



HOW TO INCREASE PERFORMANCE AND REVENUE WITH EMAIL TESTING

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Optimize Your Email Strategy By Testing

Whether you've just begun to grow your email marketing send list or you've already developed a large following, you should constantly be testing your email strategy. A problem that many email marketers face is that they have no idea where to begin when it comes to such an overwhelming task. Since WhatCounts is dedicated to helping you find and grow your email marketing ROI, we're here to help make it easier for you.

To sum it all up, we'll be going over how to test, what to test, and how to measure your results to make sure that you are getting the most out of your email marketing. By the end of this white paper, you will be well on your way to tracking every portion of your email marketing campaigns to identify what is working and what isn't. After all, what's the point in putting the effort into building an aspect of your campaign that just isn't working?

How to Test

There are several ways that you can approach how to test your email marketing campaigns, the question is: what are you trying to test? Are you looking to see which subject lines will motivate the recipient to open the email? Which email layout is most conducive to reader engagement? What sort of content is shared the most via social outlets? Pretty much any factor can be tested, but in order to decide how you want to approach it you need to decide what you are looking to test.

Obviously, you want to know that you have optimized every portion of your email campaigns to the best of your ability. However, just because you want to test everything doesn't mean you should do it all at the same time. Pick a very specific factor that you would like to improve upon and test that first -- The more specific you are, the more realistic (and helpful) your results will be.

A/B Split Testing

One of the most basic, quintessential forms of email testing is the A/B split test. Using the segmentation tool in your email platform, divide your list into two separate groups. Many opt to put 80% of randomly selected email addresses in one list and the remaining 20% in another. You can also split the groups directly down the middle to create a 50/50 split test, depending on what you're trying to test (we'll go into this later). Once your list has been randomly segmented, send 80% (or 50%) of the list that you would typically send as a control. Then, send the remaining subscribers on the list an email where the aspect you are trying to test has been slightly altered.

Once you send to your segmented list, begin comparing the results between the two groups: did the altered email get more opens? More clicks? Better deliverability? More audience interaction? When trying to decide which aspects to alter in order to test, consider our list of recommended aspects to test below. Just bear in mind to only test one aspect at a time to ensure that your results stay true to what exactly you're trying to test.

Taguchi Multivariate Testing

The desire to test experiments and outcomes has been a part of science since science first began, but has only become a part of marketing in the last few decades as marketing has become more measurable. One of the biggest crossovers from science to marketing in recent times has been multivariate testing, or Taguchi testing, named after Genichi Taguchi (a post-war Japanese scientist).

Prior to multivariate testing, marketers typically did very little testing beyond a

standard A/B split, where two versions of a marketing piece were tested side by side and the better-performing of the two was used. The trouble with A/B split testing is that in many cases, there are multiple variables that influence whether a piece of marketing collateral performs well or poorly that a simple A/B split test cannot account for.

In other cases, marketers may have tested a series of different variables but were unable to measure how they influenced each other. Marketers could discretely test any one variable but couldn't see the big picture, how all the pieces fit together.



Let's take the marketing of a beer for example and look at two creative ideas. Let's say that you market one beer with the usual mountain streams and snowy imagery, and you market the other beer with a woman in a swimsuit. While the woman in swimwear may initially attract more attention, that imagery may interact negatively with a certain part of the audience. This is a simple A/B split test. So far, so good.

Next, add in variables like pricing and suddenly you have multiple variations of your marketing – and you may see unexpected results. You may find that imagery of mountain streams and a higher price point sells better than imagery of swimwear and a higher price point. Or you may find the converse to be true. As you add more variables like imagery, language, formatting, and pricing, you get increasingly complex interaction among variables, and the ability of marketers to predict what combination of variables will be effective decreases proportionally. Once you go beyond a single variable (such as subject line), you also go past the limits of what a simple A/B split test can reveal.

How does this apply to email marketing? Advanced email service providers allow you to do far more than just a simple A/B split test with your email marketing campaigns. Here's an example of how you might conduct a Taguchi multivariate test.

First, determine which variables you'll test. Broadly, subject line and From: line very often determines a significant portion of your email campaign's open rate, while the content of the message determines the action rate (clickthrough, all the way to purchase). Make a list of what you'll be testing, from a spreadsheet containing multiple subjects to a series of different email messages that vary the content.

Remember that every variable you introduce adds additional complexity and requires more segments of your audience to test. For example, here's what an array would look like with 3 different pieces of content and 3 different subject lines, requiring 9 total segments:

	A	B	C	D
1		Subject 1	Subject 2	Subject 3
2	Content 1	S1C1	S2C1	S3C1
3	Content 2	S1C2	S2C2	S3C2
4	Content 3	S1C3	S2C3	S3C3

Here's an example of what the same spreadsheet would look like if you also wanted to test 3 different From: addresses, requiring 27 different segments:

	A	B	C	D
1	F1	S1	S2	S3
2	C1	F1S1C1	F1S2C1	F1S3C1
3	C2	F1S1C2	F1S2C2	F1S3C2
4	C3	F1S1C3	F1S2C3	F1S3C3
5				
6	F2	S1	S2	S3
7	C1	F2S1C1	F2S2C1	F2S3C1
8	C2	F2S1C2	F2S2C2	F2S3C2
9	C3	F2S1C3	F2S2C3	F2S3C3
10				
11	F3	S1	S2	S3
12	C1	F3S1C1	F3S2C1	F3S3C1
13	C2	F3S1C2	F3S2C2	F3S3C2
14	C3	F3S1C3	F3S2C3	F3S3C3

Ultimately, set up as many subjects and messages as are practical, and then load them into your email marketing software. Generally speaking, it's probably a good idea if you're just getting started out to test two variables at a time with two tests, such as two subject lines and two pieces of content. Once you're comfortable with testing and have a large enough list, you can expand to more variables and more test candidates in each variable.

If you use a system like the WhatCounts Professional Edition or Publicaster

Edition, enter in all of your different subjects and messages. You'll then set a testing window of what percentage of your list you want to test (anywhere from 5%-50% of your list), what the winning criteria will be (what matters more to you – opens or clicks?), and how long you want the test to run for. Once the testing period is over, the platform will send the winning message to the rest of your list automatically.

The screenshot shows a multivariate testing interface. At the top, there are two main sections: a 18% section on the left and an 82% section on the right. The 18% section contains nine test segments labeled A through I, each with a sample size of 1,000. The 82% section is labeled 'Remainder of List' and has a sample size of 39,109. Below this, there is a progress bar and two buttons: 'Add Sample' and 'Remove Sample'. Further down, there are two radio buttons: 'Show by percent' (selected) and 'Show by fixed sample size' (with a text input field containing '1000' and '(specify)'). At the bottom, there is a section titled 'What do you want to test?' with three checked checkboxes: 'Subject line', 'From address', and 'Content'.

We strongly recommend that if possible, each test segment contain at least 1,000 email addresses in order to provide a statistically significant enough pool of candidates for testing. If your list isn't large enough to support a 9-way test with 9,000 addresses, then scale back the test conditions until you reach a test that meets the 1,000 address per segment conditions.

What makes this significant is that it removes guesswork about your email marketing to a great degree, as well as accounts for marketing variables influencing each other. By doing large multivariate tests, you'll be judging all of the different factors that make up your email marketing messages based on the final outcome you specify and letting the software automatically choose which combination of variables works best with your audience.

One final note on multivariate testing – it's not a one-time deal. Your audience will respond differently to every message you send! Sometimes the time of year makes a difference as to which message test is most effective; other times, your list may have changed as subscribers come and go. You may get radically different results from the same set of variables, so immediately raise a red flag if someone in your organization says, "We don't need to test any more, we know what the audience wants". They're almost certainly wrong. Send every major campaign using multivariate testing and you'll squeeze as much ROI as possible out of your email marketing.

CHAPTER ONE

What to Test

What To Test: Subject Lines

The first thing anyone on your list will see when they receive your email is the subject line, making it one of the most important aspects of your email campaign. Even if you somehow find the technology to send free punch and pie via email, despite how magical that would be, no one will know about it if they never open the message in the first place. Look at your subject line as your battle cry, your initial call-to-action, your way to grab the recipient by the eyeballs. With that said, you realize how important it is to test your email subject lines to determine if the results you are getting are headed in the right direction. Question is: how do I test my email subject lines?

