somewhat short, excited and VERY CAFFEINATED colleague Randy from the DemoZone?

He is still recovering from Vegas, but I wanted to reach out to see if you got a chance to stop by...and to make sure you're not still lost in the casino somewhere.

If you have some time I would love to schedule a full demo for you and any members of your team that are interested in learning more.

How does your availability look this week to connect?

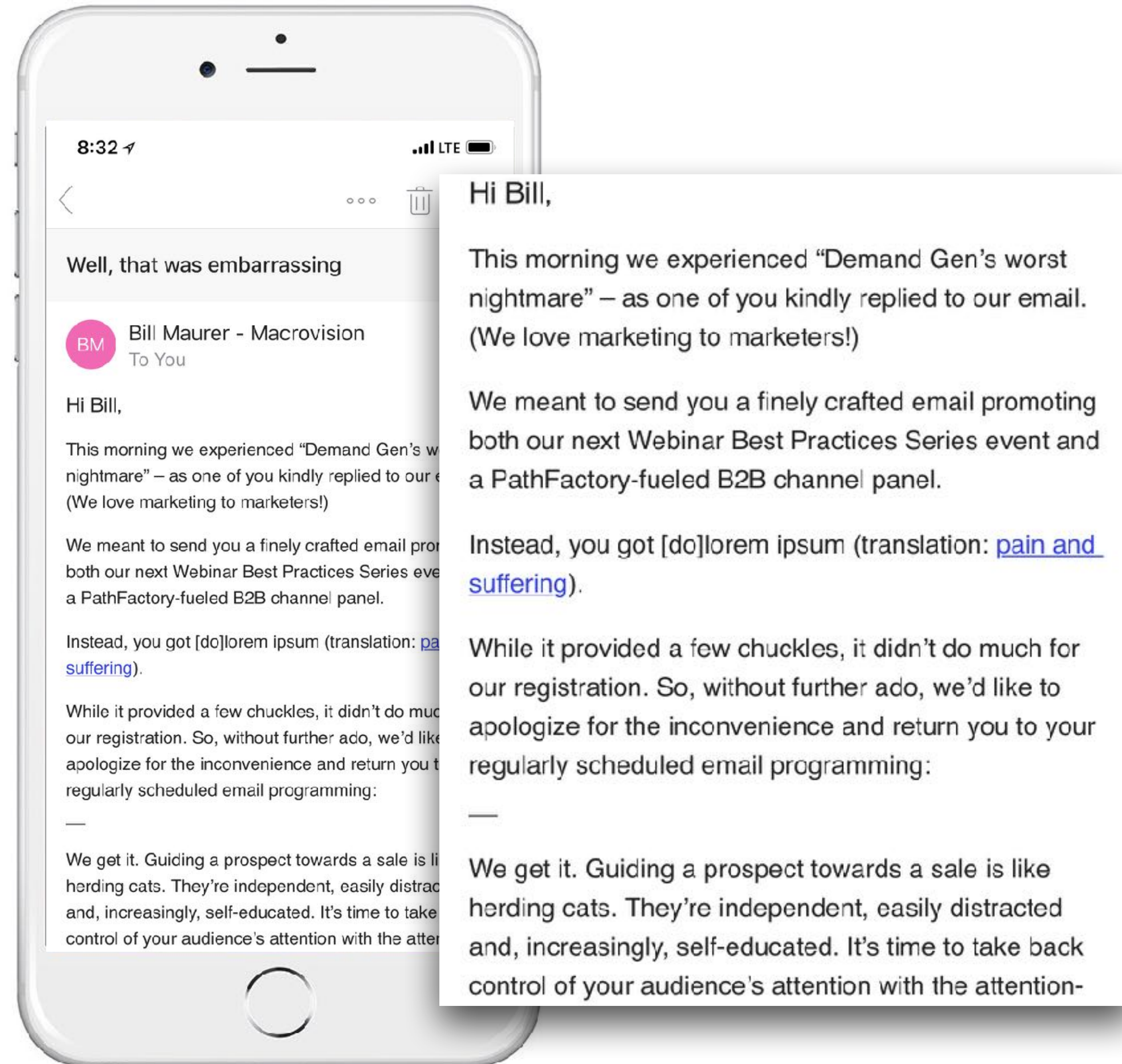
Best,  
Alex



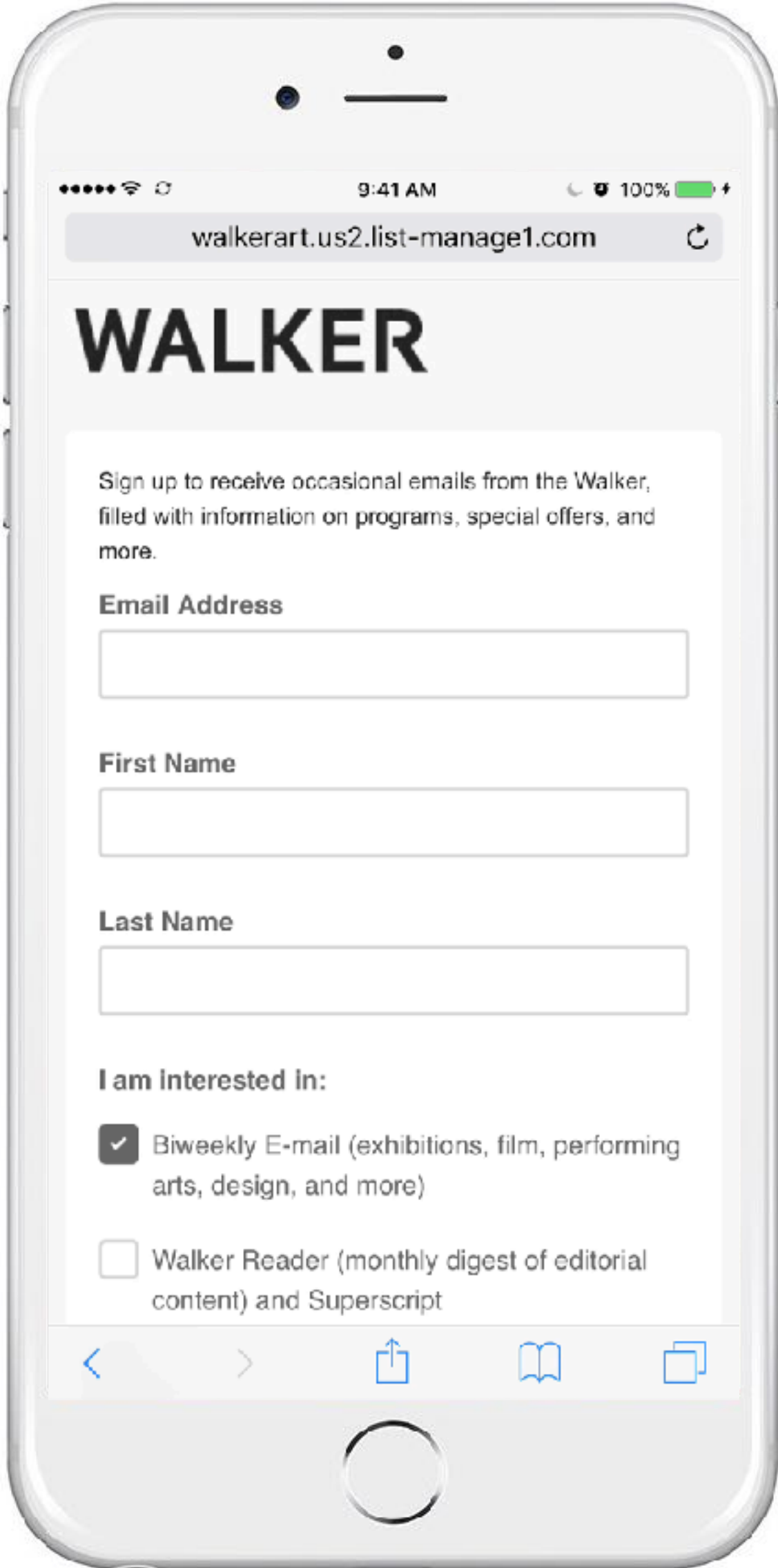
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# Always Say Sorry When Stuff Happens



# Ask and You Shall Receive



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# Ask and You Shall Receive

The screenshot shows the 'Email Subscriptions' page on the New York Times website. The page title is 'Email Subscriptions' with a sub-headline 'Sign up for free newsletters and get more of The New York Times delivered to your inbox.' Below this, there is a section titled 'New Email Newsletters' which lists six different newsletters in a two-column grid. Each newsletter card includes a small image, the newsletter name, frequency, a brief description, and a 'SIGN UP' button. Some cards also have a 'SEE SAMPLE' link.

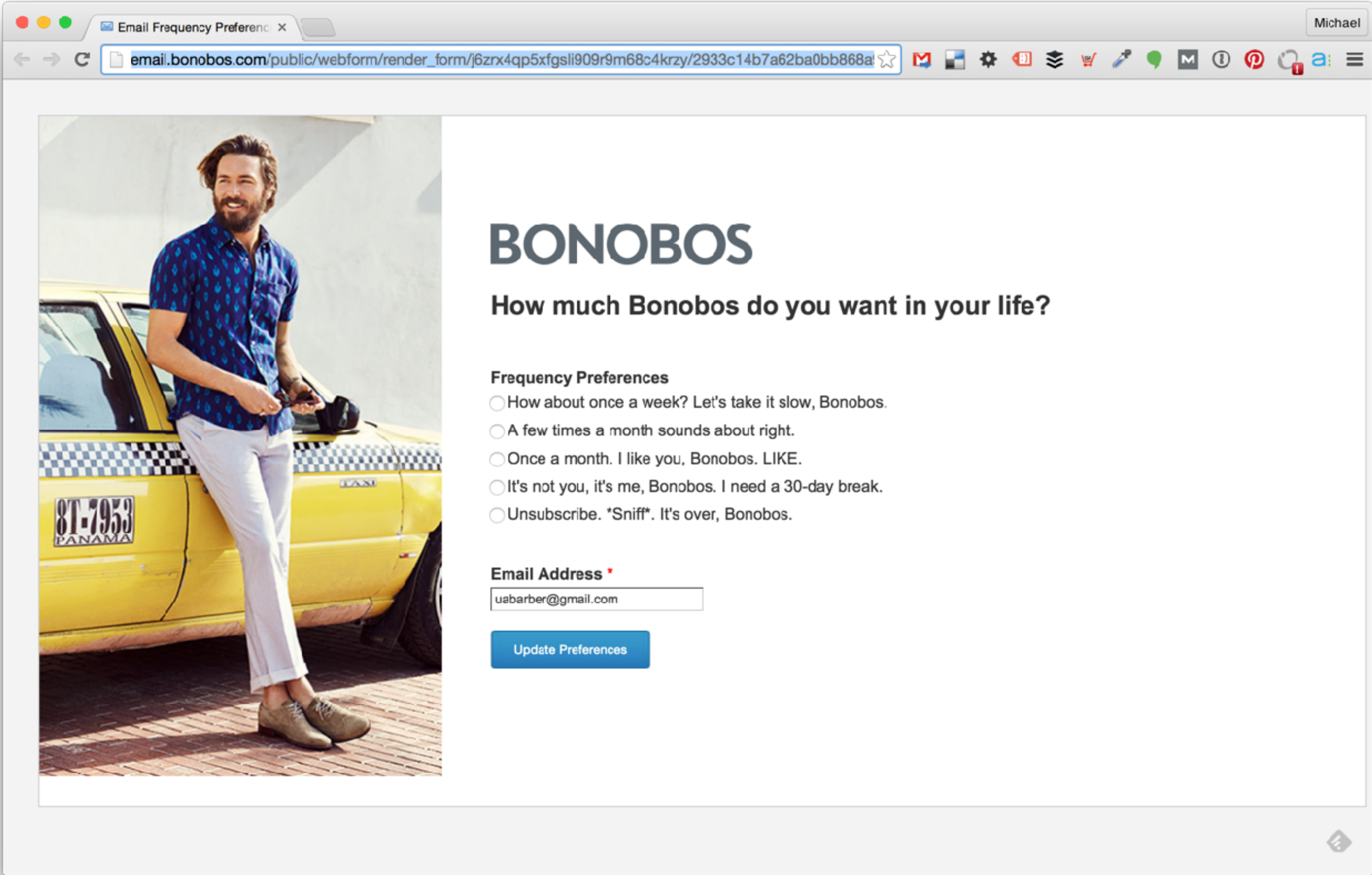
Newsletter Name	Frequency	Description	Buttons
The Privacy Project	WEEKLY	As technology advances, will it continue to blur the lines between public and private? Sign up for Charlie Warzel's limited-run newsletter to explore what's at stake and what you can do about it.	SIGN UP
Parenting	WEEKLY	From the team at the NYT Parenting site (launching soon!): Get the latest news and guidance for parents. We'll celebrate the little parenting moments that mean a lot—and share stories that matter to families.	SIGN UP SEE SAMPLE
The T List	WEEKLY	Coming this spring: a weekly roundup of what the editors of T Magazine are noticing and coveting right now.	SIGN UP
The Daily	WEEKLY	Every Friday, get an exclusive look at how one of the week's biggest news stories on "The Daily" podcast came together.	SIGN UP SEE SAMPLE
Crossing the Border	WEEKLY	The U.S.-Mexico border is a daily headline. A political football. And also home to millions of people. Every week for the next few months, we'll bring you their stories, far from the tug-of-war of Washington politics.	SIGN UP
Watching Guide: 'Game of Thrones'	WEEKLY	Winter is almost here! As we head into the final season of "Game of Thrones," join our Westeros experts for a season-by-season rewatch. Once Season 8 commences, the newsletter will be full of intensive recaps, exclusive interviews and helpful explainers.	SIGN UP SEE SAMPLE



