Defining the Customer Journey in Email Marketing

by Adam Strutynski

What makes a Email Marketing campaign “successful”?

How do we best connect with customers by combining technology and data to create closer customer relationships and deliver a connected, personalized, memorable and “friction-free” experience to be the brand a customer loves.

Goals of a Email Campaign:

- Create and maintain closer customer relationships and deliver a connected, personalized, memorable and friction-free experience.
- Increase customer engagement across multiple channels (email, web, video, phone)
- Lift sales
- Lift Social Media views/likes/shares
- Improve brand recognition
- Educate Customer

Email Campaign Strategy Essentials

- Create personalized experience across email, mobile, social, and web
- Deliver the right content to the right people at the right time
- Create personas (customer type)
- Create “customer lifecycle stages”
- Email template uses “Responsive Design”

Responsive Design for Email Best Practices

By Adam Strutynski

What is considered *“good”* UX Design?

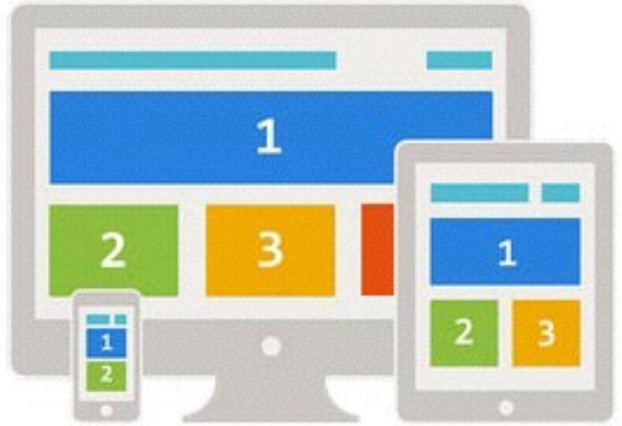
- Color
- Typography
- **Responsive**
- Functionality
- Accessibility
- Interaction
- Personalization
- Usability

“UX is the intangible design of a strategy that brings us to a solution.”

- Erik Flowers

Responsive Design Tips

- A responsive design begins with a fluid grid, flexible layout/images & media queries
- Use a fluid grid stacking left to right for when designing for mobile
- Consider UX + business goals first
- Try to keep the desktop and mobile experience consistent
- Avoid hiding images (inconsistent in their rendering across email clients)

