



marketingsherpa
email awards 2013

**17 Award-Winning
B2B and B2C
Email Marketing Campaigns**

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MarketingSherpa Email Awards 2013

17 Award-Winning B2B and B2C Email Marketing Campaigns

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MarketingSherpa Email Awards 2013

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Table of Contents

From the Lead Editor	4
Best-in-Show	6
<i>NFL.com's Email Newsletter</i>	
Best Promotional Email Or Campaign - Gold	12
<i>bessergehen's Leaving Traces with Intelligent Email Marketing Campaign</i>	
Best Promotional Email Or Campaign - Silver	18
<i>Sony's Black Friday-Cyber Monday 2011 Campaign</i>	
Best Promotional Email Or Campaign – Honorable Mention	34
<i>WWF Germany's Email Redesign</i>	
Best Audience Engagement - Gold	45
<i>Ritos GmbH: OSRAM Innovation Store</i>	
Best Audience Engagement - Silver	49
<i>Railey Mountain Lake Vacations' Mobile-Optimized Email Template</i>	
Best Audience Engagement – Honorable Mention	51
<i>Adobe's FormsCentral eNewsletter</i>	
Best Personalization/Segmentation Strategy - Gold	56
<i>NFL.com's Email Newsletter</i>	
Best Personalization/Segmentation Strategy - Silver	57
<i>Nürburgring Automotive GmbH: Performance Increase with Profiling and Individualization</i>	
Best Personalization/Segmentation Strategy – Honorable Mention	63
<i>NC State University's Matching Gift Program</i>	
Best Email List Growth Campaign - Gold	67
<i>Blinds.com's "Entice and Engage" \$5,000 Cash Giveaway</i>	
Best Email List Growth Campaign - Silver	75
<i>Noriel 500's Email List Growth Campaign</i>	
Best Triggered Email or Auto-Responder Series - Gold	80
<i>WeddingWire's Welcome Series</i>	
Best Triggered Email or Auto-Responder Series - Silver	87
<i>L'Occitane's Social Sign-in Offer</i>	
Best Triggered Email or Auto-Responder Series – Honorable Mention	93
<i>Sony's New Buyer Dynamic Content Trigger Program</i>	
Best Triggered Email or Auto-Responder Series – Honorable Mention	105
<i>American Airlines' Retargeting/Abandoned Search Trigger</i>	
Best Email Innovation - Gold	109
<i>Sony's Email and Pinterest Collaboration</i>	
Best Email Innovation – Silver	120
<i>No Winner</i>	
Best Email Innovation – Honorable Mention	121
<i>Dortmund Airport's Videomail</i>	

From the Lead Editor

Dear Email Marketer,

As it does every year, MarketingSherpa's Email Awards 2013 serves as a showcase for the work of marketers who go above and beyond expectations, designing email campaigns that increase relevance and boost results.

This year's award winners were selected from a very competitive group of entrants, all of whom demonstrated unique and successful approaches toward evolving email marketing beyond "batch and blast" sends, and showing just how much life is left in this venerable tactic.

Of note in this edition is that 2012 proved to be a very consumer-oriented year for email marketers, as nearly all winning entries were business-to-consumer efforts. As such, we did not include a "B2B Best-in-Show" award for 2013, but remain hopeful that our B2B friends will garner some inspiration from these winners, and come back strong next year.

Also of note, 2012 saw several past MarketingSherpa Email Awards winners triumphantly return to the winners' podium, as efforts from Railey Mountain Lake Vacations, Dortmund Airport and WWF Germany once again wowed our judges with their innovative work.

And, perhaps most impressive of all, consumer giant Sony Electronics took home an unprecedented *three* awards this year, across as many categories, for its trio of very unique, creative, and effective email campaigns.

Judging these awards is a thorough, multi-step process that involves identifying the best entries, collaboratively debating the merits of each, and going through the often difficult process of choosing a winner from such innovative entries.

Our award categories remain unchanged from last year, as we looked for a Best-in-Show campaign, alongside Gold, Silver and Honorable Mention winners for each of the following areas:

1. Best Email List Growth
2. Best Email Audience Engagement
3. Best Promotional Email or Campaign
4. Best Personalization/Segmentation
5. Best Triggered Email or Autoresponder
6. Best Email Innovation

For each winning entry, our lead judges offered insights as to why each campaign won within its respective category. But, as seems to happen each year, there was rarely a "runaway" winner, and certainly no shortage of spirited debate among our panel.

One thing we can say with the utmost confidence is that all of the award-winning campaigns within these pages represent the highest level of output from today's premier email marketers. We want you to enjoy reading about our winners' success. But, we also hope you will use this book as a guide for your own inspiration. Be sure to study these winning campaigns, and learn from their approaches, as you plan your email efforts for the coming year.

Many thanks to all of our entrants – winners and non-winners alike – for making Email Awards 2013 so difficult to judge. It's a "problem" we were thrilled to have, and a very positive sign for the future of this tactic.

Sincerely,

Brad Bortone
Senior Research Editor
MarketingSherpa, a MECLABS Group Company



Best-in-Show

NFL.com's Email Newsletter

Entrant: Anne Koskey-Wagoner, e-Dialog

Audience: B2C

Judge Panel: Brad Bortone, Justin Bridegan, Daniel Burstein,
Todd Lebo, Pamela Markey

Why It Won:

Personalization and segmentation have gone from a “nice-to-have” feature, to a necessary approach. As many of you know it can be very difficult and expensive to implement these strategies across marketing channels.

However, when the right message is sent to the right audience it can be a thing of beauty – usually resulting in an audience that is more engaged, willing to share and, most importantly, buy your products.

This year's Gold award winner in the Best Personalization/Segmentation category was also selected as Best-in-Show for MarketingSherpa's Email Awards 2013. It explored new ways to engage with the audience by tailoring each message on a very personal level.

Leveraging the data they already had on their contacts for NFL.com, e-Dialog's Anne Koskey-Wagoner and team had a goal to create an email as relevant and targeted as possible using improved segmentation. Each recipient was segmented based on their favorite team and then given the most up-to-date, real-time content and information available.

Searching for relevant articles and poring over information they found videos, schedules and upcoming game information that any fan would find useful. Not to mention including a live countdown to their team's game. They also tailored email templates for the mobile audience (comprising about 50%) designed for easy viewing and scrolling at the touch of a finger. Not only was the relevant content easier to find it was now easier to read.

This campaign took some unique and innovative steps towards utilizing content they already had and showcasing it in a valuable and engaging format. The NFL and e-Dialog have received feedback that this campaign has changed the way their audience engages with them.

Fans now go back to their email if they forget how long it will be before their next big game kicks off, and read up-to-date articles in preparation for game time. The success of this campaign focused on providing as much relevant content as possible and then delivering it a timely manner.

Since the campaign has been launched the email program saw an astonishing year-over-year 121% increase in opens (including a 9% increase in mobile opens) and a 26% increase in clickthrough rates. By providing real-time content, fans are now eager to read articles, watch videos, and check on their countdown clock.

From Their Nomination Form:

This email campaign was created to engage with fans by informing them of the current week's NFL news and remind them of the upcoming NFL games. The goal was to make this email as relevant and targeted as possible by segmenting by a fan's team and providing the fan with the most up-to-date, real-time content and information.

This campaign achieved the goal above and beyond with relevant and targeted messaging. The NFL had to consider who the audience was and what they would want to see in a weekly NFL newsletter. The first step was to segment the audience by their favorite team and provide team-specific content. This includes articles, videos, and upcoming game schedule info. This campaign scores a "touchdown" in terms of personalization.

Knowing users need for the most up-to-date information, e-Dialog inserted a live countdown to their team's game and scraped the NFL site the day the email is sent for up-to-date articles and videos, not seen by the fan before.

Also, knowing that over 50% of the NFL database is comprised of mobile email users, e-Dialog created a responsive design email template for this newsletter. This made it mobile-friendly – and easy view and scroll with a touch of a finger.

What Was Special About This Campaign?

This campaign is unique because it's innovative. It's highly targeted and contains relevant content which makes it exciting to the user opening the email every week. Creatively and technically, this campaign is special – it has up-to-date and real-time content when it's sent.

The content never gets repetitive – articles and videos are refreshed weekly, and the countdown clock refreshes based on when a fan opens their email and the fan's favorite team game time. e-Dialog and the NFL have received feedback indicating fans go back to this email if they forget how long it will be before the next big game kicks off. This campaign changes the way the fans engage with the NFL email program.

Results:

Year-over-year, the 2012 newsletter is up 121% for opens and clickthrough rates are up by 26%. Mobile opens are also up 9% year-over-year.

Recognition:

Person Recognized	Organization	Job Title
Aidan Lyons	NFL	Client
Christine Hua	NFL	Client
David Hubai	e-Dialog	Agency
Andrey Semenov	e-Dialog	Agency
Ray Bovenzi	e-Dialog	Agency
Robert Ragusa	e-Dialog	Agency
Kellie Mixon	e-Dialog	Agency
Greg Zolotas	e-Dialog	Agency
Colin Petruno	e-Dialog	Agency
Anne Koskey-Wagoner	e-Dialog	Agency
Lilia Arsenault	e-Dialog	Agency

Creative Sample from the NFL.com Email Newsletter:


Newsletter
Full Page

The Patriots take on the Cardinals this week! [View in your web browser](#)

NFL.COM Presented by **Verizon** **PATRIOTS THIS WEEK**

NEWS BLOGS TEAMS FANTASY PLAYERS PHOTOS SCHEDULE & SCHEDULE NETWORK NFL SHOP TICKETS

WEEK #2 HEADLINES



Bill Belichick: Larry Fitzgerald might be 'best one ever'

Tom Brady sharp as Patriots roll over Locker, Titans

Wes Welker splits snaps with Julian Edelman for Pats

Quick Take: Brady, defense sharp in Patriots win


Tom Brady surpasses 40,000 passing yards in NFL career

MORE NEWS

MORE BLOGS

COUNTDOWN TO THE GAME

0 DAYS 00 HOURS



The Cardinals **1-0** visit the Patriots **1-0**

Sunday, September 16 1:00 PM ET

FOX **SUNDAY FOOTBALL** **RADIO**

Channel 706 Channel 91


GAMECENTER

DISCUSS ANALYZE SCORES


WHO WILL WIN? VOTE TODAY!

BIG EDGE
 EVEN
 BK EDGE

NFL.COM PHOTOS [VIEW MORE](#)




2012 NFL Cheerleaders: Best of Week 1




Best of 2012: Week 1

NFL.COM EXPERTS



QB Performance Faceoff. Who Impressed more in Week 1: Matt Ryan or Tony Romo?

NFL.COM VIDEOS [WATCH MORE](#)



Matty Ice or Tony Romo: which QB Impressed more in Week 1? #QBFaceoff

Back to Contents

Newsletter
Top of Page

The Patriots take on the Cardinals this week! [View in your web browser](#)

NFL.COM Presented by **Verizon** **PATRIOTS THIS WEEK**

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MORE BLOGS

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0 DAYS 00 HOURS



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Sunday, September 16 1:00 PM ET

FOX **NFL SUNDAY FOOTBALL** **NFL RADIO**

Channel 706 Channel 91

GAMECENTER

DISCUSS ANALYZE INJURIES

WHO WILL WIN? VOTE TODAY!



BIG EDGE EVEN BIG EDGE

QB Performance Faceoff: Who Impressed more in Week 1: Matt Ryan or Tony Romo?

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Back to Contents

Newsletter
Bottom of Page

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NFL.COM Presented by **Verizon** **PATRIOTS THIS WEEK**

NEWS BLOG TEAMS FANTASY PLAYERS PHOTOS SCORES & SCHEDULE NETWORK BUY-UP TICKETS

WEEK #2 HEADLINES **COUNTDOWN TO THE GAME**

0 DAYS 00 HOURS

NFL.COM PHOTOS

VIEW MORE



2012 NFL Cheerleaders: Best of Week 1



Best of 2012: Week 1

NFL.COM EXPERTS



QB Performance Faceoff. Who Impressed more In Week 1: Matt Ryan or Tony Romo?

NFL.COM VIDEOS

WATCH MORE



Matty Joe or Tony Romo: which QB Impressed more in Week 1? #QBFaceoff

NFL.COM EXPERTS



Faded: QB Performance Faceoff. Who Impressed more In Week 1: Matt Ryan or Tony Romo?

NFL.COM VIDEOS

WATCH MORE



Faded: Matty Joe or Tony Romo: which QB Impressed more in Week 1? #QBFaceoff

[Back to Contents](#)



Best Promotional Email or Campaign

bessergehen's Leaving Traces with Intelligent Email Marketing Campaign

Entrant: Sebrus Berchtenbreiter, promio.net

Audience: B2C

Lead Judge: Pamela Markey, Director of Marketing, MECLABS

Why It Won:

We felt this was a strong example of an integrated campaign that intelligently connects a recurring brand visual with all messaging across platforms. It starts with an animated Saint's Day email, in which:

- The email initiates a user path through website, blog and social media.
- Animated footprints (a recurrent key visual), inspired by the bessergehen logo (pink footprints), "walk" through both the email and the company website.
- "Leaving traces" is a significant claim for all channels, and can be interpreted in different ways, depending on the context and the channel. "Your name left traces" (email), "leaving traces together" (website and blog), "leave your own traces" to get user-generated content, "share your traces" on social media.

We appreciated how the campaign drove traffic from the email website to the company blog and social media platforms. Additionally, we felt this was a very smart campaign, as recurring brand visuals connected the campaign elements, most notably with the animated footprints that reflect the brand logo, and also made literal sense, as footprints encouraging the customer path.

From Their Nomination Form:

bessergehen wanted to increase the email marketing performance indicators and website traffic, as well as achieve a heightened awareness of the new online blog. Moreover, they wanted to connect the brand with the idea of quality, sustainability and comfort.

What Was Special About This Campaign?

This campaign is not just a creative and successful email effort; it is a multidimensional communication strategy. The claim perfectly fits the brand and can be adapted to different kinds of campaigns like a charity campaign (i.e. "Help people and leave traces").

The connection to the bessergehen logo opens up new potential to communicate in an integrated, creative way. Promio.net has not just developed an effective email marketing campaign, it is the basic idea for an integrated successful communication strategy.

Results:

This campaign grabbed attention with elements like surprise, relevance, creativity, and an animated key visual in the email. Compared to the regular commercial emails:

- +133% conversion rate
- +43.49% open rate, (+9.78% unique)
- +19.7% clicks unique
- +9% clickthrough rate
- Web traffic: +18%

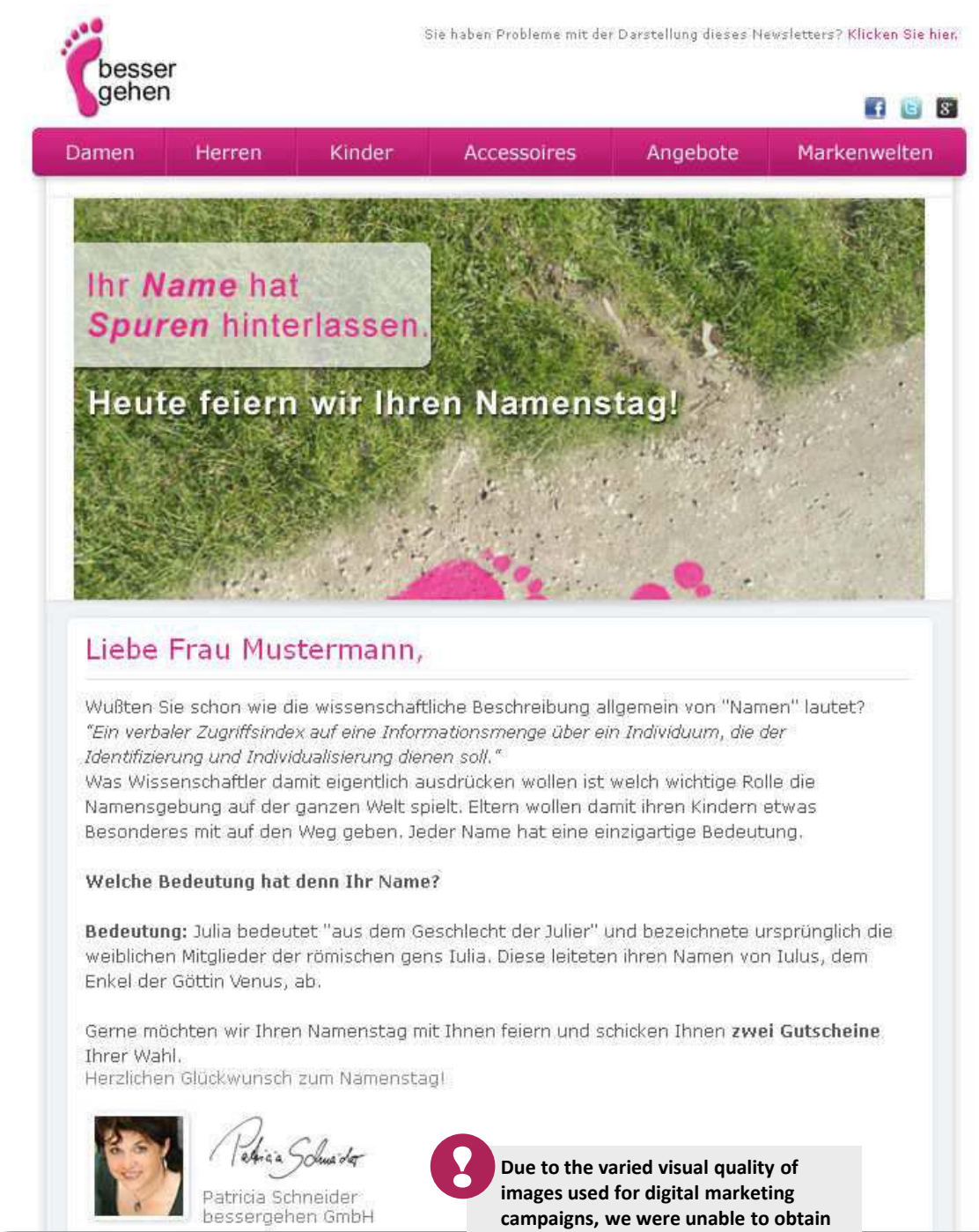
Animated mailings are more effective than regular emails. Extraordinary and unexpected occasions grab attention for better open rates. A personal involvement creates relevance and better click rates. Furthermore, integrated communication increases the involvement of the recipients, the social reach and guarantees high brand recognition.