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# Tell You When I Want It



The screenshot shows a web browser window with the title "Email Frequency Preference" and the URL "email.bonobos.com/public/webform/render\_form/6zrx4qp5xfgsli909r9m68c4krzy/2933c14b7a62ba0bb868a". The browser's address bar contains the URL and a star icon. The browser's toolbar includes icons for email, social media, and other utilities. The page content features a photograph of a man in a blue patterned shirt and light-colored pants leaning against a yellow taxi. To the right of the photo is the Bonobos logo and the heading "How much Bonobos do you want in your life?". Below this is a "Frequency Preferences" section with five radio button options. An "Email Address" field is present with the value "uabarber@gmail.com" and a red asterisk indicating it is required. A blue "Update Preferences" button is located below the email field.

**BONOBOS**

**How much Bonobos do you want in your life?**

**Frequency Preferences**

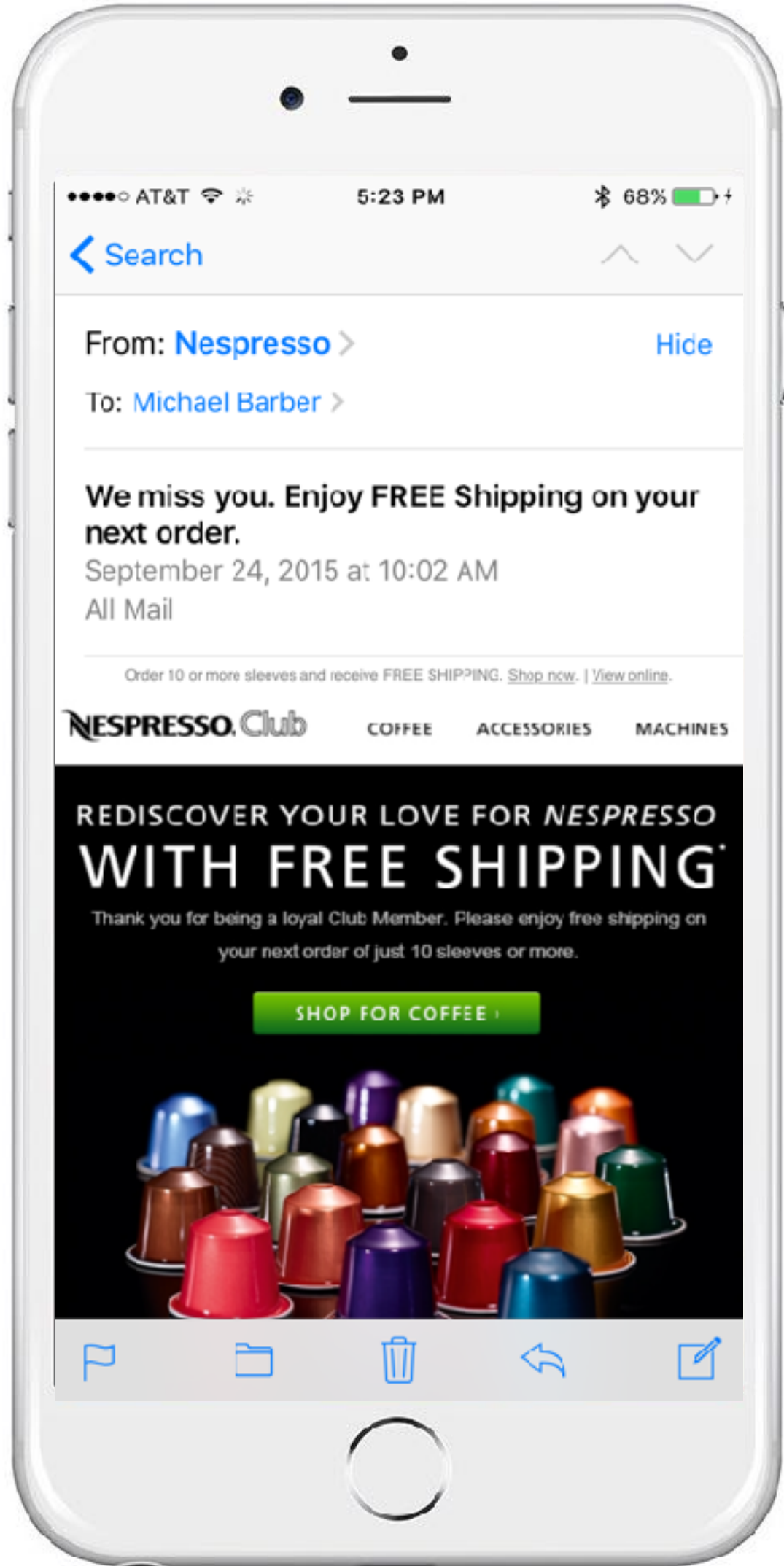
- How about once a week? Let's take it slow, Bonobos.
- A few times a month sounds about right.
- Once a month. I like you, Bonobos. LIKE.
- It's not you, it's me, Bonobos. I need a 30-day break.
- Unsubscribe. \*Sniff\*. It's over, Bonobos.