Simple A/B Testing for Email 'Subject' Lines

The best way to get started is by separating your recipient list, the test's population, into two groups randomly, one the control, the other the test group. This is the foundation of A/B Split testing. How you segment your list will largely depend on how much you know about your recipients, and the campaign element being tested. The amount of accurate information you have on your recipient list will go a long way in determining the level of sophistication you can implement in your test. To demonstrate the efficiency and effectiveness of testing, let's look at the following simple, but important example: The 'Subject' line.

Subject line testing is one of the most popular campaign elements tested. Its importance frequently overlooked, the subject line to a large extent determines whether a recipient will open or discard your email. Most marketers agree that aside from receiving an email from a personal acquaintance, the second greatest factor that determines a message getting opened is the Subject line.

“Allow your test campaign to circulate for a reasonable amount of time; most email campaigns have peaked within 10 business days.”

Another item to consider is how your Subject line affects your deliverability. Poorly written Subject lines, or Subject lines with typos will regularly trigger spam filters; this will not only affect the current campaign, but over time can damage your IP's reputation. When considering the importance of the Subject line, and the negligible cost associated with creating and testing two alternatives, wouldn't you want to know how to promote what recipients are responding to?

Although there are a variety of factors to compare when using the A/B split test for subject lines, get a start by comparing the following:

1. Specific versus general

One of our adult education clients sends emails to prospective students about upcoming open house events. Historically, their subject line was something like “Attend our Open House on November 12”. Direct and to the point, right? One day, we decided to try a more general subject line, “A Foundation for Success”. And much to our surprise, the less-specific subject line garnered more email opens! We’ve tested it several times since then, and the general subject line always wins. Apparently these subscribers like the element of surprise in their inbox! Try this for yourself – one subject line with a specific call-to-action and another with a more general teaser line. The results may surprise you!

2. Personalization

We’ve all seen the “Joanna, get 10% off today!” type subject lines. The first name personalized subject lines have been around forever, and they seem to have lost their impact. But why not try other personalization tactics? Try adding the subscriber’s location or other demo/geographic information to the subject line. Seeing something personal about themselves might make your subscribers want to open your email and read more. Here’s a great example: on a recent gloomy day in Charlotte, North Carolina, my colleague received an email from Qdoba offering a rainy day special. The subject line was “Rainy Day Special from Qdoba Mexican Grill”. You can’t get much more personalized than that! Take a look at your subscriber database. What information do you have on your subscribers that you could use in your subject lines?

3. Company/branding

Another great test to try is adding your company or brand name to the subject line. Of course, your company or brand name will show in the From Name, but will adding it to the subject line as well increase your open rate? In many instances it will, as subscribers will recognize the email more as coming from a trusted source. One of our online retailer clients (let’s call them Acme) recently sent an email with the subject line “Save 15% on spooky Halloween cards & invites!” Could adding the company name to the subject line, like “Save 15% on spooky Acme Halloween cards & invites!” or “Save 15% on spooky Halloween cards & invites from Acme!”, have increased their response rates? You never know until you try!

4. Negative versus positive

Have you noticed that many subject lines are so negative? For example, consider this subject line I just received, “Enterprise Marketers: Social Media Management Woes?” While it’s direct and intriguing, it is assuming that we all

have woes at work, which is depressing. While this type of subject line may work for some, why not try a more positive spin? For example, “Enterprise Marketers: Improve your Social Media Management”. Again, it’s direct and intriguing, but is uplifting and promises good things! See what works for your subscribers by testing a positive subject line against a negative one. It might give you some good insight regarding the general moods of your subscribers too! (Side note: I wonder if a negative subject line would work better on a Monday morning when we’re all grumpy and want to commiserate versus a Friday afternoon when we are in a more positive, happy mood ... something to test!)

5. Urgency

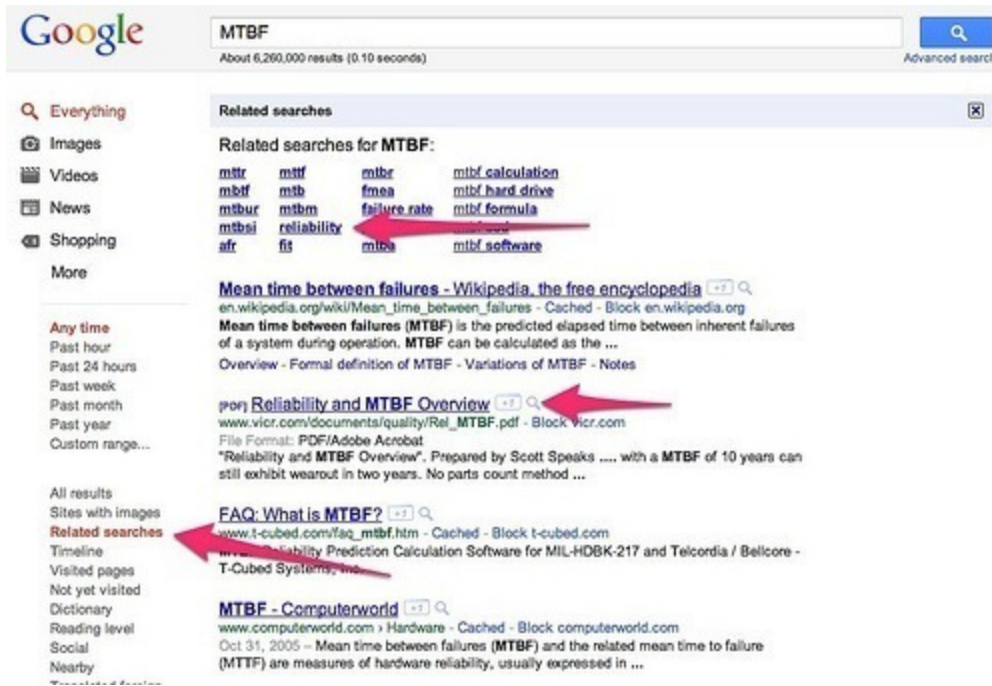
This one is my favorite. Will adding a due date or expiration date to your subject line make your subscribers open your email more? This is a great one to test during the holidays, since we are all on tight present-buying deadlines. Try adding the ship-by date to your subject line, like “Only 5 more days to get guaranteed shipping by Christmas!” and compare it against a date-less one, like “Get guaranteed shipping by Christmas!”. Or try testing a sale announcement with and without a date limit, like “5 days only – Get 15% off!” versus “Get 15% off!”. Don’t have an expiration or due date to use? Make one up to create urgency! (Just don’t do this too often or you’ll become the boy who cried wolf.) Brainstorm with your team to come up with ways to make your subscribers feel like they need to open and take action on your email today, or else they’ll miss out!

