



OPTIMIZING THE EMAIL EXPERIENCE

From Start to Finish





OPTIMIZING THE
EMAIL EXPERIENCE
from Start to Finish

Your Panel of Email Marketing Experts



Betsy Grondy
Email on Acid



Shannon Crabill
UnitedHealthcare



Guilda Hilaire
Salesforce



Nout Boctor-Smith
Nine Lives Digital

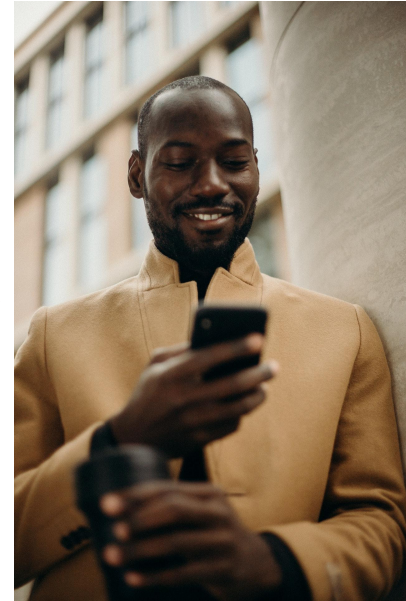




Defining the “Email Experience”



The Email Team's Experience

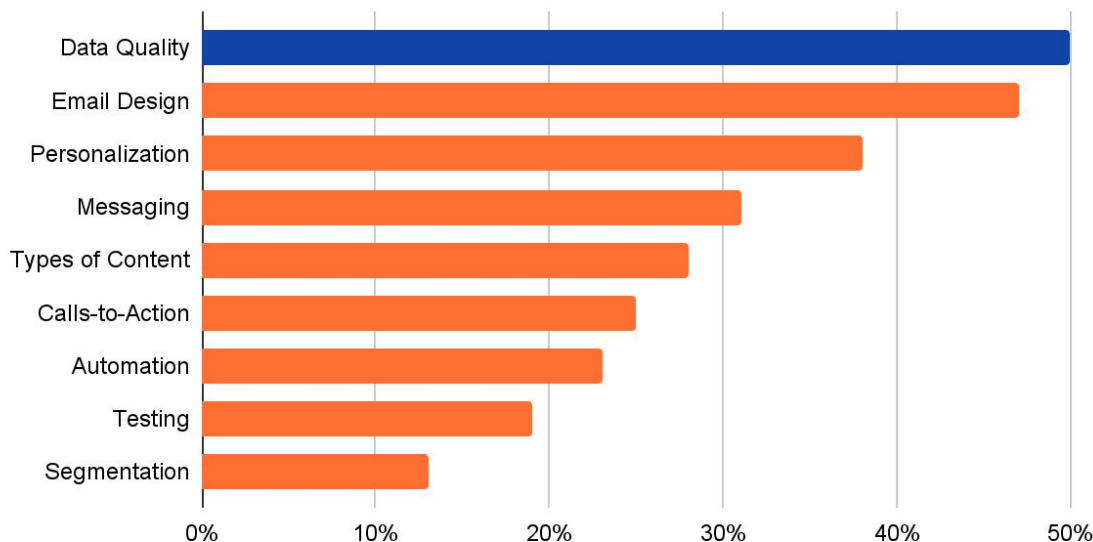


The Subscriber Experience



Optimizing Email Data & Strategy

What factors are most important to improve for effective email marketing optimization?



