

# THE POWER OF INTERACTIVE EMAIL



**Mark Robbins**

**REBEL**

@M\_J\_Robbins | @GoRebelmail

# WHAT IS INTERACTIVE EMAIL?



*“An action taken in an email that triggers an event within the same email.”*

- Mark Robbins, **REBEL**

# INTERACTIVE EMAIL A.K.A

- Actionable email
- Kinetic email
- Microsite emails

# FLEETING INTERACTIONS

```
code: hover {  
  transform:  
  rotateX(-90deg);  
}
```

~83% support

```
code: focus {  
  transform:  
  rotateX(-90deg);  
}
```

~60 support

```
code: active {  
  transform:  
  rotateX(-90deg);  
}
```

~60% support

# LASTING INTERACTIONS

## Checkbox hack

```
input:checked + code{  
  transform: rotateX(-90deg);  
}
```

~57% support

```
#flipX:checked + code{  
  transform: rotateX(-90deg);  
}
```

```
#flipY:checked + code{  
  transform: rotateY(-65deg);  
}
```

```
#flipZ:checked + code{  
  transform: rotateZ(-65deg);  
}
```

# FORM SUBMITS

Title:

Name:

Address:

~78% support

# ⚡ AMP ⚡

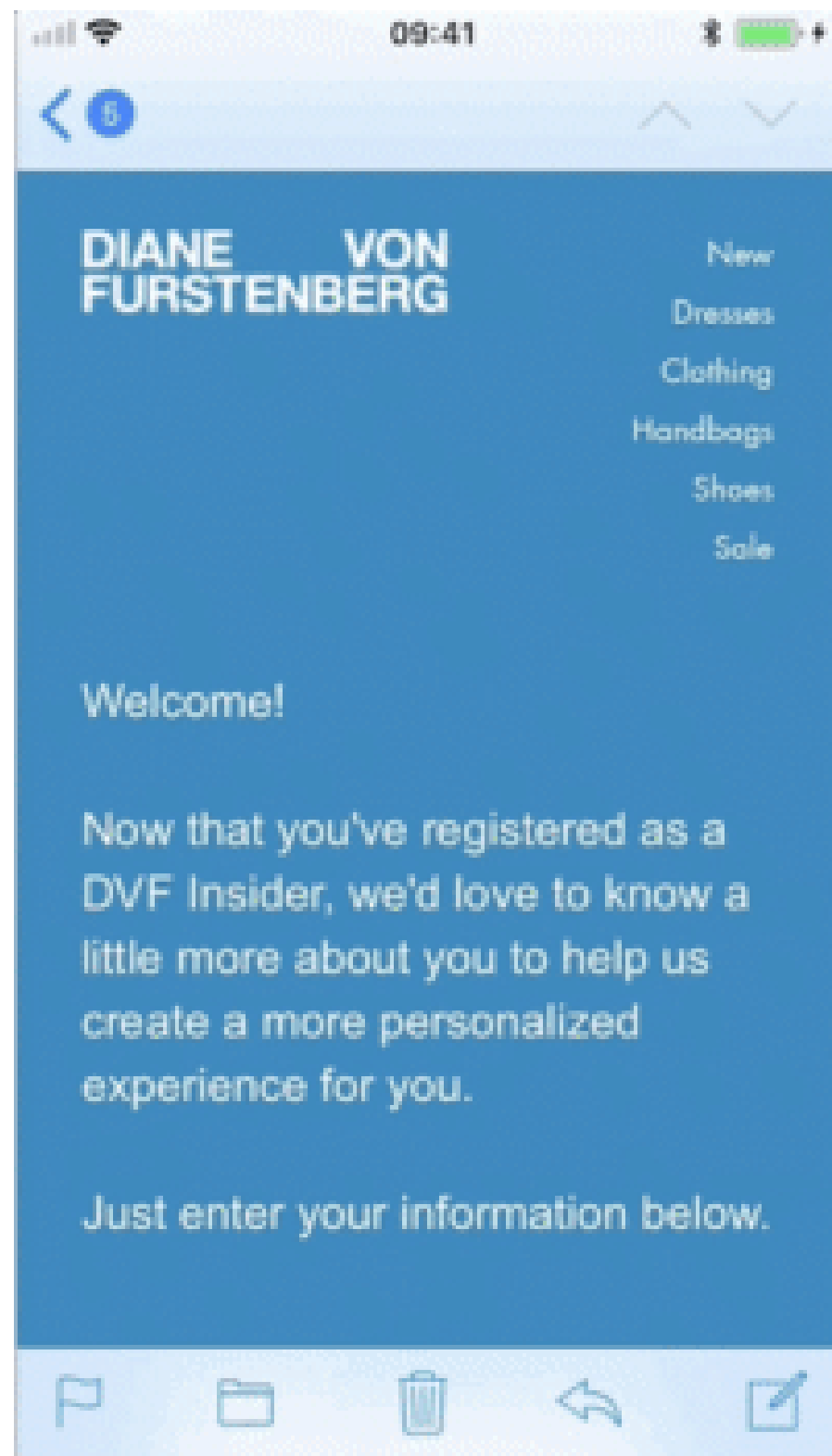
- Interactive email
- Form submits
- Dynamic content