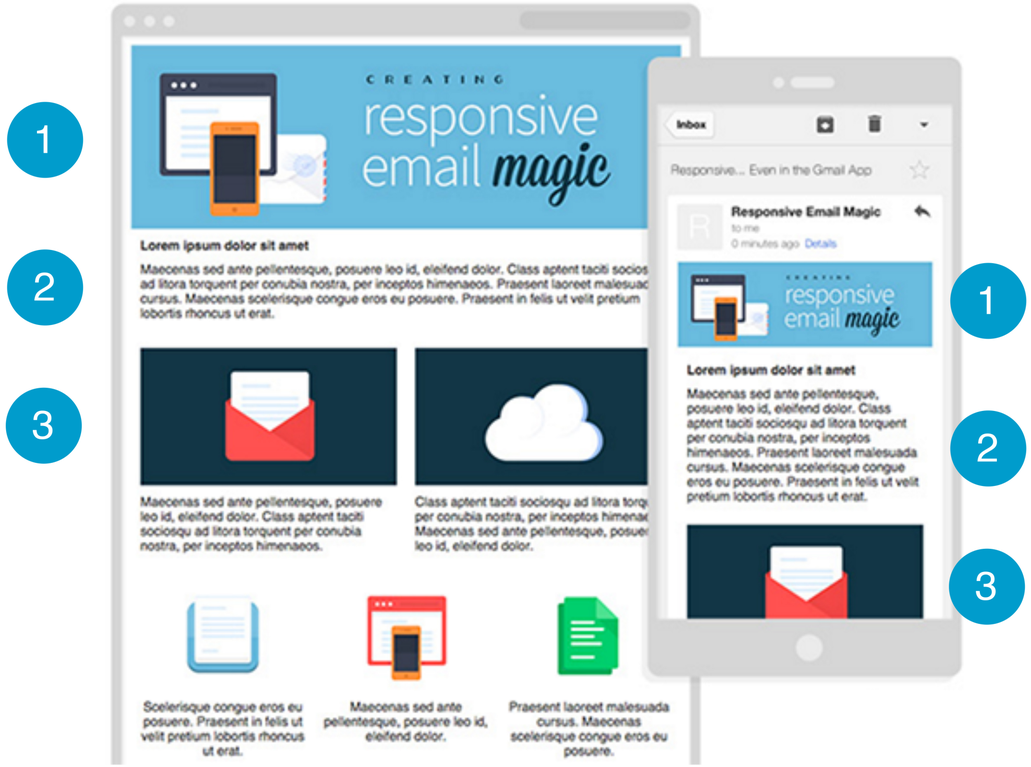


Example of a fluid grid on multiple devices

credit: http://graphicdesignjunction.com/

Desktop vs Mobile

1. Hero image scales down for mobile
2. HTML text responds to fit on mobile screen
3. 2 column layout (50/50) grid section will stack for mobile



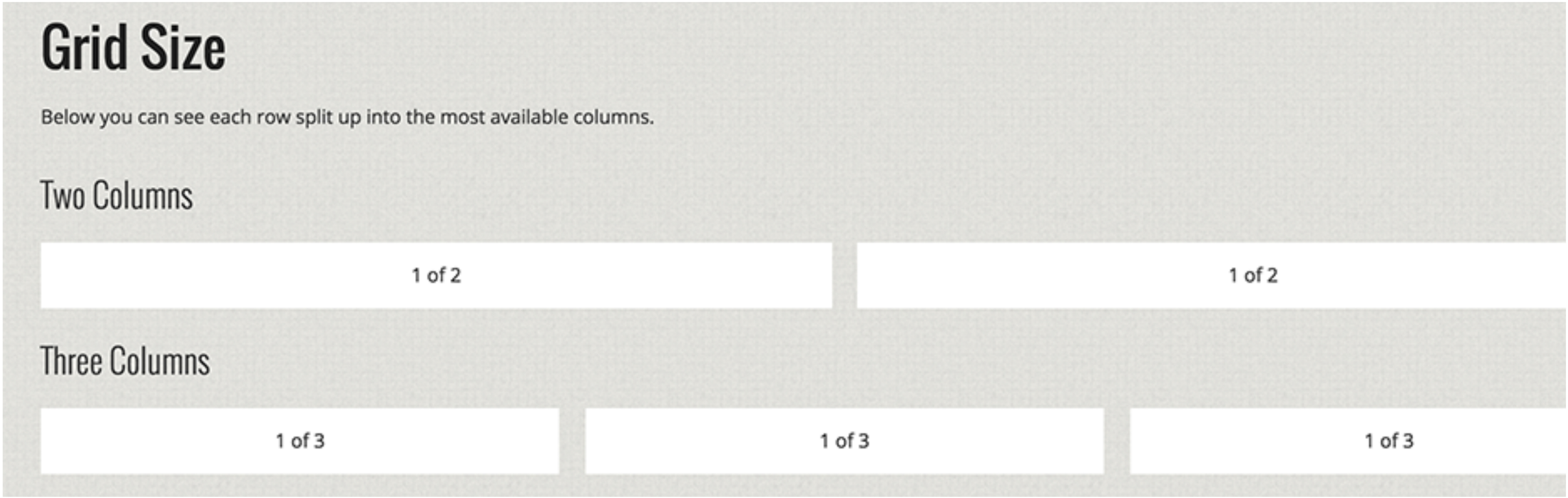
credit: http://webdesign.tutsplus.com/

Think “Mobile First”

If you design mobile first, you create agreement on what matters most. You can then apply the same rationale to the desktop/laptop version of the email. *“We agreed that this was the most important set of features and content for our customers and business.”*

Not every mobile device has a width of 320 pixels but 320px is a good middle ground for many of today’s devices and can definitely serve as a strong starting point.

