



Making the Case for Interactive Email

What's Possible, Beautiful, and Relevant



Your Adventure Guides



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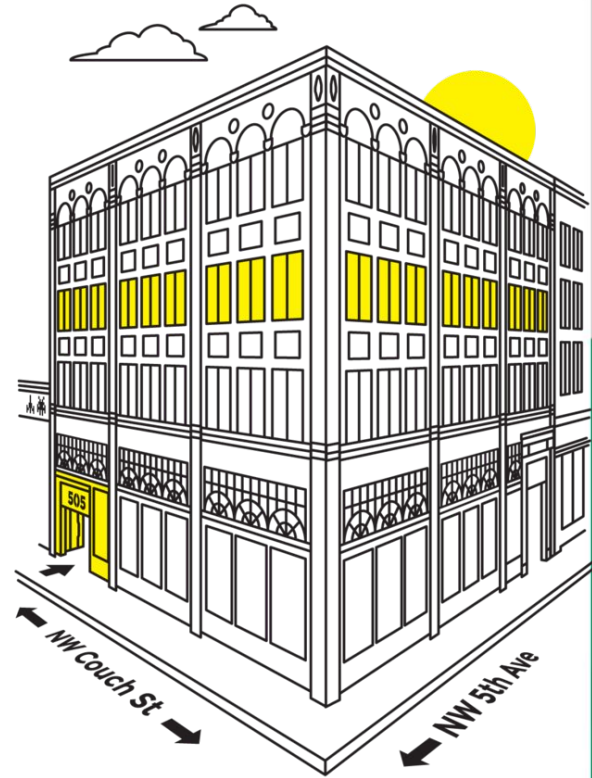
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eROI

 @eROI





PORTLAND, OREGON.



A panoramic view of a city, likely Portland, Oregon, with a snow-capped mountain (Mount Hood) in the background. The sky is a dramatic mix of orange, red, and purple, suggesting a sunset or sunrise. The city is densely packed with buildings, and the foreground shows some greenery.

THIS ONE



NOT THIS

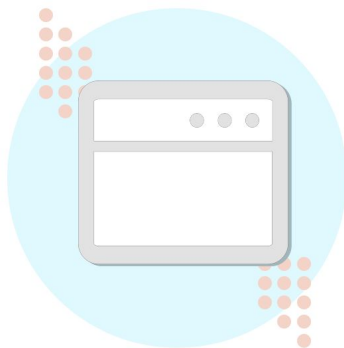




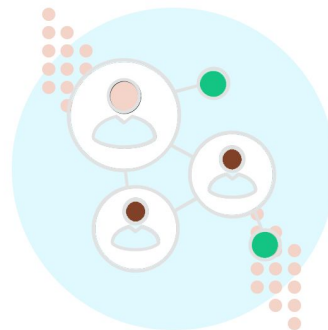
At eROI we...



Email



Web



Social



teenVOGUE



CAMBRIDGE
UNIVERSITY PRESS

COFFEE
EST. 1999
STUMPTOWN
ROASTED DAILY
ROASTERS



YAMAHA



KAISER PERMANENTE®

CONDÉ NAST

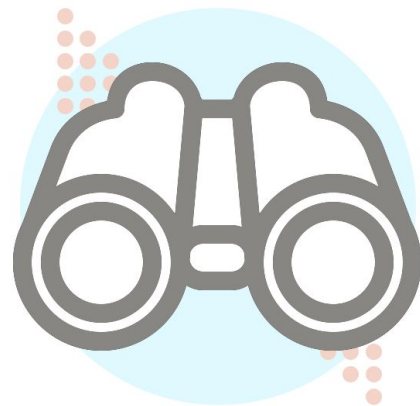


CONVERSE®



Today's Program

1. What /s Innovation
2. Getting Buy-In
3. Tactics
4. Props, High-Fives,
and Dreams





Email is not dead.

**HubSpot**
@HubSpot

Say it with us: Email 🙌 is 🙌 not dead.
You just need to do it right! Here are
our 15 favorite effective email marketing
campaigns for some inspiration!
blog.hubspot.com/marketing/email-marketing-campaigns



9:25 AM - 27 Feb 2018

24 Retweets 37 Likes

3 24 37

**Muscle Pride**
@musclepride**Emma, Inc.**
@emmaemail



01. What *is* Innovation



Innovation can be so many things

Ugh, can't we just
make a plain text
email?

