2020 EMAIL EVOLUTION CONFERENCE
JUNE 22–23 | A VIRTUAL IMMERSION
TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER"

Welcome!

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TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

What is transactional mail?

- Facilitate, complete or confirm a transaction, like an online purchase
- Provide warranty information, product recall information or safety or security information
- Provide notification of factual information
- Deliver a product, goods or service
- Billing, delinquent notices, changes in terms/conditions
- Lease notifications and rate change emails are the most commonly used in the transactional organization
- Opt-out is not required
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What makes it commercial?

- Recipients who have opted-in for promotional content from your brand and you have included a method for them to opt out
- Recipient did not initiate the interaction
- Promotes the sale of goods, services or organizational ideals.
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What makes it commercial?

- Announcements of a special offer or a catalog of products
- Coupons of discounts for goods and services
- An invitation to a webinar or event
- Announcements of new products, features, etc.
- Opt-out required
TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER SEXY”

What makes it transactional?

- Contains essential information
- Sender is under a legal obligation to send it
- Sent in response to a user’s interaction with the company

ORDER INFORMATION:
Order Number: [Redacted]
Transaction Number: [Redacted]
Order Date: 12/01/2020
Payment Method: [Redacted]
Credit Card: [Redacted]
Shipping Method: Ground Shipping

PRODUCT DESCRIPTION:
- Christine Sandal
  - Color: Mushroom Suede
  - Size: 7.5M
  - Price: $85.00
  - Total Savings: $11.60
  - Your Price: $73.40

- Goddess Sandal
  - Color: Light Brown Leather
  - Size: 7.5M
  - Price: $47.99
  - Total Savings: $14.50
  - Your Price: $33.49

- Colonial Espadrille Wedge Sandal
  - Color: Black Leather
  - Size: 7.5M
  - Price: $19.00
  - Total Savings: $3.20
  - Your Price: $15.80

- Order Subtotal: $311.39
- Ground Shipping: $0.00
- Taxes: $10.06
- Total: $329.45

Recommended for You...
TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Best practices

- Know your user agreement with your email or automation tool. It might not be illegal by the letter of the law, but not allowed under the user agreement.
- If you have questions, ask your legal team. Will it take longer? Yes. Will you regret it? No.
- Use a separate IP address for transactional. Use DMARC, DKIM, etc. to ensure these important messages get through.
- Keep a separate unsubscribe/suppression list for transactional.
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Best practices

- Subject lines: Keep them short (50 chars or less!) and include the key message
- It’s ok to use words like Important, Update, Urgent
- Design for text only, desktop and mobile
- Personalization? Required.
- Think about your “from” address and potential responses – are you cool with no-reply?
Can you do it?

- YES Slide in “helpful ideas” into regularly sent email.
- NO Give a retention offer or discount.
- YES Include PII or loyalty program information
- NO Over-remind customers about loyalty programs, software updates, new releases.
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Is it Promotional or Transactional?
TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER SEXY”

Is it Promotional or Transactional?
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Is it Promotional or Transactional?

Your year-end sending scorecard
View your 2016 sending accomplishments and use this scorecard to track your progress and identify opportunities to achieve greater savings in 2016 with your % Additional Information %.

% DESCRIPTION %
Total savings achieved.

% COMMENTS %
Total spend

Your sending diagnostics
We analyzed your 2016 sending habits to identify where you’re on track and flag opportunities for greater savings.

- Letters
  - Good job! You’re on track for automatic savings of $x on every letter you send.

- Packages
  - Minimal savings alert!
  - Print-shipping labels from SendServ online to save $y on packages. View the quick tour or follow-friendly guide to see how easy it is.

- Other
  - Good job! You’re on track for automatic savings of $z. Tip: Select the desired class and service to receive varying in postage for greater savings.

Log in to your account to view your full sending history.

Log In
TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER"

Is it Promotional or Transactional?

Your DM100™ lease is eligible for renewal.

<table>
<thead>
<tr>
<th>Company name:</th>
<th>HUTCHINSON &amp; CO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number:</td>
<td>0010010806</td>
</tr>
</tbody>
</table>

- New lease information:
  - Preferred 63-month lease: Pre-approved
  - SendPro® C200 lease price: Just $5 more per month.™
  - Monthly price protection: Guaranteed

- Additional Benefits:
  - Detailed cost accounting: Included
  - Shipping with USPS®: Enabled
  - Exact postage display: Included
  - Delivery tracking display: Included
  - USPS retail shipping discounts: Up to 40%

SendPro C200

ACT NOW
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Test: The black and red email

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>Click</th>
<th>Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>13.72%</td>
<td>41.71%</td>
<td>1</td>
</tr>
<tr>
<td>Test</td>
<td>13.81%</td>
<td>36.87%</td>
<td>3</td>
</tr>
</tbody>
</table>

Findings: Red and black CA email outperformed the black and white US control. Recommendation: Expand the red and black email test to larger population.
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Test: Redesign of control creative based on research findings

<table>
<thead>
<tr>
<th></th>
<th>Orders</th>
<th>Run Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>134</td>
<td>2.64%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Q1 average .6%</td>
</tr>
<tr>
<td>Test</td>
<td>152</td>
<td>2.50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Q1 Average .7%</td>
</tr>
</tbody>
</table>
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Test: 50/50 split for keep equipment offers testing new creative

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>Click</th>
<th>Orders</th>
<th>RR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>30.07%</td>
<td>25.81%</td>
<td>27</td>
<td>10.33%</td>
</tr>
<tr>
<td>Test</td>
<td>37.04%</td>
<td>23.27%</td>
<td>40</td>
<td>12.54%</td>
</tr>
</tbody>
</table>

Early Findings: Show the test strongly out-performing the control. Recommendation: In June, expand this test out to entire population.

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**Control**

**Test**

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**EQUIPMENT LEASE RENEWAL ALERT**

Our records show that your lease is due within the renewal period on your postage equipment.

**ATTENTION:**

Pitney Bowes
120 Melody Alley
Fairfax, VA 22033

Preferred 3-year lease renewal eligibility

Lease renewal increase

Get First Class® postage discount

Savings over stamps

Scale enhancement

Upgrade to Turbo

Open for 90 days

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**Equipment Lease Renewal Alert**

Our records indicate your lease is due within the renewal period. You can renew your lease for 90 days at no additional cost. This offer expires on 06/29/2020.

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**Summary of lease changes**

- Equipment location: 120 Melody Alley, Fairfax, VA 22033
- Lease renewal increase: 56.9%
- New monthly payment: $439.72

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**Account Information**

- Account number: 9629017130
- Model number: 310
- Serial number: 44-10166342

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**Lease renewal benefits**

- Guaranteed your monthly payment for the term of your lease
- No FY33 Class® postage discount, savings not available at the point of sale
- Eliminate expensive postage with increased scale capability

Confirm your renewal by clicking on the button below. This offer expires 06/29/2020.