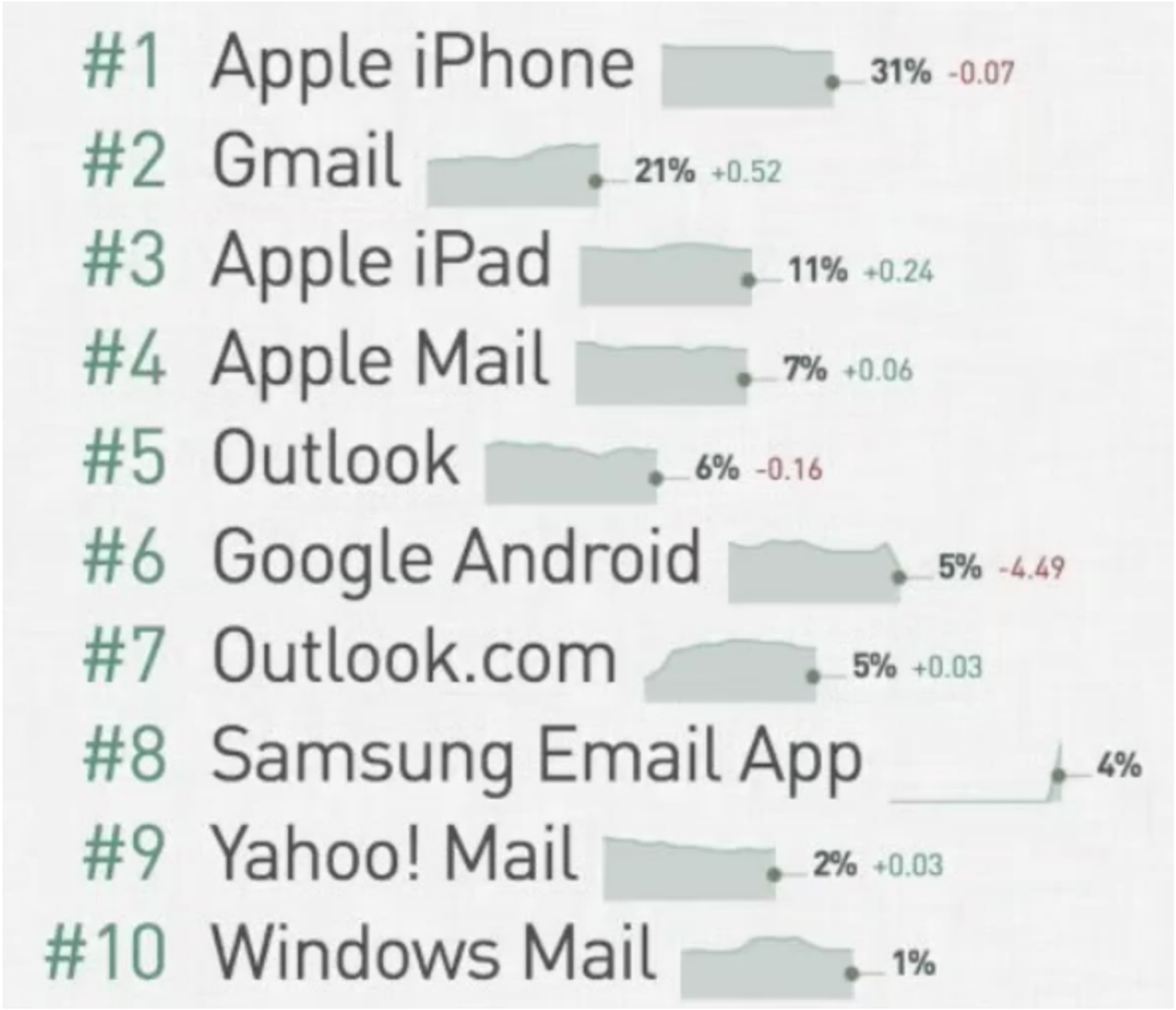
Sample grid layouts



credit: http://www.responsivegridsystem.com/

Email Client Market Share

Calculated from 1.2 billion opens tracked by Litmus Email Analytics in April 2017



