

Email Marketing Tips

Split Testing Case Studies

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For Today's Attendees

- **Pinpointe:**

- Free - 1 month Pinpointe Service
- \$49 - \$550 value
- www.pinpointe.com/get-started
- Coupon code: **PPTNPW100**
- (Monthly subscription 5k/mo – 100k/mo)

- **Netprospex:**

- Free NetProspex trial account with 100 contacts
- Access to 19 million business contacts
- Verified email / phone
- Email hello@netprospex.com to get started

What Sets Pinpointe Apart?

- The Most Feature Rich Email Marketing Solution
- Enterprise version: 5-250+ users, high volume
- Behavioral Targeting – Improves Results 35%+
- “Constant Contact on steroids!” – *Pinpointe customer*

What Sets NetProspex Apart?

- 19 million decision makers
- User-generated contacts
- **Verified + guaranteed**
- Hard-bounce replacement
- All job titles & industries
- Thousands of new contacts per month
- Title, email address, direct dial, social media, URL
- Buy or trade

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Social Media
<http://www.linkedin.com/in/garyhalliwell>
<http://twitter.com/ceonetprospex>
<http://www.facebook.com/gary.halliwell>

NetProspex
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Waltham, MA 02451 [map](#)
<http://www.netprospex.com>

Estimated Accuracy: 84%
Verified on: 01/28/2010
[What does this mean?](#)

www.NetProspex.com
hello@netprospex.com
888-826-4877

Topics Covered Today

- Split Test Methodology
- Case Studies:
 - “Send-From” Address: company vs. Person
 - Comparing Subject Lines
 - Special Offers – do they work?
 - Behavioral Targeting
- Summary
- NetProspex / Pinpointe Solution

Split Testing: Methodology

- Sample sizes: 10k ~ 50k emails/variation
- Used a random sample for each
- Samples / variations were run simultaneously
- Used Pinpointe split testing feature
- Varied a single variable (except where noted)

Case Study #1: Send-From

Objective

- How does the 'send-from' address impact results?
- Use company name vs. person's name

