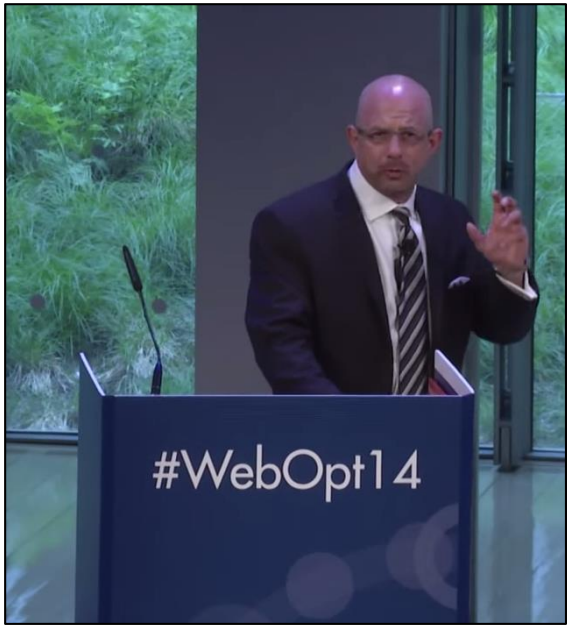
Session Speaker



@FlintsNotes

Watch Dr. McGlaughlin's keynote on *Sustainable Competitive Advantage in 2015* from the MECLABS Web Optimization Summit in New York City at: **goo.gl/1o1lvg**

#SherpaEmail

marketingsherpa email summit 2015

Humanizing your email campaign

How to transcend the digital revolution with an essential ability to communicate person-to-person

Flint McGlaughlin
Managing Director, CEO
MECLABS

Audience Activity

Which reason got the most response?

Which Ultimate Reason Produced the Most Response?

You should visit New Orleans this December because…

Reason A

You'll get a December 30% discount on a NOLA hotel

Reason B

You'll get to experience December NOLA traditions

#SherpaEmail

Which Ultimate Reason Produced the Most Response?

You should click on this email link so that you can…

Reason A

Make a tax-deductible contribution to our non-profit organization.

Reason B

Become a charter member of our non-profit organization

#SherpaEmail

Which Ultimate Reason Produced the Most Response?

You should open this email so that you can…

Reason A

Discover which new product we just released

Reason B

Learn more about this new product we just released

#SherpaEmail

How would you interpret this data set?

#SherpaEmail

A (brief) look at the history of communication

15,000BCE
"Picture writing" first appears on cave walls

700BCE
Greeks re-write Phoenician alphabet, incorporating vowels

4th Century BCE
First hydraulic semaphore system is used during the first Punic war

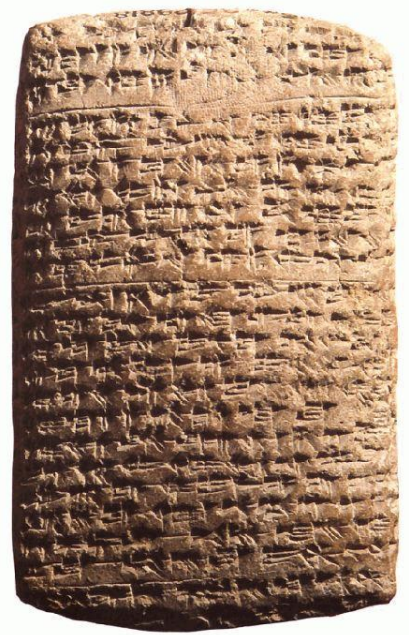
3500BCE
What is this?

6th Century BCE
Ancient Persians may have been the first to train birds for communication

27BCE
Roman's evolve the Greek language. Parchment and vellum give rise to the codex, a Roman book.

How would you interpret this data set?

Cuneiform Script



- **Cuneiform script** is one of the earliest known systems of writing, distinguished by its wedge-shaped marks on clay tablets, made by means of a blunt reed for a stylus.

- This tablet represents what would be approximately **1,000 bits of data** today.

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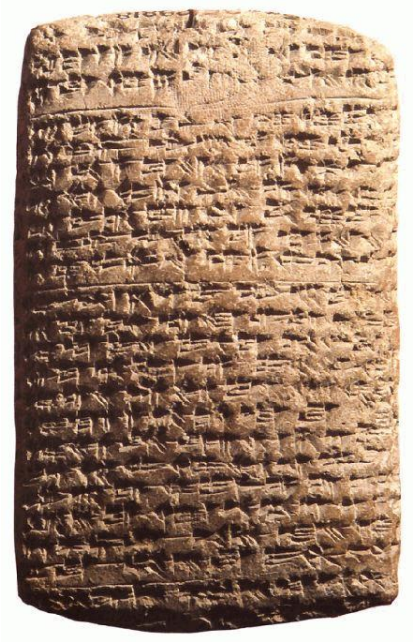
Cuneiform Script

