

# Benefits of using email.

4400%

Email Marketing has an ROI of 4400% (Campaign Monitor).

91%

91% of the U.S. population will use email monthly in 2019 (Statista).

73%

73% of millennials view email as their preferred source of communication (WordStream).

66%

66% of U.S. adults believe that their email service providers will keep their data safe (Pew Research Institute).

# Best practices for design.



## DESIGN FOR MOBILE

With the majority of emails opened on a mobile device, it's important to use a mobile responsive design (which means the email adapts to the size of the screen in which it is being displayed).

## DON'T OVERDO IMAGES

Emails with 1-3 images see the highest click-through rate. Choose an eye-catching image that supports your message.

Tip: Always include an image description in case an email program disables images.

## SUBJECT LINE

Your subject line should be eye-catching and give readers a compelling reason to open. The sweet spot for subject lines is 40 characters, but emphasize the first 32 to account for mobile device cutoffs. A good rule of thumb is 4-7 words.

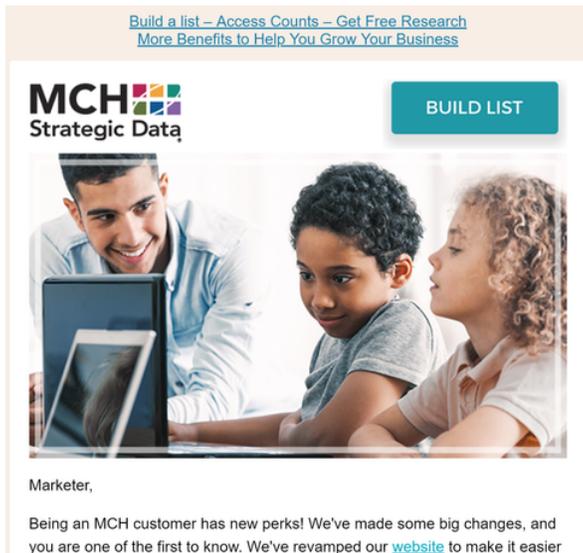
# 41%

of all U.S. internet traffic comes from a mobile device.

# 3 SECONDS

Emails that display incorrectly on mobile may be deleted within three seconds (Adestra).

# Best practices for design.



← example preheader text

## UTILIZE PREHEADER TEXT

The preheader is the line of text that appears beneath the subject line in the mobile inbox. Most mobile inboxes display 75-100 characters, but focus on the first 5-8 words to catch the reader's attention and entice them to open.

## BRAND YOUR EMAIL

Branding your emails will help your business stand out in a crowded inbox. Also, be sure to select colors that match or complement the colors in your logo.

## CONTROL YOUR FONTS

Keep your design looking professional. Avoid using too many fonts. More than two will make your design look busy. A good rule of thumb is to use a maximum of one font style for headlines and another for body copy.

# TIP:

Using a preheader is a great way to add content without compromising your subject line.

# Best practices for design.

## CREATE EMAIL SEGMENTS

Email is not a one-size-fits-all medium. Relevancy is important. Creating specific messages to target audience segments can improve relevance, open rates, click rates and conversion rates. Use a variety of different MCH attributes to create powerful marketing segments.



## MAKE IT PERSONAL

Email is a 1:1 medium. Adding personalized content can increase your overall response rates.

According to Aberdeen, personalized email messages improve click-through rates by an average of 14% and conversions by 10%.

## KEEP COPY CONCISE

People scan emails. It's important to keep copy concise. It's best practice to use no more than 20 lines of copy or 200 words per email. Using bullet points, headlines and subheads to break up text is also important.

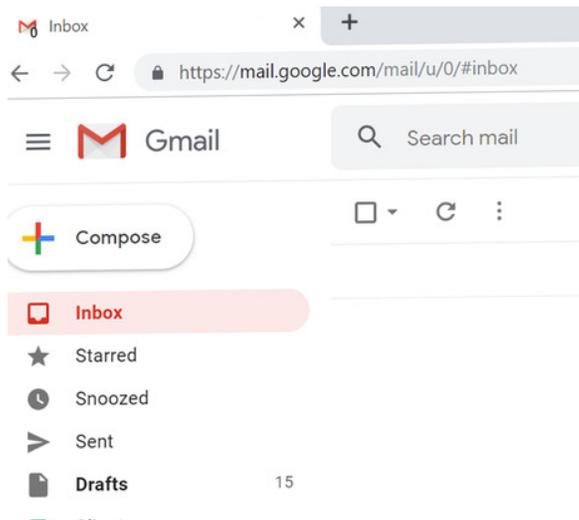
# 67%

of email marketers plan to use data to better personalize email content to boost engagement, sales, and customer retention. – Statista

# Understanding spam triggers.

## ENGAGEMENT IS IMPORTANT

Inbox providers like Gmail and Outlook look at user engagement and previous interactions with your past campaigns. They then use this information to determine whether your latest campaign makes it to the inbox or not.



## POSITIVE ACTIONS

**Open** – If a user frequently opens your campaigns.

**Reply** – If people respond to your email campaigns (via reply email).

**Not junk** – If people move your email out of the junk folder, this is considered a very strong, positive signal that your campaigns are relevant and worthy of making the inbox.