Recognition:

Person Recognized	Organization	Job Title
Patricia Schneider	bessergehen	Client
Sebrus Berchtenbreiter	promio.net	Agency
Ralf Engler	promio.net	Agency
Kathleen Salazar	promio.net	Agency
Nina Zibuschka	promio.net	Agency

Creative Samples from bessergehen's "Leaving Traces" Campaign:

Saint's Day Email



! Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

Back to Contents

Online Shop

The screenshot shows the website interface for bessergehen.com. At the top, there is a navigation bar with links for Home, Wissenswertes, Service Center, Newsletter, Kontakt, and Sprachwahl. A shopping cart icon indicates 0 items for 0,00 €. Below the navigation bar, there is a section for 'Direkthilfe' featuring Heike Kohlhoff, with contact information and a 'Kostenlose Lieferung & Rückversand innerhalb Deutschlands' icon. The main content area features a large banner with the text 'Gemeinsam Spuren hinterlassen' and a pink footprint graphic. To the right of the banner are three promotional boxes: 'Kostenlose Lieferung & Rückversand in Deutschland', 'Punkte sammeln und 5,00 EUR Gutschein erhalten!', and 'Newsletter Immer auf dem neuesten Stand.'. Below the banner is a row of brand logos: BIRKENSTOCK, Footprints by BIRKENSTOCK, Birki's, TATAMI by BIRKENSTOCK, Papillio, ALPRO by BIRKENSTOCK, and Betula. The 'Angebote' section displays a grid of shoes with their names and prices:

Brand	Model	Original Price	Current Price
Footprints@	Darlington	99,90 €	ab 69,90 €
Footprints@	Darlington	99,90 €	ab 69,90 €
ALPRO@	S 100	45,95 €	ab 32,17 €
Footprints@	Ontario	109,90 €	ab 54,95 €
Footprints@	Sao Luis	99,90 €	ab 59,94 €
Footprints@	Tirano	99,90 €	ab 49,95 €



Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

bessergehen Blog

bessergehen blog 

Start | [bessergehen.com](#) | Impressum

»Vielen Dank! - RT @ErnstLaule Unsere Tagesempfehlungen: @schokopur @perushop24 @Hierkaufich @bessergehen«
via [Twitter](#) vor 4 Stunden und 54 Minuten



Spurlos verschwinden? Von wegen!

27.06.2012

3 Kommentare

Twittern 2

Like 26



Am heutigen Tag des Fußes, der jedes Jahr am letzten Mittwoch im Juni begangen wird, möchten wir uns mit der Nachhaltigkeit von etwas eigentlich sehr vergänglichem beschäftigen – Fußspuren. Bei dem Wort denkt man als erstes an die eigenen Fußabdrücke im Sand, die schon bald von den Wellen wieder weg gewaschen werden.

Dass Fußabdrücke jedoch auch eine bleibende Erinnerung sein können, beweisen zum Beispiel Gipsabdrücke, die den Abdruck von Kinderfüßen als dekorative Erinnerungen haltbar machen.

Zahlreiche Entdeckungen von Fußabdrücke regen zum Nachdenken und Fantasieren an!

Und dann gibt es da immer wieder Entdeckungen, die uns zeigen: Da lief mal etwas auf unserer Erde, das so groß und gewaltig war, dass wir es uns heute kaum vorstellen können. Nicht umsonst haben Filme und Bücher mit Dinosauriern, die plötzlich mitten durch unsere Welt und unseren Alltag laufen eine besondere Faszination ausgelöst.

Ins Grübeln brachte auch der Yeti-Fußabdruck im Himalaya-Gebirge, der vielleicht vom Schneemenschen, vielleicht aber auch doch nur von einem Bär stammen soll. http://www.focus.de/wissen/natur/yeti_aid_228156.html
Hinzu kommen natürlich die Entdeckungen der Fußspuren unserer Vorfahren, die wissenschaftlich äußerst interessant sind und Einblicke in die

Suchbegriff eingeben



KATEGORIEN

ARCHIV

Kundenmeinungen

Passform

Pleiten, Pech und Pannen

Sprichwörter

AKTUELLE ARTIKEL

26.11.2012

Was unsere Füße über uns verraten – Die Sprache der Zehen

15.11.2012

Bessergehen- und Rennsport-Fan Berthold ist unser „Herbst-Model 2012“

14.11.2012

Trendfarbe Rosa für kleine süße Füße

14.11.2012

Ein Synonym für gesunde Füße : bessergehen

12.11.2012

Die Erkältungszeit – gerade wenn die Nase zu ist, bleiben einige Fragen offen!

FOLLOW US



Facebook Fan Page

The image shows a screenshot of the Facebook fan page for 'bessergehen'. At the top, there's a search bar and navigation links. The main header features a large photo of a man and a woman sitting on a blue inflatable ring on a beach. Below this is the profile picture, which is a pink footprint logo with the text 'bessergehen'. The page has 9,345 likes and a 'Gefällt mir' button. A post from 'bessergehen' is visible, titled 'Wanted!!!' with a description about weather conditions. A right-hand sidebar shows a list of recent posts from users like Petra Wischanski and Welle Buch.

! Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

Back to Contents

Best Promotional Email or Campaign

Sony's Black Friday-Cyber Monday 2011 Campaign

Entrant: Morayea Pindziak, Sony Electronics

Audience: B2C

Lead Judge: Pamela Markey, Director of Marketing, MECLABS

Why It Won:

This campaign was notable for how it achieved success during the very competitive (and often cluttered) Black Friday/Cyber Monday retail sales/promotion period. This multi-touch email campaign built momentum and increased urgency through the following sends:

- "Pre-event" email ahead to increase awareness
- Thanksgiving afternoon
- Black Friday morning
- Sunday morning
- Cyber Monday morning
- Cyber Monday evening

I imagine it's a challenge to have consumers wait until *after* Black Friday, given that there is such a push to get out to stores to get the deals, especially in an area as competitive as consumer electronics.

From Their Nomination Form:

Black Friday-Cyber Monday is the biggest weekend of the year, in terms of consumer spending. Each year, Americans receive numerous pieces of communication, among them, email from retailers promoting Black Friday and Cyber Monday sales. This is especially true in the consumer electronics market, with every major retailer pulling out all the stops to get consumers to shop, both online and in-store. In the email channel alone, practically every consumer receives one or multiple messages from multiple retailers leading up to and during this time.

As Sony developed their email holiday plan, they realized the need to inspire a behavioral change among their customers. Sony needed to entice people to stay home and shop with them online, since many consumers view Black Friday traditionally as an "event" in which they visit and do their shopping at a physical store. And, in presenting such enticement, Sony needed to break through the deluge of emails inherent with this time of year. In addition, Sony sought to outdo the previous year's highly successful revenue from the Black Friday-Cyber Monday weekend.

What Was Special About This Campaign?

Sony was building on the already huge success of the 2010 holiday weekend and this campaign beat even those numbers by 53%.

Based on previous year's learnings, Sony had a clear understanding of their consumers buying behaviors so they did not hesitate to increase communications during this already busy time. The timing and content strategy was built with the known consumer behaviors in mind.

Even when consumers are being bombarded with messages from multiple retailers during the busy holiday season, brands can break through the "noise" with relevant content and timing strategies, and can capitalize on the fact that consumers are looking for and expecting offers during holidays.

Results:

The email initiative was viewed as a huge success.

- Revenue per email delivered for Black Friday far exceeded expectations at 174% of goal
- For Cyber Monday, revenue per email delivered nearly doubled goal at a whopping 191%
- Overall revenue from the week-long campaign was up more than 53% from 2010 – yes, a 53% increase in total revenue!
- A significant number of consumers are exhibiting behavior change toward how they shop during this critical time of year, which Sony helped to motivate.

Recognition:

Person Recognized	Organization	Job Title
Afsaneh Jahangiri	Sony Electronics	Client
Leilani Sandan	Sony Electronics	Client
Amanda Drenning	The Agency Inside Harte-Hanks	Agency
Elizabeth Yasso	The Agency Inside Harte-Hanks	Agency
Christopher Castano	The Agency Inside Harte-Hanks	Agency
Anthony Azzarano	The Agency Inside Harte-Hanks	Agency
Hannah Leader	The Agency Inside Harte-Hanks	Agency
Brittany Booth	The Agency Inside Harte-Hanks	Agency

Creative Samples from Sony's Black Friday-Cyber Monday 2011 Campaign:

Email #1
Full Page

BLACK FRIDAY DEALS: Save up to \$1,600 today. [View web page](#) | [View mobile version](#) | [Forward to a friend](#) | [Share this email](#)

SONY
make.believe


Black Friday Sale + Free shipping on all orders*

Computers | Cameras | Camcorders | HDTVs | Blu-ray | MP3 Players | e-Readers | Outlet

Our Best Deals of the Year.
Limited Edition VAIO® S Series Bundle. Includes free case and sheet battery. **Just \$799⁹⁹.**
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Skip those crowds. Shop these deals.

SAVE \$200




Snap and save.
The NEX-9K/B – DSLR performance in about half the size and weight. **Just \$499.**
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SAVE UP TO \$1,600




Up to 50% off a captivating combination.
LED NK720 smart TV + 3D Blu-ray Disc™ Home Theater System BDV-E580.
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Select VAIO Configure-to-Order laptops – free upgrade to Intel® Core i7, a \$250 value.
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SAVE \$200




Project your memories and save.
HDR-PJ10 Handycam® camcorder – built-in projector to show movies. **Just \$499.**
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[Shop now](#)




SAVE UP TO \$120
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GAME ON FOR \$199
PlayStation®3 System + 2 Games
[Shop now](#)



50% OFF
Charge and play your iPod® and iPhone®
[Shop now](#)



\$149⁹⁹ BUNDLE
Cyber-shot® WX9 with case and media card
[Shop now](#)

Want more? Shop these Black Friday deals.

- SMP-N100 Streaming Player with Wi-Fi® – **SALE \$49⁹⁹** | [Shop now](#)
- HDR-CX160 Handycam camcorder – **SALE \$329⁹⁹** | [Shop now](#)
- PSP™ 3000 System – **SALE \$99** | [Shop now](#)
- MHS-TS20 Bloggie Touch™ camera – **SALE UP TO \$70 OFF** | [Shop now](#)
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Back to Contents

Email #1
Top of Page

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Computers | Cameras | Camcorders | HDTVs | Blu-ray | MP3 Players | e-Readers | Outlet

Our Best Deals of the Year.

BLACK FRIDAY DEALS: Save up to \$1,600 today.
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Computers | Cameras | Camcorders | HDTVs | Blu-ray | MP3 Players | e-Readers | Outlet


Our **Best Deals** of the Year.

Limited Edition VAIO® S Series Bundle.
Includes free case and sheet battery. Just \$799⁹⁹.

[Shop now and save](#) +
[Shop all Black Friday deals](#) +




Skip those crowds. Shop these deals.



SAVE \$200


Snap and save.
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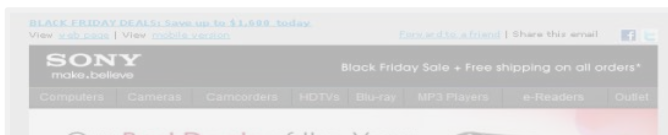
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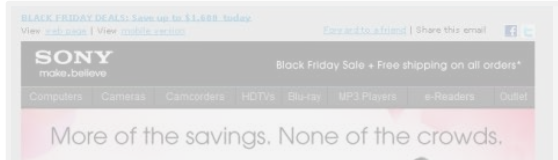
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



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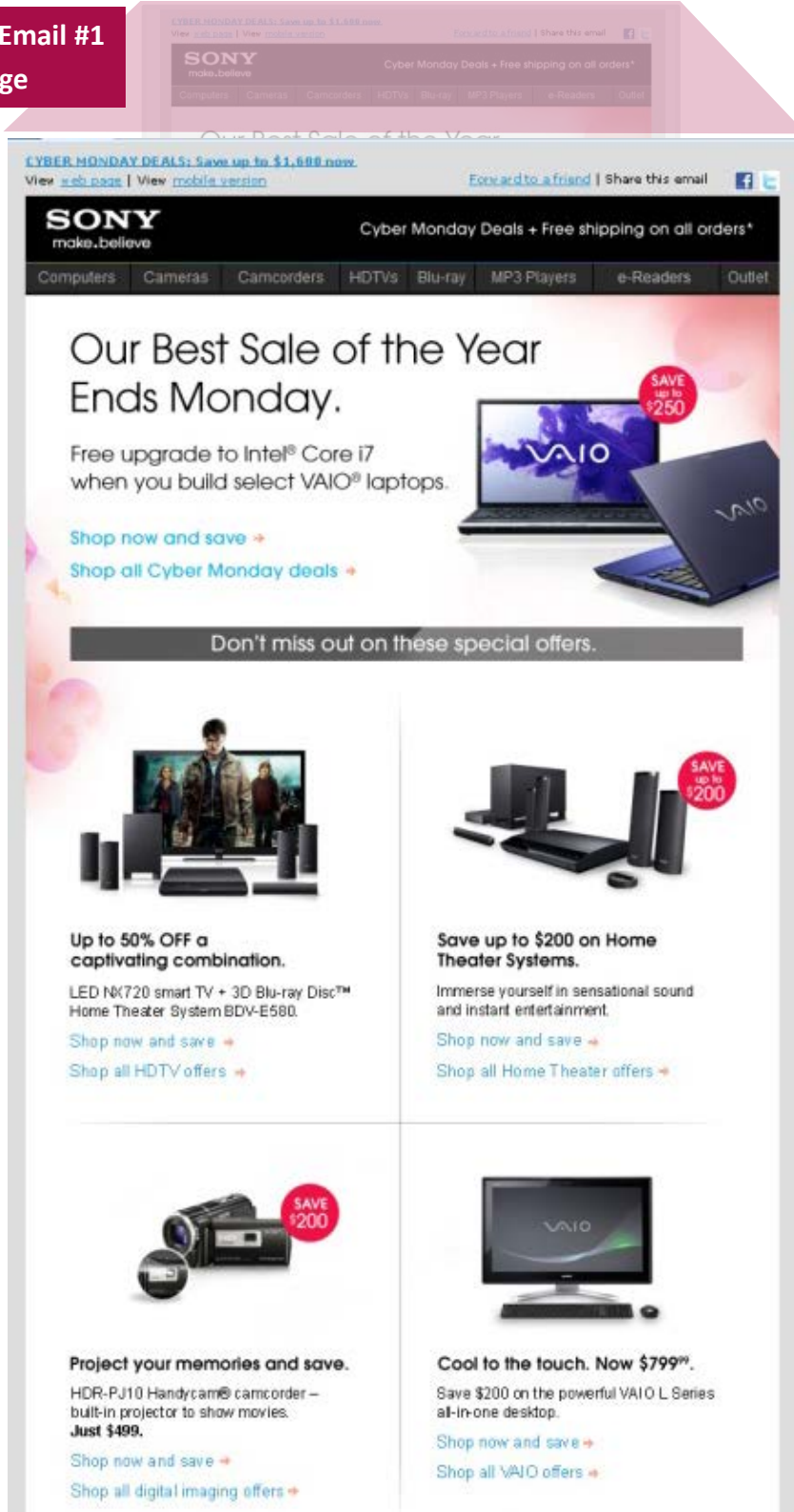
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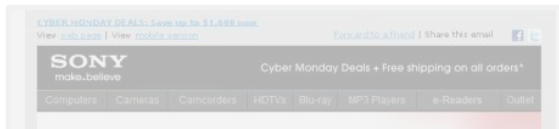
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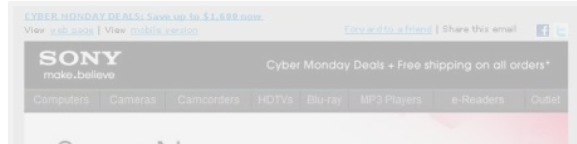
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Best Promotional Email Or Campaign

WWF Germany's Email Redesign

Entrant: Wendelin Weishaupt, rabbit eMarketing GmbH

Audience: B2C

Lead Judge: Pamela Markey, Director of Marketing, MECLABS

Why It Won:

In this campaign from the German division of the World Wildlife Fund (WWF), the team focused each newsletter on a specific animal or threatened region. They didn't mention this in the submission, but we felt it would offer interesting results if they discovered what campaign elements resonated with people, or possibly even segmented their supporters by which animals/regions they were more likely to engage with.

Regardless, the results were there. Donations generated from the newsletter were 14% higher than other methods for generating donations. Likewise, 33% of all newsletter readers also donated, which is well above the organization's average.

To date, WWF donations are still being generated as a result of emails from this campaign, months after it had initially been sent.