Source: 2021 Email
Optimization Survey (Email
on Acid/Ascend2)





Optimizing Email Data & Strategy

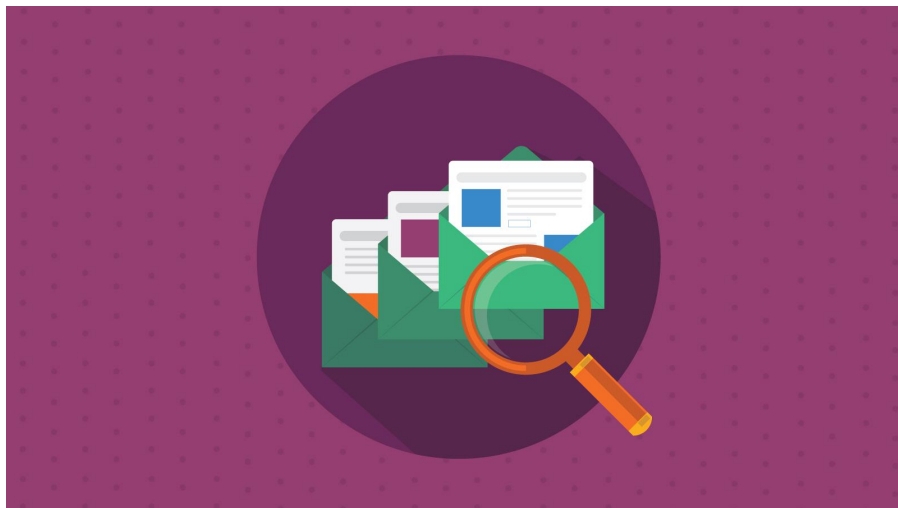


Data is the *foundation* for:

- Segmentation
- Personalization
- Marketing automation
- Lifecycle marketing
- Measuring Success



Optimizing Email Data & Strategy



The Email Marketing Audit ...

Why does it matter and how does it help?

To set a baseline, take a look at:

- Email sending systems
- Email marketing database
- Segmentations and lists
- Email marketing campaigns
- Email templates
- Email processes

Nout wrote [an article](#) about
this on EoA's blog!





Optimizing Email Data & Strategy



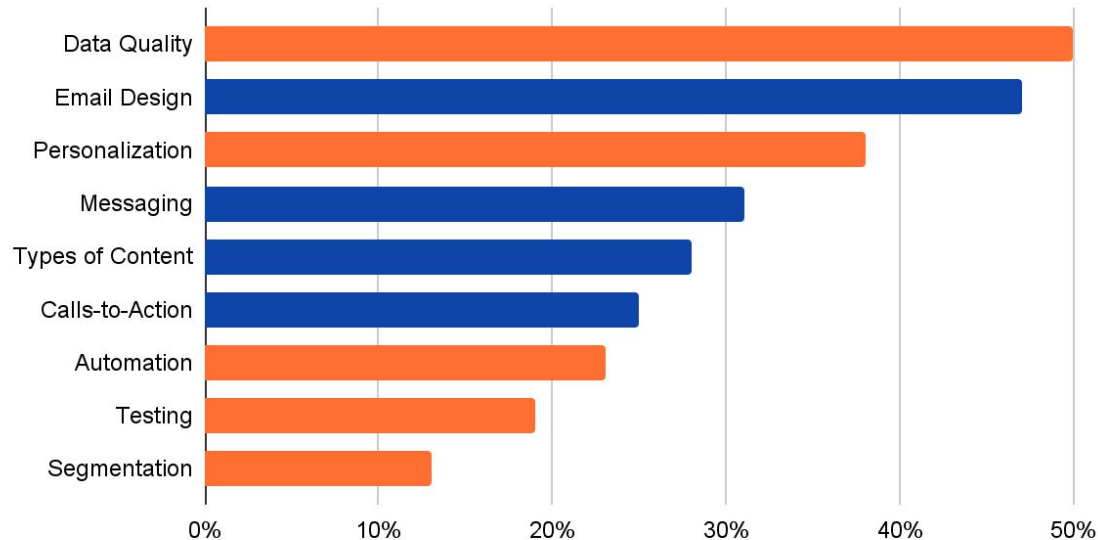
The Email Marketing Brief ...

Why does it matter and how does it help?



Optimizing Email Copy & Design

What factors are most important to improve for effective email marketing optimization?