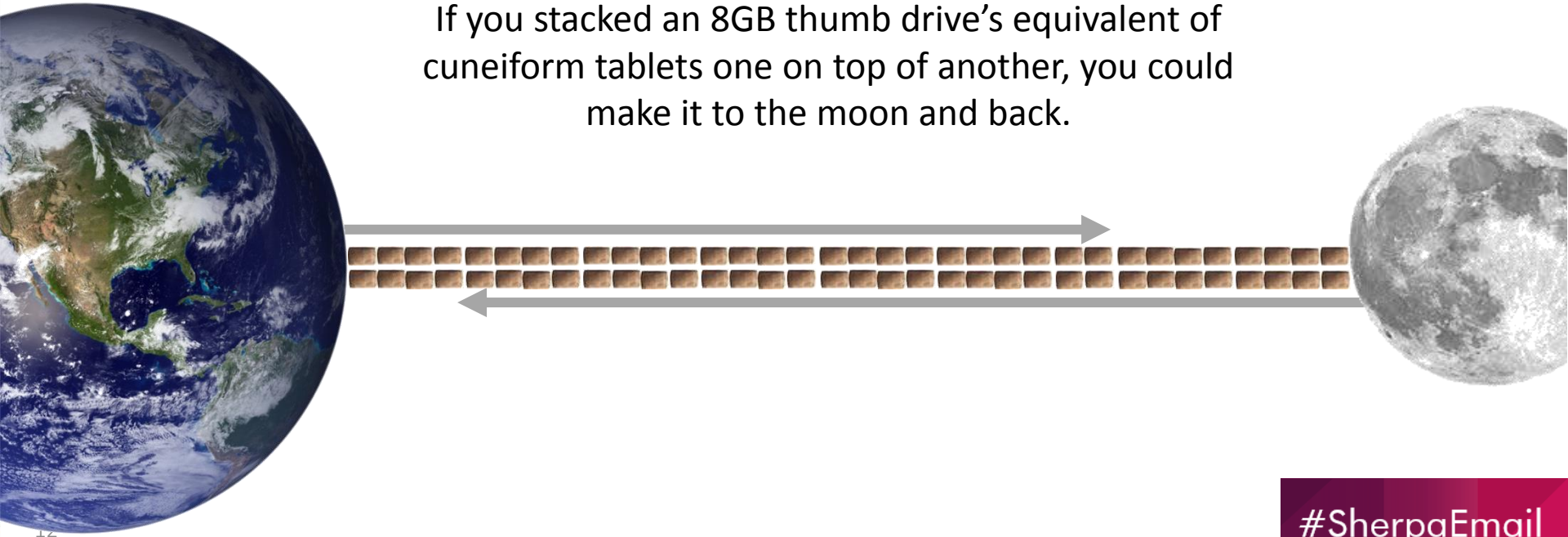


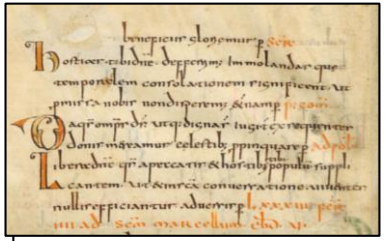
Vs.

Cuneiform Script

The data sciences team at MECLABS worked together to calculate a comparison:

If you stacked an 8GB thumb drive's equivalent of cuneiform tablets one on top of another, you could make it to the moon and back.





800CE
Charlemagne adopts first fully developed script combining small letters with Roman capitals

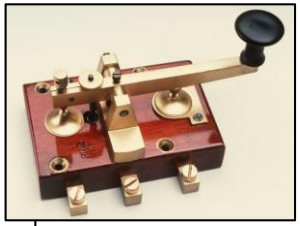
1450
Woodcut printing begins to satisfy the need for inexpensive imagery.

1704
The Boston newsletter was the first newspaper in America

12th Century
Culture recedes throughout Middle Ages, literary works are mostly created by Monks in scriptoriums

14th Century
Illuminated manuscripts are produced with hand lettering and color.

1455
Johann Gutenberg invents the mechanical movable type printing, regarded as the most important event in modern period .



1816
The first working electrostatic telegraph is invented by Francis Ronalds

1915
Alexander Graham Bell sends first Transcontinental telephone call

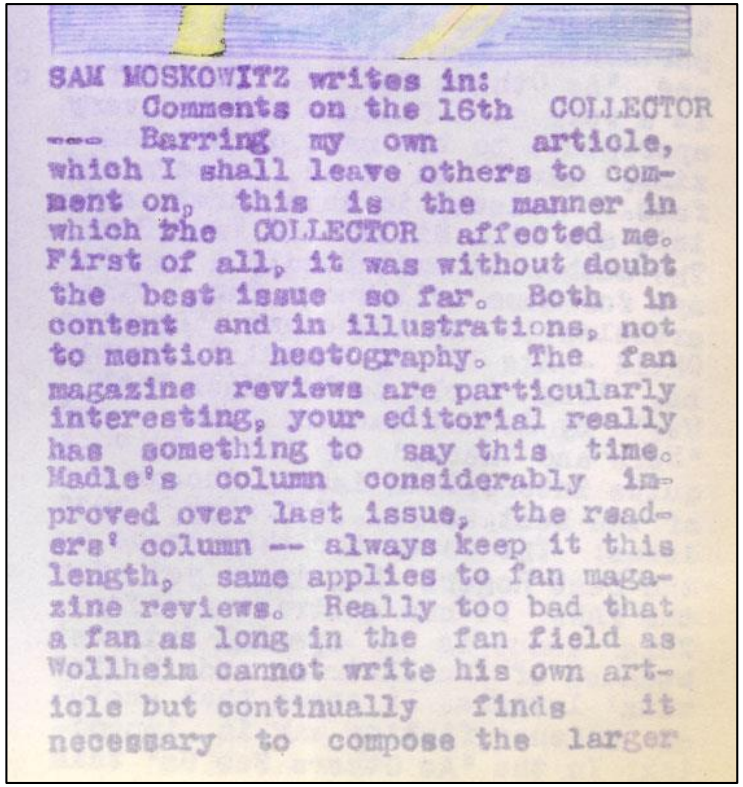
1960's
ARPANET (first network to use Internet protocol); MIT's CTSS mail is also developed

1869
What is this?

1950's
Early networks of communicating computers are used in military operations

1980's
First commercially available mobile satellite and hand-held phones become available.