From Their Nomination Form:

The WWF sends out campaign emails as a supplement to its regular newsletters to communicate urgently on especially acute and time-sensitive issues and generate donations for a given project.

First and foremost, the email campaign's purpose was to generate donations by raising awareness in an emotionally powerful manner about the endangerment of wildlife species. However, the campaign emails in use were very text-heavy with very little visual content, falling far below the expectations of WWF Germany.

rabbit eMarketing completely revamped the email format, in terms of both design and content, to increase significantly the success of these email campaigns.

What Was Special About This Campaign?

The above-average readiness to donate in all areas created by the campaign and its excellent open and clickthrough rates demonstrate that even in times of economic crisis, a well-designed email is able to persuade people to donate.

A well-designed newsletter and clear persuasive argument for making a donation make a sincere and convincing impression and result in more donations. Each newsletter is concerned only with one animal or threatened region, and deploys a different argument and call-to-action for making a donation. This result is the generation of more donations, and development of stronger bonds between donors and the WWF conservation efforts.

Results:

The open rate increased from an average of 20% to a constant 27%. The clickthrough rate doubled from 5 to 9.89%. Of particular note is that donations generated from the newsletter are 14% higher than other methods for generating donations.

This suggests that the newsletter is especially effective in emotionally connecting with recipients and greatly increases the willingness to donate. 33% of all newsletter readers also donated, which is well above the norm.

An especially nice side effect is that donations are still generated from campaign emails, even months after it has been sent. Recipients keep the newsletter, read it again after some time and decide to make a donation.

Recognition:

Person Recognized	Organization	Job Title
Emily Sidka	rabbit eMarketing GmbH	Agency
Clemens Praetorius	rabbit eMarketing GmbH	Agency
Torsten Burgmaier	rabbit eMarketing GmbH	Agency
Heiko Korntheuer	WWF Germany	Client
Sönke Kranz	WWF Germany	Client
Cüneyt Akan	WWF Germany	Client

Creative Samples From WWF Germany's Email Redesign:

April Campaign Email
Full Page

Die 45 letzten Amur-Leoparden sind bedroht.
Hier erfahren Sie, wie Sie zu ihrer Rettung beitragen können! [Spenden ▶](#)



ES BRENNT!
Noch ist es nicht zu spät.
Helfen Sie mit!

Der Amur-Leopard darf nicht verschwinden!

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Liebe Frau Sidka,

so retten wir die letzten 45 Tiere
Ein großer NATIONALPARK für den Amur-Leoparden!

Die Wälder Südostrusslands beherbergen noch heute eine faszinierende Artenvielfalt – darunter auch den Amur-Leoparden. Doch Waldbrände, Wilderei, illegaler Holzeinschlag und Inzucht bedrohen die letzten 45 Tiere. Soll die prächtige Großkatze gerettet werden, müssen wir schnell handeln.

188.000 Hektar Lebensraum wurden bereits zum Schutzgebiet erklärt. Hier – im Land der Leoparden – beschäftigen wir Wildhüter und helfen, Feuerschäden zu beheben und neue Brände zu verhindern.

Helfen Sie jetzt mit Leopardeland zu vergrößern. Unterstützen Sie mit Ihrer Spende die Rettung des Amur-Leoparden – ehe es zu spät ist!

Vielen Dank, Ihr WWF-Team

[Ja, ich mache mit und spende! ▶](#)

So können Sie helfen!
Jeder Euro hilft dem Amur-Leopard. Für...

- [▶ 40,- Euro!](#) ermöglichen Sie den Tageseinsatz eines mit einem Speziallöcher ausgestatteten Feuerschützers.
- [▶ 50,- Euro!](#) schicken Sie einen Wildhüter inklusive Ausrüstung einen ganzen Tag lang auf Patrouille.
- [▶ 80,- Euro!](#) sichern Sie 150 Hektar Leopardeland zuverlässig für einen Zeitraum von drei Jahren.

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Liebe Frau Sidka,
so retten wir die letzten 45 Tiere
Ein großer NATIONALPARK für den Amur-Leoparden!

Die Wälder Südostruslands beherbergen noch heute eine faszinierende Artenvielfalt – darunter auch den Amur-Leoparden. Doch Waldbrände, Wilderei, illegaler Holzeinschlag und Inzucht bedrohen die letzten 45 Tiere. Soll die prächtige Großkatze gerettet werden, müssen wir schnell handeln.

188.000 Hektar Lebensraum wurden bereits zum Schutzgebiet erklärt. Hier – im Land der Leoparden – beschäftigen wir Wildhüter und helfen, Feuerschäden zu beheben und neue Brände zu verhindern.

Helfen Sie jetzt mit Leopardland zu vergrößern. Unterstützen Sie mit Ihrer Spende die Rettung des Amur-Leoparden – ehe es zu spät ist!

Vielen Dank, Ihr WWF-Team

[Ja, ich mache mit und spende! >](#)





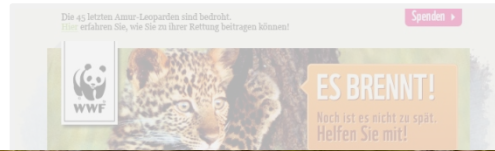
10001 Berlin | 030 341 777-0
Tel.: 030 341 777-0 | E-Mail schreiben
Fax: 030 341 777-603 | → www.wwf.de

Ständige Auftragsbehörde:
Senatsverwaltung für Justiz
Berlin

→ E-Mail im Browser auslesen | → Jetzt Spenden | → Newsletter abbestellen

Back to Contents

April Campaign Email
Bottom of Page



So können Sie helfen!

Jeder Euro hilft dem Amur-Leopard. Für...

- ▶ **40,- Euro!** ermöglichen Sie den Tageseinsatz eines mit einem Speziallöscher ausgestatteten Feuerschützers.
- ▶ **50,- Euro!** schicken Sie einen Wildhüter inklusive Ausrüstung einen ganzen Tag lang auf Patrouille.
- ▶ **80,- Euro!** sichern Sie 150 Hektar Leopardenland zuverlässig für einen Zeitraum von drei Jahren.

Impressum

WWF Deutschland Reinhardtstraße 14 10117 Berlin	Umsatzsteuer-Identifikationsnummer gemäß § 27 a Umsatzsteuergesetz: DE 114236103	Vorstand: Eberhard Brandes
Tel.: 030 311 777 - 0 Fax: 030 311 777 - 603	E-Mail schreiben → www.wwf.de	Zuständige Aufsichtsbehörde: Senatsverwaltung für Justiz Berlin

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May Campaign Email
Full Page

[Spenden ▶](#)



Die letzten Ihrer Art: Lesen Sie [hier](#), was Sie zur Rettung der letzten ca. 130 Westpazifischen Grauwale beitragen können!

Retten Sie mit uns die letzten 130 Riesen der Weltmeere!

Jetzt spenden ▶

Liebe Frau Sidka,
**Ihr letzter Sommer droht:
Helfen Sie, den Westpazifischen Grauwal zu retten!**

Einst waren sie die Herrscher des Westpazifik, heute sind sie vom Aussterben bedroht: Der Westpazifische Grauwal wird immer stärker von unersättlichen Ölgiganten bedroht. Heute leben nur noch ca. 130 Tiere – und wenn nicht schnell etwas geschieht, bricht in diesem Jahr der letzte Sommer der sanften Riesen an!

Lassen Sie nicht zu, dass die Gier nach Öl die letzten Exemplare des sanften Giganten unwiederbringlich auslöscht. Stehen Sie im Kampf gegen die Errichtung der dritten Ölbohrplattform für Sachalin an unserer Seite.

Machen Sie 2012 zum Jahr der Wale! Unterstützen Sie jetzt unser zum Schutz dieser besonders bedrohten Walart. Helfen Sie mit Ihrer Spende den Westpazifischen Grauwalen eine Chance auf eine Zukunft zu schenken – die Zeit drängt!

Vielen Dank
Ihr WWF-Team







So können Sie helfen!

Jeder Euro hilft den sanften Riesen der Meere.

▶ **50,- Euro!**

tragen dazu bei, unsere Lobbyarbeit zu verstärken und den Bau einer dritten Ölbohrinsel zu stoppen!

[Jetzt Mitglied werden ▶](#)

Neu beim WWF?

Unterstützen Sie unsere Arbeit dauerhaft und werden Sie WWF-Mitglied

▶ [Ja, ich will Mitglied beim WWF werden](#)

Impressum

WWF Deutschland Reinhardtstraße 14 10117 Berlin Tel.: 030 311 777 - 0 Fax: 030 311 777 - 603	Umsatzsteuer-Identifikationsnummer gemäß § 27 a Umsatzsteuergesetz: DE 114236103 E-Mail schreiben → www.wwf.de	Vorstand: Eberhard Brandes Zuständige Aufsichtsbehörde: Senatsverwaltung für Justiz Berlin
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[→ E-Mail im Browser ansehen](#)
[→ Jetzt Spenden](#)
[→ Newsletter abbestellen](#)

Back to Contents

May Campaign Email
Top of Page

Die letzten Ihrer Art: Lesen Sie [hier](#), was Sie zur Rettung der letzten ca. 130 Westpazifischen Grauwale beitragen können! [Spenden >](#)

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Jetzt spenden >

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Vielen Dank
Ihr WWF-Team

Ja, ich mache mit und spende! >

Fax: 030 344 777-603

→ www.wwf.de

Berlin

→ E-Mail im Browser ansehen

→ Jetzt Spenden

→ Newsletter abbestellen

[Back to Contents](#)

May Campaign Email
Bottom of Page



Retten Sie mit uns die letzten

So können Sie helfen!

Jeder Euro hilft den sanften Riesen der Meere.

► 50,- Euro! tragen dazu bei, unsere Lobbyarbeit zu verstärken und den Bau einer dritten Ölbohrinsel zu stoppen!

Jetzt Mitglied werden ►

Neu beim WWF?

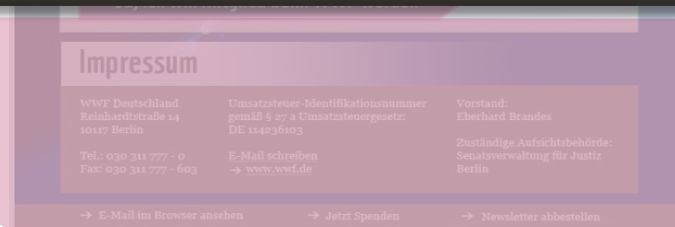
Unterstützen Sie unsere Arbeit dauerhaft und werden Sie WWF-Mitglied

► Ja, ich will Mitglied beim WWF werden

Impressum

WWF Deutschland Reinhardtstraße 14 10117 Berlin	Umsatzsteuer-Identifikationsnummer gemäß § 27 a Umsatzsteuergesetz: DE 114236103	Vorstand: Eberhard Brandes
Tel.: 030 311 777 - 0 Fax: 030 311 777 - 603	E-Mail schreiben → www.wwf.de	Zuständige Aufsichtsbehörde: Senatsverwaltung für Justiz Berlin

→ E-Mail im Browser ansehen → Jetzt Spenden → Newsletter abbestellen



Back to Contents

August Campaign Email
Full Page

Der Luchs wird wieder in Deutschland heimisch: Erfahren Sie [hier](#) wie Sie den Neotankömling schützen können! [Spenden](#) ▶




Der Luchs ist wieder da! Und benötigt dringend unseren Schutz.

[Jetzt spenden](#) ▶

Liebe Frau Sidka,

Vor 100 Jahren ausgerottet!

Schutz für die heimkehrenden Luchse!

Im Nationalpark Bayerischer Wald, im Harz, im Pfälzer Wald, in Hessen, im thüringischen Nationalpark Hainich und im Schwarzwald – endlich streifen wieder Luchse durch heimische Wälder!

Doch die Rückkehrer sind noch immer gefährdet. Mensch und Straßenverkehr sind heute die größten Bedrohungen der Anfang des 20. Jahrhunderts in Deutschland ausgerotteten „Pinselohren“. Erst im Frühjahr 2012 wurde die Luchsin Tessa im Bayerischen Wald vergiftet! Gemeinsam können wir den Luchsen eine Heimat sichern. Bitte unterstützen Sie uns dabei!

Vielen Dank
Ihr WWF-Team

P.S.: Neben dem Luchs gibt es weitere Rückkehrer in Deutschland. Die Kegelrobbe ist an die deutsche Ostseeküste heimgekehrt. Wölfe leben wieder in Sachsen, Brandenburg, Sachsen-Anhalt sowie vereinzelt in Mecklenburg-Vorpommern und Niedersachsen. Auch für ihren Schutz macht sich der WWF mit Ihrer Hilfe stark!

[Ja, ich mache mit und spende!](#) ▶

Jetzt spenden & gewinnen:

Wir verlosen 2 x 2 Plätze in unserem Patrouillenboot in der Ostsee!

Fahren Sie mit der WWF-Expertin Cathrin Münster hinaus zu den Kegelrobben und überzeugen Sie sich selbst, wie wichtig die Arbeit des WWF für die Rückkehr dieser Tiere in die deutsche Ostsee ist.

An der Verlosung nehmen alle Spenderinnen und Spender teil, deren Spende von 250 Euro oder mehr uns bis zum 15. September 2012 erreicht.*

*Der Rechtsweg ist ausgeschlossen.



[Jetzt Mitglied werden](#)

Neu beim WWF?

Unterstützen Sie unsere Arbeit dauerhaft und werden Sie WWF-Mitglied

[▶ Ja, ich will Mitglied beim WWF werden](#)

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WWF Deutschland Reinhardtstraße 14 10117 Berlin Tel.: 030 311 777 - 0 Fax: 030 311 777 - 603 E-Mail schreiben → www.wwf.de	Vorstand: Eberhard Brandes Umsatzsteuer-Identifikationsnummer gemäß § 27 a Umsatzsteuergesetz: DE 114236103 Zuständige Aufsichtsbehörde: Senatsverwaltung für Justiz Berlin	Spendenkonto: Bank für Sozialwirtschaft BLZ: 550 205 00 Konto: 2000 IBAN: DE22 5502 0500 0008 0987 02 BIC: BFSWDE33HAN
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→ E-Mail im Browser ansehen → Jetzt Spenden → Newsletter abbestellen

August Campaign Email
Top of Page



Der Luchs wird wieder in Deutschland heimisch: Erfahren Sie [hier](#) wie Sie den Neuankömmling schützen können! [Spenden >](#)

WWF

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Und benötigt dringend unseren Schutz.**

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[Ja, ich mache mit und spende! >](#)

→ E-Mail im Browser ansehen → Jetzt Spenden → Newsletter abbestellen

Back to Contents

August Campaign Email
Bottom of Page



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Jetzt Mitglied werden

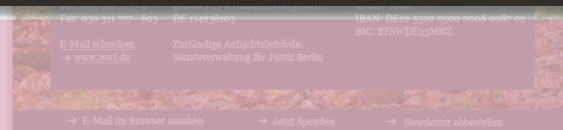
Neu beim WWF?
Unterstützen Sie unsere Arbeit dauerhaft und werden Sie WWF-Mitglied

▶ **Ja, ich will Mitglied beim WWF werden**

Impressum

WWF Deutschland Reinhardtstraße 14 10117 Berlin	Vorstand: Eberhard Brandes	Spendenkonto:
Tel.: 030 311 777 - 0 Fax: 030 311 777 - 603	Umsatzsteuer-Identifikationsnummer gemäß § 27 a Umsatzsteuergesetz: DE 114236103	Bank für Sozialwirtschaft BLZ: 550 205 00 Konto: 2000 IBAN: DE22 5502 0500 0008 0987 02 BIC: BFSWDE33MNZ
<u>E-Mail schreiben</u> → www.wwf.de	Zuständige Aufsichtsbehörde: Senatsverwaltung für Justiz Berlin	

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Best Audience Engagement

Ritos GmbH: OSRAM Innovation Store

Entrant: Sebrus Berchtenbreiter, promio.net

Audience: B2C

Lead Judge: Brad Bortone, Senior Research Editor, MECLABS

Why It Won:

Each year, MarketingSherpa Email Award entrants present judges with a wealth of results and statistics, ranging from significant boosts in clickthrough rates, to astronomical growth in list size and quality. Likewise, we often receive entrants that demonstrate high levels of creativity, even if the numbers don't "bowl over" the judges when compared to other entrants.

The Ritos GmbH OSRAM Innovation Store was the one entrant in this category that truly bridged that gap, showing us an integrated campaign that achieved tremendous results through seamless social media integration and a highly unique customer contest format.

In the end, this creativity paid off handsomely, with the campaign achieving high rates of customer interaction with the contest, significantly increased social sharing, and a tremendous boost in newsletter opt-ins – a "side effect" that wasn't even a focus of the initial campaign.

From Their Nomination Form:

The Light'n Style contest was designed as an eye-catching promotional effort to accompany the launch of a new series of designer LED lights. Additionally, not only should it introduce the new lighting products but also collect customer feedback.

Other goals of the campaign were to increase the reach of the OSRAM Innovation Store on Facebook, attract new Facebook fans, and reactivate existing ones. Parallel to this, the newsletter mailing list was to be expanded, if possible.

What Was Special About This Campaign?

The Light'n Style contest successfully tied together three key factors of an efficient campaign: a contest via a fan-gating tab on Facebook, highly personalized emails as a support to the contest, and an unusual contest mechanism that created a viral effect.

The fan-gating tab on Facebook ensured that only persons who were already fans of the OSRAM Innovation Store on Facebook could enter the contest. Contact with all participants was maintained throughout the contest through highly personalized emails. These included a confirmation email after the participants voted for their personal favorite light, the update email at the campaign's midway point and the closing email at the end of the contest.

