Why move away from “Broadcast”? 

Broadcast implies:
• the same email to everyone, regardless of interest

Our goal is to:
• be strategic in our email planning
• segment emails to relevant audiences
• provide an optimal constituent experience

We do this this by:
• Staying up-to-date with best practices
• Continually testing and learning
What is impacted with the switch?

Emails sent to broadcast@osu.edu will still reach us, but you will start to see new branding and our new email address:

emailmarketing@osu.edu

A revamped site for University Marketing is being developed, but for now you can still find all of our resources at:

https://ucom.osu.edu/resources/broadcast-email/
Today’s Agenda

• Results from our recent survey
• Industry updates
• Recent test results and inspiration
• An introduction to email deliverability
• Featured email
• What’s on the horizon?
Results from our recent survey

Most interesting topic
1) Email marketing techniques/best practices
2) BBIS-specific info
3) What others around campus are doing

Biggest email challenge
1) Coding emails
2) Using BBIS
3) Email strategy

Preferred meeting format
1) Presentation style
2) Group share
3) Hands-on email activity
New Gmail support for email design available end of September

Overview
• Gmail will support embedded CSS with classes and IDs which means:
  1) No need to use inline CSS to style for Gmail (no longer needed for the major clients)
  2) Gmail will support media queries and responsive design
  3) Gmail will now be the most accessible email client

What’s next?
• Enjoy Gmail catching up to today’s standards!
• We will not be updating the brand templates at this time because not 100% of email clients support embedded CSS yet.
What are others doing?
Recent test results + inspiration
Connect News test

Subject line

Time of day
# Connect News test results

<table>
<thead>
<tr>
<th>Type</th>
<th>Mailing</th>
<th>Sent</th>
<th>Opens</th>
<th>Clicks</th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>Click to Open Rate</th>
<th>Open Rate Var</th>
<th>Click Rate Var</th>
<th>Click to Open Rate Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>UNIV Connect Aug16 Subject Line A 2PM</td>
<td>112,469</td>
<td>18,391</td>
<td>1,097</td>
<td>16.35%</td>
<td>0.98%</td>
<td>5.96%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test</td>
<td>UNIV Connect Aug16 Subject Line B 2PM</td>
<td>112,480</td>
<td>15,649</td>
<td>748</td>
<td>13.91%</td>
<td>0.67%</td>
<td>4.78%</td>
<td>-14.92%</td>
<td>-31.82%</td>
<td>-19.87%</td>
</tr>
<tr>
<td>Control</td>
<td>UNIV Connect Aug16 Subject Line A 8PM</td>
<td>111,928</td>
<td>16,890</td>
<td>817</td>
<td>15.09%</td>
<td>0.73%</td>
<td>4.84%</td>
<td>-7.72%</td>
<td>-25.16%</td>
<td>-18.91%</td>
</tr>
<tr>
<td>Test</td>
<td>UNIV Connect Aug16 Subject Line B 8PM</td>
<td>111,929</td>
<td>17,619</td>
<td>744</td>
<td>15.74%</td>
<td>0.66%</td>
<td>4.22%</td>
<td>-3.74%</td>
<td>-31.85%</td>
<td>-29.21%</td>
</tr>
</tbody>
</table>

### Subject line test

<table>
<thead>
<tr>
<th>Control</th>
<th>224,397</th>
<th>35,281</th>
<th>1,914</th>
<th>15.72%</th>
<th>0.85%</th>
<th>5.43%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test</td>
<td>224,409</td>
<td>33,268</td>
<td>1,492</td>
<td>14.82%</td>
<td>0.66%</td>
<td>4.48%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-5.71%</td>
<td>-22.05%</td>
</tr>
</tbody>
</table>

### Time of day test

<table>
<thead>
<tr>
<th>2PM</th>
<th>224,949</th>
<th>34,040</th>
<th>1,845</th>
<th>15.13%</th>
<th>0.82%</th>
<th>5.42%</th>
</tr>
</thead>
<tbody>
<tr>
<td>8PM</td>
<td>223,857</td>
<td>34,509</td>
<td>1,561</td>
<td>15.42%</td>
<td>0.70%</td>
<td>4.52%</td>
</tr>
</tbody>
</table>

**Subject Line Test**

-5.71%

*open rate variance*

**Time of Day Test**

1.87%

*open rate variance*
Alumni Magazine test

Without buttons (control)

With buttons (test)
Alumni Magazine test results

<table>
<thead>
<tr>
<th>Type</th>
<th>Mailing</th>
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<th>Click to Open Rate</th>
<th>Open Rate Var</th>
<th>Click Rate Var</th>
<th>Click to Open Rate Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>AA OSAM SO16 Test 1 (no buttons)</td>
<td>179,467</td>
<td>28,620</td>
<td>4,716</td>
<td>15.95%</td>
<td>2.63%</td>
<td>16.48%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test</td>
<td>AA OSAM2016-09-12 SO16 Test 2</td>
<td>180,052</td>
<td>27,793</td>
<td>4,767</td>
<td>15.44%</td>
<td>2.65%</td>
<td>17.15%</td>
<td>-3.21%</td>
<td>0.75%</td>
<td>4.09%</td>
</tr>
</tbody>
</table>

CTA Test

4.09%

*click to open rate variance*
Intro to deliverability

“Okay, sir, can you identify the spam?”
Deliverability 101

Deliverability is the ability to get emails to your recipients’ inbox (and not sent to spam or blocked)

Things that impact deliverability:

• **Reputation**
  - Authentication: DKIM, DNS
  - Whitelist/blacklist

• **Engagement**
  - Recipient opens/clicks
  - This is spam/this is not spam buttons

• **List management**
  - Hard bounces
  - Spamtraps
State of deliverability at Ohio State

- Good read rates should be 17-25%
- Should be below 5%
- Average should be 1-3%
A likely culprit: non-openers
Potential deliverability concern: top external ISPs have a high % of email address that have never opened

- gmail.com: 28%
- yahoo.com: 42%
- aol.com: 41%
- hotmail.com: 39%
Next steps to improve deliverability

1. Begin tracking date email address was added to our file
2. Explore re-engagement campaign for inactive email addresses
3. Ultimately will need to remove dormant email addresses

Also make sure that when you request your Alumni/Donor lists from 2tech that you request the proper exclusions – sending to those that have opted out is not only illegal, but it can hurt our deliverability.
Featured emails
Featured BEC Email: Submit your best!

Our recent favorites:

The Ohio State University Alumni Association
Buckeye Smart Southwest Ohio Speaker Series 9/21/16
Student Leaders Changing the World osu.edu/alumni search...

Bar Louie
Silly Latte... Pumpkin's for Beer! 9/21/16
Bar Louie Newport | 1 Levee Way, Suite 3118 | Newport, KY...

The Ohio State University Alumni Association
Brunch in NYC with fellow Buckeyes 9/21/16
Brunch with fellow Buckeye alumni and friends at The Bar R...

Scott, Amy L.
FW: ROTC email question 9/21/16
Hi Amber, Do you have a query for the ROTC email we will...
What’s on the horizon?
Thank you!

Please don’t hesitate to reach out with feedback or questions at emailmarketing@osu.edu