Audience Question



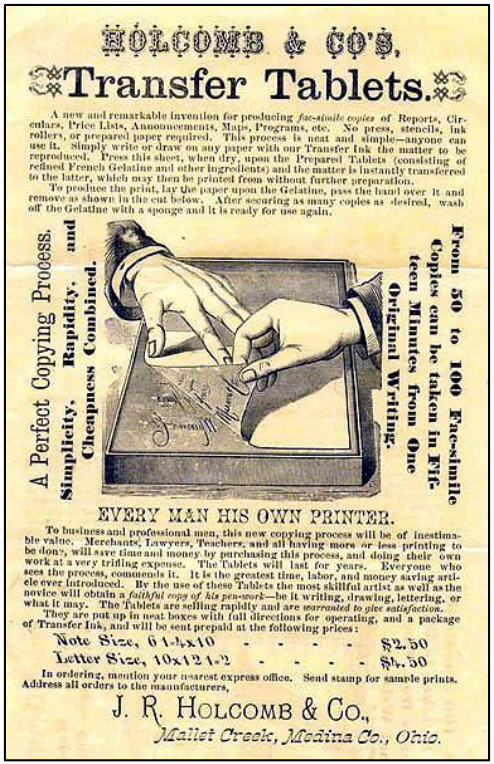
SAM MOSKOWITZ writes in:
Comments on the 16th COLLECTOR --- Barring my own article, which I shall leave others to comment on, this is the manner in which the COLLECTOR affected me. First of all, it was without doubt the best issue so far. Both in content and in illustrations, not to mention hectography. The fan magazine reviews are particularly interesting, your editorial really has something to say this time. Madle's column considerably improved over last issue, the readers' column -- always keep it this length, same applies to fan magazine reviews. Really too bad that a fan as long in the fan field as Wollheim cannot write his own article but continually finds it necessary to compose the larger

What particular piece of technology produced this duplicate?

Audience Question

What particular piece of technology produced this duplicate?

? Audience Question



HOLCOMB & CO'S,

Transfer Tablets.

A new and remarkable invention for producing *fac-simile copies* of Reports, Circulars, Price Lists, Announcements, Maps, Programs, etc. No press, stencils, ink rollers, or prepared paper required. This process is neat and simple—anyone can use it. Simply write or draw on any paper with our Transfer Ink the matter to be reproduced. Press this sheet, when dry, upon the Prepared Tablets (consisting of refined French Gelatine and other ingredients) and the matter is instantly transferred to the latter, which may then be printed from without further preparation.

To produce the print, lay the paper upon the Gelatine, pass the hand over it and remove as shown in the cut below. After securing as many copies as desired, wash off the Gelatine with a sponge and it is ready for use again.

A Perfect Copying Process. Simplicity. Rapidity. and Cheapness Combined.

From 50 to 100 Fac-simile Copies can be taken in Fifteen Minutes from One Original Writing.

EVERY MAN HIS OWN PRINTER.

To business and professional men, this new copying process will be of inestimable value. Merchants, Lawyers, Teachers, and all having more or less printing to be done, will save time and money by purchasing this process, and doing their own work at a very trifling expense. The Tablets will last for years. Everyone who sees the process, commends it. It is the greatest time, labor, and money saving article ever introduced. By the use of these Tablets the most skillful artist as well as the novice will obtain a *faithful copy of his pen-work*—be it writing, drawing, lettering, or what it may. The Tablets are selling rapidly and are *warranted to give satisfaction.*

They are put up in neat boxes with full directions for operating, and a package of Transfer Ink, and will be sent prepaid at the following prices:

Note Size, 6 1-2x10 - - - - - $2.50

Letter Size, 10x12 1-2 - - - - - $4.50

In ordering, mention your nearest express office. Send stamp for sample prints. Address all orders to the manufacturers,

J. R. HOLCOMB & Co.,

Mallet Creek, Medina Co., Ohio.

Hectograph – A printing process which involves the transfer of an original, prepared with special inks, to a pan of gelatin or a gelatin pad pulled tight on a metal frame. Invented in 1869 by Mikhail Alisov.

#SherpaEmail

Hectograph vs. Copy Machine/Printer

#SherpaEmail

Key Observations

1. The increase in **stored communication** and **computational power** is transforming human capacity, but it is not changing fundamental human nature.

2. People still **don't build relationships with organizations**; they build relationships with people.

3. While we need to keep ahead of communication technology, we need to return to the **fundamental principles that guide effective communication**.

? Audience Question

How can I ensure that my email, and other communication is still effective amidst the chaotic transformation of technology?

*Today we are going to go over **three principles that will help you humanize your email marketing** and dramatically improve its effectiveness.*

PRINCIPLE I:

(Decision) Motion is Incited by the Mental Lever

To humanize our emails, we need to discover the key point that motivates the customer to take action.

PRINCIPLE
1

The mental lever incites motion

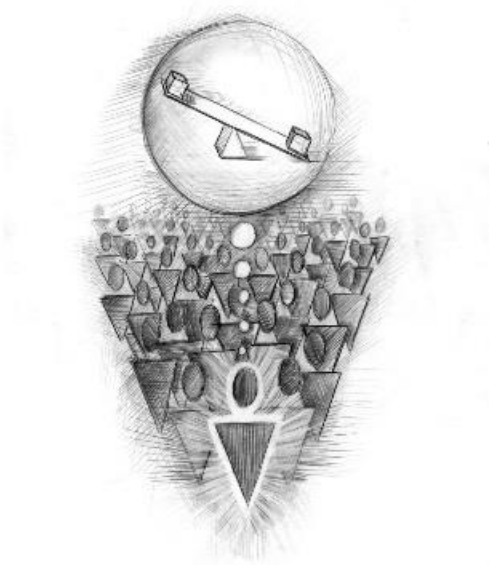
"Mind is the great lever of all things; human thought is the process by which human ends are ultimately answered." – ***Daniel Webster***

Key Principles

1. If the goal of the message is an action than the goal of the test is to find the mental lever which stimulates the action.

2. The lever stimulates, produces, justifies the motion (in every person's mind there is a lever that if you pull, produces action)

3. It's essential to discover the mental lever which incites the highest stochastic response.



From *The Marketer as Philosopher*
Reflection Number 30

Experiment: Background

Experiment ID: TP*20206*
Record Location: MECLABS Research Library
Research Partner: *VolunteerMatch*

Background: A non-profit organization that offers a variety of online services to support a community of nonprofit, volunteer and business leaders committed to civic engagement.

Goal: To discover the mental lever that attracts the greatest customer response.

Primary Research Question: Which subject line will achieve the highest click-through rate?

Secondary Research Question: Which value messaging category will receive the highest overall click rate?