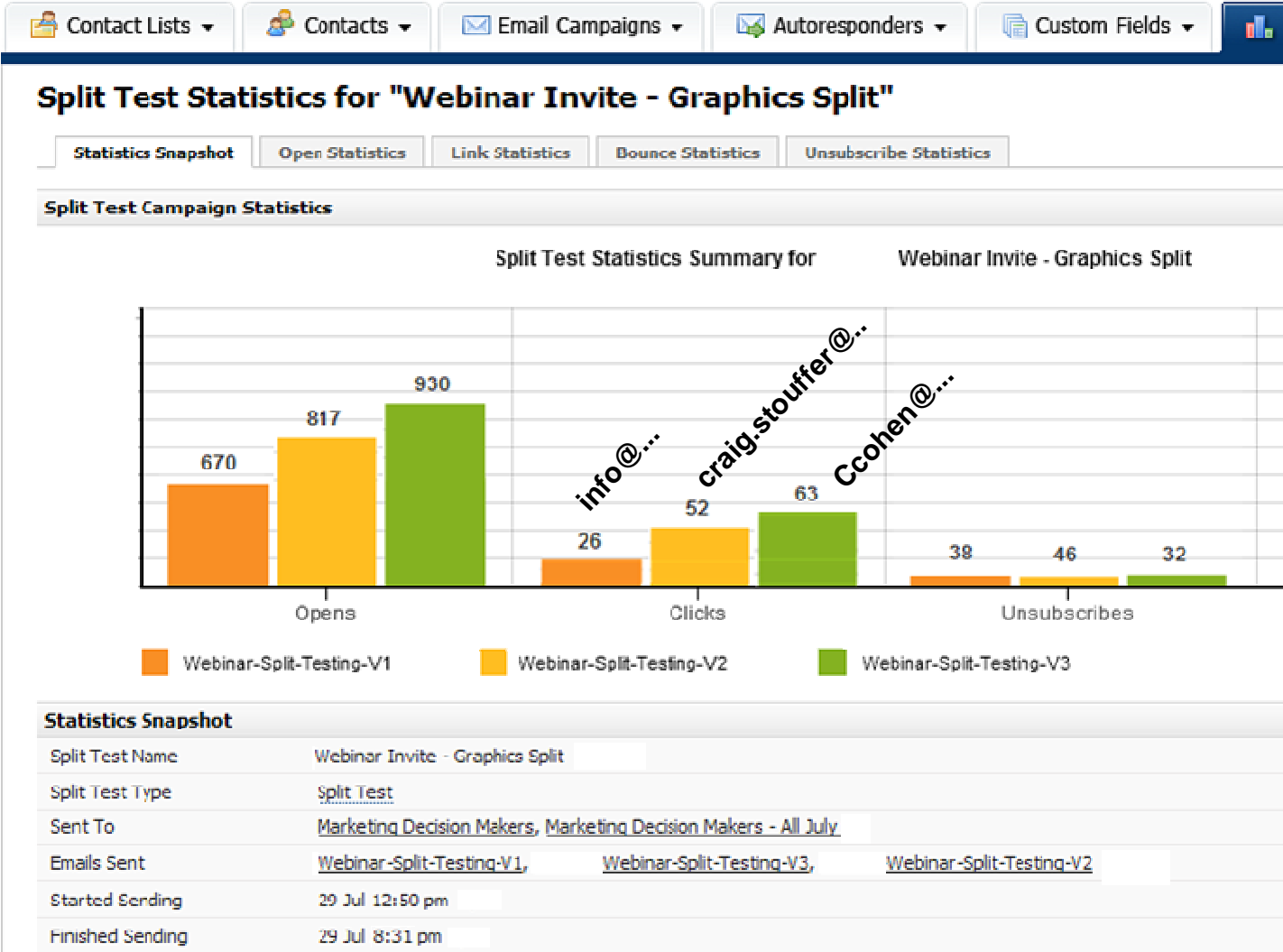
Variations

- 'info@pinpointe.com' "Pinpointe Webinars"
- 'craig.stouffer@pinpointe.com' "Craig Stouffer"
- 'ccohen@pinpointe.com' "Carol Cohen"

Details

- Sample sets: 10,000 active B2B contacts
- Sent Wed am + Tuesday am

Case Study #1: Results



Case Study #1: Results

	Opens	Delta	Clicks	Delta
Ver #1: (info@pinpointe.com)	670		26	
Ver #2: (craig.stouffer@pinpointe.com)	817	+22%	52	+100%
Ver #3: (ccohen@pinpointe.com)	930	+38%	63	+142%

Conclusion – Company vs. Name

- Name outperformed company:
 - Open rates: **+22% ~ +38%**
 - Click rates: **+100% ~ +142%**
- “Common name” does even better
 - +14% Opens
 - +42% Clicks

Case Study #2A/2B: Subject Lines

How do the following impact response rates?

- Personalization vs. Click Rates
- Subject length vs. Click Rates

Email Subject Variations:

- TEST 2A: Personalized vs. Non-Personalized:

Subject #1: %%First%% - [Webinar] Split Test Case Studies (Feb 4)

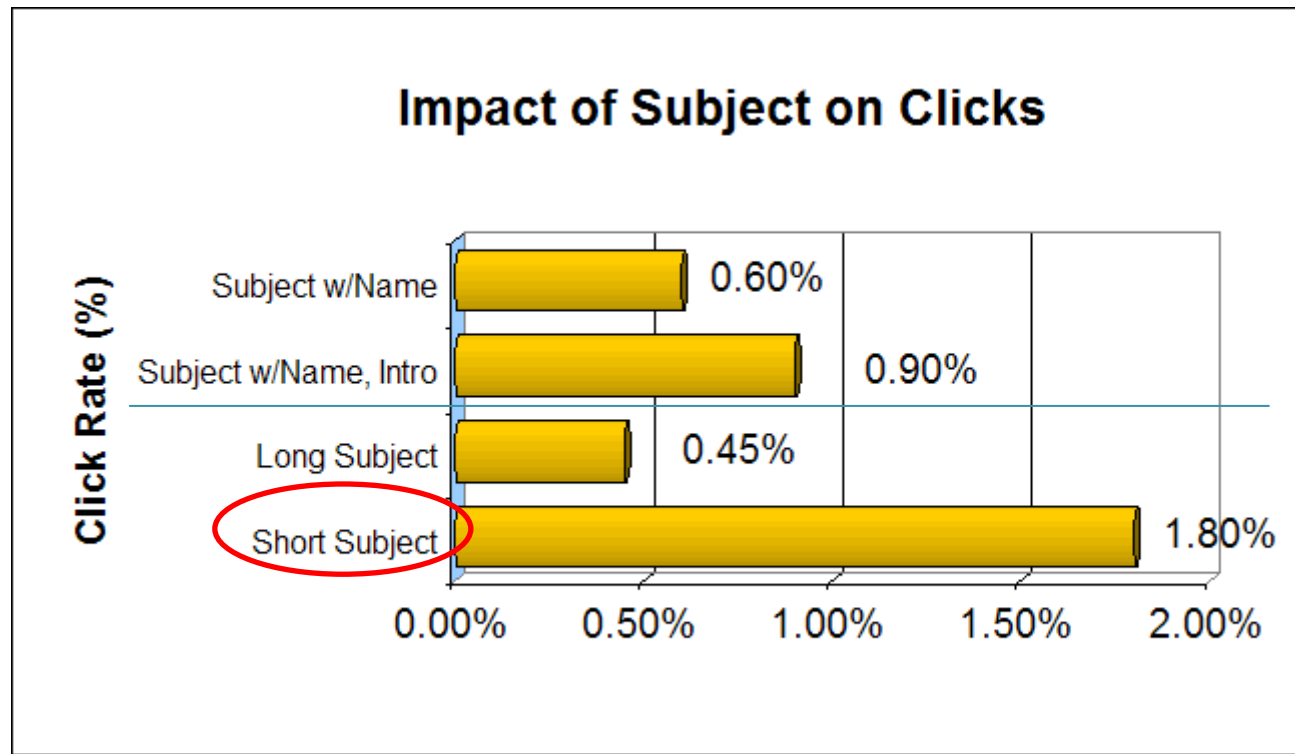
Subject #2: Same as above, but with “Dear <first>” in email intro