Source: 2021 Email
Optimization Survey (Email
on Acid/Ascend2)





Optimizing Email Copy & Design

Good Email Design vs Good Landing Page Design





Optimizing Email Copy & Design

Copywriting Advice for Email Marketers



- **Minimize** cognitive load
- Employ a messaging hierarchy
- Make **every** word count, don't waste their time. Lead with value!
- Copy is about solving someone's problem, not listing product features



Optimizing Email Copy & Design

Design Considerations: Email Accessibility

Do you consider email accessibility factors such as color contrast, screen readers, and ADA compliance?





Optimizing Email Copy & Design

Design Considerations: **Email Accessibility**





Optimizing Email Copy & Design

Design Considerations: Email Accessibility

Experience it for yourself



🔊 Bad for accessibility

👍 Good for accessibility

Bad Contrast

Good Contrast

Contrast Ratio: 1.19 : 1

Contrast Ratio: 4.71 : 1

Bad Contrast

Good Contrast

Contrast Ratio: 2.39 : 1

Contrast Ratio: 9.46 : 1

Bad Contrast

Good Contrast

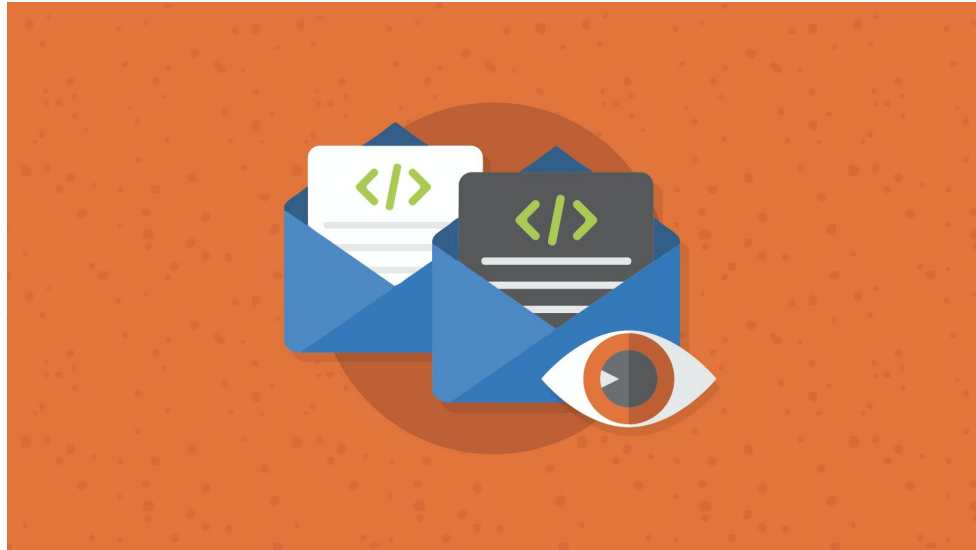
Contrast Ratio: 4.22 : 1

Contrast Ratio: 15.04 : 1



Optimizing Email Copy & Design

Design Considerations: **Dark Mode Emails**





Optimizing Email Copy & Design

Dark Mode Email Design Tips:

**USE IMAGES WITH
TRANSPARENT BACKGROUNDS**

**WATCH FOR VANISHING
BLACK LOGOS**

**USE A WHITE SCORE AROUND
DARK TEXT AND GRAPHICS**

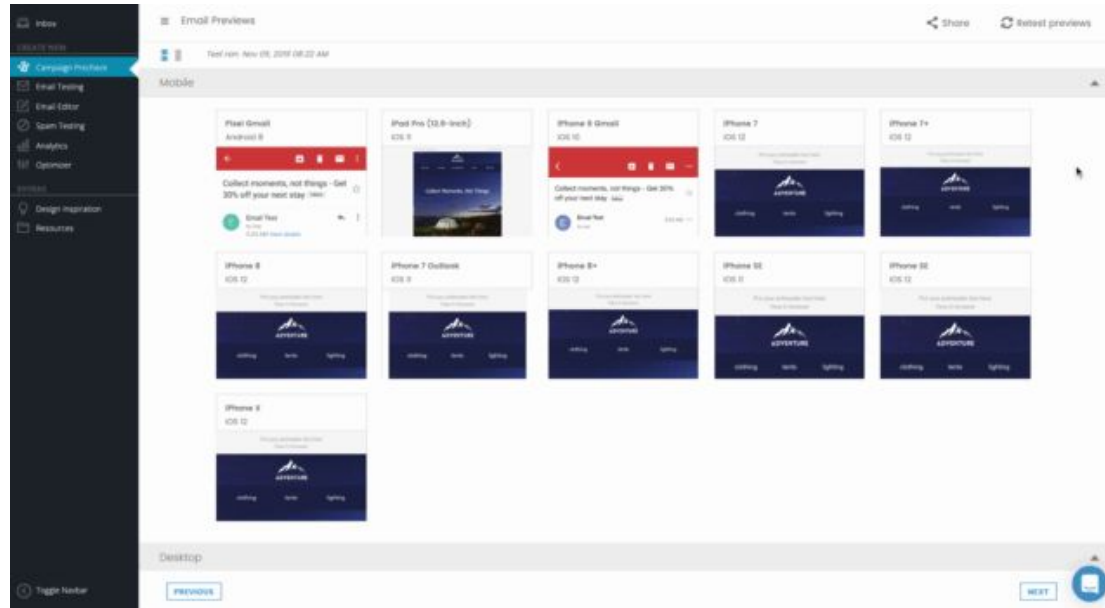
**DEVELOP VERSIONS FOR
LIGHT AND DARK MODE**

AND TEST EVERY EMAIL!



Optimizing Email Copy & Design

Email Clients and Rendering Issues





Optimizing Testing & Measurement

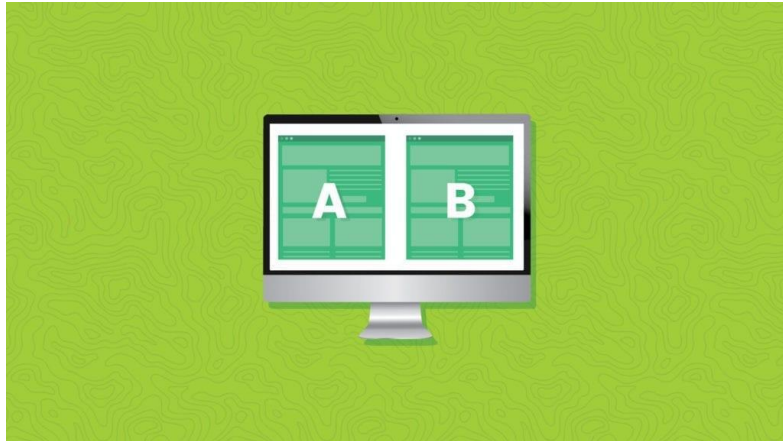


Which **Email Metrics** Matter?

- Opens & Clicks
- Click-to-Open Rate (CTOR)
- Read, Skim, Glance/Delete (Engagement Metrics)
- Subscriber Retention Rate
- Conversion Rate
- List Growth



Optimizing Testing & Measurement



Is A/B Testing Worth the Time?

- Choose tests that impact business results.
- Consider audience size.
- Can you replicate the winning tests?
- What will you do with the results?



Optimizing Testing & Measurement



Email Pre-deployment Testing:

- Eliminate email mistakes.
- Optimize inbox display.
- Improve deliverability.
- Check accessibility.
- Fix email client rendering issues ...

All before you hit send!



How to Explain it All to Non-Email Geeks





How to Explain it All to Non-Email Geeks

JARGON



How to Explain it All to Non-Email Geeks

Keep the Focus on **Subscribers** and the **Customer Journey**





How to Explain it All to Non-Email Geeks

How Does Your **Email Strategy** Support **Business Goals**?





OPTIMIZING THE EMAIL EXPERIENCE

Q&A





OPTIMIZING THE
EMAIL EXPERIENCE
from Start to Finish

Watch for Your Copy of Our Report ...





OPTIMIZING THE EMAIL EXPERIENCE

Thanks for Joining Us!