**Email Address \***

uabarber@gmail.com

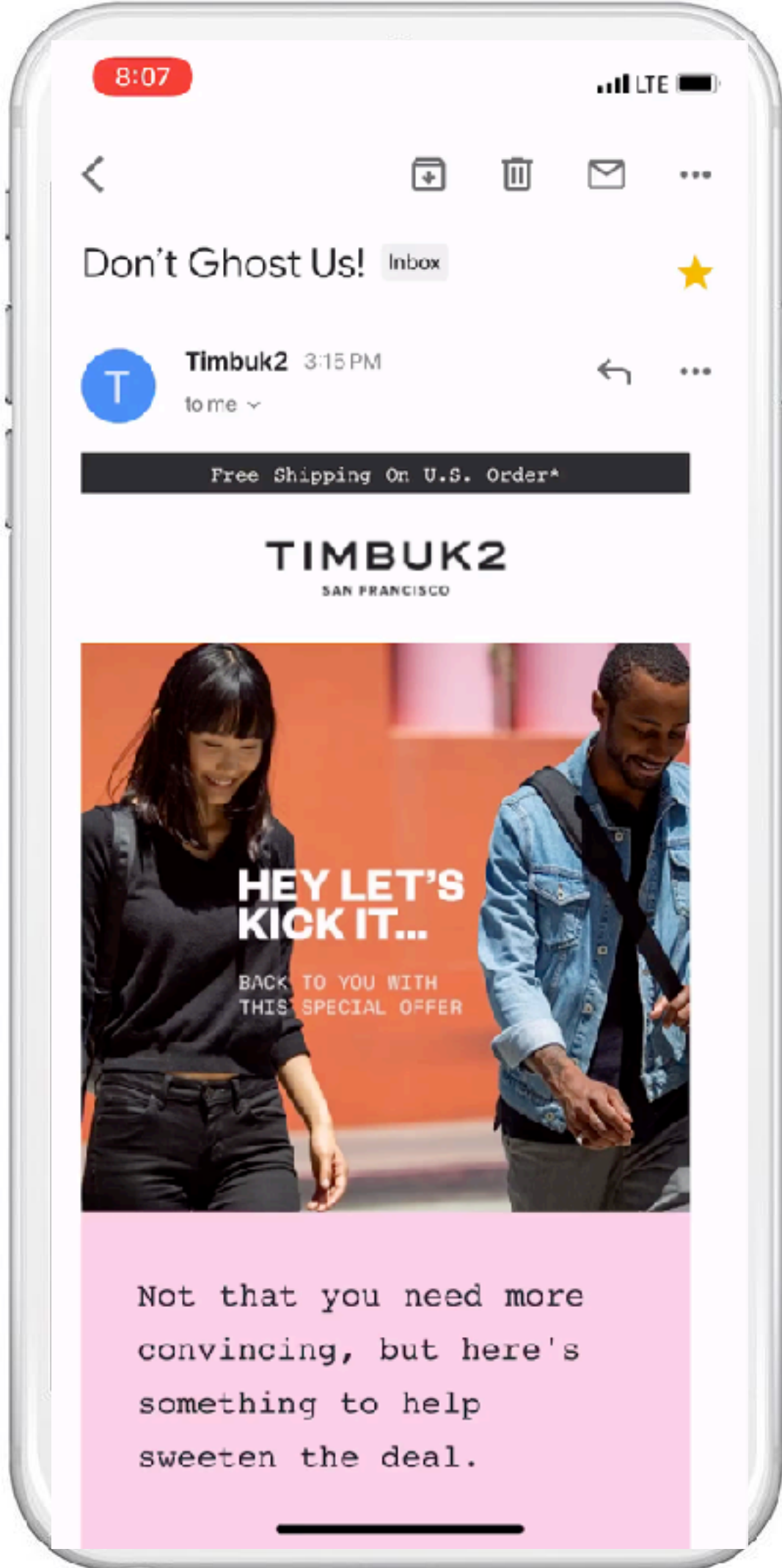
Update Preferences

# Let's Get Engaged Again

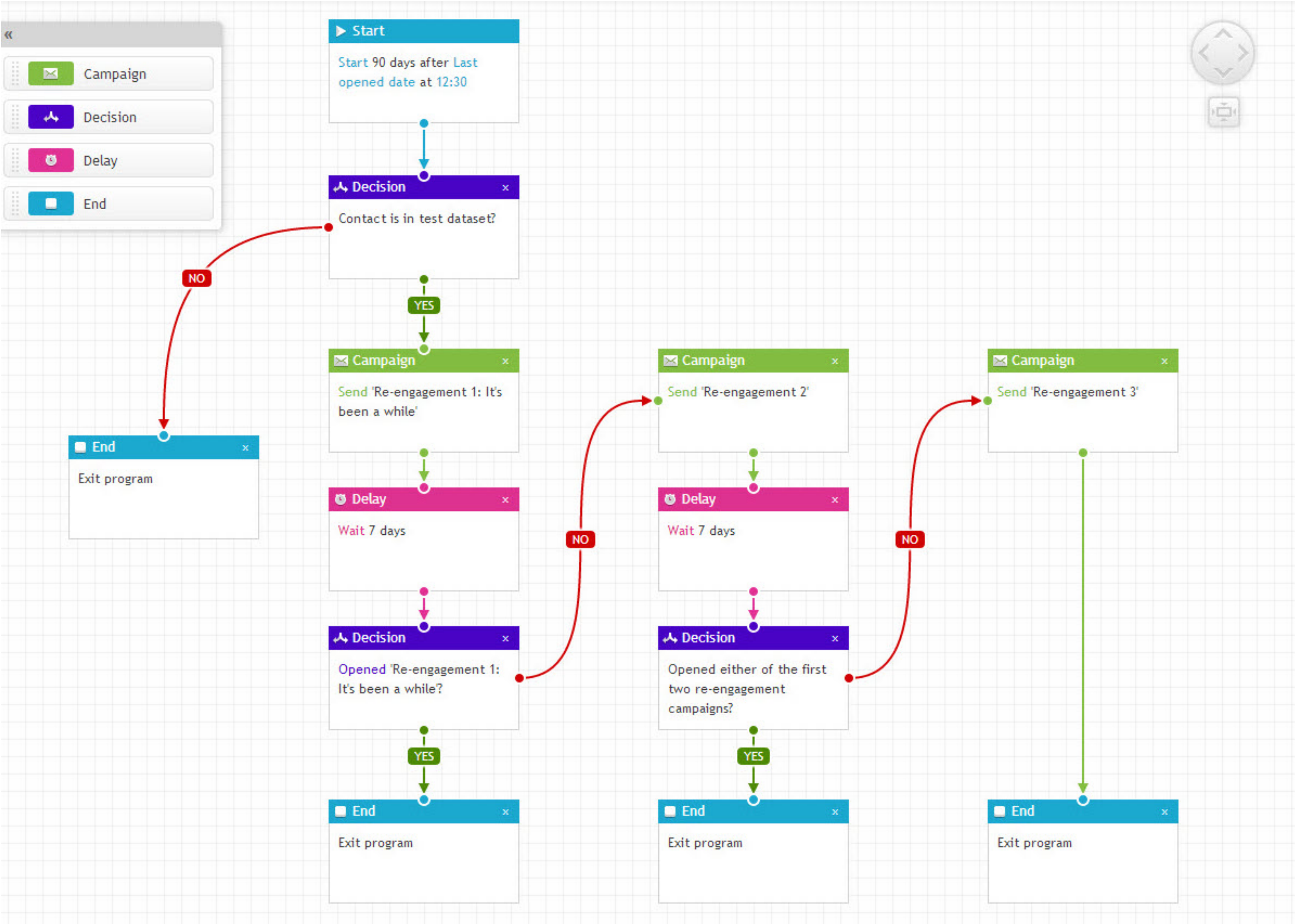




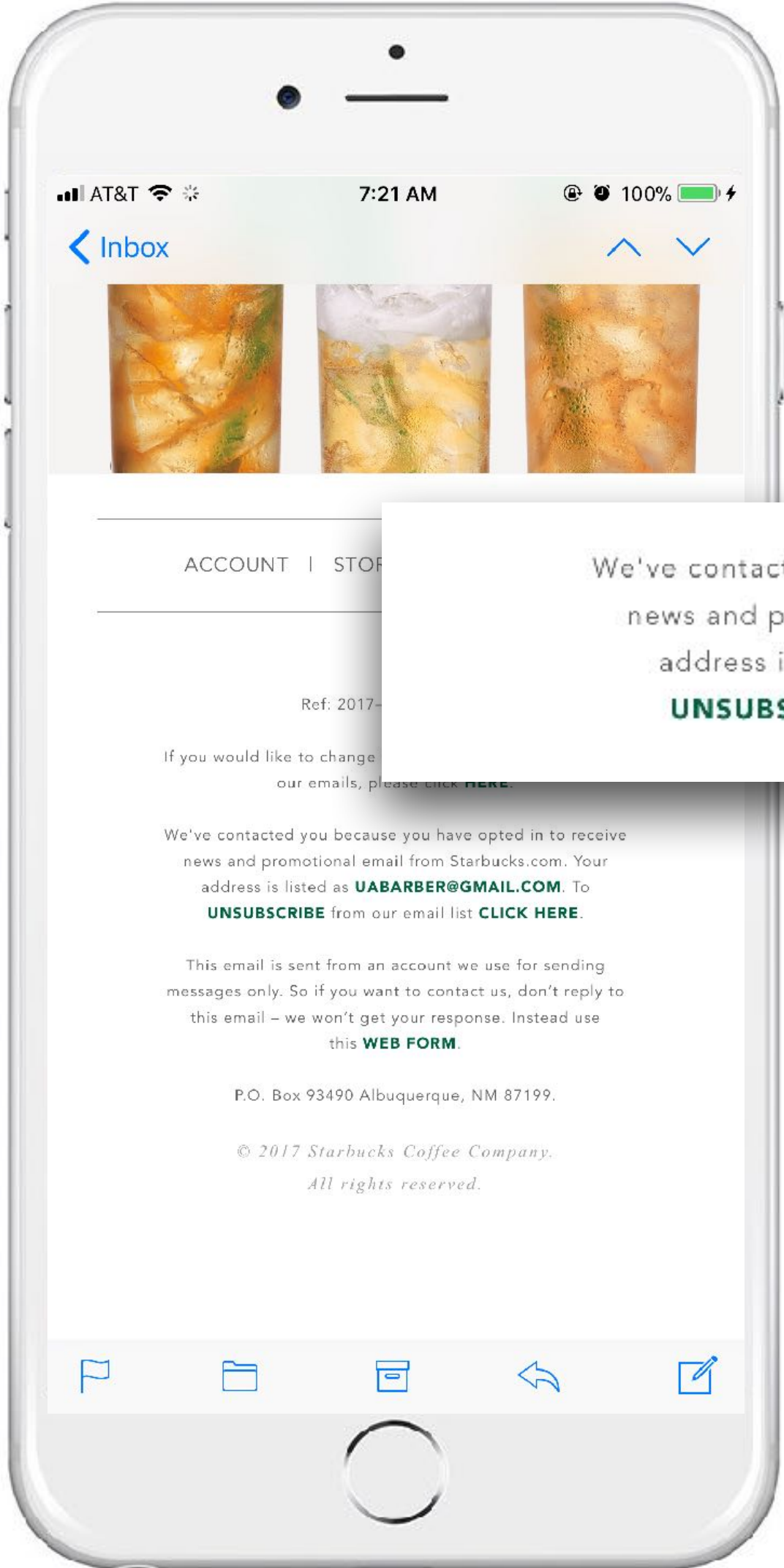
# Let's Get Engaged Again



# Re-Engagement Flow



# If I Want Out, Make It Easy



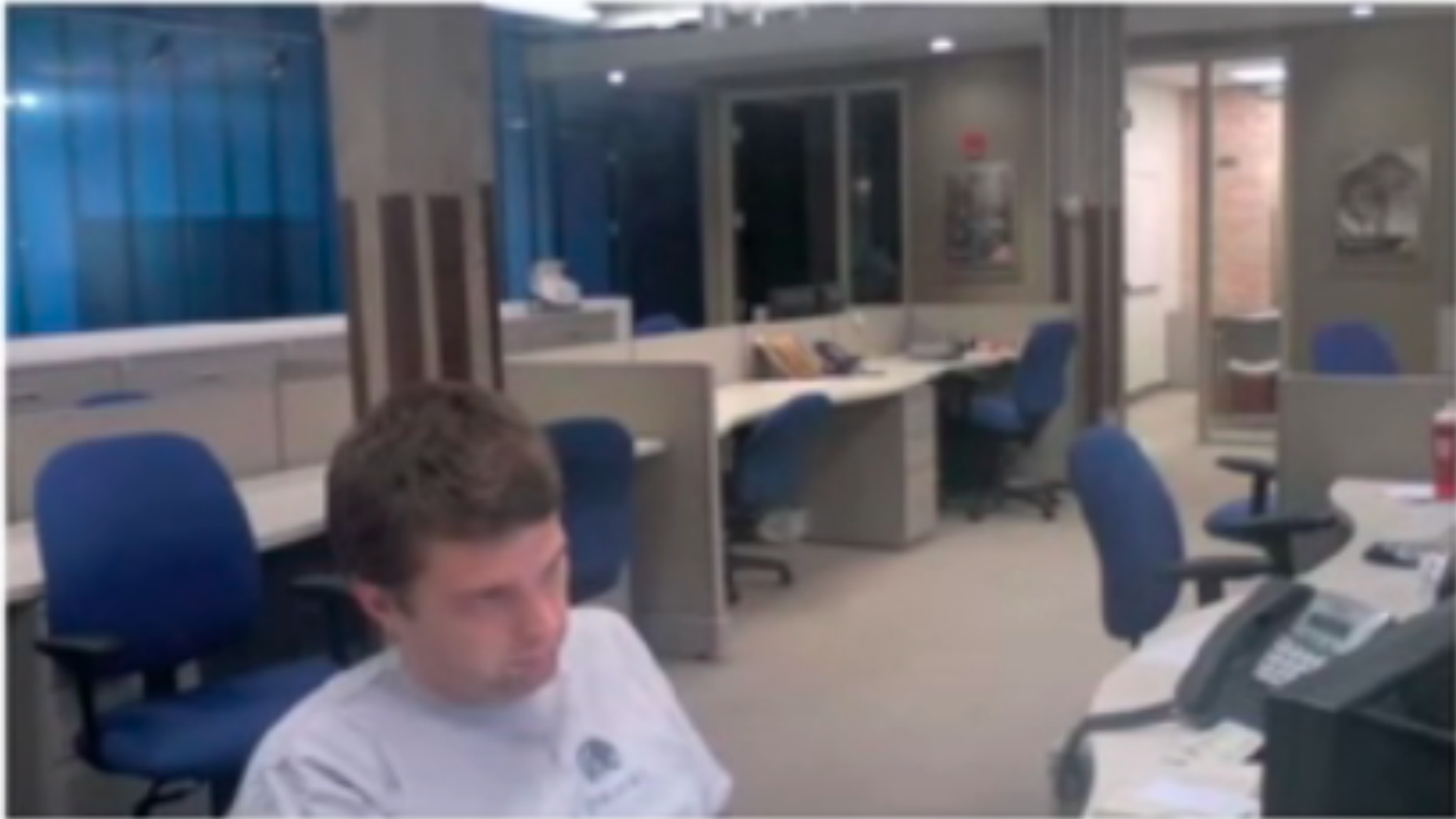
# Give Me Reasons To Stay

**You are unsubscribed**

We're sorry to see you go!