Ooh! Let's make a
shopping cart in
email.



Innovation doesn't always mean
complicated technology usage.



Innovation doesn't always mean complicated technology usage.

It should be built around an idea or a new way to tell your story.



Just because you can...

Ask yourself if interactive strategies:

- ☐ Provides value to the user
- ☐ Supports a business goal
- ☐ Is supported on a good percentage of your subscriber's email clients.
- ☐ Provides an opportunity to learn more about your subscribers
- ☐ Means more than impressing your #EmailGeek friends 😏

If you can't answer yes to any of the above,
it's time to re-evaluate.



02. Getting Buy-In



How to get **client buy-in**



Conversions



Engagement



Data Collection



Brand Values



Email Enthusiasts



How to get **internal buy-in**

3 Biggest Challenges



Resourcing



Skillset



Passion



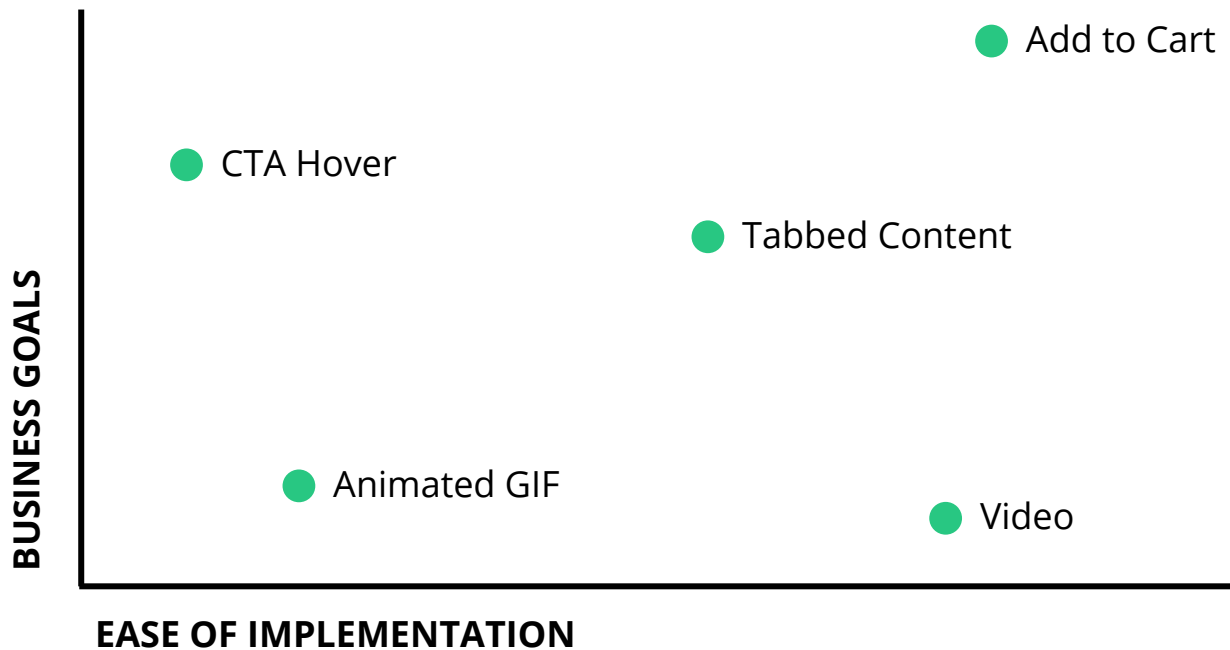
How to get **internal buy-in**

Brainstorm different tactics, no idea is a bad idea (usually).