6. Semantics

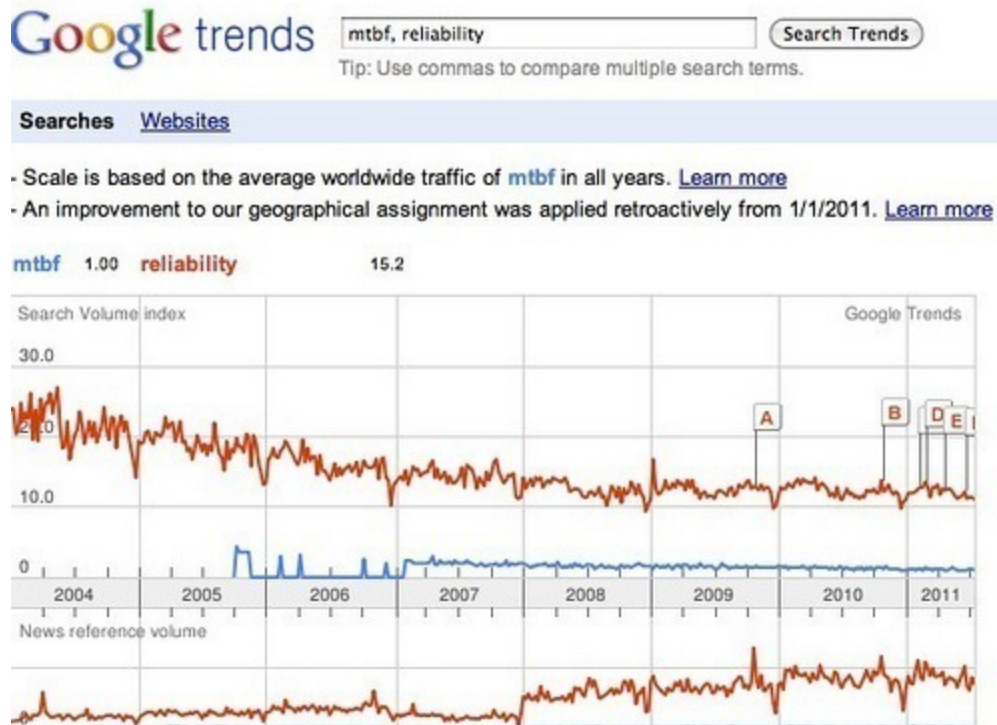
One of the biggest mistakes we make as marketers is to get caught up in our own jargon. The more complex or technical an industry is, the more likely we are to use words, abbreviations, and subject lines that only industry insiders use. Why is this a mistake? Speaking or writing in the words of our audience (rather than our jargon) is one of the keys to getting email to perform better. The more you use language that resonates with your audience, the more they are likely to open, read, and act on your messages.

To counteract the jargon habit, try Google to see what actual terms people are using, then use those words in your email subject lines.

Here’s an example using a basic engineering term, MTBF, or mean time between failures. This is an abbreviation that is rarely used or even heard by non-engineers. If your email marketing list contained only engineers, using MTBF in a subject line would make perfect sense, but few email marketing lists (especially B2C lists) contain such narrowly-focused audiences. So what would be the start of a better subject line? Google’s related searches option shows us the way:

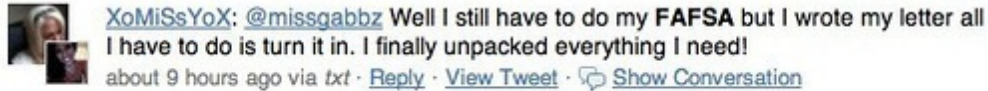


The more commonly used term related to MTBF is reliability. How much more commonly used? 15.2x more, according to a quick check in Google Trends:



Google Search isn't the only option for researching what resonates with your

audience. Twitter search lets you see actual conversations happening using your chosen terms. For example, in a search for the financial aid term FAFSA, we can find a number of actual conversations about it:



Look for commonalities in words and phrases, and consider using exactly the words your audience or potential audience is using. In the example above, a subject line derived from it might simply be, “Still have to do your FAFSA?” or “Still have to fill out your FAFSA?”.

Remember, the key to email subject line testing is having a control group. It's imperative to have this so you can get accurate results on the winning subject line. So, for example, if you want to test branding within the subject line, make sure you have an exact replica without the branding, like this:

- ♣ Control: Enjoy 10% off your next purchase
- ♣ Experimental: Enjoy 10% off your next Acme purchase

You can also test more than two subject lines at once, but remember to only change one variable at a time. This will help you to understand what caused the winning subject line to perform the best. Note: you can do this type of more advanced testing using [Publicaster's](#) A/B split tool.

For example, if you want to test branding and urgency at the same time, try this format:

- ♣ Control: Enjoy 10% off your next purchase
- ♣ Experimental 1 (branding): Enjoy 10% off your next Acme purchase
- ♣ Experimental 2 (urgency): Only 3 days left to enjoy 10% off your next purchase
- ♣ Experimental 3 (branding & urgency): Only 3 days left to enjoy 10% off your next Acme purchase

And finally, before you start testing (and this goes for testing anything in your email program), decide what your goals are and what will determine the “winner”.

Most often with subject line testing, your winning version will be the one that generated the highest open rate. But if you're testing a different offer, your winner could be the offer that garnered the highest click-through or conversion rate. Be sure you've decided this beforehand as well as what margin of error you will allow before deciding on a winner.

Change how you view subject lines

Stop treating subject lines as an afterthought to your messaging. Think of them as newspaper headlines or magazine cover headlines. The subject line is less the outside of an envelope and more the featured words that will get you to pick up and read the magazine at the supermarket checkout or newsstand.



As an interesting exercise, the next time you're at the checkout line, quickly browse the available magazines and look at the headlines on the cover. Take careful note of the grammar and syntax used by publications to attract your attention. These headlines are language structures you can use for subject lines, such as "15 ways to X" or "5 things you didn't know about X". Make a careful note of which headlines were most compelling to you and then experiment using your content with those same language structures.

What to Test: From Addresses

One of the most underestimated factors in email marketing is the fundamental “from” address. The from: address can affect the most important metrics, such as deliverability and open rates, but is often times overlooked when testing the effectiveness of email campaigns.

You can use a variety of methods to test your from: addresses when sending to subscribers, but one of the simplest ways is the tried and true A/B split test. You can approach the address the same way you would any other element that you would test in your email campaign. Divide the list you plan on sending to into two segments. For one segment, use the from: address that you typically use for your email sends. For the other segment, create a different from: address that is different from your usual email address. For example, if your usual “from” address is donotreply@whatcounts.com, try using newsletter@whatcounts.com or even an account with a name such as sarah@whatcounts.com to personalize the email, depending on the content and voice of your message. Just make sure that regardless of what your alternate from: address is, make sure that your email platform registers this as an actual account in order to track metrics such as the bounce rate.

After deploying your campaign, compare the open rates, bounce rates, and clickthrough rates for both sends. If you’re seeing a significant improvement in using one email address over the other, you can now implement that from: address in future campaigns and see if it remains as successful. If you see no difference in audience reaction between the two from: addresses, you can always try trading out one of the addresses for a different option next time to see if there is any change.

Once you establish which from: address works best for your email campaigns, stick with it. For deliverability and inbox recognition purposes, you don’t want to change your address too often. However, it’s good to test every once in awhile to make sure that you’re getting the most out of your email marketing strategy.

What to Test: Content Strategy

Up until this point, the only aspect you have learned to test is how the subscriber will react before they even open the email. Once they get past the subject line, the next most impactful aspect of your email campaign is the content -- What is the email about? Does it pique the reader's interest? Does the layout of the email affect interaction with the content? These are all factors that you can (and should) be testing.

Testing Email Copy

One of the major ways that subscribers will assess whether or not subscribing to your email list is useful is whether or not your content proves to be beneficial to them. But how will you, as the email marketer, know if you're sending what they want to see? By testing the copy writing within your emails, of course!

There are a number of ways that you can tinker with the content within your email to find the right fit for your list. Perhaps your email list would prefer a more conversational tone instead of professional jargon? Maybe they would like fewer, but more helpful links embedded throughout your sends? The only way to find out the answer to these questions is to perform a test on these factors.

One of the best ways to see whether the content is resonating with your audience is to track how much of your content was shared. If your email service provider supports this option, make sure to use social sharing buttons to the best of your ability in your campaigns. Also, you can perform a split test using slightly altered content that accounts for the property you are trying to test.

So, say for example we're looking to test the tone (or voice) of the message. If you typically send fairly professional emails that are chock full of corporate jargon to a list, continue to do so for 80% of your usual list. For the remaining 20%, segment them off and send the same exact content, but with a more conversational tone. Then, sit back and watch the reactions roll in. Did more people click on the links you used in the conversational email? Was there stronger use of your call-to-action? Was there an increase in social shares? You can continue to use this method to test the list interaction with your content over the course of my next few sends to see if you are providing my audience with the content that they want to see.

Testing Design Principles

Testing doesn't necessarily have to do with what the subscriber will read -- design factors such as graphics, photographs, or color schemes can also be tested for their effect on the audience. Sure, you can structure your templates around

“what looks pretty,” but wouldn’t you much rather see which options are getting the greatest results from your list? Tweaks as simple as which color you make a button or where you place banners within an email can make a significant difference in your clickthrough rate. However, the only way you can discover which layout, graphics, and colors generate more clicks is to try different options.