-
- TEST 2B: Long vs. Short:

Subject #1: [Pinpointe] Case Studies Webinar: Using Split Testing to Improve HTML Email Response Rates (Feb 4th) - Please Join Us

Subject #2: [Webinar] Split Test Case Studies (Feb 4)

Subject Line Results (Click Thru's)



- Short outperformed Long by **+524%**!
- **Short is 2x** better than “subject + name + <Dear>”

Case Study #3: Special Offer

Objective

- Compare Different Offers / Calls-to-Action
- Does offering an iPod Nano change results (B2B)?

Variations

- Offer #1: **Relevant** offer (free names, email trial)
- Offer #2: Live drawing for iPod Nano
- Offer #3: No special offer

Method

- Pinpointe Split Testing Tool
- Ran 3 concurrent variations

Email Sent (3 Different Offers)

Subj: Craig - [Webinar] Split Test Case Studies (Feb 4)

Dear %%NetP-First-Name%% %%NetP-Last-Name%%,

[< Web version: Web Version >](#)

Please join us next Wed, February 4th, as [NetProspex](#) and [Pinpointe](#) lead a FREE "interactive" webinar: "[Case Studies: Use Split Testing to Increase Email Response Rates](#)". Wondering whether long or short titles work best? Or whether your 'offer' is worthwhile? Then tune in and we'll present **real results**, including data from this campaign. We'll also show you what tools we use to create split tests, so you can improve campaign results based on real data instead of guesswork and 'gut instinct'.

%%NetP-First-Name%%, in this 45 minute webinar, Pinpointe and NetProspex present multiple case studies using split testing to determine:

- Headlines - what approach performs the best?
- Do Special Offers Improve Response rates?
- Comparing different campaign versions
- Tools and Techniques: How we collected Split Test results

[REGISTER NOW](#)

[Webinar Details](#)

WHAT: Case Studies: Split Testing to Improve Email Results (Free)
WHEN: Wednesday February 4, 2:00pm (EST) / 11:00am (PST)
WHERE: Register here: <https://www2.gotomeeting.com/register/717976535>

["Fill Your Pipeline"](#)

Qualified attendees can take advantage of the following-

- Free NetProspex account. Select 100 target prospects
- Free Pinpointe account w/2,000 email credits. We'll load your NetProspex leads.
- Free whitepaper - "21 Tips to Improve HTML Email Delivery"

%%NetP-First-Name%% - I hope you'll join us for this free, educational event.
(<https://www2.gotomeeting.com/register/717976535>)