**How sorry?**

Well, we want to introduce you to Derrick - he's the guy that thought you'd enjoy receiving the Daily Groupon email.



**PUNISH DERRICK.**

0:03 / 0:46

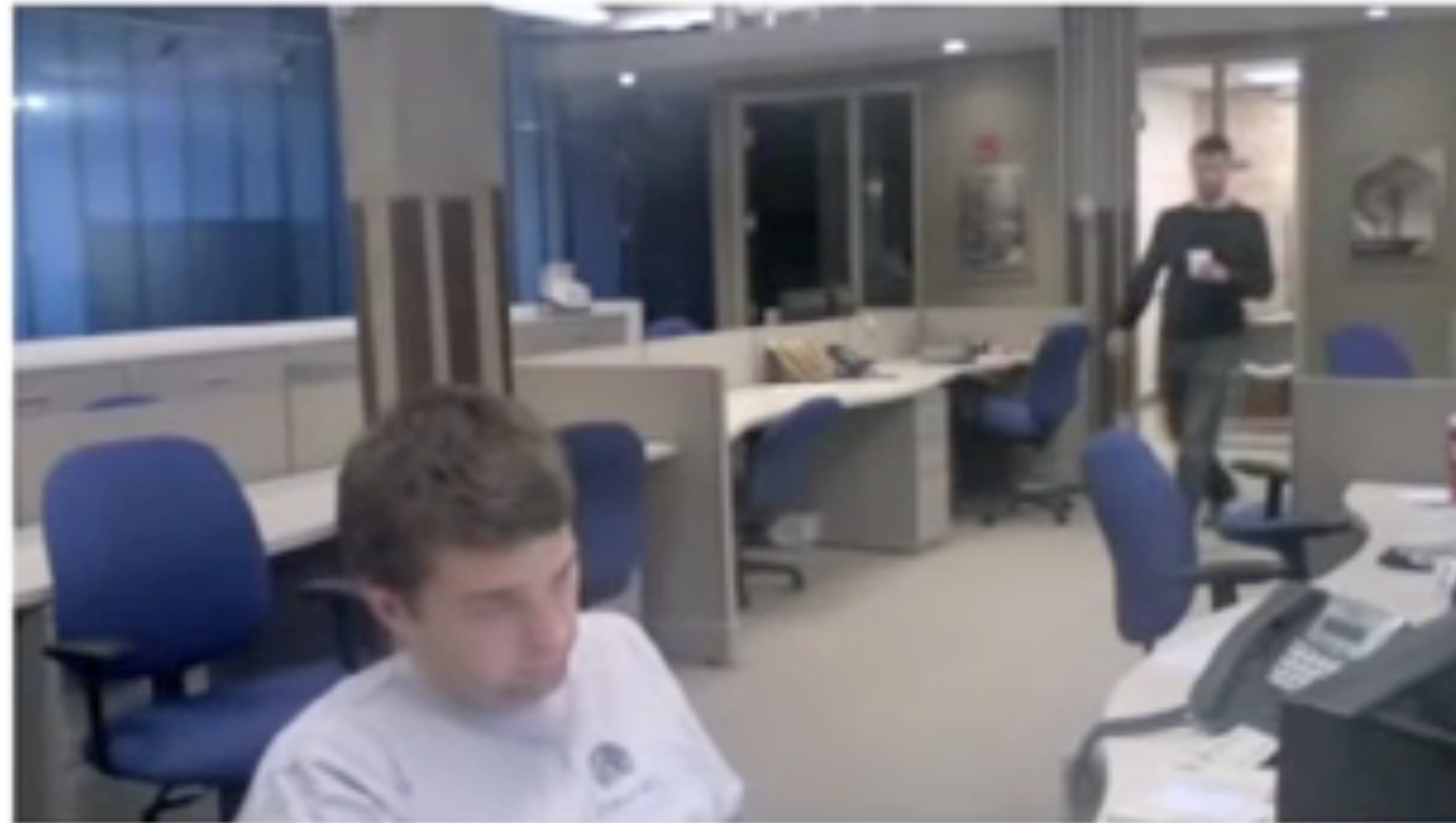
Settings, Full Screen, and other video controls are visible at the bottom right of the player.

# You are unsubscribed

We're sorry to see you go!

How sorry?

Well, we want to introduce you to Derrick - he's the guy that thought you'd enjoy receiving the Daily Groupon email.

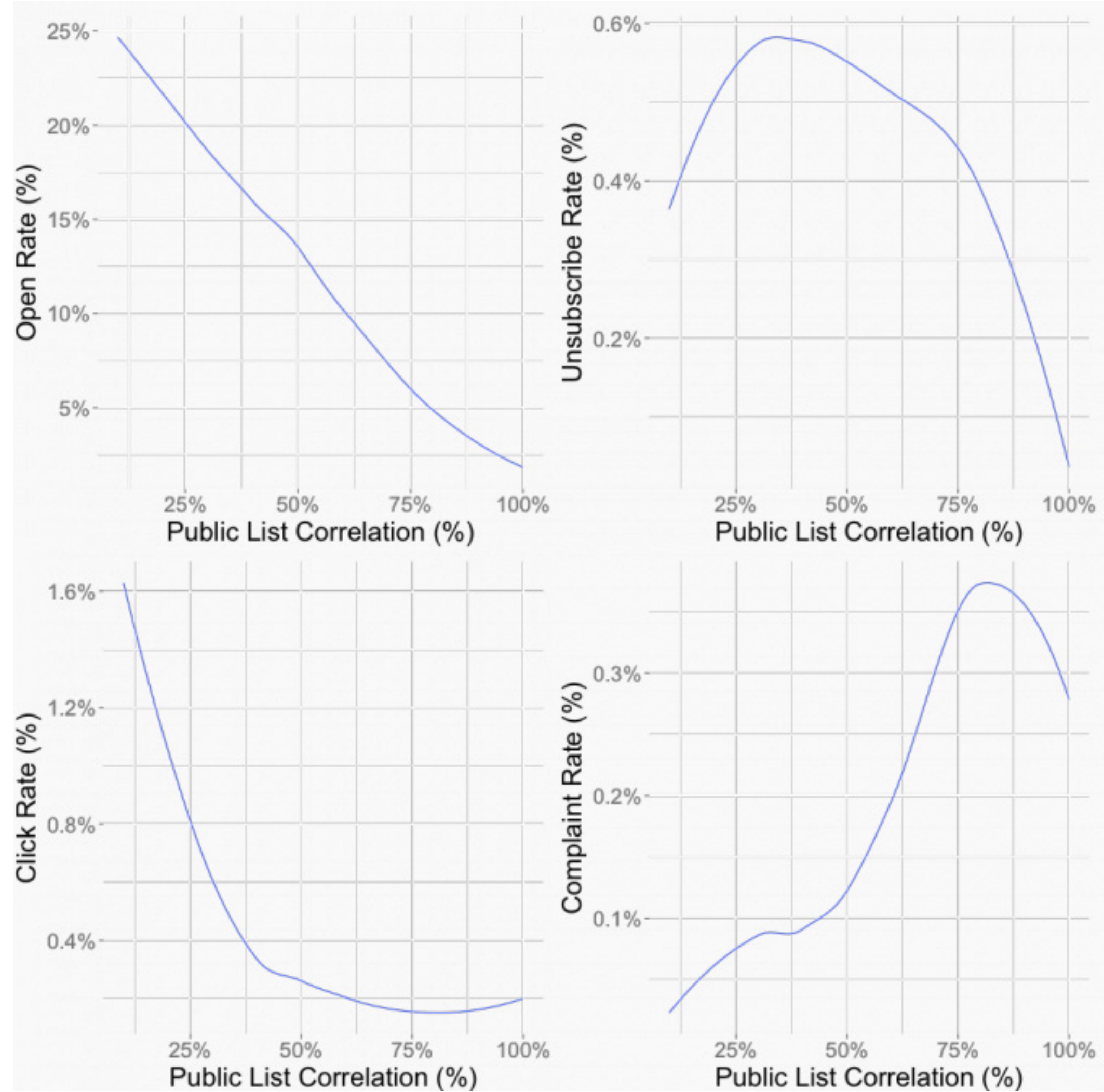


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# Die Purchase Lists, Just Die



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**But, act like a scientist**  
Test, test, and test, correctly.



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**Hypothesis, always.**  
Don't test without making some educated guesses.



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**Test automated/operational emails.**  
74% of companies don't.



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**Focus on tests that move your needle.**  
Don't focus on stuff that doesn't.



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# Limit Tests to One Thing

One at a time.



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# Test audience segments that are similar and different.

Different strokes for different folks.



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# Test audience segments that are **active subscribers.**

Actives are different than watchers.



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# Ensure your testing groups are statistically significant.

Might just be too few or completely random. Neither is good.



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**Share results, everywhere.**  
Your tests can impact other channels.



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# Let's look at some channels to share your insights with

## Hypothesis:

## Factors tested:

## Can share with:

Emotional question will generate more sales than a directive statement.

Subject line, CTA, title, copy

Website, landing pages, banner ads, PPC ads, social media, retargeting ads

"Double Loyalty points" will generate more sales than "2X loyalty points".

Subject line, CTA, title, copy

Website, landing pages, retargeting ads, social media

Emotive image of person smiling & wearing outfit will generate more sales than displaying outfit laid out.