- Video
- Animated GIF
- Add to Cart
- Tabbed Content
- CTA Hover

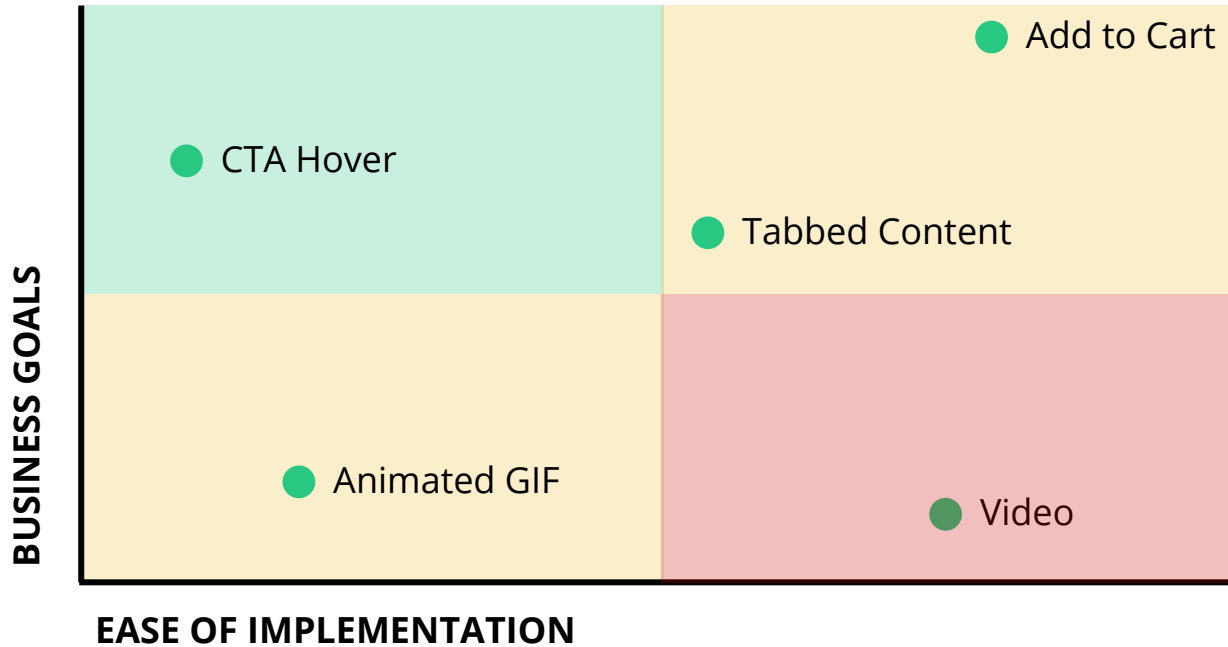


How to get **internal buy-in**





How to get **internal buy-in**





How to get **internal buy-in**

- Involve your coworkers in the brainstorm process
- Start collecting data to support your strategies
- Create a system to enable you to focus on innovation
- Encourage team members to join the #EmailGeeks community on Slack + Twitter as well as the Women of Email group on Facebook
- Subscribe to emails about email #meta



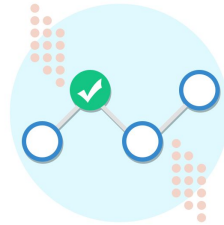
03. Tactics



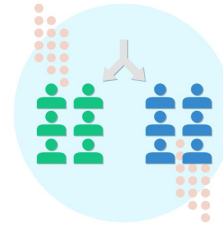
Using Data and Strategy: What works where and why



Consumer Data



Conversions

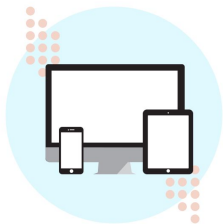


A/B Testing



Data + Strategy:

CSS Animations



Device Usage

Majority of clients use
webkit rendering engine



Social Strategy

Success of app adoption
reliant on social sharing



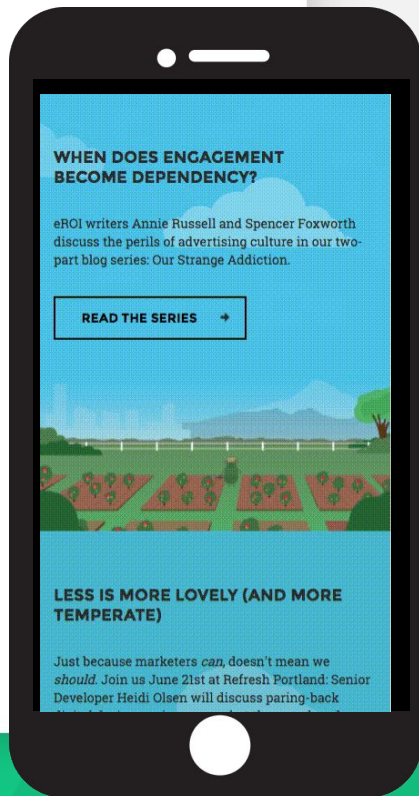


Data + Strategy:

CSS Animations

Other use cases:

- Animate rich backgrounds
- Add hover state to CTA buttons





Data + Strategy:

Scrolling Narrative



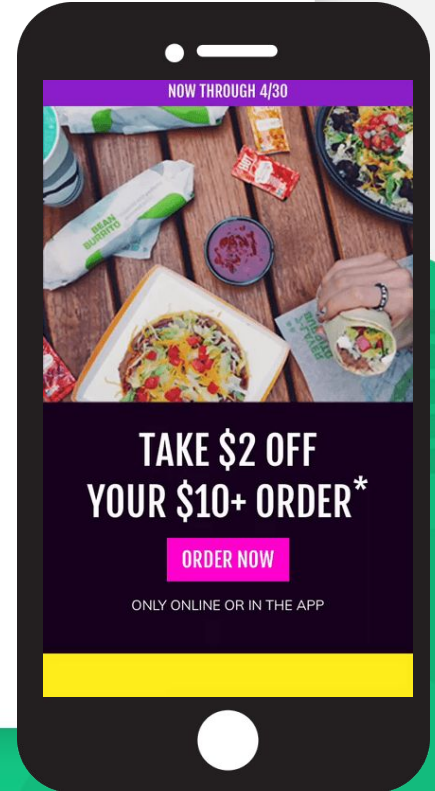
Time of Engagement

Majority of subscribers spend 20 seconds or more on email



Click Maps

Majority of clicks under preview pane i.e. the fold 🧐

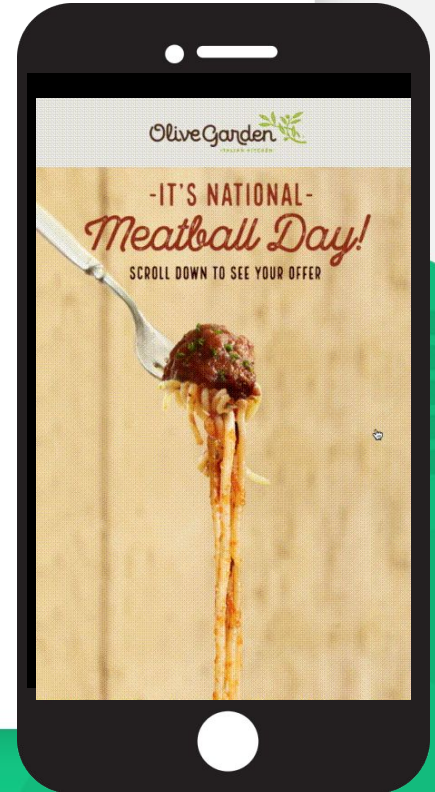




Data + Strategy: Scrolling Narrative

Other use cases:

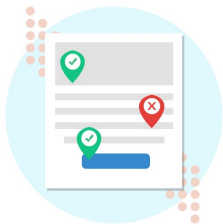
- Ignore the fold, embrace the scroll





Data + Strategy:

Gamification



Email Audit

Audit of top performing emails based on volume of engagement for both email and onsite behavior



Incorporate Successful Tactics

Interactive storytelling, RPG, Animation, Lo-fi, Full length narrative

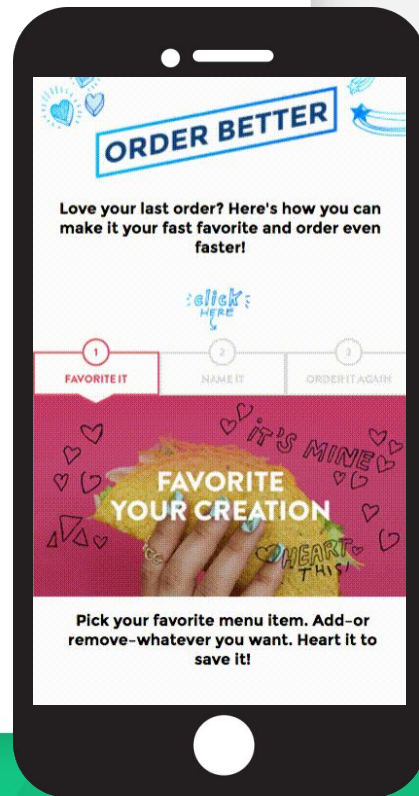




Data + Strategy: Gamification

Other use cases:

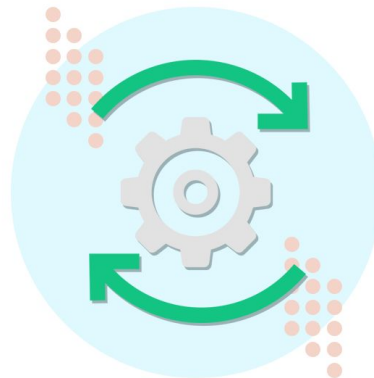
- Demonstrate a process through steps
- Show/hide different states





Process **Tips + Tricks**

- Create a prototype to ensure the technology is supported.
- Ensure fallbacks in other clients using a QA software (like Email on Acid or Litmus).
- Live test various devices on different operating systems.
- If you are unsure of how successful the strategy will be, A/B test.
- Never be afraid to ask for help!





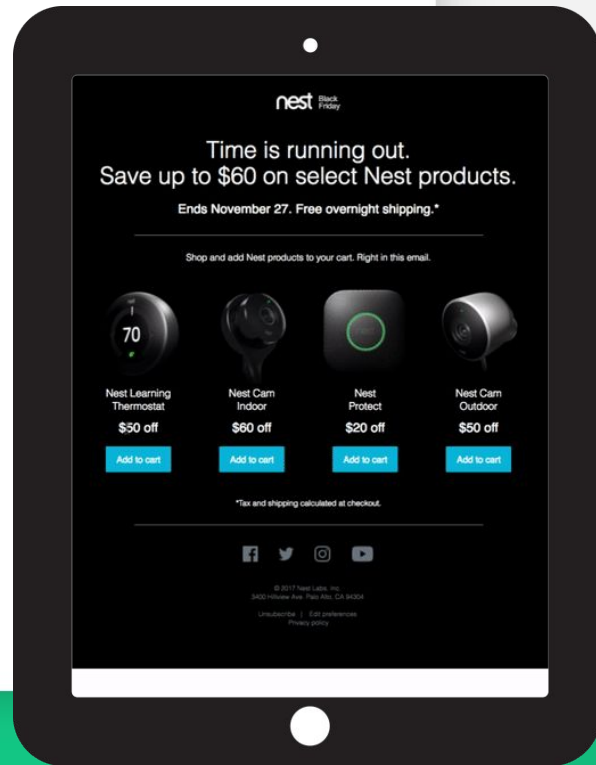
04.

Props,
high-fives,
& dreams



Add to Cart: Nest

- ✦ **Bring shopping cart to the consumer**
Option to select products, quantity, and style within the email before proceeding to checkout.
- ✦ **Provide an opportunity for re-engagement**
If the user adds products to cart but decides not to purchase, there is now an opportunity to trigger a follow-up Abandon Cart email.

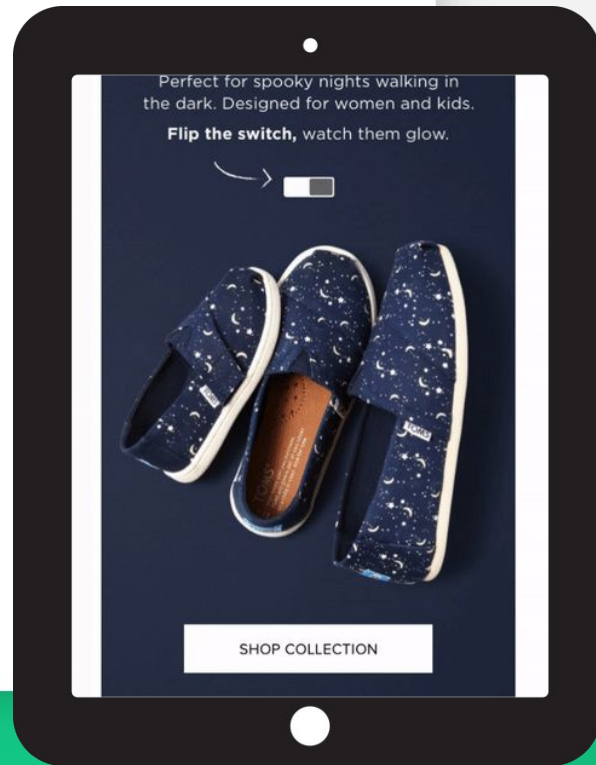




Hover Experience:

TOMS Shoes

- ✦ **Show, not tell the user about features**
User can hover over the switch to show how the shoes can glow.
- ✦ **Large email client support**
The toggle works on hover in desktop and web clients, and reverts to click on mobile.

