

**SH/FT**

# Inbox Innovation Pack

**/ Experience Edition**



Our Inbox Innovation Pack helps growth-minded leaders like you achieve email marketing excellence. We've created distinct editions focused on 4 key pillars.

### Strategy

Fuel your growth through continuous innovation.

### Data

Apply AI & data-driven insights for better decisions.

### Technology

Power your business with a dynamic tech stack.

### Experience

Drive engagement with compelling creative.

This **Experience edition** provides tactical best practices you can apply immediately. Start playing!



# Interactive Interactions

According to a study by Campaign Monitor, interactive emails that include surveys or polls can increase click-through **rates by up to 300%**.

By incorporating interactive components into your campaigns, you can drive higher engagement and gather valuable insights that inform your marketing strategies and decision-making processes.

# Interactive Interactions

**Engage your audience and gather valuable data by embedding single-question surveys in your campaigns.**

Keep questions concise, clearly communicate the purpose and benefit to recipients, and offer an enticing incentive for participation. Popular types of inputs include *purchase preferences* and *yes / no questions*.

## SHIFT YOUR APPROACH

***Get started with interactive elements in campaigns***

- 1** Define your survey's objective and what you aim to achieve or answer.
- 2** Setup your survey fields within your marketing automation tool, survey tool, or CRM to capture subscriber inputs.
- 3** Once it's embedded, ensure your email program accurately stores data on each recipient's record.
- 4** Test the survey functionality across various email clients to confirm compatibility and usability.
- 5** Build a dynamic web or mobile experience *after* they complete the survey based on their explicit inputs.



# Design For Dark Mode

According to Litmus, Dark Mode adoption has been increasing; **67% of email users** in the United States have enabled Dark Mode on their devices.

# Design For Dark Mode

**Enhance visibility and user experience of your emails by optimizing designs for Dark Mode.**

By designing emails that are Dark Mode friendly, you can provide an optimal viewing experience for a significant portion of your audience and ensure your messages are effectively delivered, regardless of their preferred device settings.

## SHIFT YOUR APPROACH

*Find your rainbow in the dark, by applying these tips*



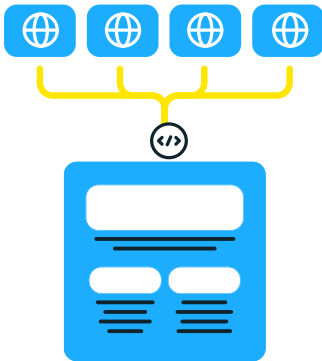
Use high contrast colors, prioritize readability, and design graphics that play nice in the dark.



For a consistent experience, offer both a dark and light mode version or use CSS to adapt the look based on the recipient's device settings.



Thoroughly test how your emails render in testing platforms for both dark and light.



# Language Localization

According to a study by CSA Research, providing content in the recipient's language can **increase conversion rates by as much as 70%**, highlighting the significant impact of email translation on driving engagement and revenue.

# Language Localization

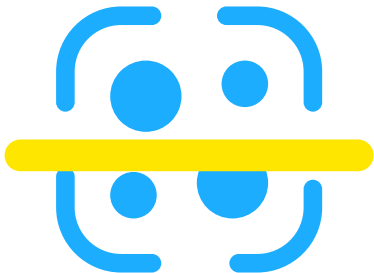
By adapting content to recipients' preferred languages, cultural nuances, and local preferences, companies can establish trust, reach wider audiences, and create meaningful connections that boost conversions and achieve business growth.

## SHIFT YOUR APPROACH

*Use this checklist to start translating your emails*

- Define the data you'll use to segment. (*ie. Country or Language*)
- Segment your audience(s).
- Use an AI language tool to initiate content translation.
- Validate accuracy with a native speaker, then personalize messages for cultural relevance.
- Use **AMPscript** and **conditional statements** to accurately personalize the copy by audience
- Build fallback copy options in the most dominant language in case translation or data isn't available for subscriber.
- Test your translations by all language options for effectiveness.





## Surefire Scan-ability

Research suggests that the average time spent scanning an email ranges from **3-15 seconds**. This underscores the importance of creating visually appealing and concise content that captures readers' attention and communicates key messages effectively within that short time frame.

# Surefire Scan-ability

Enabling your audience to quickly scan your emails and provide immediate insight on your offer is exactly what your buyers expect today. Here are a few ways to stay scan-able:

- 1 Use clear headers, bullet points, and subheadings.
- 2 Keep paragraphs and sentences short.
- 3 Utilize white space effectively.
- 4 Highlight key information with bold or highlighted text.
- 5 Leverage minimalist design with easy navigation.

## SHIFT YOUR APPROACH



### Embrace the 8 Second Scan-ability Test

Have a few team members open the email on both desktop and mobile. In just 8 seconds, ask them to identify the email's objective. This test gauges the email's scan-ability at a glance for busy readers.



# Messaging Mastery

According to Campaign Monitor, email copy between **50-125 words** typically results in **response rates over 50%**.

Short, clear and concise email messaging overall has shown to capture recipients' attention and increase engagement, contributing to improved email performance.

# Messaging Mastery

The old adage *keep it simple silly* (K.I.S.S.) is just as true today as it has always been. Clear and concise copy helps to avoid confusion and hinder conversion. When simplifying your message, look for ways to tailor content to where your buyer is in their lifecycle, then continue to adapt to their evolving needs and preferences.

## SHIFT YOUR APPROACH

### *Aim For Up to 3 Clear Messages Per Send*

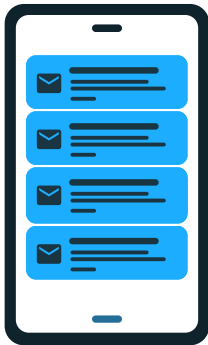
**Primary Message** Most critical and urgent piece of your communication. Linked to your primary campaign objective.

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**Secondary Message** Supports the primary, while providing additional intel to enhance the primary call-to-action.

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**Tertiary Message** Final layer that serves to provide supplementary information and supporting details. These are less critical and have reduced urgency overall.



## Subject Line Swagger

According to a report by Campaign Monitor, emails with personalized subject lines have **26% higher open rates** compared to generic subject lines.

# Subject Line Swagger

Personalize your subject lines and pre-headers to add a human touch that grabs your audience's attention and boosts their engagement.

Make your email campaigns more effective by tailoring to their preferences, demographics, or past interactions. This demonstrates relevance and helps spark interest for your subscribers.

## SHIFT YOUR APPROACH





1

Limit Subject line **length** to 40-60 Characters, while Pre-headers should be a max. of 80.

2

When testing, review how your subject and pre-header look through a **mobile push** notification.

3

Test common **emojis** in your subject lines. The ones that perform the best are , , ,  and 