EMBEDDED CSS + MEDIA QUERY SUPPORT IN GMAIL

Desktop webmail	✅
Mobile webmail	❌
Gmail Android App (Gmail Account)	✅
Gmail Android App (Gmailified Account)	✅
Gmail Android App (POP/IMAP Account)	❌
Gmail iOS App	✅

Inbox by Gmail webmail	✅
Inbox by Gmail iOS App	✅
Inbox by Gmail Android App	✅
G Suite (formerly Google Apps)	✅
Google Apps Free Edition (legacy)	❌

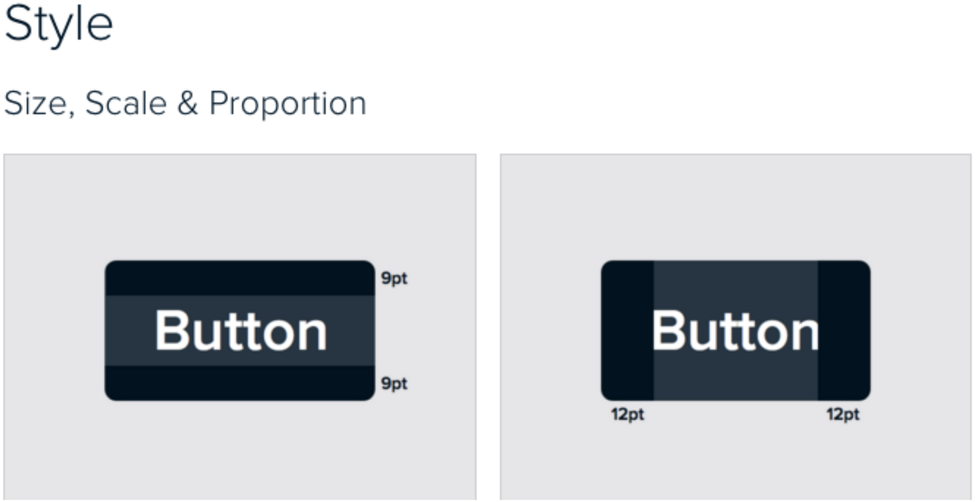
litmus ®

(*EXTERNAL CSS STILL NOT SUPPORTED)

#LitmusLive

Minimum Recommended Button Size

- Pad buttons with 9pt (12px) on top and bottom
- Pad buttons with 12pt (16px) on the sides
- Consider stacking multiple buttons on mobile layouts
- Use the thumb’s radius of reach as a guideline for design



additional info: https://developers.google.com/speed/docs/insights/SizeTapTargetsAppropriately

Using Retina Display Images

- Used for logos, icons, credit card images
- 2x the size of image saved as .jpg or .png file
- For example, if a logo is 100px x 100px, the retina image used in the email would be 200px x 200px
- Logo would still display at 100 x 100 but would appear less pixelated

logo saved at regular size

2x retina image

Why Step into the World of Retina Email?

- Crystal clear icons
- Cleaner and sharper images
- Enhanced clarity of email
- Excellent font and text rendering
- Sharper and smoother logos
- Improves color and contrast of email

”

On a minute observation, it is like upgrading from dot matrix printers to laser ones, or VHS to DVD.