Cheers,

Craig Stouffer
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4601 Lafayette
Santa Clara, CA 95056-4428
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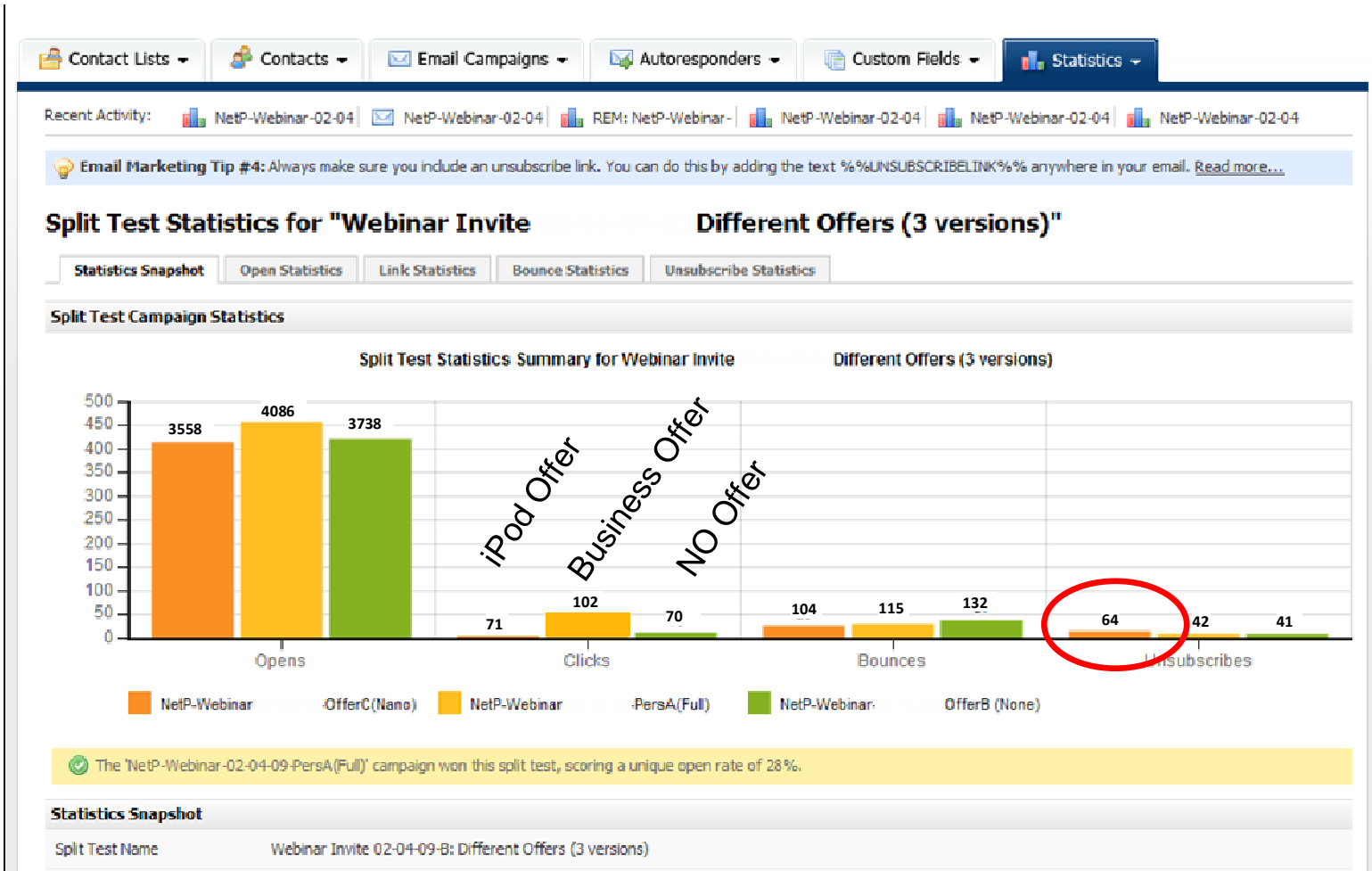
VARIATIONS

- Different Offers
- Content Otherwise unchanged

ACTUAL OFFERS:

- A: iPod Nano Offer
- B: Relevant Offer (business services)
- C: No Offer

Results: 3 Different Offers



Comparing Offers: Results

	Nano Offer	No Offer	Business Offer	Difference (Best/Worst)
Open (Unique)	3,558	3,738	4,086	+9%
Clicks (Unique)	71	70	102	+46%

Conclusions – Impact of offer on results

- Nano offer vs. no-offer: “no material difference”
- **Relevant** business offer: lifts results by **+46%**

Case Study #4: Personalization

Objective

- Compare Personalization vs. No personalization

Method

- Ran 2 concurrent campaigns in Pinpointe
- Used Split Testing tool with 2 variations
- Versions ran simultaneously

Email Sent (2 Versions)

FROM: Craig Stouffer

Craig - [Webinar] Split Test Case Studies (Feb 4)

Dear **%%NetP-First-Name%%** **%%NetP-Last-Name%%**, [< Web version: Web Version >](#)

Please join us next Wed, February 4th, as **%%NetP-First-Name%%** and **Pinpointe** lead a FREE "interactive" webinar: "[Case Studies: Use Split Testing to Increase Email Response Rates](#)". Wondering whether long or short titles work best? Or whether your 'offer' is worthwhile? Then tune in and we'll present **real results**, including data from this campaign. We'll also show you what tools we use to create split tests, so you can improve campaign results based on real data instead of guesswork and 'gut instinct'.