**Move to folder** – If your recipients move your emails into various folders in their inbox.

**Add to address book** – If your recipients add your email address to their address book, the email providers take this as a sign that they care about receiving email from you and are more likely to continue delivering them to the inbox.

# 180 BILLION

According to estimates, there are 180 billion spam emails sent every day.

# Most common reasons emails go to the spam filter.

1.

You didn't include an “unsubscribe” link.

2.

You didn't include your physical address.

3.

You have low brand awareness, which leads to low engagement rates.

4.

You didn't follow best practices for email design.

# Common spam words and phrases.

## COMMON SPAM WORDS AND PHRASES



**amazing**  
**cancel at any time**  
**check or money order**  
**click here**  
**congratulations**  
**dear friend**  
**for only (\$)**  
**free or toll-free**  
**great offer**  
**guarantee**  
**increase sales**  
**order now**  
**promise you**  
**risk-free**  
**special promotion**  
**this is not spam**  
**winner**

MCH's Channel\_e team uses software that will identify common spam words and phrases. Each email is reviewed prior to deployment. The team will provide suggestions for improving spam scores if necessary.

# Email compliance.

## BEST PRACTICES FOR CAN-SPAM

Do include your valid physical postal address in every email you send out.

Do provide a clear and obvious way to opt out of every email you send out, and honor the unsubscribe within 10 business days.

Do use clear "From," "To," and "Reply to" language that accurately reflects who you are. This applies to the person or business sending the message, as well as the domain name and email address.



Don't make it hard to unsubscribe from emails. You cannot 1) charge a fee 2) require a recipient to provide personally identifying information beyond an email address, or 3) make recipients take extensive steps other than simply replying to an email or visiting a single page on a website to unsubscribe themselves from your emails.

Don't use deceptive subject lines in your emails that misrepresent the contents of your message.

MCH Channel\_e experts utilize state-of-the-art inbox placement tools to deploy emails. Our data processes are compliant with CAN-SPAM, CASL, GDPR and CCPA.

The primary differences between the Canada Anti Spam Law (CASL) and the United States' CAN-SPAM, is that the CASL requires genuine opt-in, and it requires that the contact information within the email remain a viable way to contact the sender for at least 60 days.

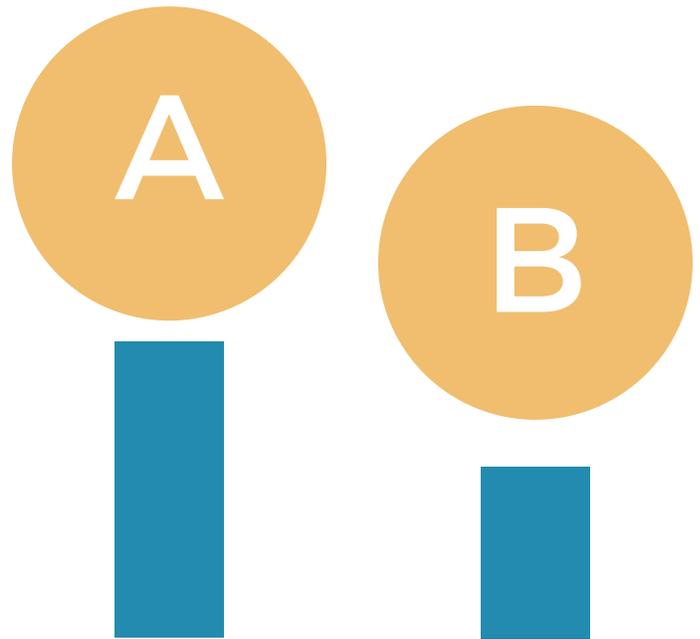
# A/B testing.

## WHY TEST?

It's important to run A/B tests when trying out new techniques or formats for your email campaigns. Improving conversion rates here can make a bigger difference in your bottom line than many other marketing efforts, especially those of similar cost. The first step in setting up an effective A/B test is to decide what you'll test.

While you may want to test more than one thing, it's important to only test one thing at a time to get accurate results. Things you might consider testing include:

- Subject Line
- Call-to-action
- Offer
- Message
- Personalization
- Creative/design elements



## TIP:

Only test one variable at a time for best results. (If you want to test more than one, look into multivariate testing instead of A/B testing).

# Email checklist.

## DESIGN

Standard screen resolution (1024 x 768)

Masthead pixels

- Width (550 - 650 ideal)
- Height (200 - 400 ideal)

Subject line matches copy

Preview pane text included

Images contain alt text

Contains recognizable brand elements

## COMPLIANCE

Unsubscribe link

Contains company address and phone

Link to privacy policy

Add to address book

Link to email preferences page

Emails comply with CAN-SPAM, GDPR, CASL and CCPA

## AVOID FOR SPAM

Java script

Attachments

Phishing URL

Invisible fonts

All capitalization

Flash or rich media

Misspelled words

Repetitive words

## HELPFUL LINKS

[CAN-SPAM](#)

[GDPR](#)

[CASL](#)

[CCPA](#)

For more information on MCH's Channel\_e Services, contact us at [info@mchdata.com](mailto:info@mchdata.com) or call 800-776-6373.