Image

Website, landing pages, banner ads, social media, retargeting ads



# Develop Holistic Email Metrics

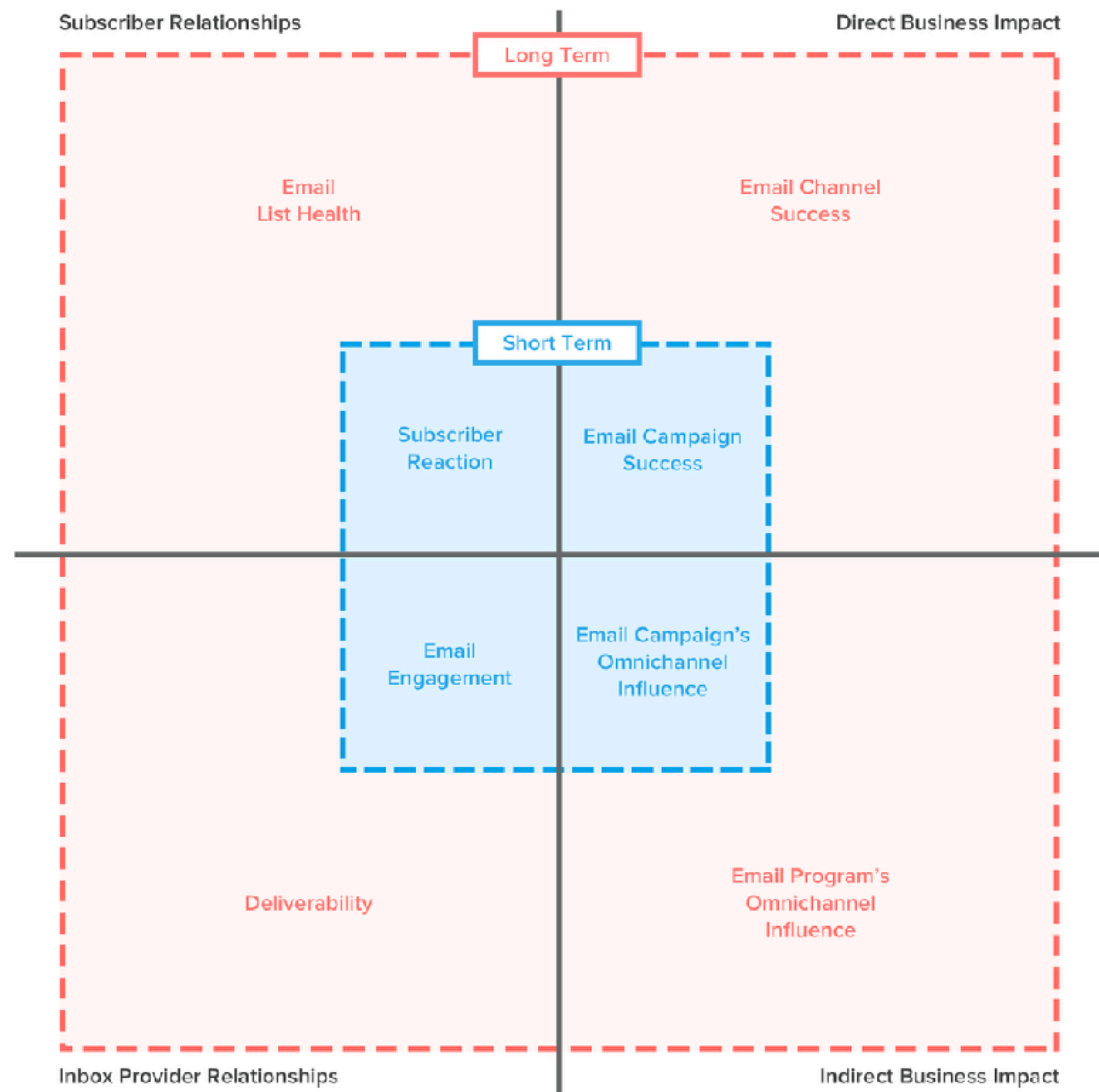
Make sure you're seeing the whole picture.



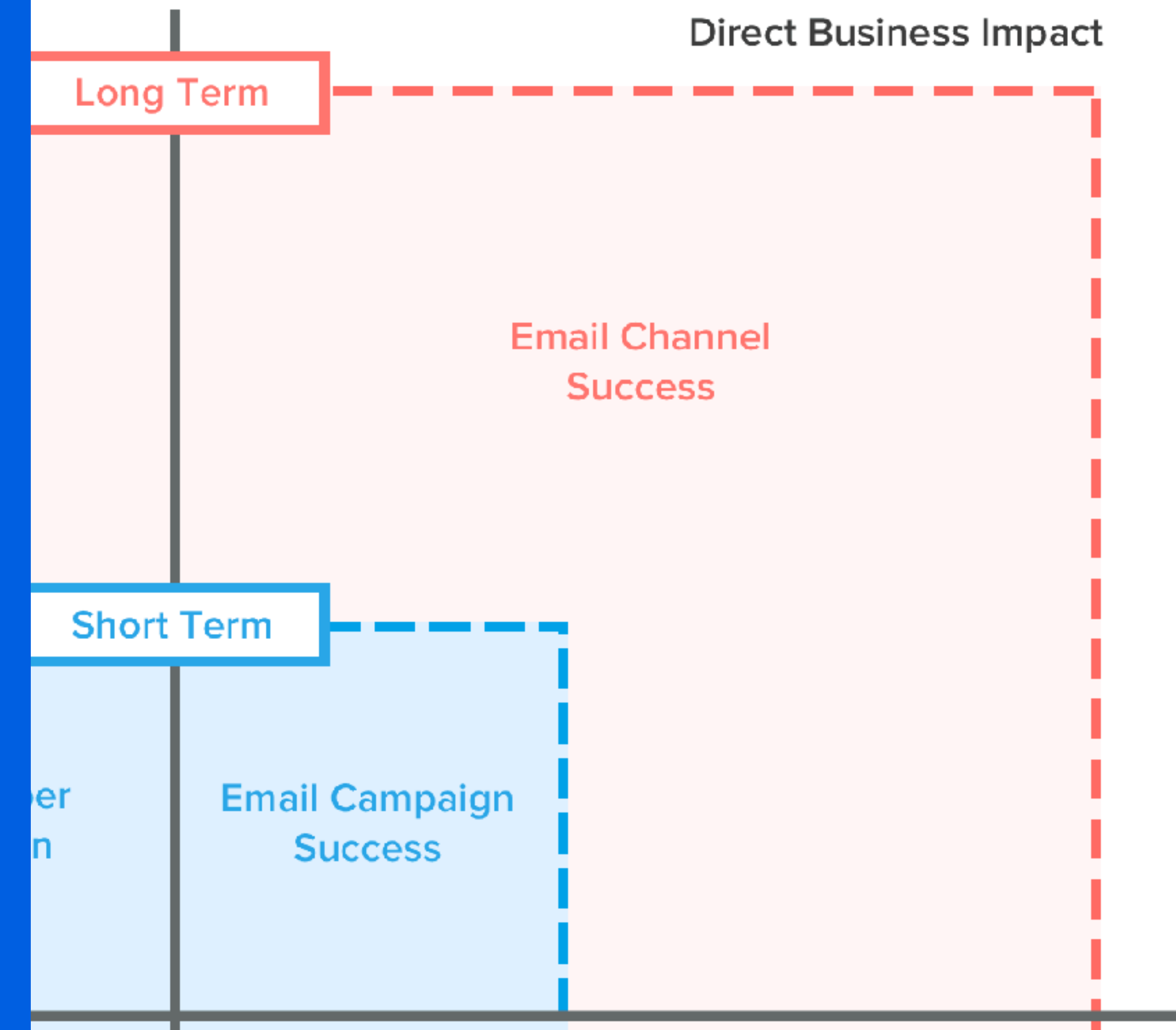
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## Email Campaign Success

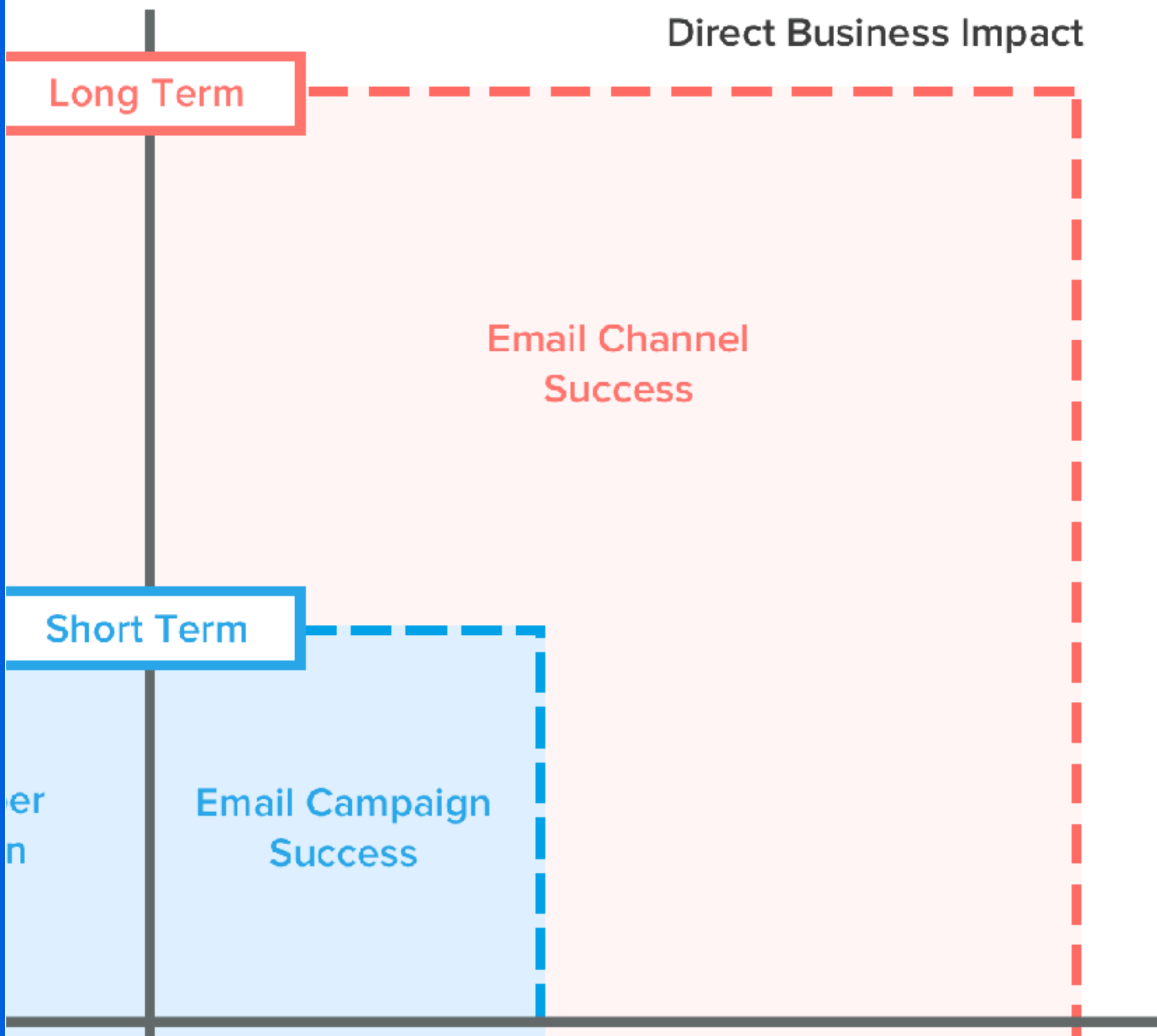
- Clicks & click rate
- Duration of engagement
- Post-click behavior (browsing, carting, etc.)
- Conversions & conversion rate
- Email campaign revenue & profit
- Lead generation