All these emails were personalized through use of the recipient's name, an image of their favorite light, mentioned again in the text, and the light's current place in the voting. The unusual contest mechanism also made the campaign go viral.

As part of the Light'n Style contest, the OSRAM Innovation Store raffled off the contest's three top-scoring models of the seven featured new products before the line's actual market launch. This created a targeted incentive for participants to get their favorite product to the top of the list, and to invite friends to participate in the contest and vote for the same product.

Results:

1,583 people participated in the contest, the equivalent of over 10% of the existing newsletter mailing list. In addition, more than 1,761,614 people were reached through Facebook ads and made aware of the new products – 119 times more than the size of the newsletter mailing list. During the campaign, the OSRAM Innovation Store Facebook page increased its fan base by 18%.

Activity on the store's Facebook page was even significantly stronger: 582% more people posted on the Facebook page about the OSRAM Innovation Store during the campaign run. The open and clickthrough rates of all mailings sent in the scope of the campaign were always well above average: the open rates of emails on the contest were between 55% and 70%.

For all recipients, clickthrough rates of up to 39% were achieved. 60% of contest participants also requested to receive the newsletter in their entry forms. This resulted in a 1.5% increase in the newsletter mailing list, which wasn't a focus of this campaign.

Recognition:

Person Recognized	Organization	Job Title
Emily Sidka	rabbit eMarketing GmbH	Agency
Katrin Förster	rabbit eMarketing GmbH	Agency
Julia Gwosc	rabbit eMarketing GmbH	Agency
Vu Nghi Thai	rabbit eMarketing GmbH	Agency
Christopher Riedel	rabbit eMarketing GmbH	Agency
Juliane Schlütter	RITOS GmbH	Client

Creative Samples from the Ritos GmbH OSRAM Innovation Store:

Email

OSRAM

Gewinnen Sie eine hochwertige Designleuchte von Osram

Voten Sie für Ihren Design-Favoriten!
Freunde einladen und so die Chance auf einen Gewinn erhöhen.

Sehr geehrte/r Herr/Frau ...

Spot an für unsere brandneue Designleuchten-Kollektion!

Ab Sommer 2012 sind die neuen Designleuchten von Osram im Osram Innovation Store erhältlich. Als Leser unseres Newsletters haben Sie jedoch bereits heute die Chance, die Highlights des neuen Sortiments kennenzulernen – und Ihren persönlichen Leuchten-Favoriten sogar zu gewinnen.

Alles, was Sie dazu tun müssen: Wählen Sie **jetzt auf Facebook** Ihre Lieblings-Leuchte beim **Light'n Style-Gewinnspiel**.

Unter allen Teilnehmern, deren favorisierte Leuchte am Ende des Aktionszeitraumes auf einem der drei vordersten Plätze liegt, verlosen wir anschließend je ein Exemplar dieser hochwertigen Leuchte.

Wir wünschen Ihnen viel Spaß und drücken Ihnen die Daumen, Ihr OSRAM Innovation Store-Team

Jetzt am Light'n Style-Gewinnspiel teilnehmen

CALYX Pendant TRESOL Trio CALYX Ceiling
TRESOL Bloc TRESOL Cube TRESOL Cube Trio TRESOL Ceiling Trio

Zum Blog Gefällt mir! Folge uns

Impressum
Sollten Sie Ihr kostenloses Newsletter-Abonnement nicht mehr nutzen wollen, können Sie es unter folgendem Link abbestellen:
> [Abmelden](#)

Ihre Meinung ist uns wichtig, schreiben Sie uns:
> service@osram-shop.com

Hier finden Sie weitere Informationen über OSRAM:

RITOS GmbH
vertreten durch Frank Ritter
und Michael Wurzer
Frankenstr. 1-4
D-63776 Mömbris
Deutschland

OSRAM
OFFICIAL PARTNER

Telefon: +49 89 45 24 87-55
Fax: +49 89 45 24 87-54
E-Mail: info@osram-shop.com
Internet: www.osram-shop.com

Verantwortlicher gem. § 55 Abs. 2 RStV:
Daniel Miewes
Sitz der Gesellschaft: Mömbris
Handelsregister beim Registergericht Aschaffenburg:
HRB 9952
Umsatzsteueridentifikationsnummer: DE 253435305

Informationen zu den
Kosten des OSRAM

Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

Back to Contents

Facebook Tab

Jetzt Fan werden und am Light'n Style-Gewinnspiel teilnehmen



Das Light'n Style-Gewinnspiel von OSRAM Innovation Store!

Gewinne eine stylische Designleuchte von OSRAM. Einfach Fan werden. Für eine der neuen Designleuchten von OSRAM abstimmen. Und mit etwas Glück gewinnen!



Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

[Back to Contents](#)

Best Audience Engagement

Railey Mountain Lake Vacations' Mobile-Optimized Email Template

Entrant: Eric Taylor, Blue Tent Marketing

Audience: B2C

Lead Judge: Brad Bortone, Senior Research Editor, MECLABS

Why It Won:

As many people learn through MarketingSherpa articles and newsletters, mobile optimization is no longer a marketing luxury. Whether it is through optimized websites, landing pages or emails, creating an optimal customer experience is of paramount importance in an increasingly mobile marketplace.

Railey Mountain Lake Vacations may not be part of an industry that necessarily demands state-of-the-art communications to remain successful, but its team smartly paid attention to metrics, and saw that mobile optimization offered them a chance to improve interaction with customers.

The end result was a campaign that delivered boosts in clickthroughs and page visits across the two most prominent mobile platforms, a drop in bounce rates, and notable boost in revenue when compared to its previous sends.

From Their Nomination Form:

The goal of this campaign was to create mobile-optimized email templates. By using the company Knotice, we have been able to track open rates by device. While the vacation rental industry doesn't appear to have open rates on mobile devices as high as other industries, the need for mobile templates was still there.

We created our mobile-optimized emails using a CSS media query within our inline-styled HTML template. Through the media query we were able style fonts, resize images, and eliminate some elements that weren't completely necessary for smartphone/tablet viewing.

What Was Special About This Campaign?

The time period of the four emails sent prior to their deployment of the mobile optimized emails (March - mid June) was actually during the time of year when Railey Mountain Lake Vacations historically sees the most amount of bookings. Spring is typically their most active time for reservations so the fact that traffic and revenue increased after we started sending mobile optimized templates was a significant win for us.

Results:

Since starting to use the mobile-optimized templates in June we've sent out four emails (mid-June through the end of September). In comparing the results from the previous four emails (March through mid-June), clickthrough rates and page visits on iOS devices increased 1,516%.

Likewise, CTRs/visits on Android devices increased 164%. Bounce rates on iOS dropped from 48.76% down to 35.99%. But, most importantly, revenue increased. Revenue increased 120% when comparing the four mobile-optimized emails to the previous four non-optimized templates.

Recognition:

Person Recognized	Organization	Job Title
Jennifer Durben	Railey Mountain Lake Vacations	Client
Ryan Austin	Blue Tent Marketing	Agency
Liv Johnson	Blue Tent Marketing	Agency
Eric Taylor	Blue Tent Marketing	Agency



Best Audience Engagement

Adobe's FormsCentral eNewsletter

Entrant: Gail Tanaka, ECI

Audience: B2B

Lead Judge: Brad Bortone, Senior Research Editor, MECLABS

Why It Won:

Generally speaking, change is good. In marketing, it's essential. But, sweeping platitudes aside, marketers who do not evolve their emails run the risk of their offerings becoming visual wallpaper, virtually indistinguishable from those of their competitors.

Adobe, long-known as an innovator, noticed a venerable company email template was showing a steady decline in performance, and quickly worked to rectify the problem through three key changes to their template design. These changes not only helped to differentiate the FormsCentral eNewsletter, but also accommodated users who wanted an easier, mobile-friendly, and more digestible way to garner information.

In an extensive series of split tests, Adobe's new template outperformed the control across their range of free, paid and potential customers. While the increases weren't the most impressive in this category, Adobe's dedication to testing its offerings, and optimizing the user experience, helped make this a campaign well worth the recognition.

From Their Nomination Form:

FormsCentral is a cloud-based service that allows users to create online forms and surveys. A FormsCentral eNewsletter is sent out each month to update free and paid users—plus prospects—on the latest features.

However, performance had been declining over time – the same Adobe template was used each month for brand consistency. In order to increase open and clickthrough rates, we needed to develop a new template that would be more engaging.

After weeks of research, we developed three key insights that would guide us in our redesign. First, we found more than 33% of recipients view emails on their mobile device, so we made the new template more mobile-friendly with much bigger text, buttons and graphics.

Second, most of the screenshots showing new features had white backgrounds, so we changed the background color of the email to a higher contrast gray.

Third, we realized that the volume of information was becoming difficult to digest, so we made the email horizontally scrollable in the preview pane, keeping one key feature to a screen.

What Was Special About This Campaign?

In a sea of sameness—both within Adobe and in the general software industry—we developed a strong, effective new template that served user needs for usability and content structure. For Adobe, it was a risk that paid off.

With evolving limitations in the preview pane and the growing mobile environment, dividing long-format emails into digestible, single-screen “chunks” can pay immediate dividends in both opens and CTR.

Results:

The test email achieved fantastic results. It outperformed the control email among all audiences—paid users, free users and prospects.

- Among the Paid users, the test email (3.51% CTR) performed 90% better than the control email (1.84% CTR)
- Among the Free users, the test email (2.61% CTR) performed 28% better than the control email (2.03% CTR)
- Among with Prospects, the test email (.63% CTR) performed 9% better than the control email (.58% CTR). Furthermore, the test email open rates were higher among all three audiences—even though the subject line was the same as the control email—because of the mobile optimization.
- Among the Paid users, the test email (34.92% OR) performed 34% better than the control email (26.07% OR)
- Among the Free users, the test email (18.68% OR) performed 5% better than the control email (17.75% OR)
- Among Prospects, the test email (10.16% OR) performed 3% better than the control email (9.85% OR)

Recognition:

Person Recognized	Organization	Job Title
Anne Wadia	Adobe Systems Inc.	Client
Dana Zellers	Adobe Systems Inc.	Client
Kim Howard	Adobe Systems Inc.	Client
Gail Tanaka	ECI	Agency
Rosa Sanchez	ECI	Agency
Gary Finn	ECI	Agency
Jeff Perlstein	ECI	Agency
Don Smith	ECI	Agency

Creative Samples from Adobe's FormsCentral eNewsletter Campaign:

Newsletter #1



Newsletter #2





Best Personalization/Segmentation Strategy

NFL.com's Email Newsletter

Entrant: Anne Koskey-Wagoner, e-Dialog

Audience: B2C

Lead Judge: Justin Bridegan, Senior Marketing Manager, MECLABS

Please see "[Best-in-Show](#)" winner at the beginning of this book for campaign details.

Best Personalization/Segmentation Strategy

Nürburgring Automotive GmbH: Performance Increase with Profiling and Individualization

Entrant: Sebrus Berchtenbreiter, promio.net GmbH

Audience: B2C

Lead Judge: Justin Bridegan, Senior Marketing Manager, MECLABS

Why It Won:

In a fast-paced world, getting your message through to your target audience is becoming a more difficult and challenging task by the day. Audiences have grown tired of numerous spam messages and sales pitches, longing for content and value they actually need.

This year's Silver award winner decided on an out-of-the-box approach to this challenge. Nürburgring Automotive GmbH, a motorsport company based out of Nürburg, Germany, was looking for a way to turn things around. Over the past year they had seen a declining open and clickthrough rate with their newsletter subscribers. The automotive company was trying to find a new way to engage their target audience (80% male, 20-59 years old) by offering multiple event and tourist attractions through online and offline channels.

Realizing that more information was needed in order to segment/personalize their email messages, they sought to target consumer interest by profiling recipients with link tagging and click tracking. They would then use the results to send more interesting and relevant newsletters by ordering the articles according to individual recipient interest.

From Their Nomination Form:

Nürburgring has been able to increase the newsletter database in a short period of time. Within two years, the list has been quadrupled. On average, the newsletter is sent about once a month, plus one advertising email. Open and click rates were declining and Nürburgring was looking for ways to increase performance again.

With all the fresh addresses, Nürburgring wanted to use the opportunity to cluster interests for a more targeted and successful email strategy, comprised of the following goals:

1. Target consumer interest by profiling recipients with link tagging and click tracking.
2. Send more interesting and relevant newsletters by ordering the articles according to individual recipient's interest.
3. Measuring relevance in terms of an increase of article performance; click rates.

Newsletter links are tagged with parameters that correspond with the topics, e.g. driving adventure, tourists, concert, event, marathon, hotel, wellness, family. The profiling is then one of the filter features in promio.mail. Different combinations of tags can be combined via and/or operators and all target groups can be saved and used for dispatch.

When setting up a new newsletter, an interest can be chosen for each article and the order of the articles is chosen according to their interests.

Recipients who have the interest "merchandise" see the merchandise article first, recipients with the interest "driving adventure" see a different article first. The first newsletter with profile individualization was sent in September 2012. The order of the three articles depended on the individual user profiles.

What Was Special About This Campaign?

Every marketer would love to have more data on their audience, without having to grill them for it. Nürburgring Automotive GmbH created a unique profiling campaign designed to gather more information on their audience and it paid off in a big way.

Each newsletter was tagged with parameters that corresponded with the topics, e.g. driving adventure, tourists, concert, event, marathon, hotel, wellness, family. When setting up a new newsletter, an interest was then chosen for each article and the order of the articles was chosen according to their interests. Recipients who have the interest "merchandise" see the merchandise article first; recipients with the interest "driving adventure" see a different article first.

Results:

In the months following this profiling project, newsletter clickthrough rates rose up to 75%. Topics in motorcycles were up 14%, tourist rides up 34%, and driving adventure was up an astonishing 75%. This automated tagging system, has changed the way they interact and communicate value to their audience. Nürburgring Automotive GmbH plans to build on this knowledge by providing more relevant messages, offers and information to each topic area.

Recognition:

Person Recognized	Organization	Job Title
Eva Winnen	Nürburgring Automotive GmbH	Client
Andre Brodrecht	Nürburgring Automotive GmbH	Client
Sebrus Berchenbreiter	promio.net	Vendor
Ralf Engler	promio.net	Vendor
Kathleen Salazar	promio.net	Vendor
Sebastian Muller	promio.net	Vendor

Creative Samples from Nürburgring Automotive GmbH:

Newsletter
Full Page

Info-Hotline: 0800 - 20 83 200

Ein Wochenende Motorsport-Action pur Twitter Facebook YouTube

Lieber Nürburgring-Fan,

ganz viel Sonne, ein paar PS und ein Stück vom schönsten Asphalt der Welt - was braucht man mehr? An diesem Wochenende kannst Du all das haben:

Bei der ENI FIM Superbike WM und der Motorrad-Party beim Biker Festival am Nürburgring kommen alle Zweirad-Fans voll auf ihre Kosten. Für alle anderen öffnet an diesem Wochenende die [Nordschleife für Touristenfahrten](#).

Viel Spaß und ein schönes Wochenende!
Dein Nürburgring-Team

TICKETS AB € 29,- AN DER TAGESKASSE ERHÄLTLICH!

ENI FIM Superbike WM: Motorsportaction bereits ab € 49,- am Wochenende

Das Motorrad-Wochenende wird spannend: Noch sechs Fahrer haben eine Chance auf den Titel. Gutes Wetter ist zudem angesagt! Tickets sind noch an den Tageskassen erhältlich. Zwei Höhepunkte bietet auch der Eifel Stadt: Am Freitag gibt [Rock-Ikone Doro Pesch](#) ein Konzert, der Samstag steht ganz im Zeichen der [DUCATI Night](#).

→ MEHR LESEN

SICHER DIR EINEN DER LETZTEN TERMINE IN 2012!

HIGHLIGHT! Co-Pilot-Fahrt im Aston Martin V8 Vantage N24

Erlebe als Co-Pilot in einem Supersportwagen mit 415 PS die härteste Rennstrecke der Welt aus der actionreichsten Perspektive kennen, die Du Dir vorstellen kannst. Auch beim Buchen solltest Du schon Gas geben, denn es sind die letzten Termine für dieses Jahr und die Startplätze sind heiß begehrt ...

Jetzt Termine ansehen und durchstarten!

→ ENTDECKEN

SAVE THE DATE!

SAVE THE DATE! Green Hell Driving Days

Bei den Green Hell Driving Days vom 12. bis 15. Oktober 2012 öffnet die Nürburgring Nordschleife (exklusiv am Freitag mit angeschlossener Sprintstrecke) für Fans aus der ganzen Welt, die einmal selbst die Faszination der legendären Rennstrecke bei den Touristenfahrten erleben möchten.

→ ENTDECKEN

Back to Contents

Newsletter
Top of Page



Info-Hotline: 0800 - 20 83 200



Info-Hotline: 0800 - 20 83 200

Ein Wochenende Motorsport-Action pur



Lieber Nürburgring-Fan,

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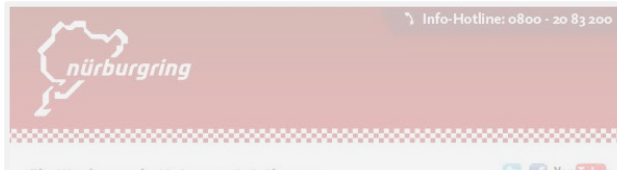
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→ ENTDECKEN

Back to Contents

Newsletter
Bottom of Page



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Jetzt Termine ansehen und durchstarten!

