Today’s Agenda

• Recent test results and inspiration
• List cleanup
• Email inspiration
• New email tool update
• December email calendar
• 2017!
Reacting to Crisis

• Thank you
• Pause all email sends, wait to hear from us
• Be mindful of the messaging in emails going out in the days following the event
What are others doing?
Recent test results + inspiration
Moritz College of Law “from name” test

Test background and setup:

• In September 2016, Moritz College of Law reviewed data from their FY15-17 (to date) emails to determine which from names were performing best, but this data was only directional.

• University Marketing recommended testing in order to determine if an email from a known person outperformed an email from the college, given all other factors even (date, time subject line, etc.).

• Following their reunion weekend, Law sent emails to the celebrating classes to thank them for coming and to share photos. Half of the audience received the email from their class chair(s), and the other half received the email from OSU Law Alumni Affairs.

Emails from class chairs had a 26.5% higher open rate and a 19.9% higher click to open rate over emails from OSU Law Alumni Affairs.

Next steps & recommendations:

• When sending reunion emails in the future, it is recommended that the email comes from the class chair(s) rather than from OSU Law Alumni Affairs.

• Continue testing with different types of emails where it makes sense.
Career Management header test

Test background and setup:
• Over the past couple of years, the Alumni Office of Career Management has updated their standard email header several times to try and meet their needs.
• University Marketing recommended testing in order to determine whether or not the header art had an affect on engagement. The plan is to test three times, then choose the best performer. The measurement used was click-to-open rate. The send was split 50/50.
• We've conducted one test so far, using a photo header against a graphic header.

The graphic header test email had a **13.21%** higher click-to-open rate than the photo header.

Next steps & recommendations:
• We will conduct at least one more test to see if similar results are achieved. If the graphic header results in a significantly higher click-to-open rate again, we can decide whether or not a third test is necessary. If there is a clear winner from these tests, we will recommend moving forward with that header option.
Ohio State Alumni magazine CTA test

Test background and setup:

• Our standard magazine email template had subtle CTAs (no button, no blue/underlined hyperlinked text)
• We wanted to test our standard template against a template that utilized “read more” buttons. The measurement used was click-to-open rate.
• This was the first test in a multi-step testing plan. We found buttons = higher CTO rate, so the next step was to test “read more” against more customized button text.
• For the second test, we sent the original version to 10% and split the rest 50/50.

The test results were not statistically significant, so we will retest with our next issue.
Connect time of day test update

Test background and setup:
• Because we send the Connect university newsletter on a regular basis, we wanted to test whether or not time of day had an affect on open rate and/or click-to-open rate.
• We planned to test several times of day against our typical 2:30 p.m. send time to determine the best time to send moving forward.
• We tested 8:30 p.m. against 2:30 p.m. and the 2:30 email performed better. We then tested 7:30 a.m. and 2:30 p.m. and found that while open rate declined slightly, click-to-open rate increased significantly. We tested again to see if we would get similar results a second time.

The test send time (7:30 a.m.) resulted in a **-3.75%** average open rate variance over two sends. However, it also resulted in an **11.15%** average increase in click-to-open rate over two sends.

Next steps & recommendations:
• We had to determine which was more important: A slight decline in open rate, or a significant increase in click-to-open rate. Ultimately we decided that because the greatest variance was seen in the click-to-open rate, and because click-to-open is a richer engagement metric, we will move forward with the 7 a.m. send time.
Animation

Campus examples + our plans to test

- Buckeye Club
- Engineering
- University Marketing:
  - The Drakes’ holiday message
  - Buckeye Love
Animation

Ann Taylor

ModCloth
Testing Share
List cleanup
Last meeting: deliverability 101

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

- We estimate that 20% of our marketing emails are regularly going to the spam folder
- A likely culprit is non-openers
Cleaning our list is the next step to improve deliverability

1. Identifying non-responsive email addresses acquired via list purchase
2. Re-engagement campaign tentatively planned for January
What is a re-engagement campaign?

A re-engagement campaign is an attempt to get inactive recipients (those that have not been opening or clicking emails over an extended period of time) to engage before removing them from the email file.