PRINCIPLE 1

Experiment: Background

- Readers from **MarketingExperiments** and **MOZ** competed to write the best subject lines for the following mental levers:

Category 1: Proof, recognition, credibility
i.e. you can get these things by Hours Tracking, Reporting, etc

Category 2: Better, more opportunities to choose from
i.e. you can get these things by Opportunity Builder, VolunteerMatch Network, etc

Category 3: Ease-of-use
i.e. you can get these things by MobileMatch, User-friendly interface, ClientCare Support, etc

Category 4: Spread Your Passion

We theorized "network size" would attract the most response.

Experiment: Background

- Additional expressions were created to see how mental levers compared against each other at different writing quality levels.

Category	Subject Line
Proof	Attention Business Leaders: How to Increase your ROI through Employee Volunteer Initiatives
Proof	Volunteering matters. We have the proof.
Network	CC Your Boss: 1,000+ Ways To Make A Difference (Inside)
Network	Does your company care? Thousands of ways to prove it.
Ease of Use	The volunteer app your coworkers will talk about.
Ease of Use	The One App That Can Change The Way Your Company Gives Back
Passion	Spread the Only Good" Office Virus"

Experiment: Treatments

	Category	Subject Line
1	**Proof**	Attention Business Leaders: How to Increase your ROI through Employee Volunteer Initiatives
	Proof	Volunteering matters. We have the proof.
2	**Network**	CC Your Boss: 1,000+ Ways To Make A Difference (Inside)
	Network	Does your company care? Thousands of ways to prove it.
3	**Ease of Use**	The volunteer app your coworkers will talk about.
	Ease of Use	The One App That Can Change The Way Your Company Gives Back
4	**Passion**	Spread the Only Good" Office Virus"

Which category produced the highest click-through rate?

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Experiment: Initial Results

Segment	Subject Line	Click Rate
Proof	Volunteering matters. We have the proof.	1.08%
Ease of Use	The volunteer app your coworkers will talk about.	0.97%
Network	CC Your Boss: 1,000+ Ways To Make A Difference (Inside)	0.84%
Passion	Spread the Only Good" Office Virus"	0.83%
Ease of Use	The One App That Can Change The Way Your Company Gives Back	0.77%
Proof	Attention Business Leaders: How to Increase your ROI through Employee Volunteer Initiatives	0.66%
Network	Does your company care? Thousands of ways to prove it.	0.65%

Experiment: Results

Segment	Subject Line	Click Rate
Proof	**Volunteering** matters. We have the proof.	1.08%
Ease of Use	The **volunteer** app your coworkers will talk about.	0.97%
Network	CC Your Boss: 1,000+ Ways To Make A Difference (Inside)	0.84%
Passion	Spread the Only Good" Office Virus"	0.83%

- At the highest performing quality of writing, proof is the winner followed by ease of use. Notice how the top two subject lines start with keywords relevant to this particular list.

Experiment: Results

Segment	Subject Line	Click Rate
Proof	Volunteering matters. We have the proof.	1.08%
Ease of Use	The volunteer app your coworkers will talk about.	0.97%
Network	CC Your Boss: 1,000+ Ways To Make A Difference (Inside)	0.84%
Ease of Use	The One App That Can Change The Way Your Company Gives Back	0.77%
Proof	Attention Business Leaders: How to Increase your ROI through Employee Volunteer Initiatives	0.66%
Network	Does your company care? Thousands of ways to prove it.	0.65%

In both writing qualities, **network consistently ranked lower**.

#SherpaEmail

Experiment: Interpretation

What we learned:

We were able to determine that “Network” is not the best mental lever in this case to attract.

However, many questions still remain about which mental lever is the strongest and how to convert that interest into action.

Key Takeaways

1. Review your previous tests (especially those with “negative lifts”) and try to classify the key mental levers that are implicit or explicit in the hypothesis.

2. Create a central testing repository so that you can extract the most value from your experiments and so that you can distribute that value across your organization.

3. Train every member of your team to recognize a proper test design. Consider enrolling them into the Fundamentals of Online Testing.

Audience Activity

Determine the mental levers

Activity: Determine the Mental Levers

Experiment ID: *TP2078*
Record Location: MECLABS Research Library
Research Partner: *(Protected)*

Background: A well-known regional news publication with print and digital products.

Goal: To increase subscriptions from **former subscribers** who have been **absent between one and two years.**

Primary Research Question: Which subject line will achieve the highest click-through rate?

Approach: A/B/C single-factorial split

Identify the Mental Levers

Version A

Choose from 2 ways to save big on the NEW [PublicationName].com

Version B

Save 50% on your choice of two new subscription options

Version C

Home Delivery comes with FREE access to [PublicationName].com

What is the underlying mental lever for each subject line?

#SherpaEmail

Review the Mental Levers

Version A

We've launched an entirely new site with new options…

Version B

You can now save 50%...

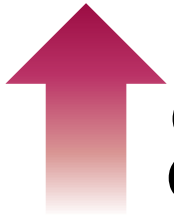
Version C

You can now get free access to our site…

You should click on this email because…

#SherpaEmail

Experiment: Results



86% Rel. Increase in Clickthrough

	Subject Line	Click Rate	Rel. Diff.
A	**Choose from 2 ways to save big on the NEW [PublicationName].com**	**1.48%**	**86%**
B	Save 50% on your choice of two new subscription options	0.76%	-5.3%
C	Home Delivery comes with FREE access to [PublicationName].com	0.80%	--

PRINCIPLE II:

Art Precedes Science

To humanize our emails, we need to engage in art prior to engaging in science

PRINCIPLE
2

Art precedes science

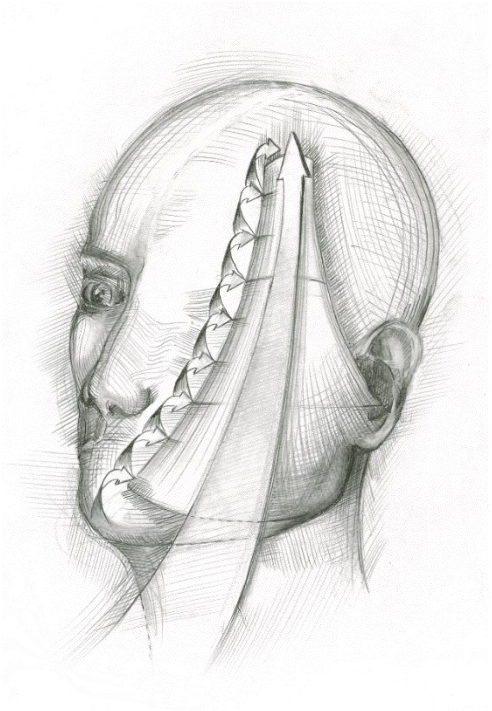
*"It is by logic that we prove, but intuition that we discover." – **Henri Poincare'***

Key Principles

1. Marketing is an artful science. The best results depend first upon the artistic expression of empathy.

2. Empathy is the essence of predictability. It is the combination of intuition and empathy that allows us to anticipate a customer response.

3. This anticipation leads to hypotheses (the art) which we verify with rigorous experimentation (the science).



From *The Marketer as Philosopher*
Reflection Number 8

Experiment: Background

Experiment ID: *TP2121*
Record Location: MECLABS Research Library
Research Partner: *(Protected)*

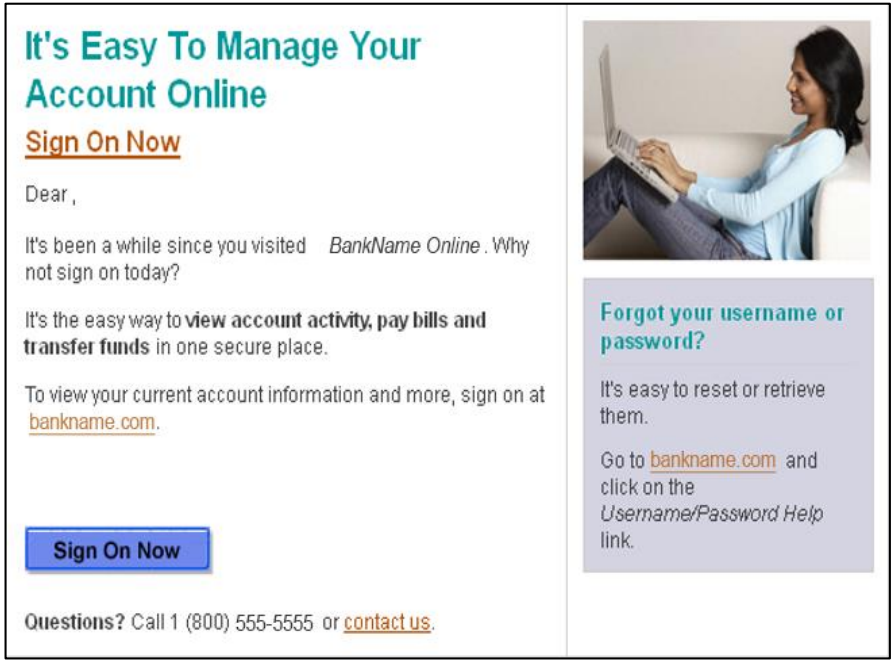
Background: A well-established financial institution running a campaign to get more people to sign into their online banking accounts.

Goal: To discover which email focus will produce the greatest response.

Primary Research Question: Which email copy focus will generate the highest online account sign-in rate?