The key to testing design principles comes down to using two very simple tools: your program of choice for creating graphics and your program of choice for tracking analytics. You don’t even have to get fancy; you can use Microsoft Paint and Google Analytics, both of which are free programs, to make changes and track the results. Or, merely monitor the click-through rates in your email platform. As long as you’re making a change, no matter how slight, and keeping track of your clickthrough rates and engagement, you’re testing the design of your email.

As with any experiment, whether it be science or email-related, make sure that you do not change multiple aspects at the same time. For example, if you’re looking to see if recipients respond more to graphics aligned to the left or right of the page, do not change the color scheme at the same time. This will skew your results and will not tell you specifically what is or is not working. With that being said, don’t overhaul your entire template right before you begin testing design variables. The goal is to test how your list responds to slight changes, not an entire branding shift.

An example of a slight stylistic change to test on your email list would be the layout of your newsletter. Here, we’ll take a look at WhatCounts’ weekly newsletter, the GameChanger. Below is how the top of our newsletter is typically structured:

WHATCOUNTS GAMECHANGER

OUR WEEKLY NEWSLETTER

EDITOR'S WELCOME

Week of August 16, 2012:

This week, we have a very quick one-click survey. Are you going to the Dreamforce 2012 conference in San Francisco this September? **Please click just one answer:**

 Yes	 Maybe	 No
--	--	---

Onto the rest of the newsletter, in which we'll look at mobile email strategy, search optimized subject lines, email engagement, subscriber loyalty, and more. We'll even give you a sneak peek into how the survey above



Learn 57 Ways to Grow Your List!

Is your list growing as fast as you want it to? [Download our new eBook, 57 Ways to Grow Your List](#) and learn how to give your list the boosts it needs for more email marketing ROI!

[DOWNLOAD NOW](#)

Now, if we wanted to see if our audience is more likely to respond to our sidebar promotion or social engagement buttons, we could re-structure the newsletter to the following:



OUR WEEKLY NEWSLETTER



EDITOR'S WELCOME

Week of August 16, 2012:



Learn 57
Ways to
Grow Your
List!

Is your list growing as fast as you want it to? [Download our new eBook, 57 Ways to Grow Your List](#) and learn how to give your list the boosts it needs for more email marketing ROI!

[DOWNLOAD NOW](#)

This week, we have a very quick one-click survey. Are you going to the Dreamforce 2012 conference in San Francisco this September? **Please click just one answer:**

 Yes	 Maybe	 No
--	--	--

Onto the rest of the newsletter, in which we'll look at mobile email strategy, search optimized subject lines, email engagement, subscriber loyalty, and more. We'll even give you a sneak peek into how the survey above

Although it seems pretty basic, your audience can have a fairly strong reaction to such a minor change. This is why we recommend testing only one variable at a time. Judging by your results, you could make this change to your layout permanent or go back to the way you originally had your template.

The method you use to test design principles is completely up to you: A/B Testing, [Taguchi Multivariate Testing](#), or even trial and error will all work to a certain degree. The only way of knowing what worked, though, is ensuring your results through monitoring. The better you track your data, the more you will know about your email list, their preferences, and how they intuitively interact with your messages.

What to Test: Timing

What's one of the most frequently asked questions in email marketing (and social media marketing, too)?

"When is the best time to send email?"

Although this may seem like the million-dollar question in the email marketing world the answer is relatively simple: when your subscribers want your message the most.

Of course, actually discovering when your subscribers want to receive a specific message from you comes down to testing. In order to know when your readers will be most likely to open, read, and respond to a message, you will need to test a variety of time slots.

First, assuming your list is large enough to be sent out over a 7 day period, pick a week to send out a mailing. Make sure there are no holidays or other anomalies that would significantly skew your results if possible.

Create a strong message that has a valuable call to action that subscribers are likely to want to act on, such as a [free white paper](#) or something requiring little or no commitment. Purchase as a call to action is fine as well, but it has to be something that can be tracked as an online conversion and something that's going to be appealing. If your email service provider supports conversion tracking, make sure it is enabled.

WhatCounts customers should enable Google Analytics in your realm and make sure that goals are set up to record the desired conversion behavior.

In your email service provider of choice, schedule a send to be metered and distributed on the hour for 168 hours, or 7 days, beginning at midnight on a Sunday. For WhatCounts users, divide your subscriber list by 168 and then input that number in the advanced deployment options, then schedule the send to begin at midnight on Sunday.

Deploy Campaign

Select list, template, segmentation and preferred format

List name:

Template:

Segmentation:

Campaign name:

Format: Multipart MIME HTML Plain Text Subscriber selected

Advanced Settings

Suppression List:

Seed List:

Limit # sent: *Leave blank for no limit*

Throttling: Limit number of emails sent per hour?

No, process normally

Limit emails to: emails per hour

Finish on time even if there's an interruption?

Yes No

Give your campaign about a week for results to finally settle down, then log into Google Analytics. Choose Custom Reporting and create a new custom report, then select Total Goal Completions, Source/Medium, Day, and Hour as your metrics and dimensions. It should look like this:

Set the time period in Google Analytics to be the week of your campaign and the week after, for a two week total period total. In the list of sources, look for your email service provider. WhatCounts customers will obviously click on WhatCounts/ email.

Once the custom report loads, click on Day to sort, and you'll have a neat list of how many conversions per day during the testing period you got, including the day of the week:

Total Goal Completions
1,197
 % of Site Total: 6.96%

Day	None	Total Goal Completions ↓
1. Thursday, April 1, 2010		249
2. Thursday, January 6, 2011		129
3. Tuesday, April 5, 2011		60
4. Wednesday, April 6, 2011		42
5. Friday, April 2, 2010		38
6. Thursday, February 25, 2010		29
7. Friday, January 7, 2011		28
8. Friday, May 27, 2011		27
9. Monday, April 5, 2010		22
10. Wednesday, July 6, 2011		22

Filter Day: containing [] Go Advanced Filter
 Go to: 1 Show rows: 10 1 - 10 of 206

Click on any given day of the week to see what times of day your campaign resonated most with subscribers:

Total Goal Completions
249
 % of Site Total: 1.45%

Hour	Total Goal Completions
1. 09:00	85
2. 10:00	55
3. 11:00	25
4. 12:00	19
5. 14:00	15
6. 13:00	13
7. 16:00	11
8. 17:00	7
9. 15:00	6
10. 18:00	4

Filter Hour: containing [] Go Advanced Filter
 Go to: 1 Show rows: 10 1 - 10 of 14

As you can see, this campaign clearly generated the most results at 9 AM Eastern Time, and on Thursdays. More people opened the email, read it, and then went on to the web site and clicked through to a conversion on Thursdays at 9 AM than at any other time during the day.

So let's review the process:

1. Set up a strong message with an offer likely to be acted on.
2. Turn on Google Analytics and configure it to track goal conversions.
3. Set up a campaign for a 168 hour send.
4. Send evenly over a 7 day period so that you have even audience reception.
5. Wait a week after the campaign ends.
6. Create a custom report to analyze by time of day.
7. Identify the time of day when conversions are highest.

Congratulations! You've successfully figured out exactly when to send email to maximize the conversions you're looking for. This is absolutely vital to understand: you're not checking when people open your message the most, you're checking to see when they perform a valuable behavior for you the most. Your audience has told you through objective data exactly when they are most receptive to a valuable offer and are willing to act on it.

Now, if you want to step it up a notch, you can also test when everyone else is sending emails to determine when you're competing the most for the recipient's

Fifth, alter your email schedule based on your findings. Find the times in the heat map that your competitors are busiest and least busy. Next, look at the results of your 168 hour test and find the top 10 times and days that your emails performed well. Finally, map those top 10 results to your competitor heat map and pick the time that performed best for you while having the fewest competitors sending messages simultaneously. Send your next campaign at that day and time, and measure your results to see if your campaign performed better than average due to fewer competitors.