The overall goal is to improve deliverability since mailbox providers use engagement as an indicator of whether the email should be sent to the inbox or the spam folder.
Examples

15% OFF COUPON
email exclusive
CANNOT be combined with any other offer
Shop Now

Do you need a break?
Say it ain't so!
We still have so many exclusive deals for you!

Hello
We're having a spring clean of our email data!
We want to make sure that you receive communications from Archant that are interesting and relevant to you. If you would still like to receive emails from our various titles then please take a few seconds to update your email marketing preferences.

Click here to check your FREE subscriptions

Breaking up is hard to do.
We know inboxes get a little crowded, but we hope you'll keep making room for our low-fare sales, special promotions and endless travel puns.

Because we'll always make room for you!
You initially subscribed to our emails because you wanted to be in-the-know about JetBlue's great sales and promotions, and we loved showing you why we enjoy making your vacation our vacation. But it's probably time we had a 'Determine the relationship' talk. So, what's it going to be?

Let's stay together
If you still want to receive emails from us, click here. (Good choice – we knew this was love at first flight!)

It's complicated
To change your email preferences, make updates here. (We understand – things might have been moving a little fast.)

We're on a break
If you no longer want to receive emails from us, click here to unsubscribe. (We're sad to see you go, but maybe we'll get together again someday?)

Hi Trisha,
As Senior Customer Satisfaction Manager at Overstock, we value your feedback and want to improve our service. We noticed you didn't open our recent emails. Please let us know why you think we need to improve:

Too many emails
Emails weren't relevant
Too many ads & offers
I like the emails! Keep them coming

Of course, you can always unsubscribe at any time to stop receiving emails from us.

Thank you for your help!
Best,
Catherine
Catherine Caso
Senior Customer Satisfaction Manager

WeddingWire
Who will we target as inactive?

We will target constituents with:

- a primary email address
- a TAS record that is at least two years old
- no open or click in the last two years

Excluding:

- University no contact (opt outs)
- Pelotonia only

This is a conservative approach. Many senders define inactive as not opening or clicking in one year (or less).
Proposed approach for Ohio State

1. **TAS**
   - **Is constituent inactive?**
     - Yes: **Send re-engagement email**
     - No: **Continue to email as normal**

2. **Send re-engagement email**
   - **Did constituent open email within 14 days?**
     - No: **End date email address**
     - Yes: **Send postcard asking for email address**

*Sending a postcard is a recommended approach; not yet approved*
Re-engagement Pilot

• Use ‘16 from 16’ email as pilot re-engagement email
  - Subject line: Did you miss this?
  - Preheader/Top Banner of email: We noticed you haven’t opened our emails in awhile. Is this the best way to reach you? If not, update your email address [here].

• We will split the list into ‘never opened’ and ‘lapsed open’ buckets in order to read the results separately and better understand the audience
Email Inspiration
Featured BEC Email: Submit your best!

Badger Nation converged on campus last week to celebrate Homecoming. Students continue to rank among the top educational institutions in multiple publications. Seeing how strong the university is — both in Badger spirit and academically — there’s much to be proud of for alumni and friends alike.

Do you believe in a strong UW?

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Thanks for Being Amazing!
We're excited to announce that more than two million people are now using Canva. We couldn't have done it without your support!

You are officially Canva member:
#84247

"Creativity is intelligence having fun." — Albert Einstein

We hope that in years to come, this is a claim to fame. You supported us early on and that means the world to our team! We have big plans for the future of Canva, and hope you love what we have in store.

Happy Designing!
The Canva Team

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Vice presidential candidates Mike Pence and Tim Kaine face off tonight for the only time this election, beginning at 9 ET. Watch the debate and read real-time analysis from the NPR politics fact-check team. You can also listen to special coverage on your local NPR station.

Follow the Live Fact Check

Journalists across NPR will annotate a transcript of the candidates' statements as the debate progresses. Here's how it looked during the first presidential debate.
New email tool update
You’re invited! New email tool work group

We are forming a group that will inform the implementation of our new email tool.

This will include a pre-kickoff before the year is over, as well as a more formalized kickoff in January, followed by bi-weekly check-ins.

If you would like to be included, please send an email to emailmarketing@osu.edu.
December email calendar
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December 2016
2017!
Thank you!

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