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## Email Channel Success

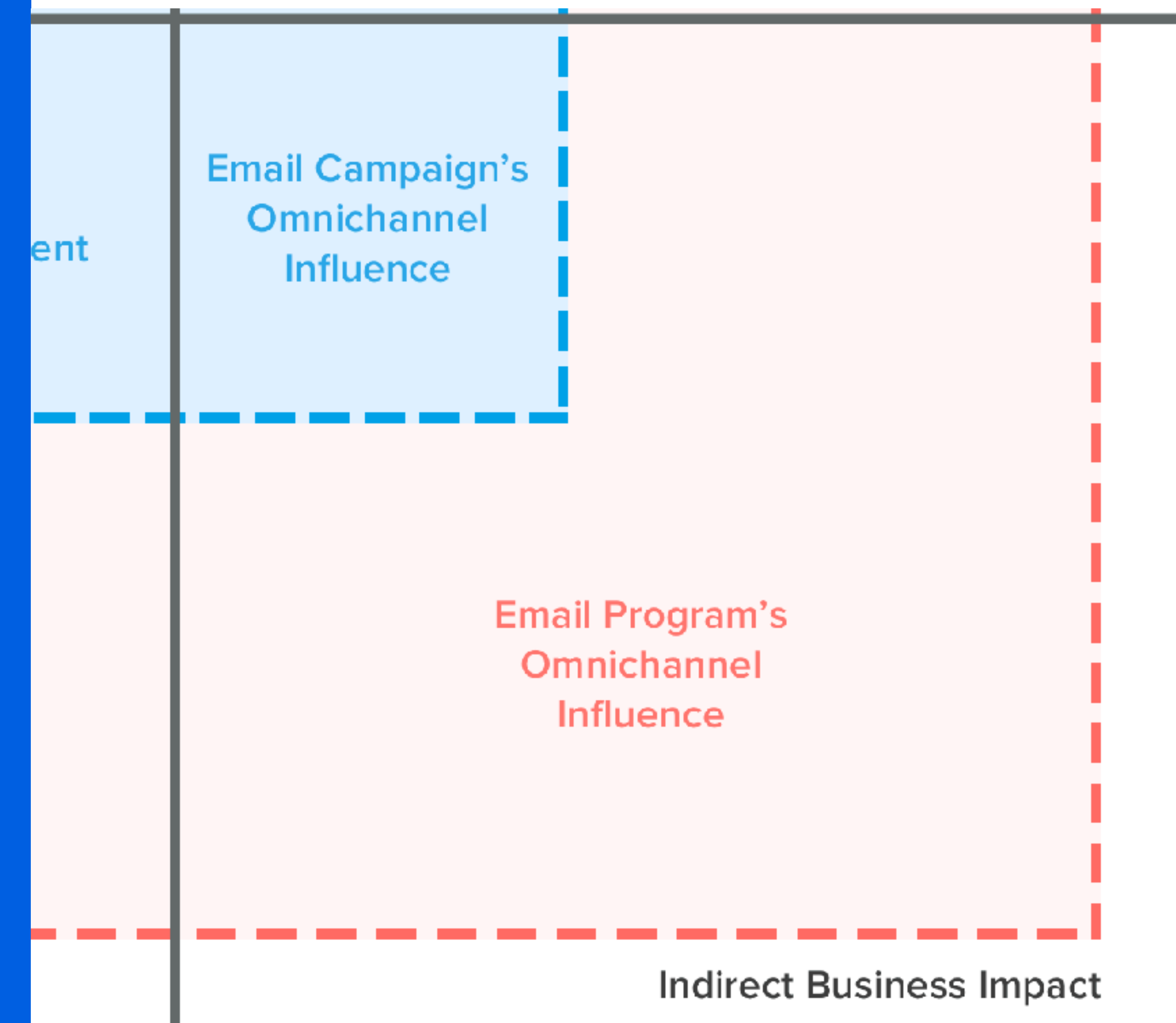
- Email program revenue & profit
- Email revenue per email or subscriber
- Subscriber lifetime value
- Subscriber RFM (recency, frequency, monetary)
- Email marketing ROI
- Lead pipeline impact



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## Email Campaign Omnichannel Influence

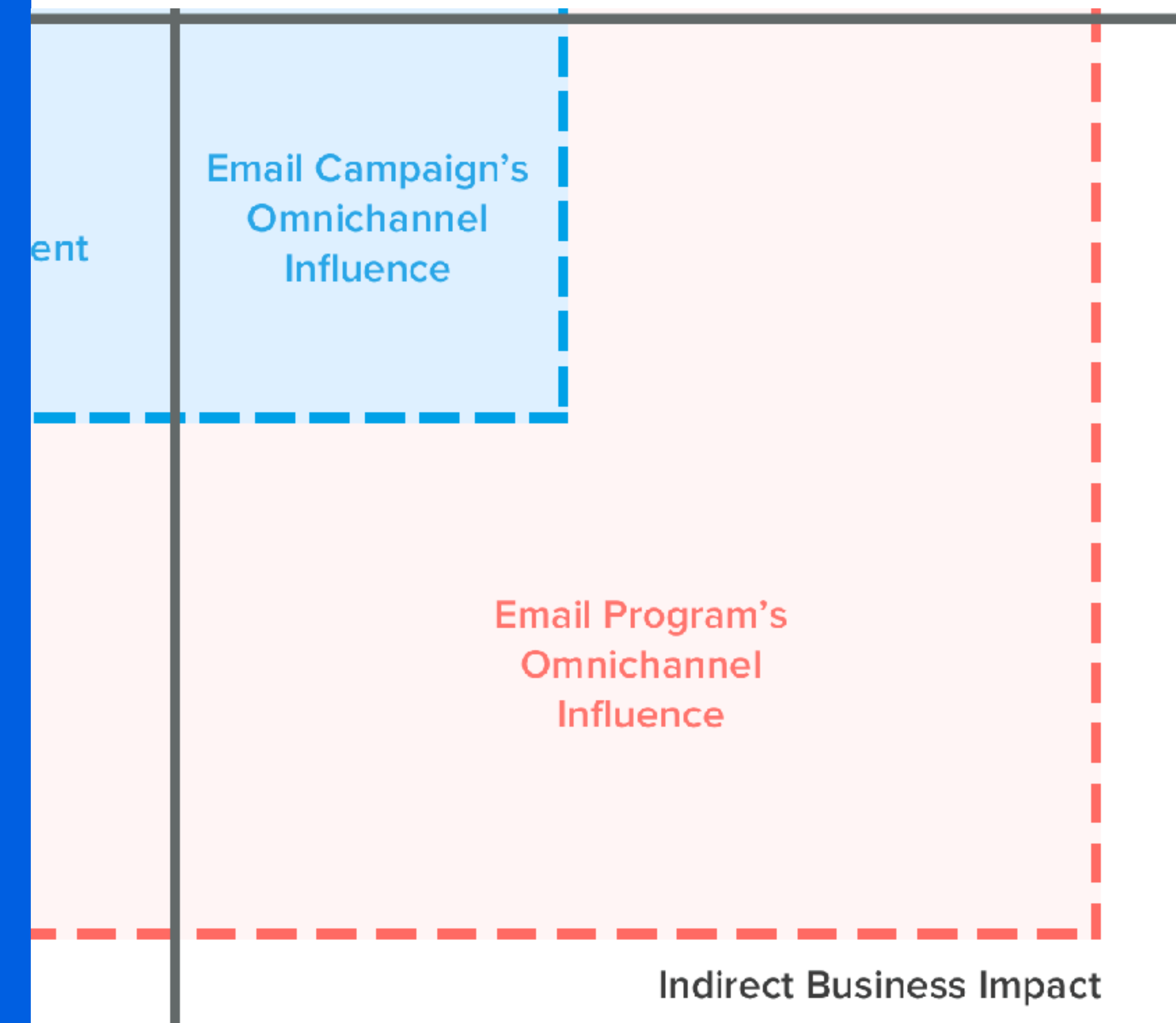
- Web traffic & sales
- Mobile app activity
- Store traffic & sales
- Social media activity
- Direct mail effectiveness
- Call center volume



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## Email Program's Omnichannel Influence

- ◉ Web traffic & sales
- ◉ Mobile app activity
- ◉ Store traffic & sales
- ◉ Social media activity
- ◉ Direct mail effectiveness
- ◉ Call center volume
- ◉ Customer lifetime value of subscribers vs. non-subscribers
- ◉ Customer RFM (recency, frequency, monetary) of subscribers vs. non-subscribers

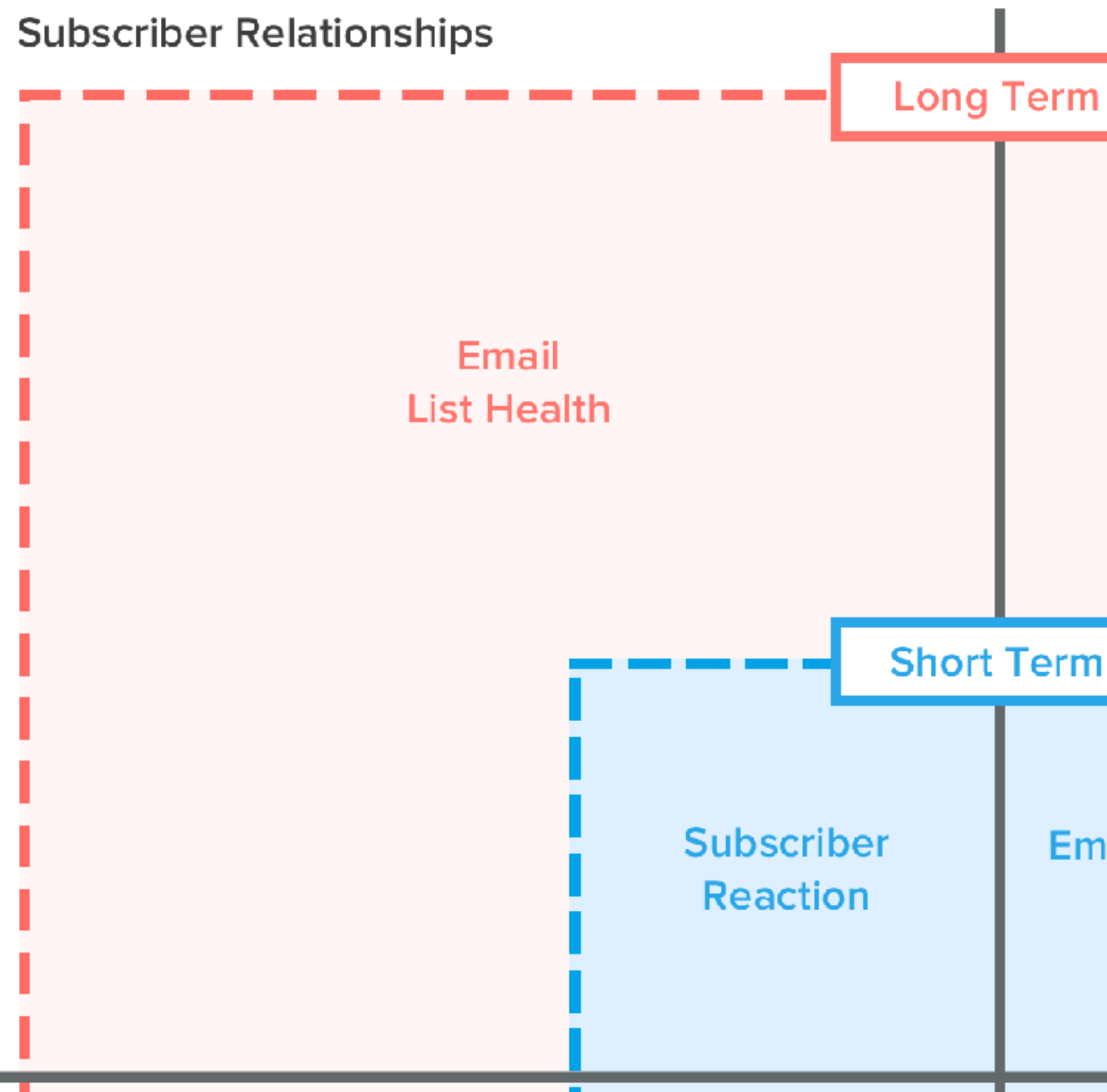


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## Subscriber Relationships



## Subscriber Reaction

- Opens & open rate
- Clicks & click rate
- Click-to-open rate
- Unsubscribes & unsubscribe rate
- Spam complaints & complaint rate