Movable Ink Offers a Number of Innovative Email Solutions

Dynamic, Relevant, Local, Personalized

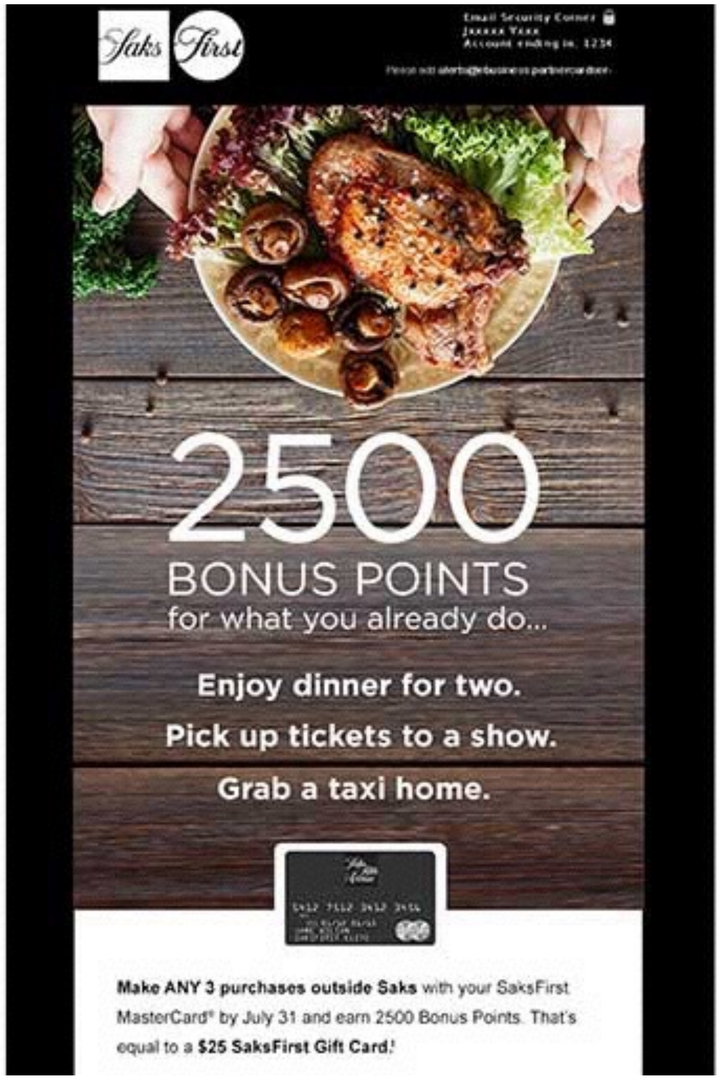
- ✓Animated real-time countdown clock (creates a sense of urgency)
- ✓Live content - web cropping (incorporates portions of webpages and is updated live)
- ✓Dynamic content updates based on date email is opened (i.e., APR would update within the email)
- ✓Geo Targeting (i.e., displays nearby locations of branches/ATMs based on where email is opened)
- ✓Content changes depending on device (content can change for mobile vs. desktop for better UX)
- ✓Social integration (i.e., tweet/share from within email)
- ✓Facebook poll integration (updates Facebook polling results in real time)
- ✓“Rewards” status bar (displays points earned, and rewards for which they can be redeemed)
- ✓Detailed tracking and measuring (provides more detail than our current tracking)
- ✓Customized account details (i.e., chart of user’s spending on restaurants vs. utilities)
- ✓App can be downloaded directly from email
- ✓Deep Link feature connects directly to app, which improves the mobile experience

Show Relevant Account Info in Email

Movable Ink Client Examples - Image Personalization

Real-time Info Drives Urgency and Relevancy

Movable Ink Client Examples - Time Targeting
(Morning Graphic: 3am-12pm; Afternoon Graphic: 12pm-10pm; Evening Graphic: 10pm-3am)



Responsive Email Work Samples

CARD ENDING IN: 1234

✓ **Your statement is ready**

Hi John,

We want to let you know that your statement that ended on 8/15 is ready to go.

We've also included a summary below.

Statement Period Ended On	XX/XX/XXXX
Due Date	XX/XX/XXXX
Pay my Statement Balance	$420.35
Pay the minimum	$483.48
Pay off my Current Balance	$892.03

View My Statement **Pay My Bill**

Thanks,
[Partner Name]

Important Information from Capital One®

Contact Us | Privacy | Help Prevent Fraud

To ensure delivery, add {{from_email}} to your address book.