→ ENTDECKEN



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→ ENTDECKEN

Back to Contents



Best Personalization/Segmentation Strategy

NC State University's Matching Gift Program

Entrant: Erika Roe, NC State University

Audience: B2C

Lead Judge: Justin Bridegan, Senior Marketing Manager, MECLABS

Why It Won:

Reducing the friction and anxiety of your audience is a first step towards helping them see your value. Erika Roe at NC State University realized changes needed to be made with her NC State University – Matching Gift Program, in order to hit the fundraising goals they set for themselves.

When analyzing their matching gift program she identified two areas of concern: friction and personalization. She stated, "We wanted to direct our donors to their own matching gift site rather than them having to search in our online tool or login into their corporate intranet, where most corporate matching gift forms can be found. The goal was to reduce friction from the donor and give them a direct link to their online matching gift program."

Next she set up personalized links to the donors' direct matching gift website/portal. With limited IT support, she started conducting research on her database and then matching portals to fit each donor. Over time, she was able to compile a list and personalized company to fit each person.

Her personalized approach made it much easier for her donors to complete their task, and she learned a thing or two. One, do all you can for your audience. Two, make the transaction process as seamless as possible. And three, a little research about your customer can go a long way.

From Their Nomination Form:

The donors on this email list have recently made a gift to NC State within the last two weeks of our last capital campaign, "Achieve!" According to our records, they also work for a matching gift company and are eligible to receive a matching gift with their company for their donations, but we have not yet received their matching gift form yet.

The NC State University matching gift program raises \$1.2 million annually for scholarships, teaching, and research. We rated the top ten matching gift companies for our donor base and found links to the employee/donor side of their online matching gift form.

With more companies going with online portals and using third parties, it has become easier to streamline the matching gift process, and to provide our donors with a direct link to their company's portal to request a matching gift for their recent donation.

We received most of the personalized links from our vendor, HEP Development. A little research on my part went a long way with good returns.

The effort was created because so many more companies are going with online matching gift portals or systems. We wanted to direct our donors to their own matching gift site rather than them having to search in our online tool or login into their corporate intranet, where most corporate matching gift forms can be found.

The goal was to reduce friction from the donor and give them a direct link to their online matching gift program. One of our vendors does this with paper matching gift forms with all matching gift companies for a university database. The vendor mailed a letter and the donor's matching gift form on our behalf along with a business reply (postage paid) envelope.

We needed an extensive IT project in order to make this happen, in addition to budget dollars. The IT staff was smaller (it has now grown to four people) then, and there were many other projects that took higher priority.

With email marketing, it was more feasible. I noticed that other universities who implemented this direct-mail based program received a significant increase in revenue.

What Was Special About This Campaign?

Few universities were using email marketing for matching gift programs at the time this program was launched in 2007. NC State University was one of the first universities in the nation to launch an email marketing program with personalized links directing them to their own employee/donor portal, third-party website, or link to a paper-matching gift form, where they could fill it out and mail it if no online matching gift portal was available.

Results:

The personalized email approach netted open rates as high as 48% and clickthrough rates tripled compared to those more generic transactional based emails without personalized links. Since applying this approach they have seen an increase of more than \$100,000 in 2011. She now is instrumental in helping universities across the country apply these same principles to their programs.

Recognition:

Person Recognized	Organization	Job Title
Erika Roe	NC State University	Team Member
Gerard McNeill	NC State University	Team Member
Bob Witchger	NC State University	Team Member
Troy Wojcik	NC State University	Team Member

Creative Samples from NC State University's Matching Gift Program:

Bank of America Matching Gifts Email



MATCHING ACHIEVES MORE

Thank you for your generous support of NC State. Your continued support will help us achieve great things in teaching, research, and technology.

Did you know that Bank of America matches charitable contributions?

Or that matching gifts can double - or even triple - your gift's value?

[Please complete your Bank of America matching gifts form online.](#)

If you no longer work for Bank of America - or if you would like more information on how to secure a matching gift - please [let us know](#).

(888) 383-0324 Toll Free
Matching_Gifts@ncsu.edu

achieve!
UNIVERSITY OF NORTH CAROLINA

NC State University | Matching Gifts | Campus Box 7474 | Raleigh, NC 27695-7474
(888) 383-0324 | matching_gifts@ncsu.edu

This message was sent to
[Manage Preferences](#) | [Forward to a friend](#)



Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

[Back to Contents](#)



Best Email List Growth Campaign

Blinds.com's "Entice and Engage" \$5,000 Cash Giveaway

Entrant: Katie Laird, Blinds.com

Audience: B2C

Lead Judge: Daniel Burstein, Director of Editorial Content, MECLABS

Why It Won:

List growth is the most advanced email marketing process, according to the [*2012 MarketingSherpa Email Marketing Benchmark Report*](#). In other words, marketers have the most strategic processes in place for list building. When a tactic is this mature, the "blocking and tackling" of strategic execution can be just as important as any innovation you might bring to the process.

Katie Laird, Claudia Vasquez, and Stephanie Pertuit of Blinds.com ran a \$5,000 cash giveaway using a simple email submission form with a double opt-in to increase the mailing list. The team ran a multichannel campaign that showed their prowess at campaign execution, and included on-site promotion, email campaigns, social media outreach, re-targeting with PPC ads, and even radio advertising.

They garnered 12,311 double opt-in subscribers. But the big question with a giveaway-based list-building campaign is – do the opt-ins really stick around and add value, or do they just enter the contest and unsubscribe? Here's where the Blinds.com team's executional abilities really shined.

"We sent out a couple of sales promotional emails to our new "Entice and Engage" list and compared their performance to our house list," Katie said. The new list continually outperformed the house list delivering, for example, seven times the revenue of the house list for a Memorial Day Sale email.

In keeping with the multichannel approach, the team grew their Facebook fan following as well (by 1,685 fans on the day they announced the winner alone). And much like the email list, these new followers stayed engaged. "The vast majority of fans that joined us to win remain connected and active with our Facebook fan page today," Katie said.

Of course, the most important KPI is the ROI the team generated. "Our newly engaged mailing list was profitable before our giveaway was even complete," Katie said.

Success like this doesn't happen overnight. The team's strategic execution for this campaign was built on years of hard work, or as Katie calls it, "laying the foundation in advance to increase your marketing success." She went on to explain, "This campaign benefited [from] years of testing promotions, building a social media community and having the content resources we needed to reach the widest audience possible. Growing a marketing culture of experimentation and trackable testing means having access to great data to use for even the most creative and outwardly simple of promotions."

From Their Nomination Form:

The Blinds.com team's "Entice and Engage" email list building campaign was designed to grow our email distribution list with a new set of engaged potential customers that we could interact with across a number of platforms.

At the campaign's outset, we focused primarily on list building results shooting for 7,000 new email subscribers (with 10,000 subscribers as our push goal). As we knew we'd be announcing the winner on Facebook, we were shooting for 1,000 new Facebook fans, and 3,000 views of our Facebook announcement app.

To promote our "Entice and Engage" email list campaign, we wanted to broaden our reach across multiple communication and advertising channels to touch as many new entrants as possible. The "home base" for our contest announcement was featured on our website's homepage (www.Blinds.com) as a pop-up box and sidebar tab. Our onsite promotion material was simple and to the point, with a brief explanation of the sweepstakes and a space to enter an email address.

We created a Terms & Conditions page which entrants could visit for more information and a confirmation page once email addresses were submitted.

We sent a total of four emails to our "Entice and Engage" email list, including two profitable sales-focused emails and \$5,000 giveaway winner announcement. The team also sent a transactional reminder email to the 5,082 entrants that had not yet completed their double opt-in that kept us within CAN-SPAM Act regulations and garnered an additional 1,061 entries.

The marketing team at Blinds.com has spent years cultivating our social media community to be interested in and take action on opportunities like this promotion. On our blog, we created a sidebar graphic call-to-action and included sweepstakes information in much of our post content – complemented by Tweets from our company Twitter account as well.

We used a customized bit.ly link to track the clicks we received through social media channels. On Facebook, we created a fan-gated app to drive traffic to the contest entry on our site, included frequent sweepstakes reminders on our timeline (with both unpaid and sponsored posts for maximum reach) and ran a Facebook advertising campaign driving friends of fans to "Like" us.

More importantly, we announced our winner on Facebook – visible to fans, only to encourage an increase in our fan base. The vast majority of fans that joined us to win remain connected and active with our Facebook fan page today.

Our Search Engine Marketing team set up a small campaign to re-target recent visitors (within the previous 15 days) to our homepage with optimized text ads with a call-to-action to enter our promotion – reaching a total of 32,875 impressions.

We leveraged our radio advertising to spread the message of our giveaway sign up to the masses hitting millions of listeners. Throughout July 2012, nationally aired radio hosts like Dave Ramsey, Glenn Beck, Dr. Laura, Sean Hannity and more spread word of the \$5,000 giveaway to great effect. It made for a fun talking point which hosts could get excited about and that energy helped pump up interest and entries all the more.

What Was Special About This Campaign?

The "Entice and Engage" campaign is unique in that it drew on such a variety of promotional mediums to ensure its success. In total, we used:

- Our website (www.Blinds.com)
- Email subscriber form (www.exacttarget.com)
- Facebook (www.facebook.com/blinds.com)
- Blog (<http://blog.blinds.com>)
- Twitter (www.twitter.com/blindsdotcom)
- Bit.ly (<http://bit.ly/blinds5k>)
- Google re-targeting PPC campaigns
- Another outstanding element of our campaign was that our newly engaged mailing list was profitable before our giveaway was even complete. Testing the performance of our email sends to our existing house list, we were amazed by the open rates, clickthroughs and conversions we received.

Other marketers should remember the power of simplicity for the user, but never forget the power of a multifaceted approach to drive their campaigns behind the scenes. We kept the barrier to entry very low for participants by requiring only an email address to enter and then a double opt-in to ensure engagement.

But, internally, our team kept things varied and creative by incorporating both online and offline forms of campaign promotion to ensure its success. Another thought to share is the importance of laying the foundation in advance to increase your marketing success.

This campaign benefited by years of testing promotions, building a social media community and having the content resources we needed to reach the widest audience possible.

Growing a marketing culture of experimentation and track-able testing means having access to great data to use for even the most creative and outwardly simple of promotions.

Results:

Our campaign's success was incredibly multifaceted, given our focus on diversifying our outreach. First and foremost, we wanted to grow our email list to help enhance our email marketing campaigns.

Email list building results:

- Initial goal: 7,000 new subscribers; stretch goal of 10,000 new subscribers
- Final results: 12,311 active subscribers that completed the double opt-in; 17,617 total users including those that did not complete double opt-in
- Of these total subscribers, 13,660 were brand new to the Blinds.com email database

Promotional email conversion results:

- We sent out a couple of sales promotional emails to our new "Entice and Engage" list and compared their performance to our house list.

Memorial Day Sale email:

- 7 times the revenue to the "Entice and Engage" list versus our existing house list
- 3 times the open rate to the "Entice and Engage" list versus our existing house list

July 4th Sale email:

- 6 times the revenue to the "Entice and Engage" list versus our existing house list
- 3 times the open rate to the "Entice and Engage" list versus our existing house list

Transactional email to remind incomplete entrants before sweepstakes deadline:

- Unique clicks to confirm entry: 1,061
- Open rate: 29.7%
- CTR: 23%

Social media results:

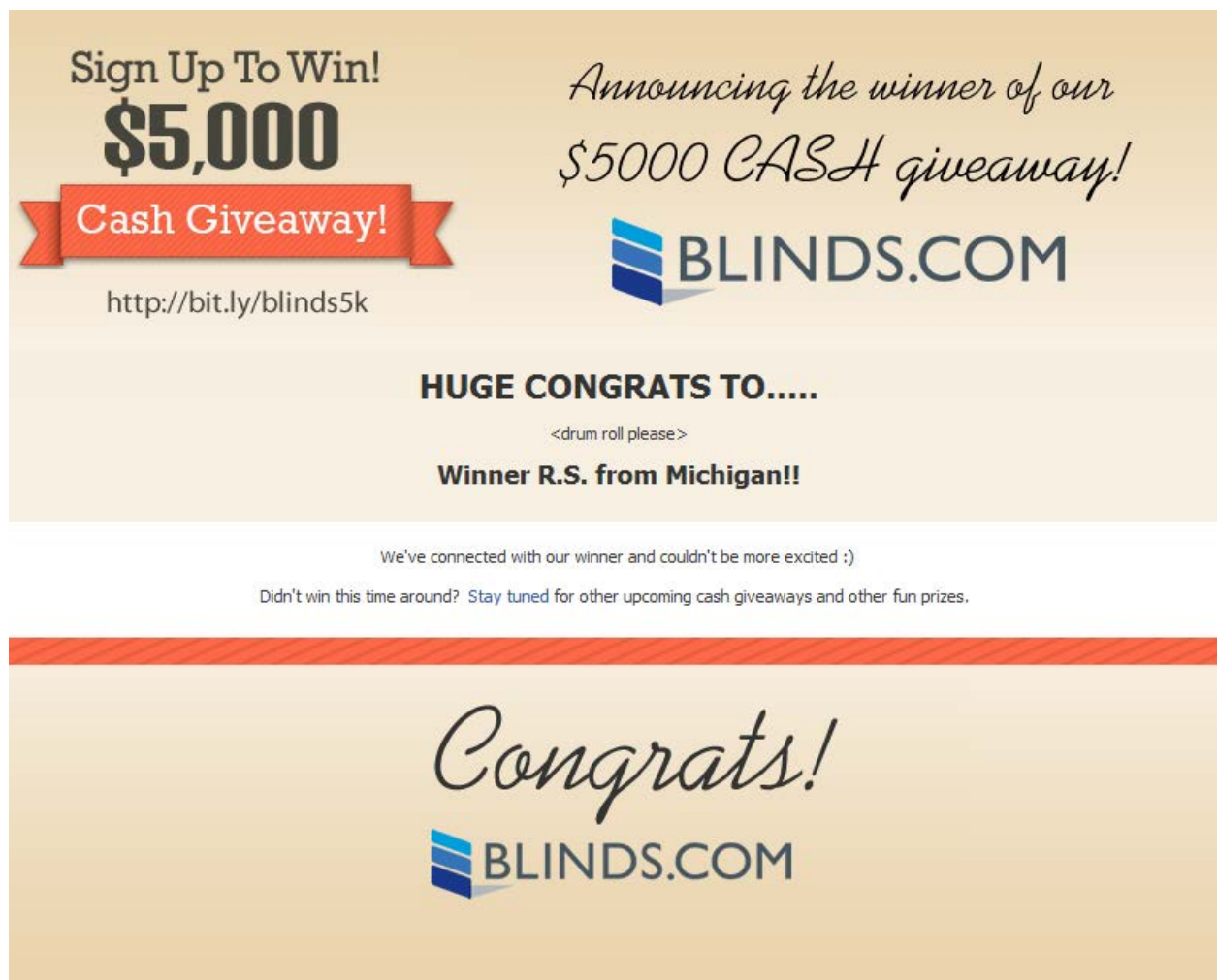
- Final "We've selected our winner" email told entrants to find out if they won on our Facebook page and grew our fan base by 1,685 fans in one day alone
- 8,584 views of our Facebook page

Recognition:

Person Recognized	Organization	Job Title
Claudia Vasquez	Blinds.com	Team Member
Stephanie Pertuit	Blinds.com	Team Member

Creative Samples from Blinds.com's "Entice and Engage" \$5,000 Cash Giveaway:

Facebook \$5,000 Giveaway



The image shows a Facebook post for a \$5,000 cash giveaway. The post is divided into several sections. At the top left, it says "Sign Up To Win! \$5,000 Cash Giveaway!" with a link to a bit.ly URL. To the right, it says "Announcing the winner of our \$5000 CASH giveaway!" followed by the Blinds.com logo. Below that, it says "HUGE CONGRATS TO....." followed by "<drum roll please>" and "Winner R.S. from Michigan!!". At the bottom, it says "Congrats!" followed by the Blinds.com logo. The background is a light beige color with a dark red banner at the top and bottom.

Sign Up To Win!
\$5,000
Cash Giveaway!
<http://bit.ly/blinds5k>

Announcing the winner of our
\$5000 CASH giveaway!
BLINDS.COM

HUGE CONGRATS TO.....
<drum roll please>
Winner R.S. from Michigan!!

We've connected with our winner and couldn't be more excited :)
Didn't win this time around? [Stay tuned](#) for other upcoming cash giveaways and other fun prizes.

Congrats!
BLINDS.COM

Homepage Giveaway Announcement

who we are | measure | install | find a pro | order tracking | wishlist | cart

BLINDS.COM Free Shipping 100% Satisfaction Guarantee SureFit™ Free Samples

Want Help? Call: 800.505.1905 [Live Chat](#)

Blinds | Shades | Shutters | Draperies | More Products | Shop by: Brand | Feature | Room | Purpose | Sale

20% OFF LEVOLOR BLINDS AND SHADES

use code: **LV-20**

[Shop Levolor](#)

sale expires: Aug. 30, 2012

Sign Up To Win!
\$5,000
Cash Giveaway!

Enter your email address for a chance to win \$5,000 from Blinds.com!

[Sign Up](#)

[Terms & Conditions](#)

THIS WEEK'S HIGHLIGHTS

Did you know you can get a guaranteed fit?

SureFit™ Guarantee

Risk-free buying! Learn about our SureFit™ Guarantee (and watch other 2-minute how-to videos).