Approach: A/B/C/D multi-factorial split test

Experiment: Version A

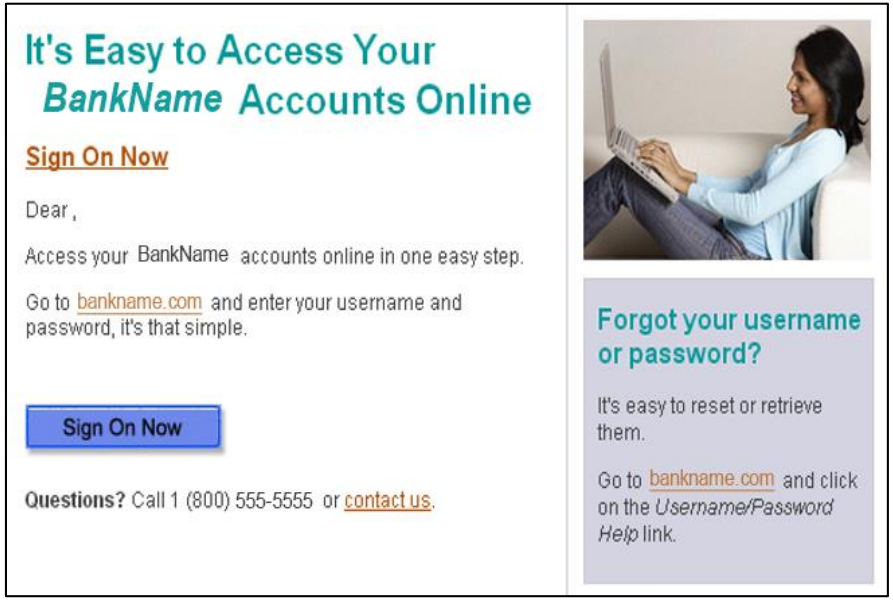


Subject Line:
Name, Your account information is ready to view

Lever A: Access your account because **it's easy to manage.**

#SherpaEmail

Experiment: Version B

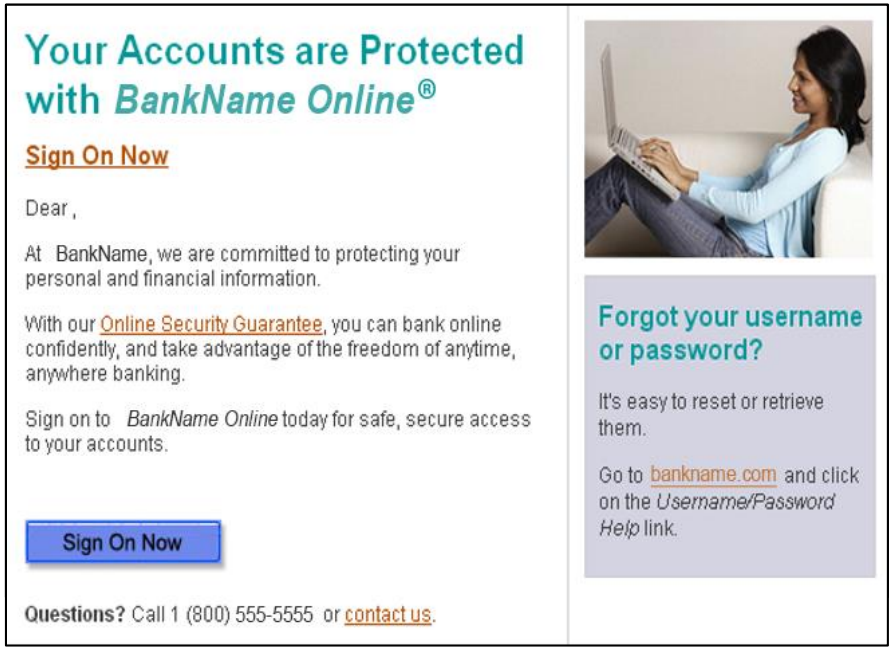


Subject Line:
It's Easy to Access Your [Bank Name] Accounts Online. Sign On Now

Lever B: Access your account because **it's easy to access.**

#SherpaEmail

Experiment: Version C



Subject Line:
Your Accounts are Protected with [Bank Name] Online. Sign On Now

Lever C: Access your account because **it's safe to use.**

#SherpaEmail

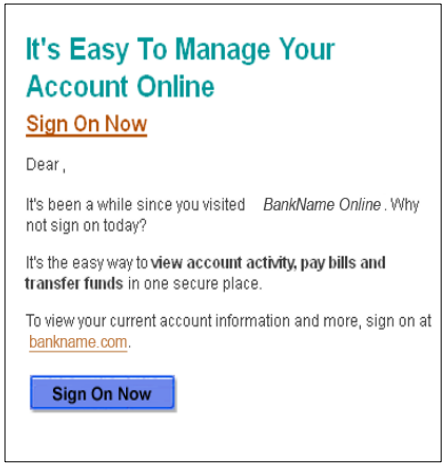
Experiment: Version D

Subject Line:
Did You Forget Your [Bank Name] Online Username or Password?

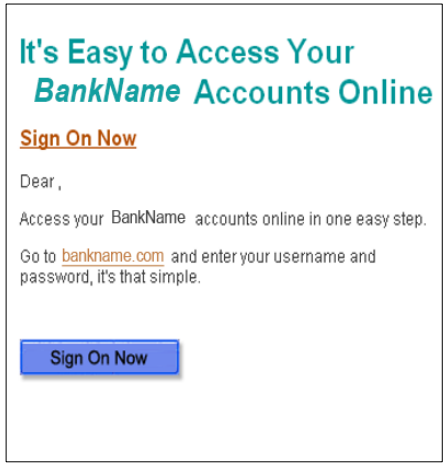
Lever D: Access your account because **it's easy to get your login info.**

PRINCIPLE 2

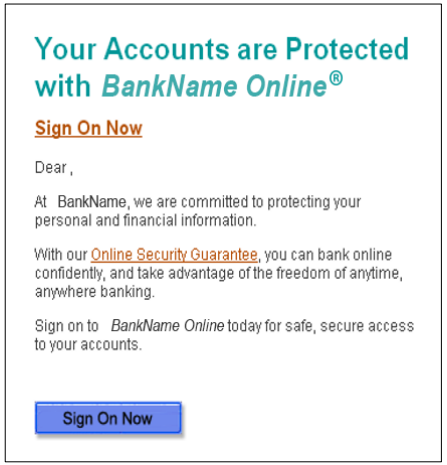
Experiment: Side-by-side



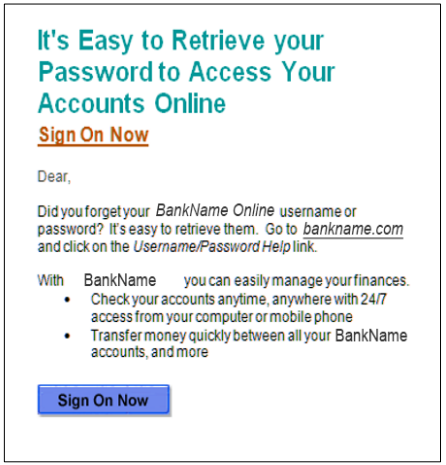
Subject Line:
Name, Your account information is ready to view



Subject Line:
It's Easy to Access Your [Bank Name] Accounts Online. Sign On Now



Subject Line:
Your Accounts are Protected with [Bank Name] Online. Sign On Now

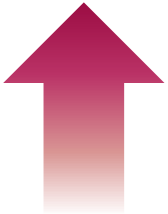


Subject Line:
Did You Forget Your [Bank Name] Online Username or Password?

Which lever produced the greatest response?

#SherpaEmail

Experiment: Results



163% Rel. Increase in Clickthrough

Focus	Clickthrough Rate	Relative Difference
Version A – Easy to Manage	**4.19%**	**163.8%**
Version D – Get Your Password	2.50%	57.6%
Version C - Protected	1.66%	4.9%
Version B – Easy to Access	1.59%	--

Experiment: Interpretation

What we learned:

With **art** (powered by intuition and experience) we developed hypotheses, and with **science** we discovered that the “ease of use” hypothesis formed the most effective mental lever.

PRINCIPLE 2

Key Takeaways

1. Develop a process that allows your creative team (agency) to generate ideas/hypotheses, but calls for your testing team to validate those and reduce your risk. Balance creativity with science.

2. Create a system which attaches key mental levers to your specific customer segments/profiles. Make certain this wisdom is distributed throughout the organization.

3. Do not allow your team to judge a test's success just by its lift, but rather by how much you learn about your customers' motivations.