This email was sent to {{address.email}} and contains information directly related to your account with us, other services to which you have subscribed and/or any application you may have submitted.

[Alert-specific disclosures go here as necessary.]

The site may be unavailable during normal maintenance or due to unforeseen circumstances.

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Please do not reply to this message, as this email inbox is not monitored. To contact us, visit www.capitalone.com/contact.

[Entity line goes here as necessary.]

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[AlertTypeCode] [TemplateID] [Strat]

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Thanks,
[Partner Name]

Important Information from Capital One®

Contact Us | Privacy | Help Prevent Fraud

To ensure delivery, add {{from_email}} to your address book.

This email was sent to {{address.email}} and contains information directly related to your account with us, other services to which you have subscribed and/or any application you may have submitted.

[Alert-specific disclosures go here as necessary.]

The site may be unavailable during normal maintenance or due to unforeseen circumstances.

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Email Security Corner

Account Ending In:

00 DAYS LEFT

TO GET 2500 POINTS FOR EVERY $1000 YOU SPEND[1]

EARN AN EXTRA GIFT FOR YOURSELF

Through December 31, earn 2500 Bonus Points, equal to a $25 SaksFirst Gift Card,[2] for every $1000 in purchases you make outside Saks with your SaksFirst MasterCard.®

Plus, **spend $5000 and earn 10,000 Bonus Points**, equal to a $100 Gift Card. You could earn a **total of 35,000 Bonus Points**.

REMEMBER YOUR EVERYDAY WAYS TO EARN POINTS PER DOLLAR:

- 3X TRIPLE POINTS at spas and salons
- 2X DOUBLE POINTS on dining, gas and groceries
- 1X ONE POINT on all other purchases

Tell us! We love to hear from you.

On which purchases would you like to earn even more SaksFirst Points? (Select one)

- ENTERTAINMENT
- TRAVEL
- DINING
- GAS AND GROCERIES

Pensez d'abord à Voyages Costco lorsque vous planifierez vos prochaines vacances.

Objet : Compte dont le numéro se termine par [!--$ACCT_LAST_4_NUM$--]

Bonjour [!--$FRST_NM$--],

Que vous rêviez d'une croisière ou d'une escapade personnalisée, Voyages Costco est la destination en ligne tout indiquée pour planifier des vacances de première qualité auprès de fournisseurs réputés. Vous y découvrirez de multiples façons de rendre vos vacances inoubliables.

Réservez une croisière.

Montez à bord d'un luxueux bateau de croisière pour vivre vos vacances de rêve. Que ce soit pour explorer l'Europe et son riche héritage historique ou pour profiter du soleil et du sable des Caraïbes – il y en a vraiment pour tous les goûts.

Louez une voiture.

Trouvez rapidement le véhicule de location idéal grâce à notre outil « Meilleures économies ». Nous rechercherons tous les bons, codes et rabais applicables pour dénicher le prix le plus avantageux.

Économisez sur les assurances*.

La prochaine fois que vous voyagerez, portez le coût total de votre location de véhicule a votre carte Platine MasterCard[MD] de Capital One® et refusez la garanite d'exonération des dommages et collisions offerte par l'agence de location (vous pourriez économiser de 20 $ a 30 $ par jour).

De plus, vous serez assuré pour une période de 31 jours au maximum pour vol ou dommages de votre véhicule de location.

Visitez Voyages Costco **et réservez vos vacances dès maintenant!**

RÉSERVEZ AVEC VOTRE CARTE.

Vous accumulerez des remises en argent et profiterez d'avantages voyages* remarquables.

- Assurance contre les accidents de voyage à bord d'un transporteur public
- Retard des bagages
- Service d'assistance voyage

Consultez le livret sur vos récompenses et avantages.

HELZBERG DIAMONDS

Security Corner

Card Ending in:

HAPPY ANNIVERSARY!

We believe anniversaries should be celebrated with jewelry. Especially your first cardholder anniversary.