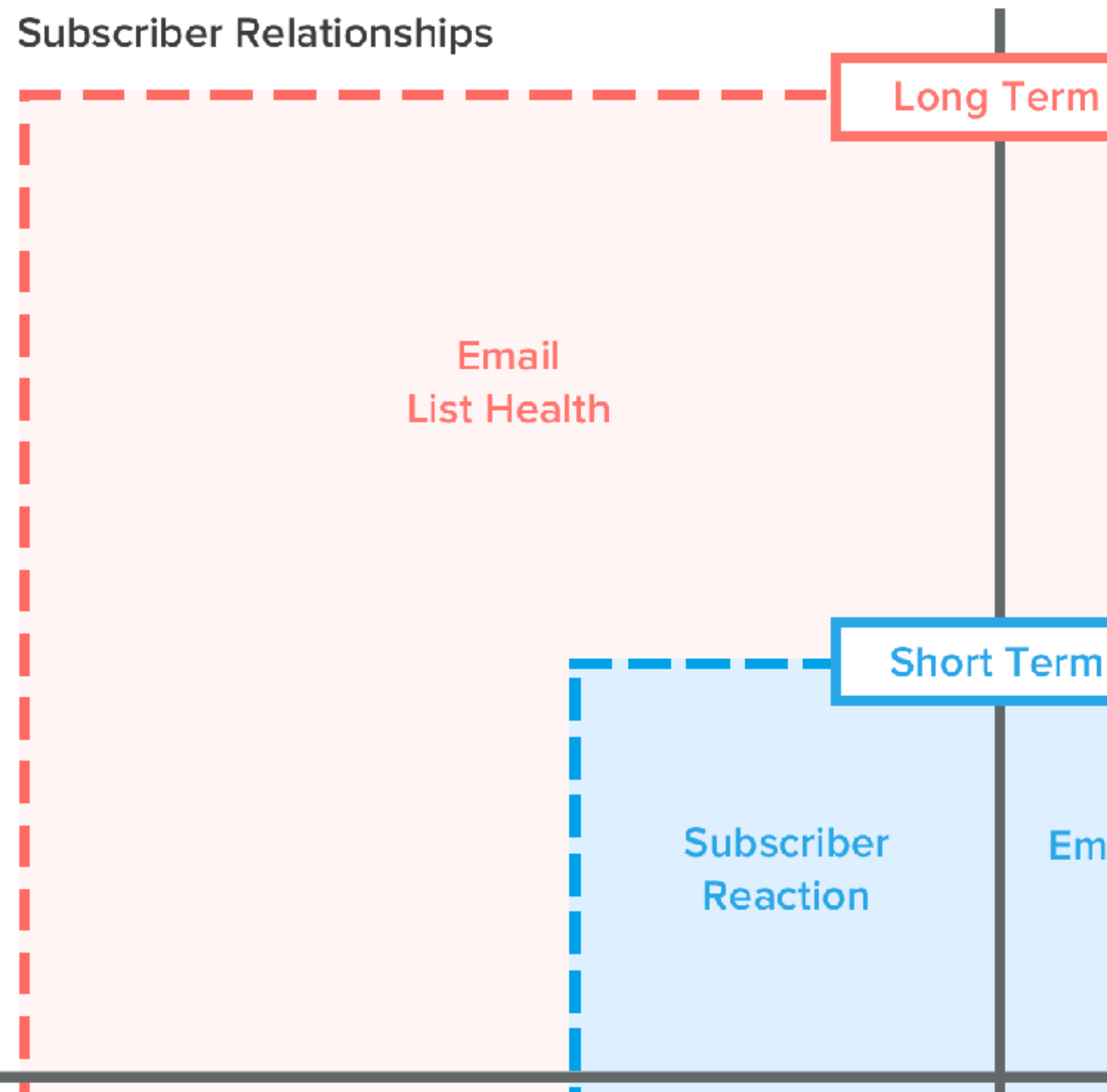


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## Subscriber Relationships



## Email List Health

- Active list size
- List growth & churn rate
- Inactivity rate
- Length of inactivity
- Open reach (percent of subscribers who have opened at least one email in past X days)
- Click reach (percent of subscribers who have clicked at least one email in past X days)
- Tracking metrics by acquisition source

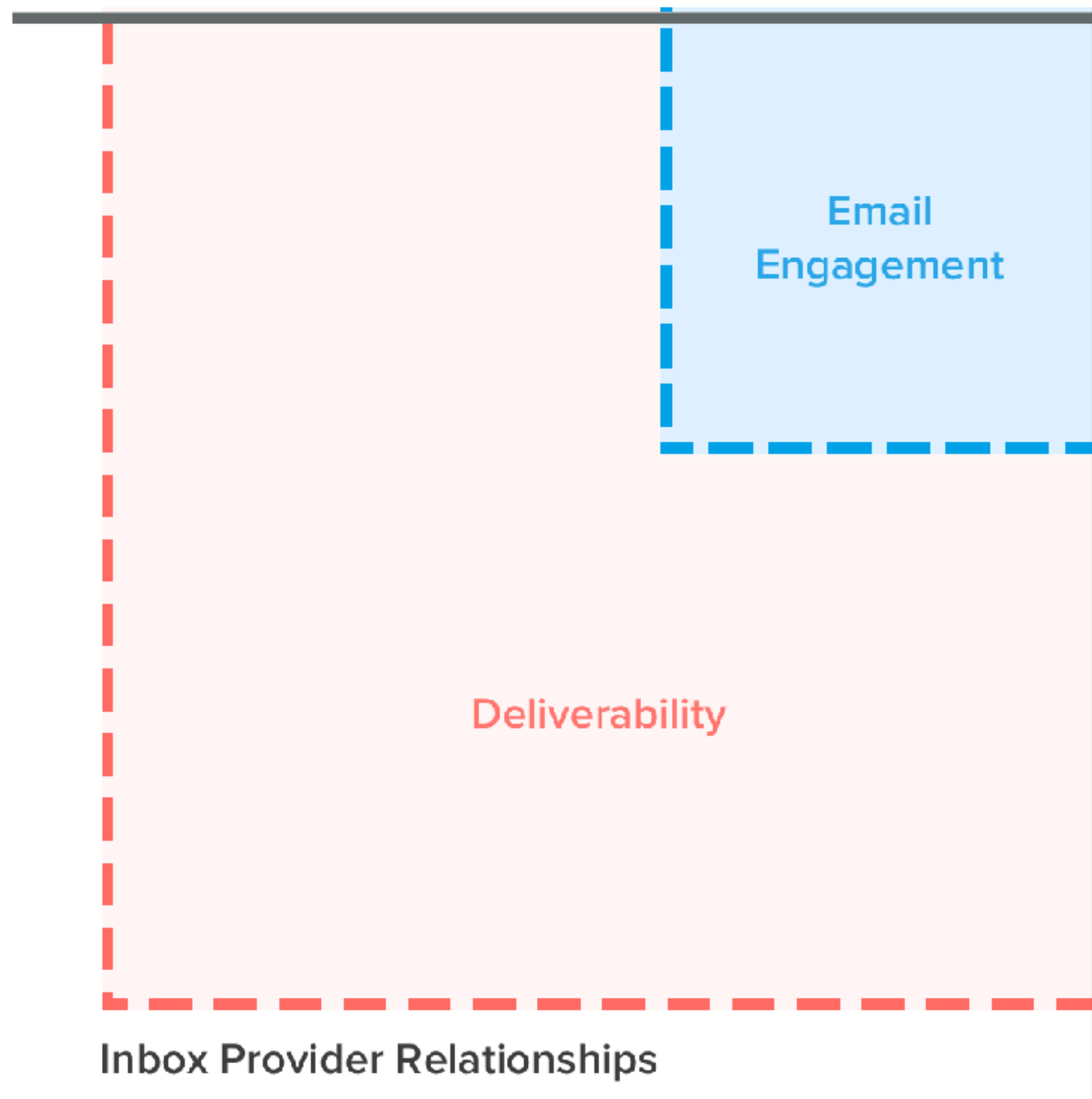


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## Email Engagement

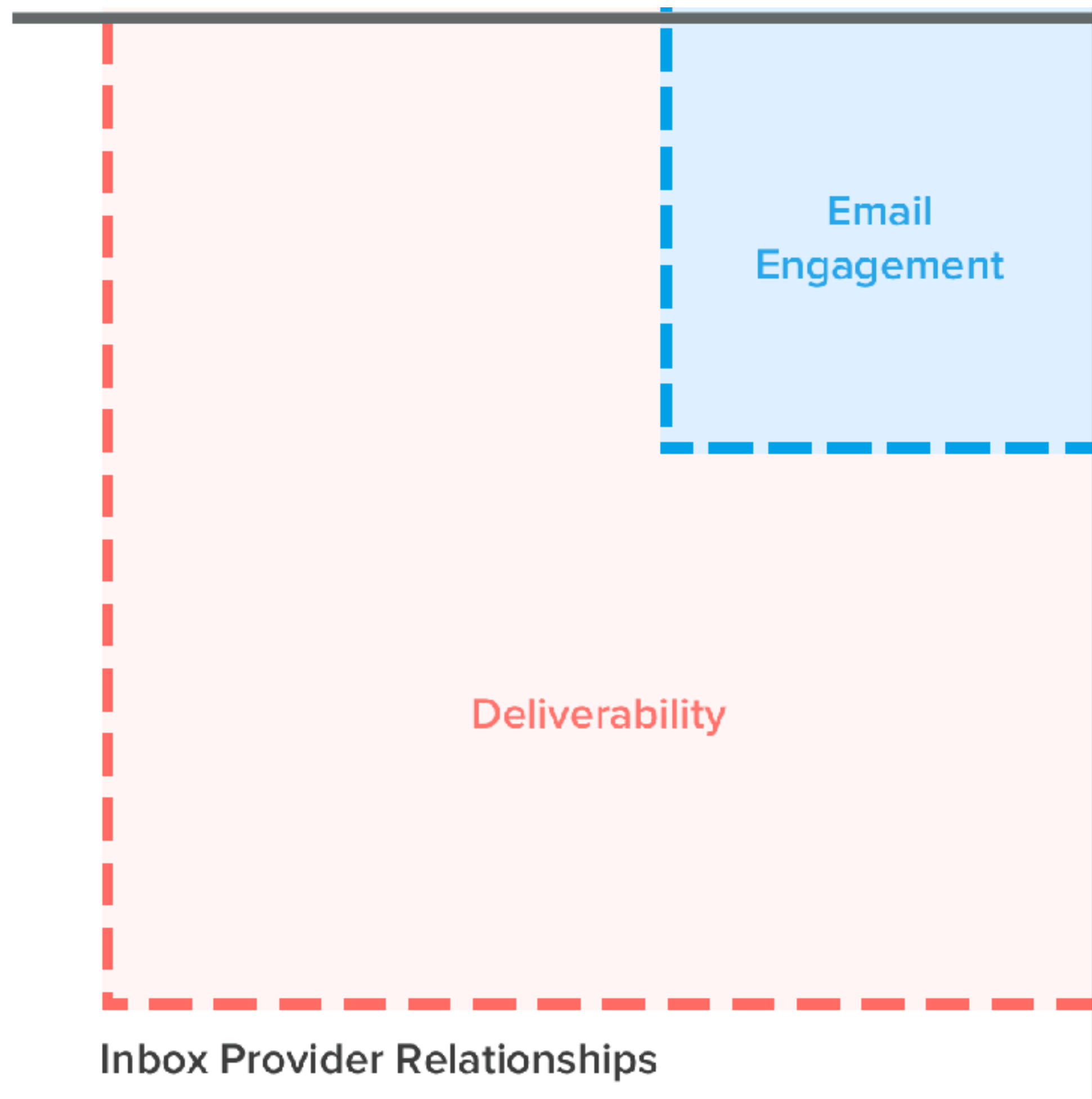
- ◉ Opens & open rate
- ◉ Duration of engagement
- ◉ Deletes without opens
- ◉ Replies
- ◉ Forwards
- ◉ Social shares
- ◉ Foldering/archiving
- ◉ Soft and hard bounce rates
- ◉ Recycled spam trap hits
- ◉ Spam complaints & complaint rate



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## Deliverability

- Delivered rate
- Inbox placement rate
- Blocks
- Blacklistings
- Tracking metrics by inbox provider



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# Let's recap

How we can create email programs for 2020?