PRINCIPLE III:

Science Enhances Our Art

To humanize our emails, we need to transcend random testing with a purposeful design of experiments.

PRINCIPLE
3

Science Enhances Our Art

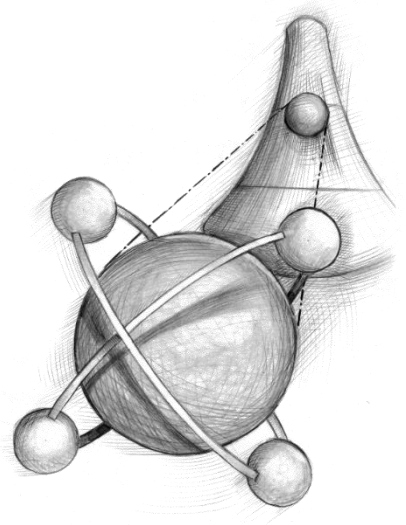
"Development of Western science is based on two great achievements, the invention of the formal logical system and the discovery of the possibility to find out casual relationships by systematic experiment.
- Albert Einstein

Key Principles

1. Testing validates artful expression.

2. Testing is not a random event; it is a sequenced process.

3. The testing process leads to pattern recognition which leads to customer wisdom.



From *The Marketer as Philosopher*
Reflection Number 38

Experiment: Background

Experiment ID: *TP11334*
Record Location: MECLABS Research Library
Research Partner: *VolunteerMatch*

Background: A non-profit organization that offers a variety of online services to support a community of nonprofit, volunteer and business leaders committed to civic engagement.

Goal: To understand the most effective approach to inspiring action (clicks) after someone learns about the product.

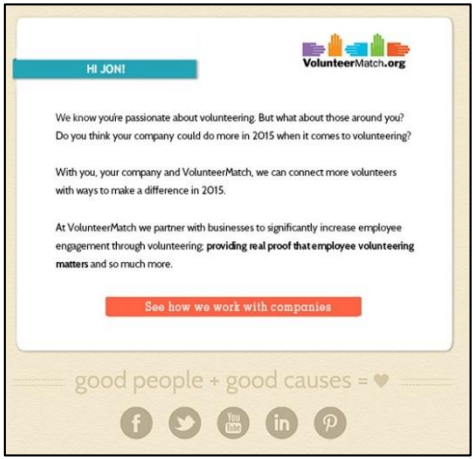
Primary Research Question: Which call-to-action variable cluster will achieve the highest total click-through rate?

Approach: A/B Multi-factorial split test

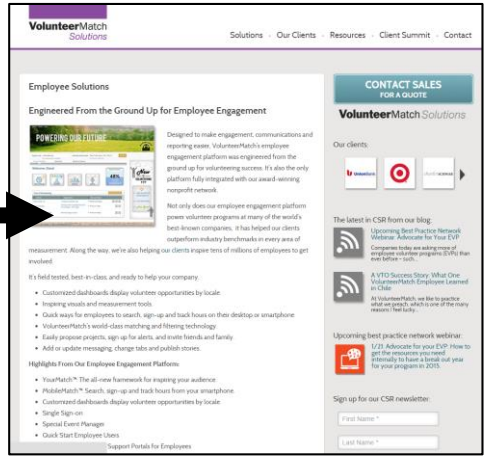
Experiment: Background

- **In the first VolunteerMatch test**, we wanted to try and discover if the emphasis on “Network” would draw the most people into a conversation about the corporate solutions product.

Email Test



Call-to-action Test

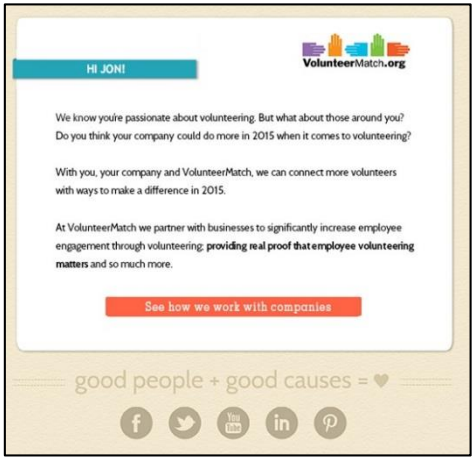


#SherpaEmail

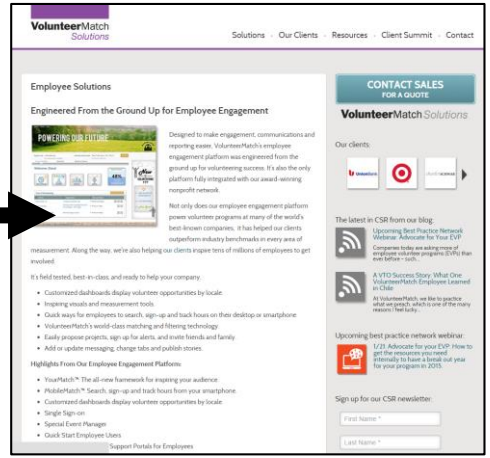
Experiment: Background

- **In a second VolunteerMatch test**, we wanted to understand the most effective approach to inspiring action (clicks) **after** someone responds to the email and learns about the product.