[WATCH THE 2 MINUTE VIDEO ▶](#)

and Shades

3/8" Double Cell Blackout

Starting at \$116 (36 x 72)

★★★★☆ [View Product >](#)

2" Fauxwood Economy Blind

Starting at \$50 (36 x 72)

★★★★☆ [View Product >](#)

3/8" Double Cell Light Filtering

Starting at \$86 (36 x 72)

★★★★☆ [View Product >](#)

2" Deluxe Wood Blinds

Starting at \$86 (36 x 72)

★★★★☆ [View Product >](#)

Sign Up to Win \$5,000!

Email Giveaway Announcement

 **BLINDS.COM**

800.505.1905

Monday - Friday 7am - 9pm CT
Saturday - Sunday 9am - 5pm CT



Did you win?

We've announced the Winner of the Blinds.com \$5,000 Cash Giveaway on the Blinds.com [Facebook](#) page!



Make sure you 'Like' us to find out if you've won!
Click [here](#) to view terms & conditions.

Just in case you didn't win big this time, you can still save BIG with these deals!



Free cordless upgrade on selected Bali shades!
Offer expires 8/30/12.

[Shop Now](#)





Get 10% off Blinds.com Brand Wood & Fauxwood Blinds! Expires 8/30/2012.

[Shop Now](#)

[Back to Contents](#)

Memorial Day Announcement

If you have trouble viewing this email [click here](#).

FOLLOW US ON:  

 **BLINDS.COM**

800.505.1905

Monday - Friday 7am - 9pm CT
Saturday - Sunday 9am - 5pm CT

MEMORIAL DAY SALE IT'S A SURE WIN!

The drawing for the contest is still a few months away, but we want to help you celebrate the holiday with great savings!

10% off all Blinds.com Brand Products

Enter Code: **Memorial10** at checkout

Shop Now 

Sale ends May 30th

More Ways To Save!



20% Off Graber blinds and shades!

Graber provides a stylish, timeless look that will give you many years of durable wear.

Use code: **Graber20** at checkout.

Hurry, this offer ends 7/9/2012.

[Shop Now](#)

[Update your profile](#) | [Unsubscribe](#)

This message was intended for:
%%emailaddr%%

Forward To
A Friend



[Back to Contents](#)



Best Email List Growth Campaign

Noriel 500's Email List Growth Campaign

Entrant: Andrei Georgescu, White Image Grup

Audience: B2C

Lead Judge: Daniel Burstein, Director of Editorial Content, MECLABS

Why It Won:

Noriel is Romania's largest toy retailer, with 24 brick-and-mortar stores along with an online presence. Andrei Georgescu, Alexandra Dima, Aurora Ticaloiu, Cristina Udangiu, and Ioana Balan of White Image Grup helped client Corina Lazar of Noriel execute a contest with prizes ranging from 25 Euro to 500 Euro store vouchers.

In just one month, this campaign grew the database by 71%. Plus, the team was able to get 2,013 current subscribers to update their profiles. With this success, the team is planning for the future.

"During the campaign, the efficiency of each lead generation advertising channel was monitored, thus allowing the optimization of future cost communications by focusing on the most effective channels," Andrei said.

From Their Nomination Form:

The main objective of this campaign was a quick growth of the database, by using multiple techniques to collect qualified leads. The quantitative lead generation was created to achieve the goal of a 500% growth of the database in one year (starting with September 2011). Secondary objective: Stimulate sales.

The campaign had two main features: the difference stood in the target audience who received the communication. The incentive was a contest and the prizes were vouchers that the winners could use in all Noriel stores.

There were 16 prizes given away, worth from 25 to 500 euro. The contest lasted for four weeks. Choosing the incentive played a crucial role, because we wanted the new leads to also become potential clients. That's why we offered vouchers that could only be used in Noriel stores. This was set to be one of the steps in prequalifying leads.

This contest was introduced to Noriel's subscribers with the purpose to reward their fidelity. To the existing subscribers, we sent a newsletter that advertised toys and included an invitation to update their profile. Updating the profile was their "ticket" for entering the competition and winning the prizes at stake.

In order to attract new subscribers different types of advertising channels have been used: mainly online banners, but also direct emailing on partner's databases. These databases had a common target audience to Noriel: sites with tips about child-raising, sites dedicated to mothers, etc. The direct emailing campaigns were sent by each partner individually, their subscribers being motivated with prizes to join the Noriel competition.

The value of the prizes ranged between 100 lei and 500 Euros. When entering the contest they were given the alternative to subscribe to Noriel's newsletter. Additionally, in order to increase the number of fans on Noriel's Facebook page, it was decided that the winners would be announced there. This action helped increased the number of fans on Facebook.

What Was Special About This Campaign?

The massive response generated in such a short amount of time. During the campaign, the efficiency of each lead generation advertising channel was monitored, thus allowing the optimization of future cost communications by focusing on the most effective channels.

Even the soft methods of list growth can be effective. The subscription in the database is accelerated if there is a direct interest and the perceived value is immediately seen by the user.

Results:

24,024 users entered the contest. Of these, 2,013 were already subscribed to the newsletter, but updated their profile (8.27%) 22,012 (91.63%) came from the direct emailing actions, Facebook actions, online banners and so on.

Out of these, 15,208 have confirmed the subscription to Noriel newsletter (69.09%). 7,666 (50.40%) of the new subscribers came exclusively from the direct emailing actions sent to the partner databases.

Thus, in just one month, through a single communication action, the database grew 71.69%.

Recognition:

Person Recognized	Organization	Job Title
Alexandra Dima	White Image	Agency
Aurora Ticaloiu	White Image	Agency
Cristina Udangiu	White Image	Agency
Ioana Balan	White Image	Agency
Corina Lazar	Noriel	Client

Creative Samples from Noriel 500's Email List Growth Campaign:

Newsletter Announcement

Problems viewing this email? [Click here](#)

**CLUB NORIEL PREPARED AN AMAZING CONTEST
WITH LOTS OF PRIZES FOR YOU!**

ONE 500 € VOUCHER

FIVE 100 € vouchers

TEN 100 LEI vouchers

Enter the contest!

NORIEL GRUP
Str. Lainici nr.11, Bucuresti, Sector 1
Program de lucru: Luni - Vineri 10.00 - 16.00
Date de contact:
Mobil: 00 40 730 624 963
Telefon: 00 40 21 222 72 52
E-mail: info@noriel.ro

If you wish to unsubscribe, please [click here](#)

Registration Form

Problems viewing this email? [Click here](#)

**By subscribing to Club Noriel's newsletter
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Str. Lainici nr.11, Bucuresti, Sector 1
Program de lucru: Luni - Vineri 10.00 - 16.00
Date de contact:
Mobil: 00 40 730 624 963
Telefon: 00 40 21 222 72 52
E-mail: info@norieL.ro



Best Triggered Email or Auto-Responder Series

WeddingWire's Welcome Series

Entrant: Matt Byrd, WeddingWire

Audience: B2C

Lead Judge: Todd Lebo, Senior Director of Content and Business
Development, MECLABS

Why It Won:

The [*MarketingSherpa 2012 Email Marketing Benchmark Report*](#) reveals that the number one automated tactic is the Welcome Message – 63% of marketers send these messages. So, when WeddingWire was able to breathe new life into their welcome messages and have a 57% higher open rate and 58% higher clickthrough rate, we paid attention.

How did they do it? There were three primary drivers:

1. Strategic use of behavioral data: Realizing that when couples first engaged (sorry for the pun, it was just too easy) with the WeddingWire site, they were at different stages in the planning process, they allowed individual to select one of three actions and based on that decision, a customized welcome message was deployed.
2. Simplicity: The series was clean, crisp and easy to execute. When you dissect this campaign, you realize that this is a campaign for the masses; not a complex and technology heavy strategy that only large companies could execute.
3. Relevant Content: When individuals made a selection, they received what they wanted. If finding inspiration for your wedding was top of mind, this was the content received. Again, simple but effective.

Bravo to WeddingWire for taking a welcome message and truly making it welcoming.

From Their Nomination Form:

WeddingWire offers engaged users a variety of tools and resources to guide them through the wedding planning process. Providing a one-size-fits-all Welcome email was not ideal, as each engaged couple has a different wedding, with different needs and a different timeline.

To add more complexity, users create their WeddingWire account at different stages of their planning process. Our goal was to provide new users with a personalized series of Welcome emails that gave them an overview of the resources available to them on our site.

To accommodate each couple's different needs, we wanted to customize their Welcome email experience based on their in email behavior, wedding needs and remaining planning tasks to complete.

We created a Welcome Series that includes five emails over eight days. Our first email in the Welcome Series offers users three choices of action – Get Organized, Gather Inspiration, or Find Your Vendors. Users then receive the remaining Welcome Series emails in an order determined by their selection in that initial email.

For example, if they chose Get Organized, two days later they receive an email about our tools to help them organize their planning; second, an email about our mobile planning apps; third, an email about gathering inspiration; and finally, an email about finding vendors.

Each of the other two experiences is similarly customized, based on the initial choice by the user. Users who don't click any of the three options receive the Welcome Series in a generic order pre-determined by our marketing team.

What Was Special About This Campaign?

Our Welcome Series is based on behavioral data and therefore provides users with a customized introduction to our site, as they all have different needs and are at different points in their wedding planning timeline.

Many companies are doing a single Welcome email; far fewer are deploying a Welcome Series, and even fewer are offering a Welcome Series based on behavioral data. Not every user who signs up is the same, or has the same needs from a website. Our Welcome Series ensures that users are introduced to our site in a way that best meets their needs.

Results:

Since its inception, our Welcome Series has averaged a 29% open rate and a 25% clickthrough rate across all the different emails and behavioral variations. Users who make an initial choice between the three options and receive a customized Welcome Series have a 57% higher open rate and 58% higher clickthrough rate than users who don't make an initial choice and receive a generic Welcome Series.

The three behavioral-based variations have a 39% open rate and a 38% clickthrough rate on average, compared to the 25% open rate and 24% clickthrough rate of users who receive the generic welcome series. The highest-performing email in the series has an average 52.1% open rate, and a 58.9% clickthrough rate.

Recognition:

Person Recognized	Organization	Job Title
Matt Byrd	WeddingWire	Team Member
Megan Hermeling	WeddingWire	Team Member
Jeffra Trumpower	WeddingWire	Team Member
Emily Brannon	WeddingWire	Team Member
Melissa Brody	WeddingWire	Team Member

Creative Samples from WeddingWire's Welcome Series:

Day 1 Email





Planning Tools Venues Vendors Forums Dresses Photos

Welcome to WeddingWire

We are thrilled to welcome you to the WeddingWire Community. As a new member, we invite you to take advantage of all of WeddingWire's features. Whether you're looking to find your vendors, build a wedding website, connect with other engaged couples, or simply get inspired by photos and ideas, we are here to help!

In order to provide you with a more personalized WeddingWire experience, get started with one of the options below:

[Get Organized »](#) [Gather Inspiration »](#) [Build Your Vendor Team »](#)

We certainly look forward to helping you along the way. Happy planning!

Best,
The WeddingWire Team

 **Customize Your Email Preferences**
As a new member, you will automatically receive our Weekly Newsletter, Local Event Invitations, and Special Offers from our partners. [Click here](#) if you would like to customize your email preferences.

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Day 2 Email - "Get Organized"

The screenshot shows the top of an email with the WeddingWire logo and a navigation bar containing 'Planning Tools', 'Venues', 'Vendors', 'Forums', 'Dresses', and 'Photos'. The main heading is 'Get Organized' in a cursive font. Below it is a paragraph of text, followed by a sub-heading 'Here is just a taste of what WeddingWire's tools can do for you:'. Two circular icons are shown: one with a checklist and the text 'Stay on Track' and another with a website template and the text 'Share Wedding Details'. At the bottom, there are two yellow-bordered boxes: 'We're Here to Help!' with a lightbulb icon and 'Plan Together' with a group of people icon.

Planning Tools Venues Vendors Forums Dresses Photos

Get Organized

With so many things to do before the big day, it's important to **stay organized** throughout the planning process. WeddingWire provides you with the best planning tools to help you do just that. From the **guests** to the **seating**, from the **budget** to the tasks, we have it all covered - and it's all **FREE!**

Here is just a taste of what WeddingWire's tools can do for you:

Stay on Track
Our **wedding checklist** will help guide you in the right direction as you get closer and closer to the big day.

Share Wedding Details
Choose from over 150 designer themes to create your **custom wedding website**.

Get Started »

We're Here to Help!

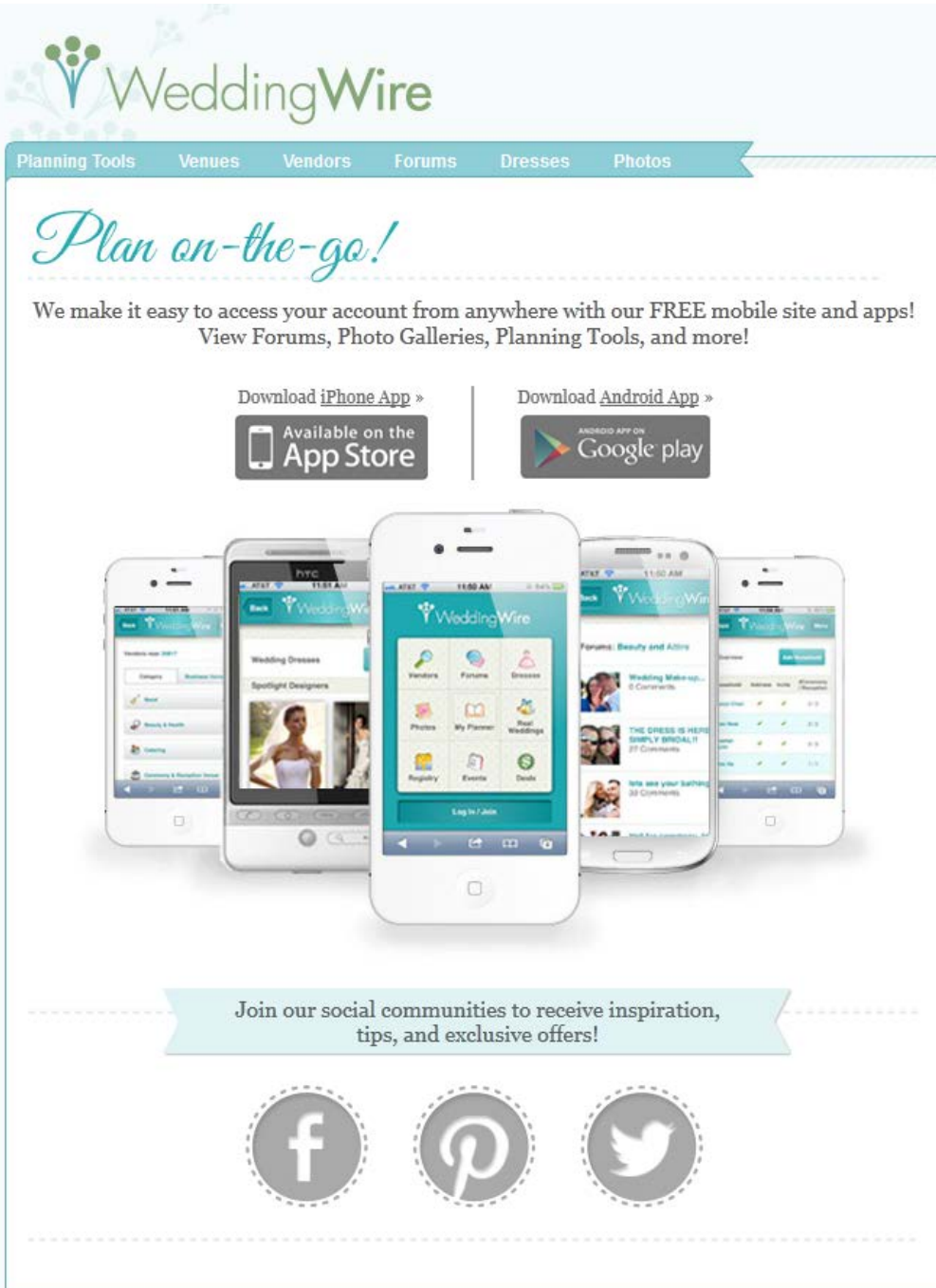
If, at any time, you need assistance with your account, please visit the WeddingWire **Support Center**.

Plan Together

Whether they just said "Yes!" or just said "I Do," **invite your friends** to join you as a WeddingWire member.

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Day 3 Email – “Plan on the Go”



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"Gather Inspiration"



Planning Tools Venues Vendors Forums Dresses Photos

Gather Inspiration

Are you looking for a little wedding inspiration? Peruse the **WeddingWire Photo Galleries** to find the **dress of your dreams**, **invitation ideas**, **decor suggestions** and so much more! Then, combine all of your ideas in an **Inspiration Board** so you can see how everything comes together to create a true wedding vision.



45 Ceremony Program Ideas



50 Hair Style Ideas



25 Centerpiece Ideas

[View More Photos »](#)



Join the Conversation

Visit the **WeddingWire Forums** to chat with couples across the country and share your inspiring ideas!



Your Social Network

Visit the WeddingWire **Blog**, "follow" WeddingWire on **Twitter** and "Like" us on **Facebook** to get even more wedding inspiration every day!