By testing when is the best time to send email paired with testing when you're competing the most for inbox attention, you've essentially mastered when to get your message into your lists' inboxes (and hearts and minds, too). Continue to update your results by testing throughout the year, as events such as holidays and change in season can affect your optimal send time.

What to Test: List Segmentations

As most email marketers know, list segmentation is a crucial strategy when it comes to tailoring your content, marketing to a more specific audience, and getting the strongest results. What many email marketers may not know is how important it is to constantly be testing your list segmentation strategy.

First, start by taking a look at what information you use to segment your lists. Perhaps it's by job title, region, or purchase history. Instead, test by approaching your list segmentation from a completely different descriptor, such as email domain, and compare the results to your last campaign. You can also use a spreadsheet to analyze other demographics that you can use to segment.

Segment By Domain

Here's an easy, easy way to win at email segmentation: segment by domain name.

- ♣ Group all your GMail addresses together.
- ♣ Group all your Yahoo addresses together.
- ♣ Group all your Hotmail addresses together.
- ♣ Group everything else together.

Segmentation by domain name is incredibly convenient, especially for mailing lists where you may not have any other information besides just an email address. How does it deliver value?

From a deliverability perspective, segmenting by email address means that you can pipeline the same content to one Internet Service Provider (ISP) as if you were doing one email with just a bunch of recipients, rather than sending the entire thing over and over again. As long as your list is clean and valid, this will reduce load on both your email server and on your recipients' servers. This is good for deliverability. If you use a professional email service provider like WhatCounts, chances are good they already do this behind the scenes. Improved deliverability of course means improved ROI.

Let's kick it up a notch! Each email service renders email differently. Go get a free email account from each of these services and send your last message to each service. Look at how the message appears in each, how it's rendered. Knowing how each service renders (differently) your message will let you format it for quirks specific to that service.

Perhaps that giant BUY NOW button looks great in Yahoo Mail but looks terrible in Hotmail. Rearranging or altering your message for Hotmail can only improve your ROI by making sure the user sees what you intended them to see, in turn making them more likely to take the action you want them to take.

Again, professional email service providers usually provide this service, but there's no reason you can't do it yourself if you don't currently work with one.

Let's kick it up another notch! We've said for years now that email is the digital currency of the new media world. Every single social network asks to scrape your webmail account the moment you sign up (along with other networks) to help you find friends. The email address itself is the key to opening up your use of other networks.

What do we mean? Let's say you have a mailing list with GMail addresses. You now know that every single recipient not only has a GMail account, but also a:

- Google Reader account
- Google+ account
- Google Maps account
- Google Personalized Search account
- Google Talk account
- Google Picasa account
- Google Analytics account
- Google YouTube account

If your list is full of Yahoo Mail accounts, you know they have:

- Flickr account
- Yahoo portal services (including My Y!, Finance, News, etc.)
- MyBlogLog account
- Yahoo HotJobs account
- Delicious account
- Yahoo Site Explorer account
- Yahoo Groups account
- Yahoo OpenID

Obviously, Hotmail accounts have access to all of the Microsoft properties like Bing and Windows Live.

Granted, each user may not use all of these services, but they have access to them as part and parcel of having a certain address. That means you can tailor your creatives to take advantage of these other services.

How would you use this? Let's say you've got a business blog. Let's say your audience has been stable but not growing. Let's say you want to pump it up. Each of the major webmail services has a property that has a built in blog or RSS reader,

and each has special URLs to one-click add new subscribers. Take your GMail account holders and send them messages that contain the one-click subscribe links for Google Reader. Take your Yahoo Mail account holders and send them messages for one-click to My Yahoo! readers. Suddenly, your readership stats go way up on your blog, and any e-commerce initiatives there scale with the growth from your email list.

Let's say you've got a local business. Let's say you want to make the most of the local business features like reviews on Google Places, Google Maps, and Yahoo Local. Hit up each segmentation of your mailing list with service-appropriate links to your Google Places listing and reviews, your Yahoo Local listing, etc. and ask customers to leave you a review. Since they're already in their webmail, they likely won't have to sign in again and can get straight to the reviewing part.

Knowing the services of the individual networks – Gmail, Hotmail, Yahoo – gives you the flexibility and power to customize promotions, messages, and calls to action that make it easier for your audience, your readers, to do what you want them to do. You take away steps like signing up for an account, setting up an account, and signing in when you segment your email lists, putting as few clicks between your customers and your goals as possible.

Let's kick it up one more notch. If your email service provider supports in-message scripting languages (WhatCounts has a flexible scripting language built into both its Professional and Publicaster platforms, for example), then you don't even need separate messages for your list segmentations. You simply write your message, then create blocks of logic statements like simple programs in your messages that create customized messages for each segment.

For example, here's what a sample message in the WhatCounts Publicaster platform might look like:

```

Dear Chris,
We're happy to promote our new blog! Be sure to subscribe to it now!
[~if recipient-domain like "gmail.com"~]
Click here to subscribe to our new blog in Google Reader! [~link~]
[~elseif recipient-domain like "yahoo.com"~]
Click here to subscribe to our new blog in My Yahoo! [~link~]
[~endif~]

```

As your email service provider sends out its messages, it creates the customized message for each segmentation on demand, which ensures that recipients get

perfectly tailored content. Making your content exactly fit the audience will ensure much higher performance of your email campaigns and deliver tremendous ROI.

To the extent that you can gather as much information about your subscribers as they'll give you, you should, but even if you just have an email address, you can still segment your mailing lists and squeeze some extra performance from those lists. Try it!

Analyze Your Lists with Spreadsheets

Ever wonder who's on your mailing list and where they're coming from? While many email service providers (including WhatCounts) offer sophisticated analysis tools, sometimes a simple spreadsheet is all that's needed. Today, let's look at how to see your list broken down by domains.

First, you'll need a list and a spreadsheet. [Click here to see an example Google Doc](#), and click the File > Make a Copy menu item if you'd like to borrow this for your own use. This works with Microsoft Excel as well; we're using Google Docs because it's the least expensive option available to nearly everyone.

Email by Domain ☆

File Edit View Insert Format Data Tools Help All changes saved

	A	B	C	D
1	Email	Domain	Domain	Count
2	cpenn@whatcounts.com	whatcounts.com	whatcounts.com	23
3	cpenn+2@whatcounts.com	whatcounts.com	gmail.com	1
4	cpenn+3@whatcounts.com	whatcounts.com	christoperspenn.com	3
5	cpenn+2@whatcounts.com	whatcounts.com		
6	cpenn+3@whatcounts.com	whatcounts.com		
7	cpenn+2@whatcounts.com	whatcounts.com		
8	cpenn+3@whatcounts.com	whatcounts.com		
9	cpenn+2@whatcounts.com	whatcounts.com		
10	cpenn+3@whatcounts.com	whatcounts.com		
11	cpenn+2@whatcounts.com	whatcounts.com		
12	cpenn+3@whatcounts.com	whatcounts.com		
13	cpenn+2@whatcounts.com	whatcounts.com		
14	cpenn+3@whatcounts.com	whatcounts.com		
15	cpenn+2@whatcounts.com	whatcounts.com		
16	cpenn+3@whatcounts.com	whatcounts.com		
17	cpenn+2@whatcounts.com	whatcounts.com		
18	cpenn+3@whatcounts.com	whatcounts.com		
19	cpenn+2@whatcounts.com	whatcounts.com		
20	cpenn+3@whatcounts.com	whatcounts.com		
21	cpenn+2@whatcounts.com	whatcounts.com		
22	cpenn+3@whatcounts.com	whatcounts.com		
23	cpenn+2@whatcounts.com	whatcounts.com		
24	cpenn+3@whatcounts.com	whatcounts.com		
25	cspenn@gmail.com	gmail.com		
26	newsletter@christoperspen	christoperspenn.com		
27	test@christoperspenn.com	christoperspenn.com		
28	analyze@christoperspenn.c	christoperspenn.com		

In column 1, you'll need to put in your mailing list.