Email Test



Call-to-action Test



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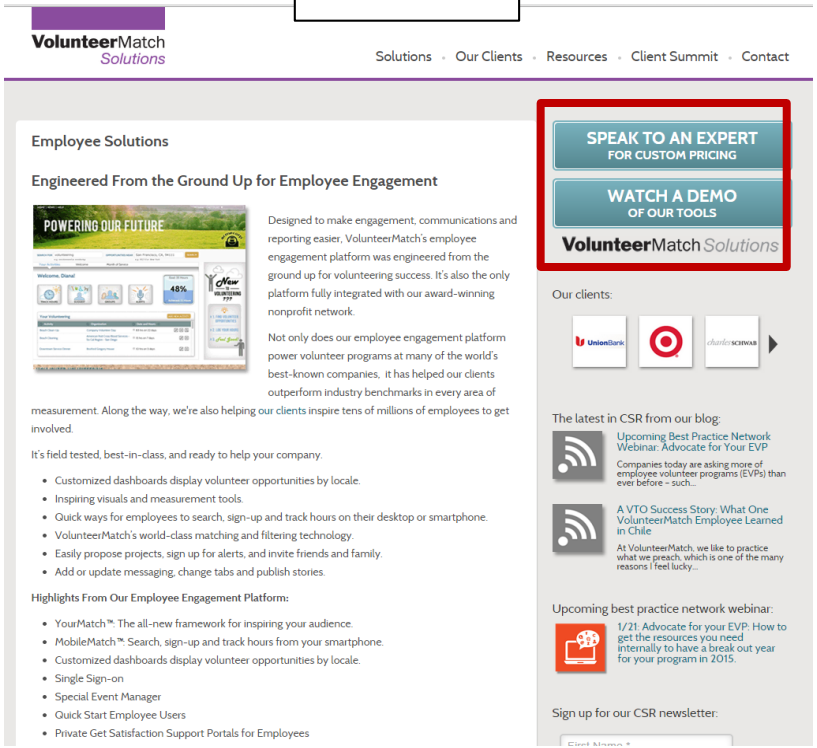
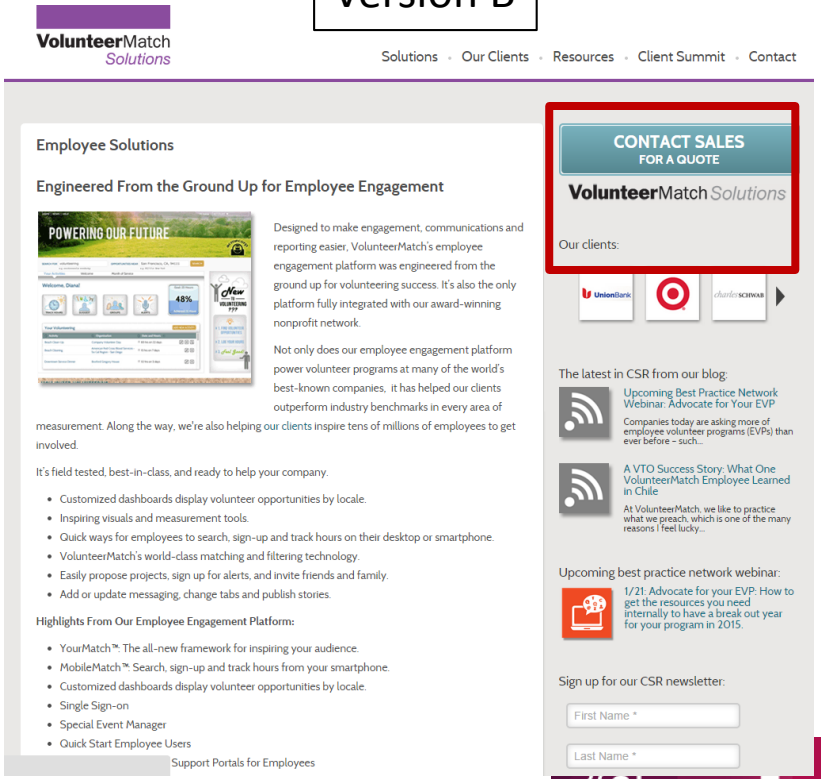
PRINCIPLE
3

Experiment: Side-by-Side

Version A



Version B



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Experiment: Treatments

Version A

Version B

Which call-to-action cluster produced the highest click rate?

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Experiment: Results

291% Rel. Increase in Clickthrough

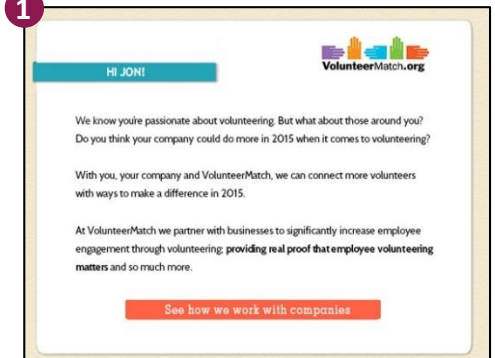
Focus	Clickthrough Rate	Relative Difference
Version A – Multiple calls-to-action	**11.8%**	**291.4%**
Version B – Single call-to-action	3.0%	--

Experiment: Interpretation

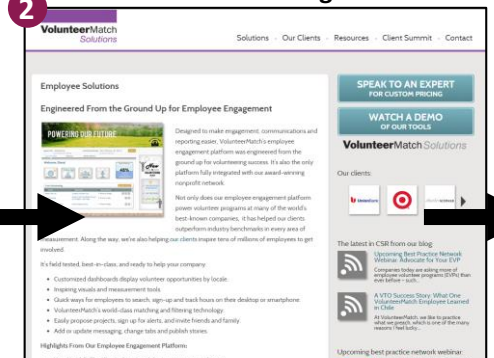
What we learned:

1. After using our **intuition to develop our hypotheses**, we discovered the best mental levers.
2. Next, we used **science to discover the most effective CTA's**.
3. Now we to **apply these learnings** to another opportunity for the organization.

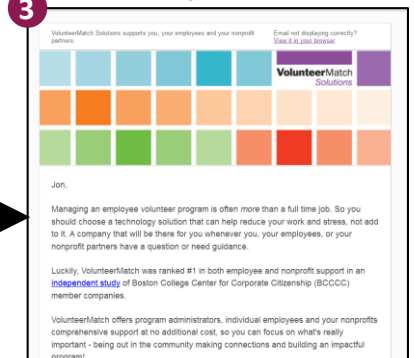
Email Test
Volunteers List



Call-to-action Test
Information Page



Live Test
Companies List



Key Takeaways

1. Connect each test to each other in the form of a design of experiments.

2. Implement a process by which an additional analysis of each test to determine other customer insights that lie beneath the surface of your original experiment. (get wording right)

3. In spite of the intense demands on your team, set aside specific reflection time where they can think more deeply about the implications of their experiments. Stimulate them with “why” questions that get beneath the “how” questions.

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