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Best Triggered Email or Auto-Responder Series

L'Occitane's Social Sign-In Offer

Entrant: Heather MacKinnon, Responsys

Audience: B2C

Lead Judge: Todd Lebo, Senior Director of Content and Business
Development, MECLABS

Why It Won:

Do automated messages and social media play well together? L'Occitane devised a campaign that answers this question with a resounding "yes." This campaign has innovation and technology working together to drive impressive results. A few components of this campaign that caught our attention:

- Use of Facebook ads to promote the campaign
- Strategy of driving online traffic to in-store traffic
- Use of API call so the customer automatically received message after a social sign-in
- Use of a unique barcode to reduce exploits

This promotion was seamless and self-sustaining as well, yet another reason we were impressed with this campaign.

From Their Nomination Form:

We used targeted Facebook ads (to fans of department stores, fans of competitors and users in states where we have stores) and on-site messaging to publicize the campaign. We also added buttons at online checkout and on our home page and served them through Monetate to appear only to customers that had not previously signed in socially.

Leveraging Responsys Interact and the expertise of the Responsys technical services team, we coded the correct API calls so that the customer automatically received their incentive once they registered via social sign-in. The hand cream offer was free if redeemed in stores, and had a purchase threshold if redeemed online to cover shipping costs.

What Was Special About This Campaign?

By hashing the email address of each participant, and using that encryption to generate a unique barcode in each email, we are able to reduce exploits even though the offer is redeemable both in store and online.

The tables of data, which are maintained in Janrain, will allow us to deploy the campaign internationally across other social platforms as well. This has proved to be a successful first step in what should become a more robust effort to better understand our customers through social profiles.

Results:

This is an ongoing campaign but to date we are seeing conversion rates of 15% and higher and the percentage of new online customers is around 72%.

Recognition:

Person Recognized	Organization	Job Title
Jill Chemin	L'Occitane	Team Member
Anna Silva	L'Occitane	Team Member
Matt Kritzer	L'Occitane	Team Member

Creative Samples from L'Occitane's Social Sign-in Offer:

Landing Page

The screenshot shows the L'Occitane website's landing page for a hand cream promotion. The header features the L'Occitane logo and navigation links like 'Live Chat', 'Sign In', and 'My Account'. A prominent banner at the top reads 'TODAY ONLY! FREE STANDARD SHIPPING ON ANY FULL SIZE BEST SELLER! SHOP NOW>'. The main content area features a large image of a hand cream tube with the text 'Have you tried our WORLD FAMOUS HAND CREAM?' and 'Try it for FREE in 2 easy steps'. Below this, a list of steps is provided: '1. Connect with Facebook' and '2. Receive code & Redeem*'. A 'CLICK TO CONNECT >' button with the Facebook logo is also present. A disclaimer at the bottom of the main content area states: '*No purchase necessary for in-store redemption. Online purchasers receive FREE hand cream and Free Shipping with any \$25 purchase.' The footer includes various service links like 'Boutique Locator', 'Signature Gift Wrapping', 'FREE Samples', 'Gift Cards', and 'How do you say L'OCCITANE?', along with social media icons and a newsletter sign-up form.



Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

Special Hand Cream Offer – Full Page

L'OCCITANE
EN PROVENCE

INGREDIENTS FRAGRANCE FACE CARE BATH & BODY HAIR CARE MEN GIFTS



Your FREE Shea Butter Hand Cream is now available to pick up in-store!

It's time to get your hands on our number one best seller! Your 30ml Shea Butter Hand Cream (\$10 value) is now waiting to be picked up at your local L'OCCITANE boutique (no purchase necessary).

[FIND YOUR LOCAL BOUTIQUE >](#)

To redeem online, simply login to our site with Facebook. The offer will be automatically applied when you have at least \$25 of product in your cart and includes FREE SHIPPING!

[REDEEM ONLINE >](#)

To redeem your hand cream, please print a copy of this email or show this screen on your smartphone to a L'OCCITANE associate.



SHEA96578822

HERE ARE FIVE CUSTOMER FAVORITES TO GET YOU READY FOR YOUR VISIT:

Almond Shower Oil
I have dry, sensitive skin on my legs so shaving has never been a pleasant experience. But, now I LOVE the way my legs look and feel! I use this almost as a shaving cream - AMAZING. My husband even notices a difference - soft, silky legs :-)
TIFFANY R.

Immortelle Precious Cream
I am in love with this cream! within a few days my face seemed smoother. Can't wait to see what it does after 30 days. The fragrance is amazing too. Soft aromatic and refreshing smell.
PAULA B.

Divine Cream
This is the best anti wrinkle cream I have ever used... I have tried a lot of products and this name says it all it is DIVINE!
JENNIFER M.

Aromachologie Repairing Shampoo
My favorite shampoo ever. My hair feels so soft after and I receive compliments on how lovely my hair smelled.
KATIE J.

Shea Ultra Rich Body Cream
Best Cream on the market, would recommend to everyone!!!!
TRUDY M.



Please note. This hand cream offer can only be redeemed once at either one of our retail boutiques or online. This offer is unique to you and should not be shared.

170 Boutiques in the US FREE Gift Wrap FREE Samples

Back to Contents

Special Hand Cream Offer – Top of Page

L'OCCITANE
EN PROVENCE

INGREDIENTS FRAGRANCE FACE CARE BATH & BODY HAIR CARE MEN GIFTS

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L'OCCITANE
EN PROVENCE

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170 Boutiques in the US



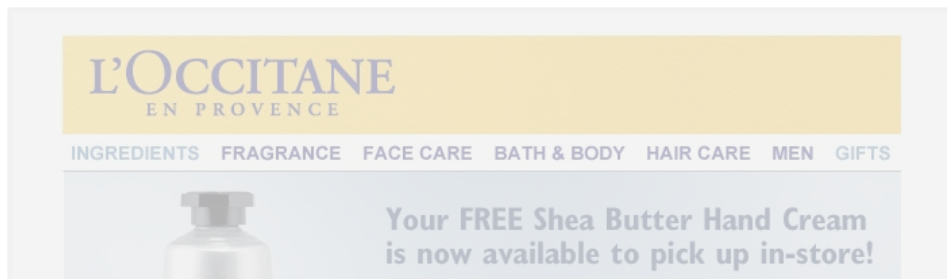
FREE Gift Wrap



FREE Samples

[Back to Contents](#)

Special Hand Cream Offer – Bottom of Page



HERE ARE FIVE CUSTOMER FAVORITES TO GET YOU READY FOR YOUR VISIT:

Almond Shower Oil

I have dry, sensitive skin on my legs so shaving has never been a pleasant experience. But, now I LOVE the way my legs look and feel! I use this almost as a shaving cream - AMAZING. My husband even notices a difference - soft, silky legs :-)
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170 Boutiques in the US



FREE Gift Wrap



FREE Samples



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170 Boutiques in the US



FREE Gift Wrap



FREE Samples

Back to Contents

Best Triggered Email or Auto-Responder Series

Sony's New Buyer Dynamic Content Trigger Program

Entrant: Morayea Pindziak, Sony Electronics

Audience: B2C

Lead Judge: Todd Lebo, Senior Director of Content and Business
Development, MECLABS

Why It Won:

Understanding that existing customers are our best customers, this campaign starts after a purchase has been made and provide relevant content and drives customer engagement. The campaign condensed a 72-static trigger email program into three dynamic email templates.

The use of dynamic email templates dramatically reduces the time needed to maintain the triggered campaign, allowing the marketing team to spend time on developing new content, expanding the program and testing new tactics to drive results.

From Their Nomination Form:

Sony always had a trigger program for new customers but they were static. Sony wanted to create dynamic triggers to provide:

- Product category-specific information
- Helpful tips and tricks about the purchased product
- How-to videos
- Information about Sony services and sister companies

... all while gaining efficiency through the use of dynamic, easily updated templates.

The goals of the campaign were to:

- Create cost efficiency
- Increase communication relevancy
- Drive customer engagement

A three-wave post-sale email campaign was created. To build efficiencies and increase relevancy in the post-sale communications, the team condensed 72 static trigger emails into 3 dynamic email templates that pulled content based on the purchase made.

The first wave, deploying two days after purchase and containing 15 areas of dynamically generated content, is intended to keep consumers excited about their purchases and provide a highly personalized communication by:

- Offering an order status, if available
- Providing product ratings and reviews to keep excitement up and reduce buyer's remorse
- Highlighting how-to videos so consumers can become familiar with the product's features and functionality
- Promoting the Sony social network sites, as well as functionality to share the news of their purchase out to the customer's social communities
- Including opt-in for those currently not part of the traditional Sony email subscriber base
- Encouraging product registration

Wave 2 and 3 only go to those who have opted-in to the subscriber base. Wave 2 is sent seven days after wave 1, and contains 19 areas of dynamic content. At this point, the product is in the buyer's hands. Similarly to the static post-sale email, this communication highlights images and information about the product purchased, but now dynamically promotes relevant accessories & offers.

This wave also includes links to product blogs and support forums, specific tricks and features of the product, as well as compatible services which display in the email based on the product purchased. This wave is designed to keep the buyer excited about their purchase and encourage them to add on and get the most out of their product, as well as driving them to engage socially with other product owners. Wave 3 is sent 7 days after wave 2, with 20 areas of dynamic content.

This wave encourages consumers to write reviews, includes videos to drive recipients to Sony's YouTube channel, and again encourages social interaction with the Sony community. This communication may feature more accessories as well as additional Sony products that the customer may be interested in, based on their recent product purchase. The main focus is on making the product a part of the buyer's life.

What Was Special About This Campaign?

While the Sony post-sale trigger communication stream has a history of strong results, the migration to a dynamic program has allowed Sony to provide the newest and most relevant content to their customers, which has increased customer engagement.

The dynamic program will allow triggers to be updated more frequently, and with the newest offers, events, accessories and services. By reducing the number of trigger emails and decreasing the time, energy and effort required to deploy and maintain them, the program will also provide a cost-savings in future years. It allows Sony to build onto the existing trigger templates and update sections of content, without having to refresh static email campaigns year over year.

Results:

The open rates on Sony post-sale triggers have remained at their historically high average of 70%. However, the biggest achievement of the new dynamic trigger program was the increased click rate – up 22% from the previous year.

The increased click rate shows that the highly-relevant content delivered has impacted customer engagement, as well as clickthroughs to the Sony e-commerce site, social sites, customer support sites, and sister company sites.

Recognition:

Person Recognized	Organization	Job Title
Jeremy Lyons	Sony Electronics	Client
Jennifer Geddy	Sony Electronics	Client
Jim Jordan	The Agency Inside Harte-Hanks	Agency
Amanda Denning	The Agency Inside Harte-Hanks	Agency
Elizabeth Yasso	The Agency Inside Harte-Hanks	Agency
Tim Biskup	The Agency Inside Harte-Hanks	Agency
Lynn Madara	The Agency Inside Harte-Hanks	Agency
Brittany Booth	The Agency Inside Harte-Hanks	Agency

Creative Samples from Sony's New Buyer Dynamic Content Trigger Program:

TriggerWave #1
Full Page


Thanks for being a Sony customer — register your new VAIO PC now
[WEB PAGE](#) | [MOBILE VERSION](#)


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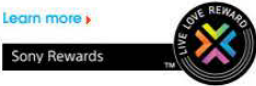
 Share your new Sony product.



Your new way to pay.

Earn and use Sony Rewards points to pay for the Sony products you love, exclusive VIP experiences and more.

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★★★★★
"I'm in love with this PC... It is gorgeous."
Timah, May 20, 2012 - VAIO S Series 13.3" Laptop


★★★★★
"Really nice all-in-one computer, great for family entertainment, fast, quiet and lots of storage."
Brijun, April 29, 2012 - VAIO L Series All-in-One Desktop PC


Your new Sony product is on its way.

[Check order status >](#)

And don't forget, if you see your product advertised in print for less than you paid any time in the next 30 days, we'll refund the difference.

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 **Fellow Users**
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 30-day price assurance policy.


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 The only place to custom-build a VAIO® PC.

Sony experts
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 Specialized agents, bulk pricing and more.

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Back to Contents

TriggerWave #1
Top of Page

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Share your new Sony product.



Your new way to pay.

Earn and use Sony Rewards points to pay for the Sony products you love, exclusive VIP experiences and more.

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Sony Rewards



"I'm in love with this PC... It is gorgeous."

Timah, May 20, 2012 - VAIO S Series 13.3" Laptop



"Really nice all-in-one computer, great for family entertainment, fast, quiet and lots of storage."

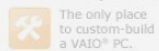
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Shop with confidence



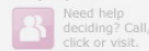
30-day price assurance policy.

Personalized products



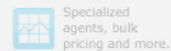
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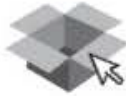
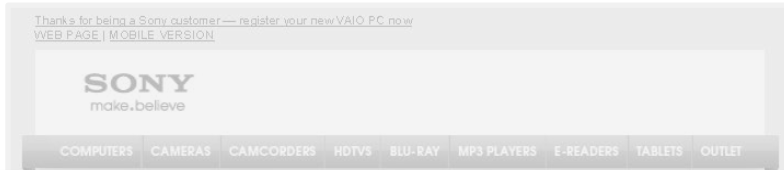
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TriggerWave #1
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And don't forget, if you see your product advertised in print for less than you paid any time in the next 30 days, we'll refund the difference.

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TriggerWave #2
Full Page

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Capture every image in ideal light with an array of flash options.

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Save on custom gear to enhance your Sony experience.

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digital days
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Back to Contents

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Perfect focus.
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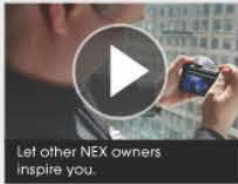





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Back to Contents

101

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TriggerWave #3
Full Page

Protect your camera with an extended service plan
WEB PAGE | MOBILE VERSION

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Protect your investment -
Purchase an extended service plan

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Beyonce,
enjoy life even
more with your new
α DSLR Camera


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Add to your experience with these featured products.




Perfect focus.
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Save every shot.
Get lens of secure and reliable data storage, plus take it wherever you go.


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Never run out.
Stack up on extra memory so you can capture and keep every important moment.

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Thanks for registering your new camera.
Don't forget - SAVE 15% when you order select accessories with the savings code found in your registration confirmation email.




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Tell the world what you think of your new Sony product.
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Top of Page

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Learn tips for taking stunning photos.
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Bottom of Page



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Make landscapes come alive on your 3D TV.

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Best Triggered Email or Auto-Responder Series

American Airlines' Retargeting/Abandoned Search Trigger

Entrant: Melissa McClay, e-Dialog

Audience: B2C

Lead Judge: Todd Lebo, Senior Director of Content and Business
Development, MECLABS

Why It Won:

The [*2012 Email Marketing Benchmark Report*](#) found only 11% of marketers use shopping cart abandonment campaigns. This campaign by American Airlines is a wake-up call to the 89% saying, "You are missing an enormous opportunity."

You can look at an abandoned cart and mourn the loss or you can realize that the opportunity is far from over! When prospects entered a flight option on AA.com but did not purchase a ticket, this campaign sent a message within 24 hours with either a "lowest fare" or "flexible date" option. The results speak for themselves with almost 200% higher open rates, over 300% higher clickthrough rates, and best of all, 400% higher conversion rates.

Whether you are doing a direct sale or complex sale, this campaign is a reminder for marketers to take a look at their shopping cart abandonments and start developing a strategy to get a "yes."

From Their Nomination Form:

After learning about successful metrics of an abandoned cart campaign in the travel industry, American Airlines teamed up with e-Dialog to create a new abandoned cart and retargeting trigger. The campaign allows AA to market to consumers who search and don't complete their purchase on AA.com. The goal was to close the gap on missed opportunities to encourage visitors to return to the website to finish booking.

American Airlines was already collecting search data so they wanted to put it to good use by creating the abandoned cart and retargeting trigger. The message is sent within 24 hours of the customer abandoning a search.

Customers are sent one of two targeted and relevant messages: Lowest fare found on original dates searched, date flexible option (lowest fare found on original dates), and lower fare found on flights within 60 days of original departure date while maintaining the original length of stay.

What Was Special About This Campaign?

This campaign is unique because it not only serves as a reminder but it incorporates most recent fare prices whether they're still the same, available, or lower.

Results:

This campaign has been very successful. Almost 300% higher open rates, over 200% higher clickthrough rates, and over 400% higher conversion rates than a standard AA promotional campaign. Since launching this campaign, the revenue generated through these retargeting messages has provided the equivalent revenue lift of two large email blasts that were sent to 24 times as many people.

Recognition:

Person Recognized	Organization	Job Title
Chris Isaac	American Airlines	Client
Chris Dvorsky	American Airlines	Client
Glenda Hayes	American Airlines	Client
Poomima Janardhana	American Airlines	Client
Paola Cerda	e-Dialog	Agency
Margaret McDormand	e-Dialog	Agency

Creative Samples from American Airlines' Retargeting/Abandoned Search Trigger:

Example #1

American Airlines
AA.com

Reservations | Redeem Miles | My Account | Fare Sales & Offers

**KANSAS CITY
HERE I COME.**

Still looking for great prices from
**Dallas / Ft. Worth, TX, to
Kansas City, MO?**

Here's the most recent[^] price for travel
departing Oct 11, 2012, and
returning Oct 12, 2012.

Round-trip price per person
DFW to MCI

\$246

[Taxes and fees included](#)

SEARCH FLIGHTS ON AA.COM

If your dates are flexible,
we've found an even lower[^] price.

Depart on Oct 30, 2012, and
return on Oct 31, 2012.

Round-trip price per person
DFW to MCI
as low as...

\$190

[Taxes and fees included](#)

Available on **AA.com**

Flights Vacations
Cars Hotels

Destination Information

Check out what
[Kansas City, MO](#)
has to offer.