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Cheers,

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(408) 834-7577 x125

VARIATIONS (2)

Variation #1: No personalization

- Generic subject line
- Send-from [Pinpointe]

Variation #2: Full Personalization

- Personalized subject (recip. name)
- Send from [Craig Stouffer]
- Recipient's name in email

Personalization - Results

	Non- Personalized	Personalized	Difference
Opens (Total)	47%	51%	+9%
Clicks (Total)	.77%	1.7%	+122%

Results

- **+9%** increase in open rates
- **+122%** click-through rates
- Also - 93% increase in closed registrations (!)

Pinpointe Behavioral Targeting

What is it?

- Segment / send / resend based on previous behavior
- Past behavior includes:
 - Did recipients open one or more previous campaigns?
 - Did recipients click on one or more links?

Simple Example

- Send newsletter on Tuesday
- Later, resend to “people who did not open”

Benefits

- Incremental results without re-sending to people who already opened!

Behavioral Targeting Results

Behavioral Target Example

- Sent campaign to contact list on Tuesday am (65,000)
- Re-sent to 'all who did not open' on next Tuesday
- The result is 'incremental opens' or uplift

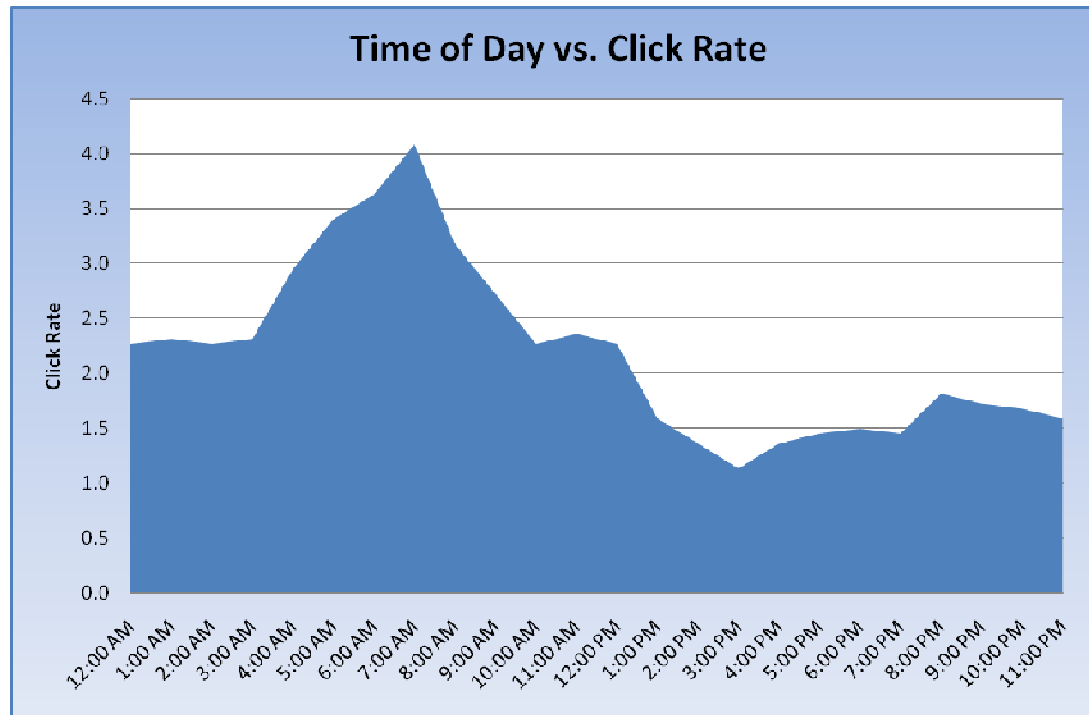
OPENS		
Send	Resend	Uplift
13,884	6,872	49%

CLICKS		
Send	Resend	Uplift
1,410	462	33%

Results:

- **+49%** additional opens
- **+33%** additional clicks

Time of Day vs. Click Rate



- **Takeaway: Send in the early morning**
- **Consistent for all US**

Data source: Pinpointe On-Demand; approx. 200,000,000 emails



Summary of Results

- Test test test... to improve results dramatically
- Email Subject: Short is best (40~50 characters)
- Special Offers – relevance wins (iPod made no material difference)
- Behavioral targeting can deliver an uplift in results of 35%+

- ***Stay Relevant!!***



Future Split Testing Ideas

- Time of Day
- 'Above the fold' – fine tune top 3 lines
- Graphics vs. no graphics
- Embedded graphics vs. links (future webinar)
- Variations in call-to-action (links)
- Impact of various layouts
- Behavioral target based on response to specific topics, clicking on product links, clicking on pricing page, etc.
- Remember.... ***Stay Relevant!!***

About Us.

Tracking and Reporting

Email Campaign Statistics

Statistics Snapshot **Open Stats** Link Stats Bounce Stats Unsubscribe Stats Forwarding Stats

View open rates and email addresses for email campaign 'Reminder: Pinp-Netp-Webinar-10-31-08', sent November 3 2008, 8:24 am

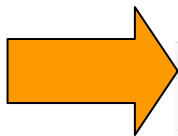
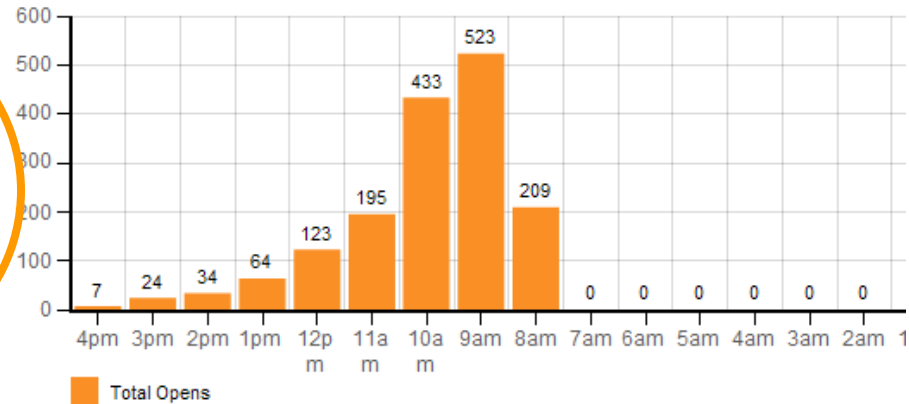
Date Range: Last 24 Hours

Currently viewing results for
November 2 2008, 4:25 pm - November 3 2008, 4:25 pm

Opens Summary

- Total Emails: 7,281
- Total Opens: 1,547
- Most Opens (Date/Time): 9am
- Total Unique Opens: 1,198
- Average Opens: 0.2
- Open Rate: 16.45%

Opens Chart



Email Address	Date Opened
blewis@pcma.org	November 3 2008, 4:24 pm
blewis@pcma.org	November 3 2008, 4:17 pm
blewis@pcma.org	November 3 2008, 4:17 pm
blewis@pcma.org	November 3 2008, 4:17 pm



Recycling: Fast, Easy, Free!



Recycle Business Contacts

[Upload File](#) → [Select Data Labels](#) → [Import Data](#)

Recycle your old contacts to grow your prospect base

- Upload contact data to NetProspex & earn credits redeemable for fresh contacts
- Earn one new contact credit for each contact accepted by the system
- Credits are awarded within one hour
- Contributions are anonymous

SalesForce users (BETA):

You can recycle your Salesforce contacts directly to NetProspex by clicking [here](#). Please note that this will allow you to trade your contacts to NetProspex by Account. If you wish trade a partial list of contacts or Leads please export your records to a file and upload the file below.

Upload your file:

File

We accept data in the following file formats:

Microsoft Excel (XLS & XLSX)
 Comma separated values (CSV)
 Tab delimited (TXT)
 Maximum file size 20Mb - [contact us](#) for assistance if your file size is larger

Spotlight: Trading Tips

[Trading FAQ](#)

Time: 1:40



Exporting From:

ACT!

[VIEW](#)

Exporting From:



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Exporting From:



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- **A Short Pinpointe Tour**
- **Email Marketing 101: Tips to Improve Results**
- **Email Writing Tips**
- **Email Marketing 201: How a SPAM Filter Works**
- **Getting Social with Email**

Contact Information

Goto www.pinpointe.com/get-started

Use coupon code: PPTNPW100

Join us for future webinars

For questions, or to request a trial account, please contact:

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