In column 2, we've set up a formula that looks at column 1 and truncates everything before the @ sign. The formula looks like this:

```
=MID(A2, FIND("@", A2) + 1, 255)
```

In column 3, we're using a summary function that says, show every unique value in column 2:

```
=unique(B:B)
```

Finally, in column 4, we're using the COUNTIF function, showing the count of each value from columns 3 and 2:

```
=countif(B:B,C2)
```

What does this level of spreadsheet trickery get you? Reports like this:

Email by Domain ☆ 📁

File Edit View Insert Format Data

🖨️ ↶ ↷ 📄 📧 \$ % 123 ▾ 10

	A	B
1	Domain	Count
2	gmail.com	423
3	yahoo.com	129
4	hotmail.com	62
5	comcast.net	19
6	aol.com	18
7	mac.com	12
8	live.com	11
9	me.com	10
10	googlemail.com	7
11	msn.com	5
12	tyges.com	4
13	earthlink.net	4
14	ymail.com	3
15	yahoo.ca	3
16	att.net	3
17	personified.com	3
18	mindspring.com	3
19	capita.co.uk	3
20	mission-at.com	3
21	charter.net	3
22	verizon.net	3
23	techusa.net	3
24	bigpond.com	2
25	yahoo.fr	2

From this kind of spreadsheet summary, you can get a very good idea of which domains and service providers your users are coming from. For example, note that in this excerpt from one of my mailing lists, there are people coming from Canada (line 15), the UK, (line 19), and even France (line 25). This tells me that my email list subscribers are an international audience, and thus I should be sure to provide content relevant to more than just one nation's audience.

I also know that a significant portion of people use GMail, which means I need to alter my email formatting of my design to work well with the GMail platform.

What I find truly interesting about this sample is that the list of people is a business crowd, but so many people are subscribed with "home" email accounts, domains like GMail, Hotmail, or Yahoo. That tells me that segmentations which leap to the conclusion that webmail providers are not business accounts is, for this list, incorrect. A deeper dive into the data indicates that approximately 10% of those GMail addresses are C-level executives using their home addresses to subscribe to this list rather than their corporate address. One obvious takeaway is

that if your web forms have “smart logic” that rejects webmail accounts, you could be missing out on some very valuable prospects or methods for segmentation!

When to Test

Although we believe that most any aspect of your email send can and should be tested, the question that remains is when should you test? The answer is: Constantly, but with limitations.

Throughout the course of the year, your open and click-through rates will be affected by a multitude of contributing factors, such as peak vacation days and holidays. Sometimes, though, you will notice a sudden surge or lull in these rates for no apparent reason. Is it an external factor? For example, did an ISP change their deliverability requirements? Could it be an internal factor, like a broken link or a poorly-worded subject line? When you begin seeing sudden changes in your rates, particularly for the worse, you need test what is broken and how you can fix it. Sometimes these changes can be for the better, in which case you can test to prove what you're doing right and keep it up. Therefore, you need to constantly be testing every aspect of your email program to know where you stand and if you can improve.

With the belief that you should constantly be testing comes the downside of testing: using methods like the 50-50 A/B split test means you will need to slightly alter the aspect you are testing for half of your audience. If you begin testing the same aspect too often, the test will begin to lose its effectiveness. Your list will become accustomed to that aspect constantly changing, therefore becoming an alternate option on its own.

For example, perhaps you are testing design variables within your email and your call-to-action button (CTA) is always blue. Then, you decide to test if making the CTA red will increase click-through rates. A week later, you want to see if green will have a stronger effect. Eventually, you've made this button every color of the rainbow and continue to see varied click-through rates. It could be that your audience likes one color significantly more than another, or the fact that the color is different every single time is eye-catching.

Once you've begun to tread down this path, your results will become convoluted. With that being said, make sure you test one aspect at a time and do so every so often to ensure your results are exact and true.

Ultimately, knowing when to test boils down to whether you believe you're getting the most from your email list. If you're seeing inconsistency or significant room for improvement in a specific area, then we highly recommend testing. Again, keep in mind to pick one portion to test at a time. While you may want to test your subject line, layout, and content format, do not test everything in the same send.

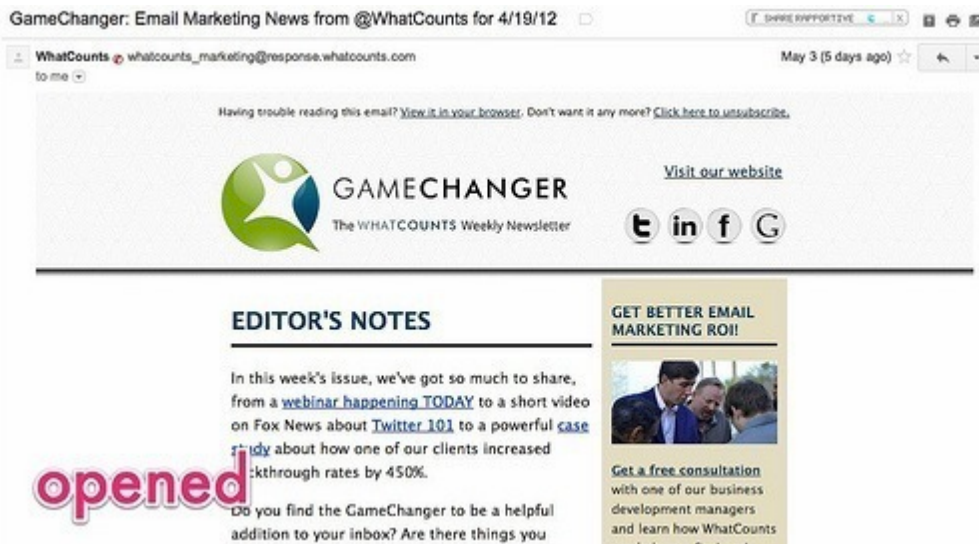
How to Measure

Once you have gotten the ball rolling on testing different aspects of your email campaigns, then comes the fun part: Measuring! Without coming off as facetious, measuring is by far the most interesting component of the testing process. You can look at it like opening presents on Christmas, knowing what you asked for but having to shred wrapping paper to see if you got it. Before you get started jotting down numbers all willy-nilly, it's a good idea to go back to the basics to see what metrics your platform already tracks and how testing will affect those metrics.

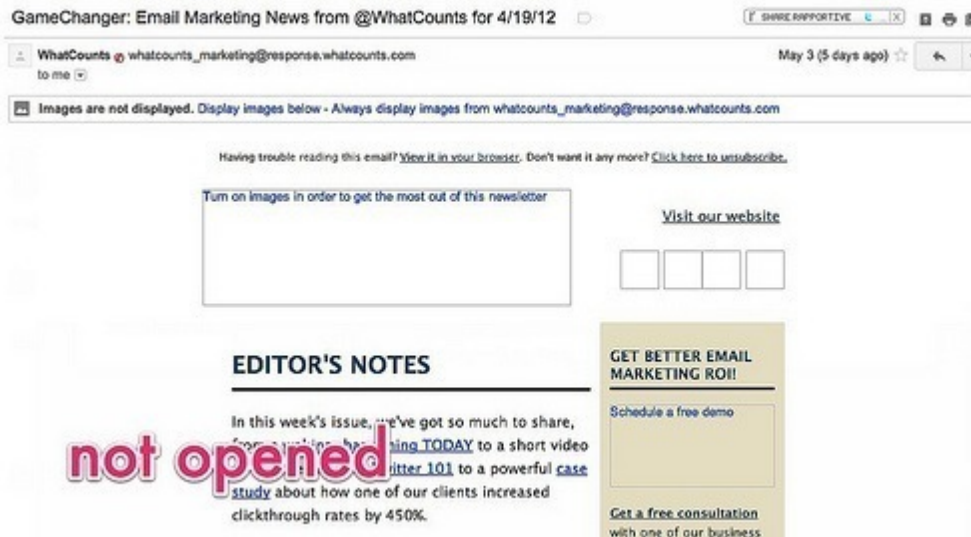
Open Rates

During one of our recent webinars, more than a few people expressed surprise about how open rates are calculated, so it's a good time to walk through the discussion of how email marketing metrics work. Today, we're going to start with the open rate.