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**LIST GROWTH**  
ACQUIRE EVERYWHERE.

**PERSONALIZATION**  
TIMELY, TARGETED, RELEVANT.

**AUTHENTICATION**  
PROVE WHO YOU ARE.

**ALWAYS SAY HELLO**  
IT'S POLITE AND WORKS.

**DESIGN**  
BE UBIQUITOUS.

**BE HUMAN & A SCIENTIST**  
NOTHING IS WRONG WITH NORMAL.

**SUBJECT LINES**  
GET BETTER OR BE BORING.

**ACT SCIENTIFIC**  
GET NERDY.

**INTERACTIVITY**  
LET'S GET JAZZY.

**GET HOLISTIC**  
MEASURE MORE IMPACT.



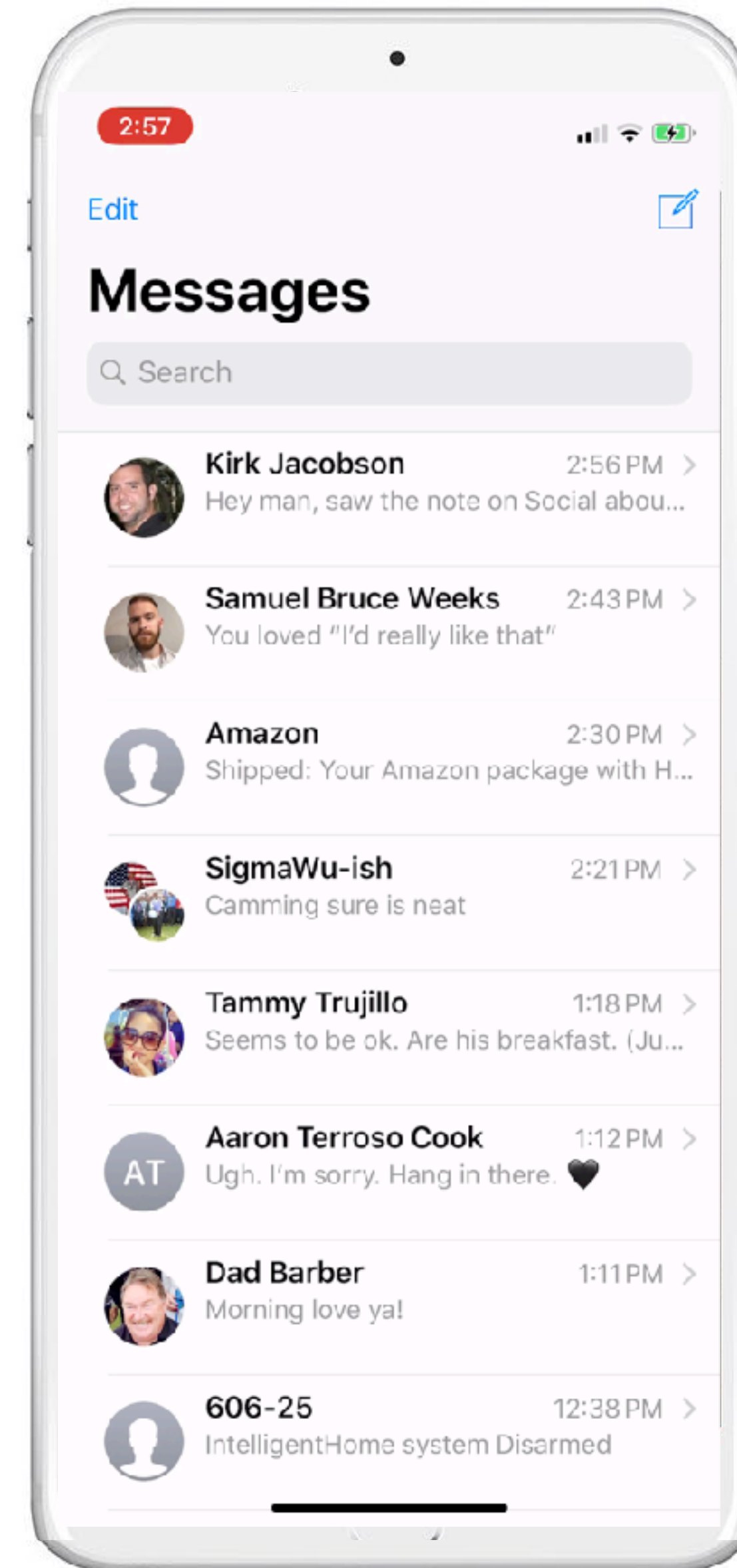
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# Slides and resources

Text INBOUND to 66866



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**But, why make email for 2020?**  
Three reasons.



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# #1 Engagement matters



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# OPENS

Less relevant metric because images downloaded by default in certain email clients, but ISPs still track it.

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# CLICKS

We do not measure clicks as a form of engagement.

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# REPLIES

Replying to a message is a super-strong signal of engagement. So, why are we all using no-reply@? Baffling, I tell you.

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# MOVES TO JUNK/SPAM

Strong, negative signal.

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# MARK NOT AS JUNK/SPAM

Strong, positive signal that the email should not be considered spam.

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# DELETE WITHOUT OPEN

A quick glance at the sender/subject: a somewhat negative signal. From name and subject lines matter.

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# MOVE TO FOLDER

If people are moving messages around, it means they care about them. This is a strong positive signal.

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Engagement is measured at the **subscriber-level** and based on metrics we aren't tracking.



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**#2**

The Future Matters



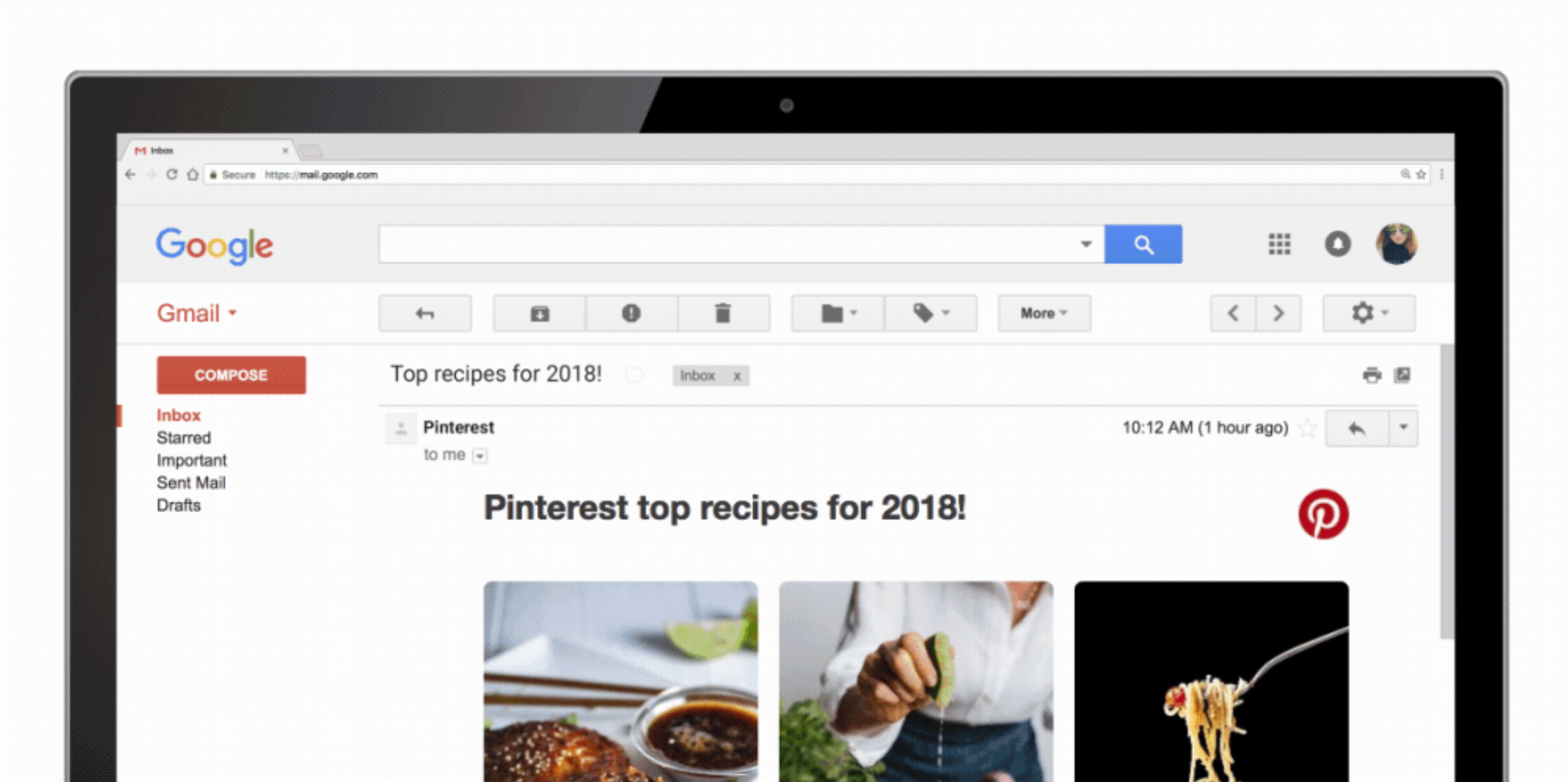
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# The Web Into the Inbox



# The Inbox Becomes the Cart

The screenshot shows a Gmail interface on a desktop browser. The browser's address bar displays a URL for a search of 'bonobos'. The Gmail header includes the Google logo, a search bar with 'bonobos', and the user's name 'Michael' with a notification badge for 13 items. The left sidebar shows the 'Inbox (1)' and other folders like 'Starred', 'Important', 'Sent Mail', 'Drafts (38)', 'All Mail', 'Spam (99)', 'Trash', and 'Circles'. The main content area shows an email from 'Nest' with the subject 'Make this Earth Day matter.' and a date of 'May 7'. The email body features a large black promotional banner for 'nest Black Friday' with the text 'Time is running out. Save up to \$60 on select Nest products. Ends November 27. Free overnight shipping.\*'. Below the banner, it says 'Shop and add Nest products to your cart. Right in this email.' and displays four product images: 'Nest Learning Thermostat', 'Nest Cam Indoor', 'Nest Protect', and 'Nest Cam Outdoor'. On the right side of the browser window, a 'Dribbble' sidebar is visible, showing a 'Pro Account 1 Year' and a payment form with fields for 'Email', 'Card number', 'MM / YY', 'CVC', and a 'Remember me' checkbox, followed by a 'Pay \$20.00' button and a 'Make a call' link.

We won't be able to take **advantage of email's future** if we've screwed up its past.



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# #3 Familiarity rules



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The Inbox is the digital place **we understand  
and know** how to control.



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**THANKS.**

Text INBOUND to 66866

**SAY HELLO.**

@michaeljbarber