From American Airlines' & Frommer's

DealFinder™


LOWEST
GUARANTEED
PRICES

Manage Your Email Preferences | Update Your Personal Information | Unsubscribe | View Privacy Policy

Example #2



Reservations | Redeem Miles | My Account | Fare Sales & Offers



AUSTIN DEALS ARE HERE.

Still looking for great prices from **New York LaGuardia, NY, to Austin, TX?**

Here's the most recent[^] price for travel departing Nov 15, 2012, and returning Nov 18, 2012.

SEARCH FLIGHTS ON AA.COM

If your dates are flexible, we've found an even lower[^] price.

Depart on Nov 19, 2012, and return on Nov 22, 2012.

Round-trip price per person LGA to AUS

\$445


[Taxes and fees included](#)


Round-trip price per person LGA to AUS as low as...


\$347


[Taxes and fees included](#)

Available on **AA.com**


Flights


Vacations



Cars



Hotels


Destination Information

Check out what [Austin, TX](#) has to offer.

From American Airlines' & Frommer's







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Best Email Innovation

Sony's Email and Pinterest Collaboration

Entrant: Morayea Pindziak, Sony Electronics

Audience: B2C

Lead Judge: Brad Bortone, Senior Research Editor, MECLABS

Why It Won:

One of the most rewarding parts of working with MarketingSherpa is seeing just how creative marketers can become when integrating email tactics with an ever-growing slate of interactive social media elements. When Sony Electronics submitted an integrated email/Pinterest campaign, we took notice.

And, when we saw results that included open rates that were 67% above goal – some of the highest ever for the company – we appreciated this campaign all the more.

In the end, Sony Electronics' email and Pinterest campaign was a perfect launch point to create a highly visual, engaging way to promote Sony's innovative product line, both for this campaign, and in those to come.

From Their Nomination Form:

Following the launch of its Pinterest boards, Sony needed to build awareness and attract followers. The email team was looking for ways to build engagement because, as we all know, engaged consumers buy. The team wanted to leverage social content with the intent to drive engagement and saw an opportunity with Pinterest.

The goals were to:

- Drive customer engagement through email, while spreading awareness of products beyond the email channel
- Educate subscribers about Pinterest and the Sony Pin boards to encourage use
- Build the base of brand advocates
- Leverage social content to support email content.

The campaign kicked off with a Pinterest-dedicated email to Sony subscribers promoting the boards, educating customers who may not be familiar with Pinterest, and inviting people to “pin” their favorite products.

Since the introduction of Pinterest in email communications, twice-monthly emails include visuals on various product lines with “Pin It” buttons next to each image, keeping Pinterest top of mind and making it easy for subscribers to add Sony products to their own Pin boards. The first of these promotional emails was the new VAIO Summer Line-up Product Launch.

VAIO customers historically have been socially active, and were a prime group to which to introduce the “Pin It” button in emails. Sony post-sale trigger emails deliver a high open rate because they are extremely relevant to the recipient. The team saw an opportunity to extend the Pinterest strategy to the triggers, leveraging the average open rate above 70% and average click rate above 18%.

The post-sale trigger emails were designed to include a hero image of the purchased product with a “Pin It” button so that customers could pin their newly purchased item to their board and share their excitement with their followers. This provides an opportunity for shoppers to boast about new purchases and provide the customer's followers a direct line to the Sony e-commerce site.

In addition to promoting Pinterest and Sony Pin boards, the social content was brought back into the emails by including a Pinterest “most-pinned” banner image with the top pinned products every month, providing social proof that the products have buzz around them and encouraging greater interest in those items.

What Was Special About This Campaign?

The beauty of the strategy is that it is a virtuous cycle – the integration of Pinterest “Pin It” buttons in email drives social engagement on Pinterest; the social content from Pinterest drives interest in products and delivers revenue from emails. It expands Sony's reach as more subscribers participate.

The dedicated Pinterest email and “most-pinned” banner were both recognized in The Retail Email Blog from Responsys as an early adopter of Pinterest and for using Pinterest content within email (May 30 and August 31 blog posts, respectively).

Sony will continue to integrate Pinterest. It is integrated into the ongoing customer experience, providing a fun way for Sony customers to engage with emails and drives traffic to the Sony e-commerce site.

Results:

The Sony Pinterest page had been live and garnering subscribers for approximately 5 months prior to the first promotional Pinterest email. But, subscriptions sky rocketed after the launch of the dedicated Pinterest email, which more than doubled Sony followers on Pinterest right out of the gate.

With a subject line calling out the social channel, asking customers to follow and Pin (Let Our Pinterest Page Spark Your Imagination | Follow Us and Start Pinning), this email campaign drove one of the highest open rates for Sony Electronics, at 67% above goal.

Additionally the email drove a clickthrough rate was 16% over goal. A few weeks after the first deployment of the Pinterest dedicated email, a resend of the email was sent to non-openers. The resend accounted for another significant jump in followers, with approximately 15% subscriber growth.

The VAIO Summer Line-up Product Launch email – the first promotional email to incorporate “Pin It” buttons – resulted in more than 3,000 clickthroughs to “Pin.” Subsequent promotional emails including the “Pin It” button show clicks continuously increasing, indicating a trend of progressive social engagement among the email subscriber base.

The Pinterest “most-pinned” banner drives more than 2,900 visits to the Sony e-commerce site each month from the most pinned items, and more than 2% of all clickthroughs were to pin products from those emails, keeping the cycle of engagement moving forward.

The incorporation of Pinterest did not detract from the overall purpose of the promotional emails. In fact, the VAIO Summer Line-up Product Launch campaign produced 172% of the “revenue per delivered email” goal. The success of incorporating Pinterest into Sony emails was overwhelming. The campaigns featuring the social site continually increase engagement, develop brand advocates and drive revenue.

Recognition:

Person Recognized	Organization	Job Title
Afsi Jahangiri	Sony Electronics	Client
Leilani Sandan	Sony Electronics	Client
Jeremy Lyons	Sony Electronics	Client
Amanda Drenning	The Agency Inside Harte-Hanks	Agency
Elizabeth Yasso	The Agency Inside Harte-Hanks	Agency
Christopher Castano	The Agency Inside Harte-Hanks	Agency
Hannah Leader	The Agency Inside Harte-Hanks	Agency
Leslie Schultz	The Agency Inside Harte-Hanks	Agency

Creative Samples from Sony's Email and Pinterest Collaboration:

Pinterest-Dedicated Email

WEB PAGE | MOBILE VERSION SHARE this email:

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Pin. Collect. Share.

Pinterest is a site where you can create online pinboards and share photos and videos from anywhere — including places like sony.com and Sony emails. Whenever you see [Pin it](#) Click it.

Follow us on **Pinterest**
Start pinning to your board. [Request an invite](#).

Start following these popular Sony boards.

Follow

Through the Lens

Follow

Old School Sony Ads

Follow

Sony on Sale

Follow more favorites

The buzz — see **cool images** being pinned from our boards.

Check out our latest pins anytime. Follow Sony on **Pinterest**

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Pinterest Sharing from Trigger


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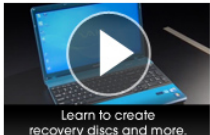
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★★★★★
"I'm in love with this PC... It is gorgeous."
 Timah, May 20, 2012 - VAIO S Series 13.3" Laptop

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"Really nice all-in-one computer, great for family entertainment, fast, quiet and lots of storage."
 Srijun, April 29, 2012 - VAIO L Series All-in-One Desktop PC

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 Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

VAIO Summer Launch
Full Page


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Exclusive discounts on cameras, camcorders, tablets and more.

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Save \$50 on the NEX-F3K camera, now \$549***


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Weekly Offers Featuring Pinterest
Top of Page

The image shows a screenshot of a Sony email campaign. At the top, there is a navigation bar with the Sony logo and the tagline "make.believe". The main headline reads "THIS WEEK: Student offers + VAIO® PC deals." with a "Shop now" link. Below this is a category menu with options: COMPUTERS, CAMERAS, CAMCORDERS, HDTVS, BLU-RAY, MP3 PLAYERS, E-READERS, TABLETS, and OUTLET. The main content area features a large promotional banner for "big deals on campus" with the text "Buy select VAIO® PCs and get a PS3™ system¹, plus more incredible offers." and two "Shop now" links. To the right of the text is an image of a laptop and a PS3 controller. Below the banner are three smaller promotional tiles. The first tile promotes "Buy select TVs and get a PS3 system" with an "OFFER VALUE \$729" badge and includes logos for Hulu Plus and Slacker. The second tile promotes "HD for any room — BX-Series TVs starting at \$329**" with a "Shop now" link. The third tile promotes "Big savings for students at the Sony Education Store" with an image of a tablet and headphones. To the right of this tile is another promotion for a camera: "Save \$50 on the NEX-F3K camera, now \$549**" with a "Shop now" link. At the bottom of the email, there is a footer with contact information: "Shop by phone 1 888 584 7669 | Visit Sony Retailers" and a link to "Visit your local Sony Store". Social media icons for Facebook, Twitter, and Pinterest are also present.

Weekly Offers Featuring Pinterest
Bottom of Page

WEB PAGE | MOBILE VERSION SHARE this email: [Email] [Facebook] [Twitter]

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Best Email Innovation

No Winner

While the competition in this category was typically fierce and high-level, our judges did not find a submission that met all requirements for a MarketingSherpa Silver Email Award. Therefore, we have decided to omit this award in the Best Email Innovation category for 2013.



Best Email Innovation

Dortmund Airport's Videomail

Entrant: Katrin Förster, rabbit eMarketing GmbH

Audience: B2C

Lead Judge: Brad Bortone, Senior Research Editor, MECLABS

Why It Won:

In judging these awards, one of the key elements we look for in a category winner is how an email campaign can maximize its reach and effectiveness. With a good portion of today's email centered on social media and advanced HTML elements, and just as many recipients choosing to block such elements from appearing in their preview panes, it's increasingly important to ensure your emails are seen by as many recipients as possible.

The Dortmund Airport's testing led to a complete redesign and modernization of their email sends, which ensured a seamless delivery of messaging to viewers, regardless of program or computer limitations. The result was a campaign that delivered a similarly engaging experience to as wide a range of recipients as possible.

From Their Nomination Form:

The Dortmund Airport video mail was designed to be a high-profile promotion of the Dortmund Airport's new corporate image film. In order to create a professional and visually appealing package for the challenging and innovative email with video integration, the newsletter was both redesigned and significantly modernized.

First, extensive testing was run to ensure error-free display of an integrated video in HTML5 format in an email. The new video mail was then sent to 50% of the mailing list. The other half of the recipients received the regular newsletter with a static image.

What Was Special About This Campaign?

In order to ensure error-free display of the email's video, several versions were created for compatibility with various recipient email clients. In the event that video could not be played directly in the email client, a fallback version was created with an animated .GIF or a static .JPG as a direct link to the video on the airport's YouTube channel.

Through HTML5, all versions of the video were referenced in the email source code. Only when the email was opened would the system automatically decide which version to display in the email client. To enable detailed tracking, views of each video format and each image were measured separately. Through this method, it could then be determined which technical solution worked best.

Results:

The most impressive result is the significant increase in the clickthrough rate. Referred to all openers, the clickthrough rate of the video mail was 175% higher than the clickthrough rate of the regular newsletter without video integration.

Another interesting result is the findings about the technical conditions: about 30% of those who opened the video mail could not display moving images – neither the video nor the animated .GIF which was integrated as a fallback version.

Those recipients were displayed a static .JPG instead. More than 20% of the recipients who opened the video mail could display the animated .GIF, but not the video. 12% of those who opened the email could play the video clip directly inside the email client.

Of the file formats offered for the video clip, the vast majority of the users were able to see the .MP4 format.

Recognition:

Person Recognized	Organization	Job Title
Katrin Förster	rabbit eMarketing GmbH	Agency
Christopher Riedel	rabbit eMarketing GmbH	Agency
Larissa Fabich	rabbit eMarketing GmbH	Agency
Vu Nghi Thai	rabbit eMarketing GmbH	Agency
Natasa Aljinovic	rabbit eMarketing GmbH	Agency
Tim Elsdörfer	Dortmung GmbH	Client

Creative Samples from Dortmund Airport 's Videomail:

Example Email

Dortmund Airport 21
Näher als man denkt.

Jetzt Fan werden:
f t You Tube g+

**Entspannter starten.
Mit kurzen Wegen.**



Lieber Herr Hase,


haben Sie es schon entdeckt? Unser Newsletter hat ein neues Design. Wir sind gespannt auf Ihre Meinung dazu!

Zum Start in den Herbst gibt es natürlich noch mehr Neuigkeiten für Sie: wir haben unsere Passagiere gefragt, wie wichtig Ihnen der Urlaub ist – und Sie können sich die Antworten als Film anschauen. Die Fluglinie SunExpress richtet mit Start des Winterflugplans ein neues Drehkreuz in Izmir ein – damit sind Sie noch schneller im sonnigen Süden der Türkei. Außerdem können Sie bei easyJet künftig Ihren Sitzplatz online buchen.

Viel Freude beim Lesen wünscht Ihnen

*Ihr Team
vom Dortmund Airport*

Neuer Flughafen-Spot!



Wie wichtig ist Ihnen Urlaub?

Etwa 1,8 Millionen Passagiere nutzen jedes Jahr den Dortmund Airport, um in den Urlaub zu fliegen, auf Geschäftsreise zu gehen oder Verwandte in der Heimat zu besuchen. Wir wollten von Ihnen wissen, was ihre Erwartungen sind, worauf sie sich im Urlaub am meisten freuen und wie ihre Meinung zum Flughafen Dortmund ist.

[> Hier Spot anschauen!](#)

Schneller nach Anatolien: neues Drehkreuz in Izmir



SunExpress fliegt Sie mit Start des Winterflugplans noch schneller an die Südküste und in den Südosten der Türkei. Direkt ab Dortmund geht es nach Izmir. Und von dort aus mit kurzen Umstiegszeiten direkt weiter nach Adana am Mittelmeer und Diyarbakir, der zweitgrößten Stadt Südostturkeiens.

! Due to the varied visual quality of images used for digital marketing campaigns, we were unable to obtain a high-resolution image for this sample.

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Email Marketing: 900% more revenue-per-email from Restaurant.com's automated strategy

Batch-and-blast is often criticized, but is also widely used. Restaurant.com sent generic emails for years, and saw great revenue, but noticed a drop in customer engagement, leading it to dramatically change its approach.

The company overhauled its email strategy and increased revenue-per-email 900% in 12 months, with conversion rates increasing 150%, as well.

[Read more](#)

More Recent MarketingSherpa Headlines:

1. [Marketing Research Chart: Website optimization's effect on offline marketing strategies](#)
2. [Email Marketing: Video email doubles clickthrough rate for Ragan Communications](#)
3. [Vendor Selection: How The New York Public Library chose a new email service provider](#)

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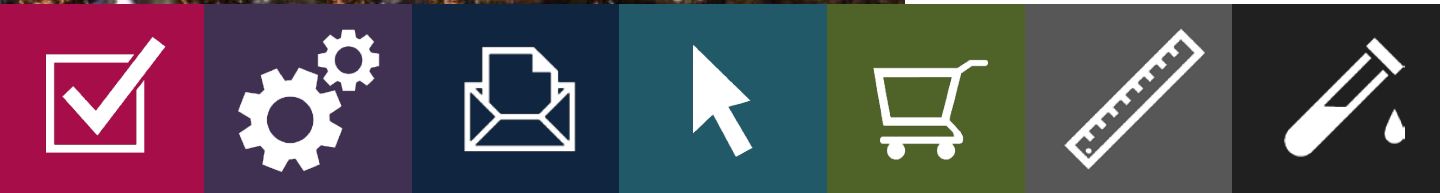
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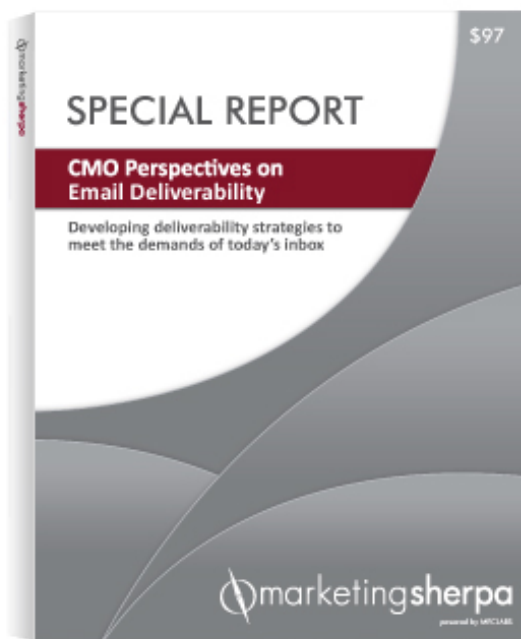


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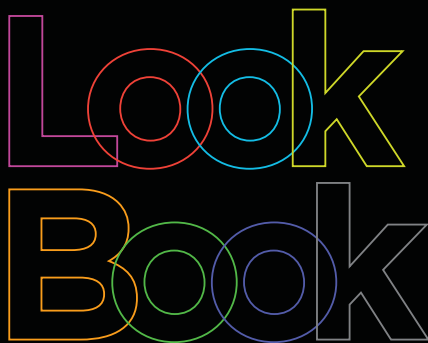
CONTENTS INCLUDE:

- Executive Summary
- The State of Email Marketing Delivery
 - Deliverability Challenges
 - Improvement Tactics
- Relevancy Driving Deliverability
 - Segmentation
 - Timing
 - Content
- Recommended Actions
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