When an email is sent to a subscriber, it typically includes a 1x1 pixel image (usually white or clear) that is tracked by your email service provider. When images load in the email on the subscriber's computer or device, it's considered an opened email. This, for example, is opened:



This is considered not opened:



They're exactly the same, but the latter email does not have images turned on. Even though we're reading it right now, even if we read every line of text and scroll all the way to the bottom, until images are turned on, it's not considered opened and will not be reported here:

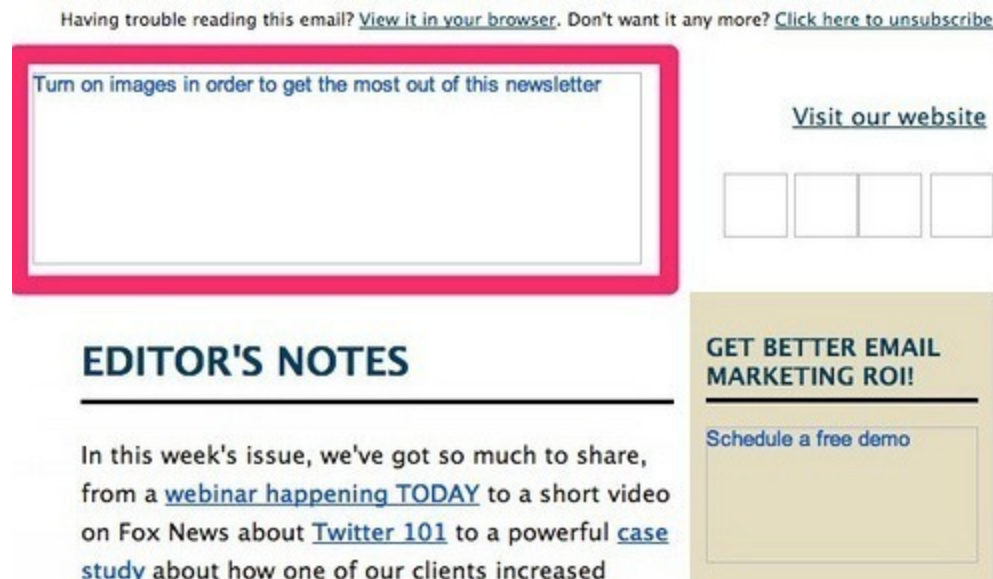


What percentage of subscribers to your newsletters are reading them without images turned on? There's no way of knowing simply by looking at the metrics. In order to make this determination accurately, you'd need to survey your subscribers and ask them.

The good news is that there isn't any email service provider that functions differently. No one has figured out how to track opens more accurately than with an image load, so if you're switching from one email service provider to another, how they track opens should be the same as your previous vendor. That in turn means you can still do apples-to-apples comparisons of your list's open rates.

This also means that if you force an email service provider's software to send pure text only emails, there's no image sent along with it, and it will always show an open rate of zero.

The logical followup question is, can you improve your open rate reporting? The answer is yes. In order to get more accurate open rates, you have to give people a reason to turn images on. In our newsletters, we make use of the alt tag for images to tell people to turn images on. Here's an example:



Depending on how much your subscribers trust you, you can also encourage them to whitelist you and allow images to be turned on all the time. Remind them in the text of the email to do so. Here's what the image whitelist option looks like in Gmail; other email clients will have similar options:



Clickthrough Rates

Clickthrough rate would, on the surface, be the simplest of metrics to understand – how many people clicked on something in your email message? There

are a few subtleties to it that are worth discussing, including two distinct versions of clickthrough rate, TCTR and UCTR.

TCTR is total clickthrough rate, or the total number of clicks that an email message's links received as a percentage of subscribers. This tells you how popular the content in your email message is. TCTR is subject to a certain amount of noise, however. Things that can influence TCTR include:

- ♣ People opening the email and clicking through on more than one device.
- ♣ People sharing a link socially from your email
- ♣ Search engines indexing the view-in-browser version of your email and auto-clicking through all the links
- ♣ Firewalls (especially for B2B subscribers) that automatically follow each link to verify that the email contains no spyware or malware
- ♣ People clicking on lots of links in your message repeatedly

UCTR is unique clickthrough rate, or the number of unique clicks an email message's links as a percentage of subscribers. If you opened an email on your phone, clicked a link, then opened it later on your desktop and clicked the same link, your contribution to the TCTR would be 2 but to the UCTR would be 1 because you're one unique individual. If you opened the email later and clicked on the same link 3 more times, your contribution to the TCTR would be 5 but to the UCTR would still be 1.



Which one is most important? Neither. They both have their uses. TCTR can give you a sense of how popular the links are in your content – if TCTR matches UCTR 1:1 it can sometimes mean that no one is coming back to your newsletter later to re-click on things or sharing your content links with others. UCTR gives you a clean number of how many unique clicks were attained without all the noise and

confusion of TCTR, which is why many ESPs including WhatCounts use UCTR to calculate click to open rates.

The final computation that matters when it comes to clickthrough rates is CTOR – Click to Open Rate. When we talk about clickthrough rates, we're generally speaking about clicks as a percentage of all subscribers. This can be misleading, especially if there have been significant changes in the list's composition since previous sends. CTOR gives us a rate of how many clicks there were as a percentage of opens. Let's see how this helps us understand our content's actionable items better.

Let's say you have a list of 100,000 subscribers. You send them a message, and 10,000 subscribers open the message. Of that, 1,000 of the openers click on something. Your open rate is 10%. For simplicity's sake, we'll use UCTR for the clickthrough rate, which means that you have a UCTR of 1% (10% of 10%). Your CTOR is 10%. So far, so good.

Now let's say you blow up your list. You run a massive Google Adwords campaign and attract 50,000 people to your list in a month, but they're all barely-interested subscribers who were just subscribing for a coupon or a special offer or something. You send to your list and none of the new people bother opening your message, but your core of 10,000 from your original list keeps on opening. Your open rate now drops to 6.67%. Of those, the same 1,000 click on stuff in your message. Your UCTR is now an appallingly bad .667%. However, your CTOR remains the same – 10%.

If you just relied on open rate and UCTR, you might think your email marketing program is suddenly failing, losing 33% of its performance from one send to the next, when the reality is that the core of your list, your fans, are still behaving the same. Instead, you now know that your Adwords campaign was a colossal waste of money because those subscribers aren't doing anything, but the heart and soul of your email marketing is still strong. That's why it's important to examine all of your clickthrough rate metrics in context, as part of the bigger picture of your email marketing program.

The final piece of advice I'll leave you with is from our [industry averages blog post](#): ignore industry averages. They're worthless. Instead, focus on improving your clickthrough rates and click to open rates in every email you send, so that your email marketing program is constantly improving. That's the only set of measurements that truly matter.

Conversion Rate

Email conversion rate is probably both the most valuable and difficult metric to even get a hold of, much less be able to manage well. The primary reason that it's so hard to get a hold of is that many email service providers don't offer tracking capability for conversion or have any way to capture email's impact on conversion.

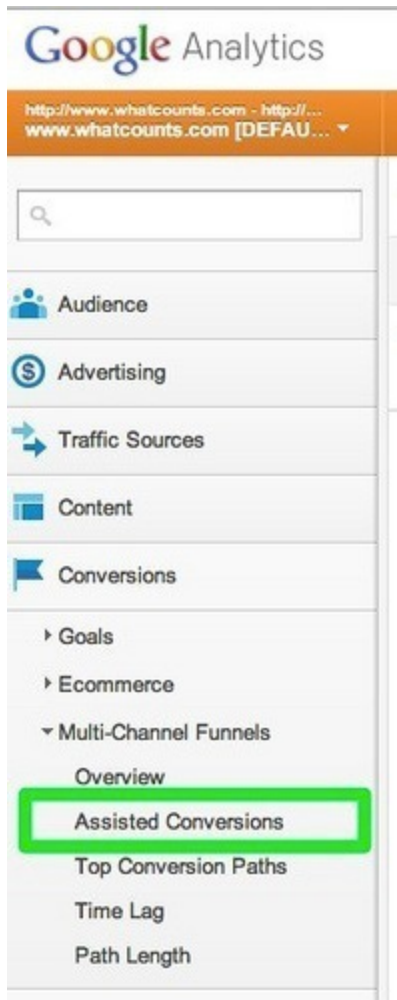
There's a valid reason for this: most email conversion tracking done today is last-touch attribution only, which paints a woefully incomplete picture of email marketing's total impact on your digital marketing efforts. Email marketing can do far more than just sell things to people in unfocused blasts. As a marketing tool, it can drive and focus attention to activities which lead to conversion two, three, or more steps downstream from the actual email.