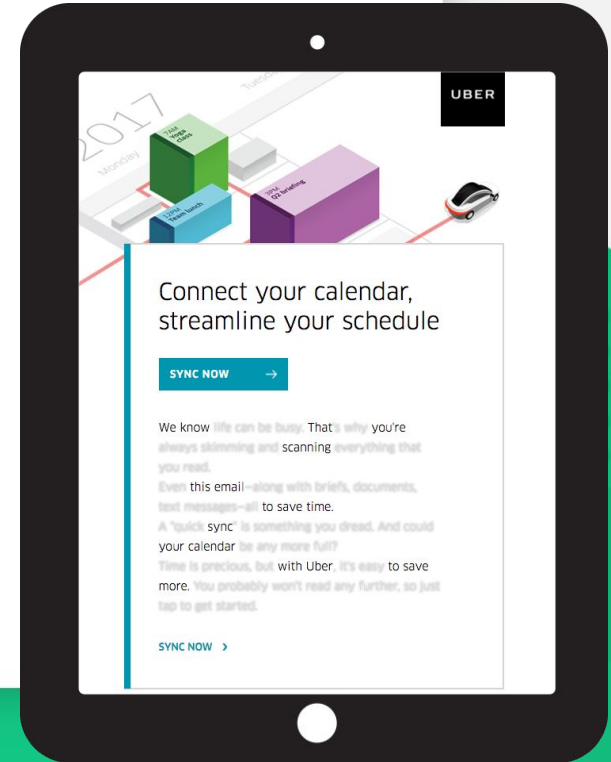




Content Strategy:

Uber

- ✦ **Simple technology, strong narrative**
Content personalized to the behaviors of their users.
- ✦ **Uses live text, not an image**
Text is accessible by screen readers as well as provides the option to highlight text to read full copy.

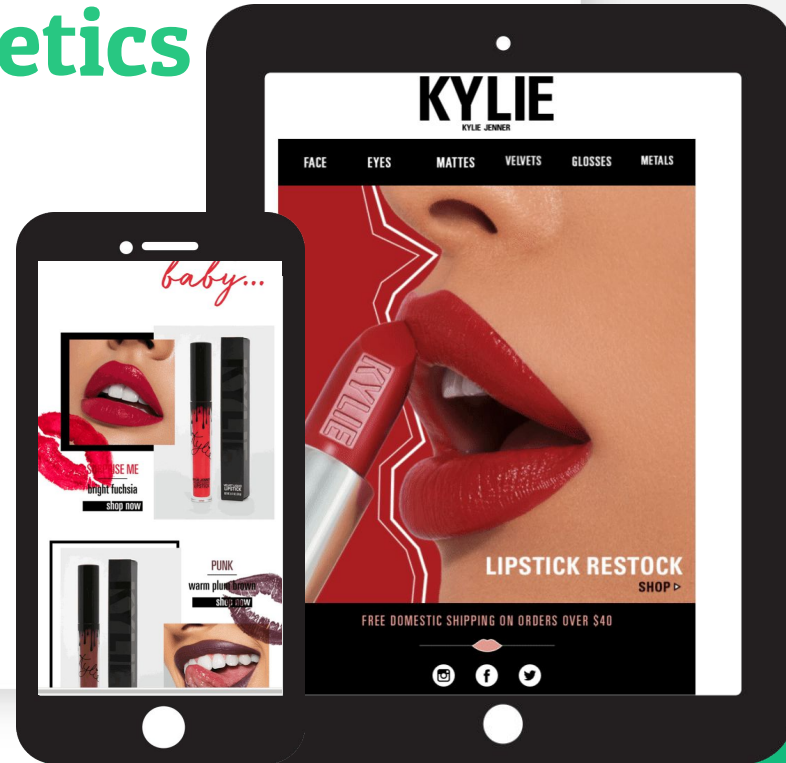




Clever Animation:

Kylie Cosmetics

- ✦ **Widely supported image format**
Animated GIFs are supported in about 94% of email clients
- ✦ **Easy to implement**
Provides the ability to showcase products not possible in static designs.





Top 5 Takeaways

- Create innovative experiences that enhance, not confuse, the user
- Define how your message and techniques will add value to your client's business goals
- Convert your client + internal teams to certified #EmailGeeks
- Test, test, test!
- Have fun with your channel, because email should be fun 🎉





What does the future hold?





Thank you!



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