Visit Helzberg before to pick up your free gift —a pair of freshwater cultured peal and silver earrings.* It's our way to say thanks for being part of the Helzberg family.

FIND YOUR STORE

2700 POTOMAC MILLS CIR
Woodbridge, VA 22192

SHOP ONLINE

1-800-HELZBERG

*Offer good through P5-6. Offer good in-store only. One free item per customer. While supplies last. If unavailable, Associate may substitute for promotional item of equal value. Cannot be combined with any other offer. Offer has no cash value and cannot be used as a payment on account or for past purchases. Void if copied, transferred or sold through online auction. This email must be surrendered at the time of redemption.

HELZBERG DIAMONDS

00 DAYS 00 HOURS 00 MINS 00 SECS

HURRY, TIME'S RUNNING OUT!

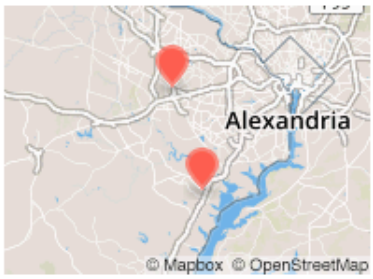
SHOP AND REDEEM

Your three $50 Helzberg Rewards Certificate expires on November 5. Redeem it by spending $150 or more on your Helzberg Diamonds® Platinum Card.

Shop online or in store to take advantage of the savings.

Promo code: BY
Certificate code: CODE2

Shop online or in–store▼



Helzberg Diamonds
2700 POTOMAC MILLS CIR
STE 412
Woodbridge, VA 22192

Name, your available credit as of XX/XX/XXXX is BUY.

Don't have your Certificate? No problem. Present this email at checkout, or shop online using promo code: REWARD along with your certificate code (above). Offer expires on **November 5, 2016.**

Store promo code: 59

*Each $50 Rewards Dollar redemption requires a minimum of $150 in purchases and may be used only once. Rewards Dollars can be redeemed on any approved jewelry or watch purchase when using the Helzberg Diamonds® Preferred Card in store or online. May not be used on WOW items; Limited Edition items; trade–ins/break–ups or pre–owned purchases; clearance; care plans; repairs; appraisal services; Swarovski®; Royal Asscher®; Crisscut®; loose diamonds in the Create Your Own Helzberg Diamond Ring™ feature; seasonal I Am Loved® bear; customer appreciation certificates; and Helzberg Diamonds® gift cards. Cannot be combined with any other special offer, including military discount, watch discount, or credit card reissue offer. Valid Rewards Dollars must be presented at the time of redemption. Certificate will be applied to the purchase price. Layaways and special orders must be picked up by 08/10/2016 to qualify. Offer has no cash value and cannot be used as a payment on account or for past purchases. Void if copied, transferred or sold through online auction. Offer valid through 08/10/2016.

Do you still want emails from Great Wolf Lodge? | View Online

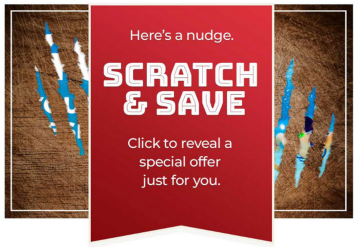
GREAT WOLF LODGE

Wisconsin Dells, WI

ATTRACTIONS WATER PARK BOOK NOW CONTACT US

AMANDA!

Will you come see us at Great Wolf Lodge again?



Not interested in our emails anymore?

PLEASE UNSUBSCRIBE ME

Still interested in (GREAT) Great Wolf Lodge offers and updates?

YES! KEEP THEM COMING

866.981.WOLF (9653)

GREAT WOLF LODGE

COME SEE US AGAIN!

BOOK A GREAT WOLF GETAWAY TODAY

3 REASONS TO COME BACK TO GREAT WOLF LODGE

866.981.WOLF (9653)

GREAT WOLF LODGE

COME SEE US AGAIN!

BOOK A GREAT WOLF GETAWAY TODAY

3 REASONS TO COME BACK TO GREAT WOLF LODGE

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