Luckily, regardless of which email service provider you use, you have access to a powerful, more inclusive conversion tracking tool: Google Analytics.

First, you'll need to establish what a conversion is. What action or actions on your site generate value, and what is that value worth? For example, if you're building your list, what is the value of an email subscriber to you? If you're selling stuff, what's the median* value of a shopping cart? Once you know what activity on your website generates value, you can assign that as a goal with a goal value in Google Analytics. More details on how to set that up are located [here](#).

Second, you'll want to make sure that your email service provider supports Google Analytics. If they don't, you will have to manually tag all of the links in your email using the Google Analytics URL builder. WhatCounts customers should contact their account managers to have it enabled in their respective platforms. (both Publicaster and Professional editions have GA support built in)

Third, fire up Google Analytics after a send and scroll down to the Conversions section:

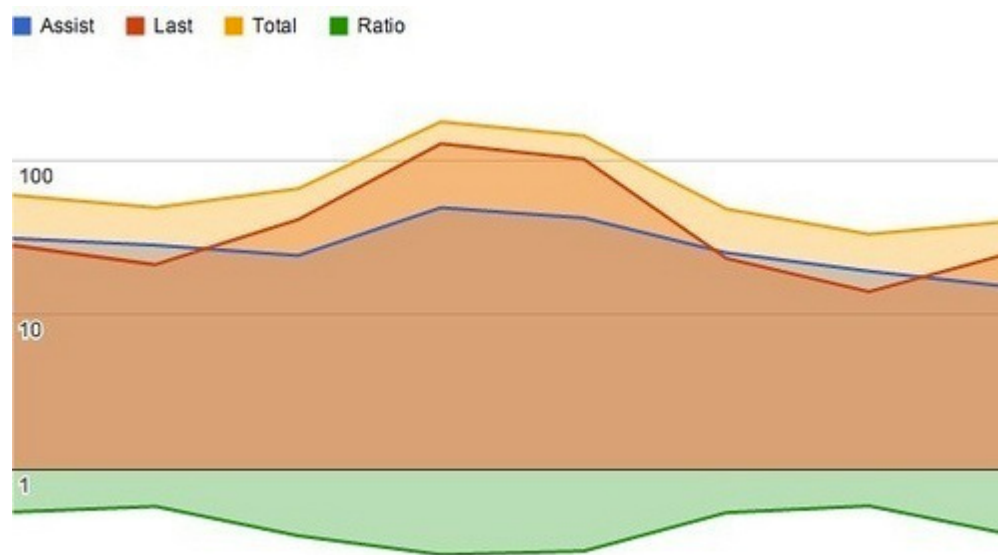


You'll find your way to the Assisted Conversions section. From here, click on the Other menu and create a new channel grouping:

Channel Grouping	Source	Medium	Other	WhatCounts Email Marketing
1. (direct) / (none)				
2. WhatCounts Email Marketing			112	\$20,356.94
3. whatcounts.com / referral			45	\$9,392.52
4. google / organic			32	\$7,333.92

Inside the setup screen that follows, create a filter for Source with a RegEx that matches the following text: Publicaster|WhatCountsEmail (obviously, if you're not a WhatCounts customer, you'll have to substitute your own email service provider's tracking codes in this box instead)

and assisted conversions together and track them over time. One important calculation to make is the ratio of assisted to last touch conversions, as shown here over the last 8 issues of our newsletter:



Tracking this ratio will let you know if your content is more action-focused (more last touch than assist) or more value-focused (more assist than last touch). Neither is better than the other as long as total conversions continues to increase. In the example above, there's an interesting inverse relationship between last touch conversions and total conversions – the more action-focused the newsletter is, the better it converts overall.

Thus, we can use this insight to alter the content of the newsletter to offer more action opportunities (while still providing value), but if we lean too much in value-focused content's direction without providing as much action-focused content, our overall email marketing program's performance suffers.

If you'd like help setting this sort of detailed analysis up, please feel free to contact our Strategic Services department.

Compare Your Results

Now that you've got a handle on what is already being tracked and how it can be monitored, use these skills to analyze your email campaign testing. Use each of the metrics we just discussed (open rate, clickthrough rate, and conversion rate) to compare results across what you are testing. Did the new subject line increase open rates? Did the change in layout increase clickthrough rates? Did your new

call-to-action cause an uptick in conversion rates? These are all numbers that you should constantly be monitoring and tracking over time to see if you are growing your email marketing ROI.

Many email platforms will allow you to track and compare your results within the system. However, if this is not the case, use tools as simple as an Excel spreadsheet to dump your metrics and track them over time. The more information you monitor, the more you will understand what is affecting your campaigns, the quicker you can resolve any issues that may exist. If we haven't stressed this enough already, make sure you are tracking your results!

Conclusion

If there was one important point that we hope that you can take away from this all, is that it's important to test and track results to continue to grow your email marketing ROI. Whether you're using a basic 50/50 AB split test, tracking analytics, or find a useful method on your own, what is important is to constantly test to have a benchmark. How else will you know how to constantly improve your email marketing?

If your current email service provider is unable to assist you with developing an email testing strategy or you would like help implementing any of these ideas, please feel free to contact WhatCounts at www.WhatCounts.com or call us toll-free at 1-866-804-0076.



ABOUT WHATCOUNTS

WhatCounts is an email marketing service provider dedicated to helping you find and grow your email marketing ROI. We accomplish this by providing our clients with flexible deployment options (SaaS or appliance), a dedicated account model where you work with the same team all of the time instead of a random call center employee, campaign production services for full service email marketing

when you need it, and enhanced email with the latest video and social options. We are dedicated to helping you send relevant, timely, targeted, awe-inspiring email that grows your business and helps you achieve your email marketing ROI goals. We are proudest of the fact that some of our customers are seeing email marketing ROI as high as \$200 returned for every \$1 invested. We're headquartered in Atlanta, Georgia, with offices in Seattle, Sydney, Baltimore, and other regional locations.

Find out more at www.WhatCounts.com or by calling toll-free 866-804-0076. You can also find WhatCounts on Twitter @whatcounts and on Facebook at facebook.com/whatcountsemail.

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Sarah Zibanejadrad obtained her Bachelor's degree in Journalism from Georgia State University. She also attended the George Washington University for the Semester in Washington Journalism program, where she received expert training in new media. Currently, Ms. Zibanejadrad is attending the Terry College of Business at the University of Georgia to obtain her Master's in Business Administration.

You can find Sarah on Twitter: @SarahZiba

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<http://www.whatcounts.com/subscribe/>

Want Even More Ideas?

Want even more ideas to help you find and grow your email marketing ROI?

WhatCounts offers this selection of resources that will help you boost your email marketing program's effectiveness:

- [eCommerce Customer Segmentation Strategies](#)
- [Creating Email Marketing Effectiveness with On-Premise Solutions](#)
- [How to Monetize Your Email Marketing](#)
- [18 Ways to Integrate Social Media and Email Marketing](#)
- [From Audience to Evangelist: Lifecycle Email Marketing 2.0](#)
- [Email as Sales: How Email Marketing Can Create Opportunities, Close Deals And Boost Your Sales](#)
- [Mailing to Millions: Six Best Practices to Get Maximum Return & Revenue From Your Million-Plus Email Database](#)
- [Seamless Video Email: Best Practices for Dramatically Increasing Response Rates & Success](#)
- [Top 10 Best Practices for Crafting an Effective and Reusable Email Template](#)
- [Optimize Your Email Strategy by Testing](#)