**Coming to Gmail soon...**

# USE CASES FOR INTERACTIVE EMAIL

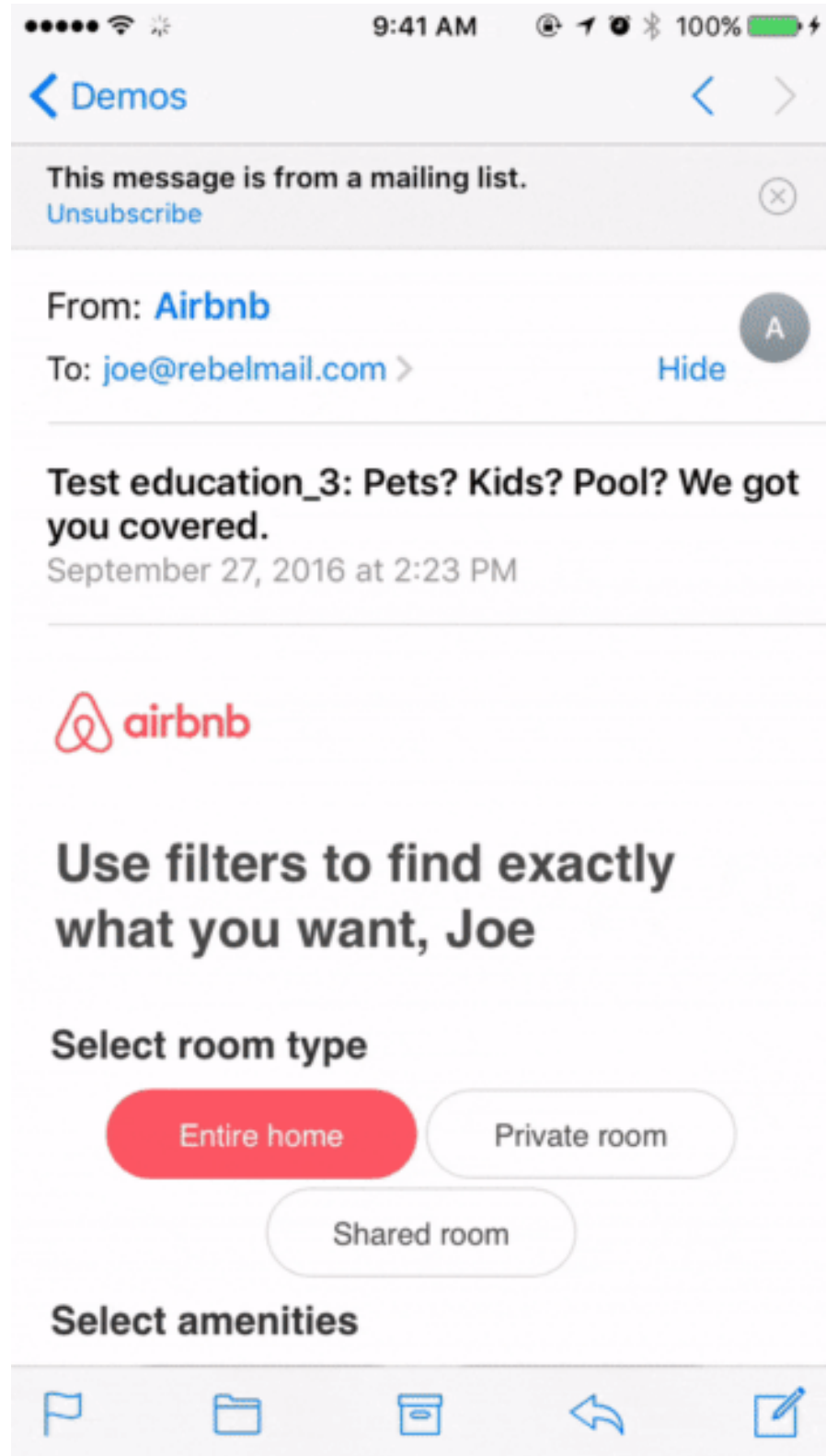
## A Customer Journey





# WELCOME

Pick up a few extra details about your users with a form.



# PRODUCT DISCOVERY

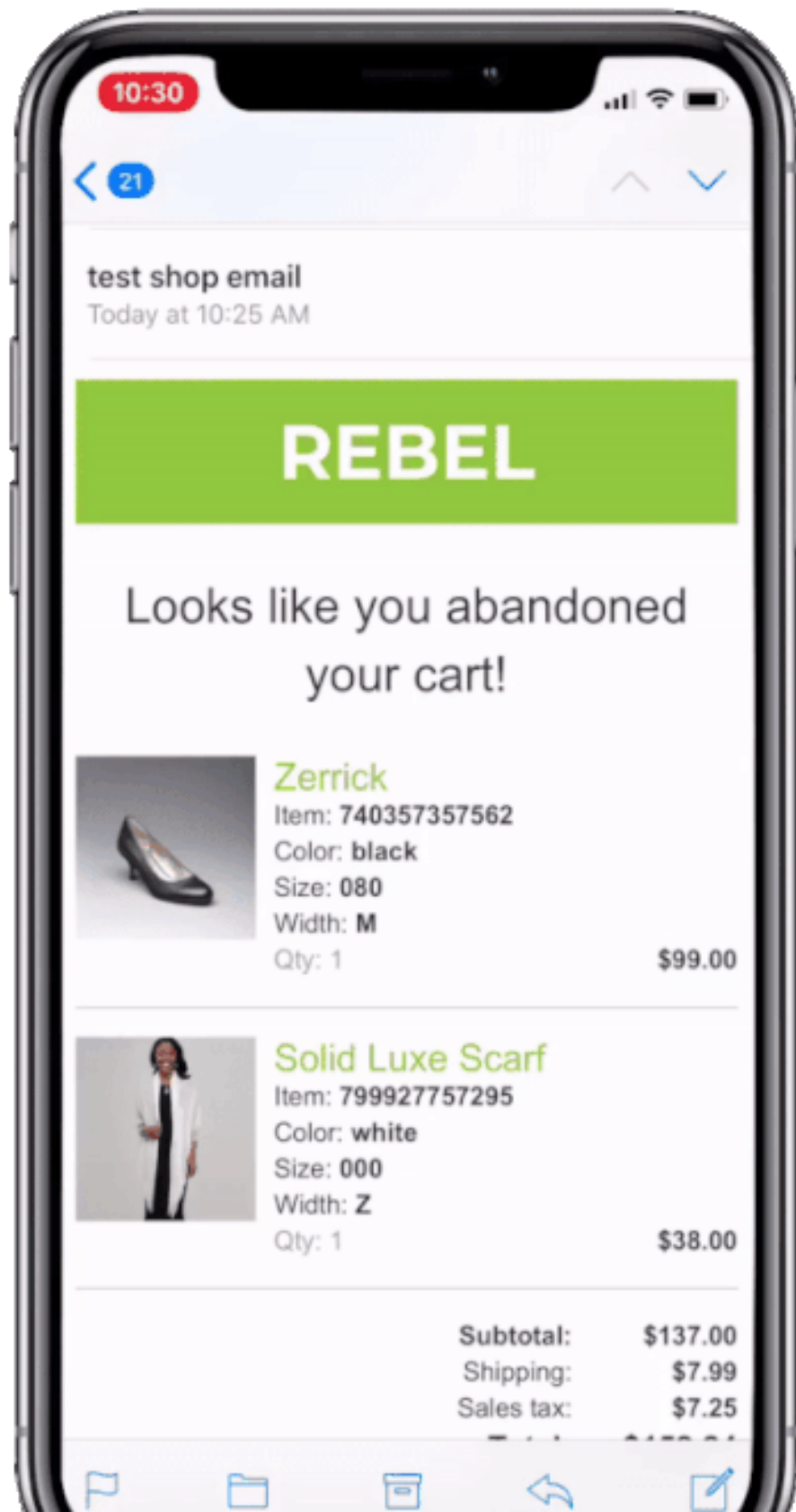
Filter products  
Collect data for more targeted follow up



# PREFERENCE CENTER

Directly ask customers what they want

Collect data for more targeted follow up



# SHOP

Anandon cart email

Check out directly in the email

Requires server side security checks

# CASE STUDY

The Home Depot

Reviews

# THE HOME DEPOT

## Brief

Increase the number of reviews submitted from the weekly automated review email

## Technology

Interactive email  
Form submit

## Support

~52% - full support  
~26% - limited support

## Results

Over **55%** more reviews submitted.

# CASE STUDY

**JSwipe**

**Reengagement**

# JSWIPE

## Brief

Re-engage users that have been inactive between three and five weeks

## Technology

Interactive email  
Webhooks

## Support

~51%

## Results

**26%** interaction rate

**30%** more app opens

**2000** more matches



# **CASE STUDY**

**Diane Von Furstenberg**

**Multiple templates**

# DIANE VON FURSTENBERG

## Brief

DVF are a high end fashion brand with an eye for style. They are a very tech focused company and are always looking for an edge over their competitors

## Technology

Gallery, Hotspots, Tabs

## Support

## Results

**72%** higher average purchase value

**AND FINALLY...**

**THANK YOU**



**Mark Robbins**

**REBEL**

@M\_J\_Robbins | @GoRebelmail