



2008 Email Marketing Days
September 7-9 Philadelphia, PA



Creating Effective HTML Email Campaigns

This event is being recorded.

You will receive a copy of the audio/video at the end of the presentation.

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About Listrak

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The
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HEALTH



RBS
The Royal Bank of Scotland Group



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In the Email Marketing World Content is Still King

- **Low-cost method for growing brand presence**
- **For many consumers it is the primary source of information from a brand**
- **Copy can be dynamic and extremely relevant when tied to database of profile information**
- **It is personal communication**
- **HTML creative can be compelling & interactive**

Challenges with Email Content

- **Deliverability**
 - Where are your messages going?
- **Relevancy**
 - Are you telling your recipients what they want to know?
- **Rendering**
 - What do your messages look like when they arrive?

Content Effects Deliverability

- **Messages can be blocked or sent to 'junk' folder based on content**
 - **Avoid over using certain words and phrases that are perceived as 'spammy'**
 - **Be cognizant of text-too-image ratio**
 - **Use standard colors and fonts**
 - **Avoid excessive use of all-caps and exclamation points**
 - **Provide a working unsubscribe mechanism to avoid complaints**
 - **Use a seed list or third-party to test deliverability**

Relevancy

- **Maintain relevance or risk losing the subscriber**
 - **Turn off the recipient and they will unsubscribe or worse yet, hit the 'this is spam' button**
 - **Complaints are a direct result of content that is not relevant and can have a detrimental impact on deliverability**
- **What you can do to keep content relevant**
 - **Utilize your existing database(s) to segment and profile your customers**
 - **Personalize your content**

Rendering Issues

- **HTML support varies across platforms and email clients**
- **Image blocking is now the default on over 60% of email clients**
- **Placement and design of call-to-action is crucial**
- **What works on a web page may not work in email**


HTML Content Design Tips and Tricks

Avoid CSS



CSS Layout In Web Browser





one to one

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SPECIAL EDITION MAY 2008

New CAN-SPAM Rules for 2008

The Federal Trade Commission has recently approved [revisions to the CAN-SPAM Act of 2003](#). These new rules take effect 45 days from the date of publication in the Federal Register, which will take place within the next several weeks. However, direct marketers should implement the changes in their email marketing procedures as soon as possible in order to ensure they remain compliant. If messages do not comply with these rules, the sender's company may be fined or charged with a criminal and civil offense.

The CAN-SPAM Act of 2003 called for unsolicited email campaigns to have several items in place in order for the message not to be labeled as spam. Even though the rules are in place for senders of unsolicited emails, permission-based email marketers that only send to recipients who have requested to receive their emails should also follow these rules. Legitimate marketers must do everything they can to distinguish and differentiate their emails from spam, and these rules help set them apart. Also, many subscribers are using the "Report Spam" button as the means of unsubscribing from a list.

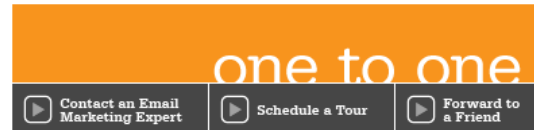
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Free Webinar
Creating Effective HTML Email Campaigns
May 28, 2008
1:00-2:00 EST

info@listrak.com | 701 S Broad Street | Lititz, PA 17543 | P: 717.627.4528 | F: 717.627.6087

As a valued customer, we greatly appreciate your time. Thank you for your continued attention to our company news. If you wish to be removed from our list, click [unsubscribe](#).

CSS Layout In Yahoo! Mail

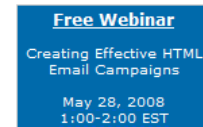


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CSS Layout In Windows Live Hotmail





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CSS Layout In Outlook 07





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CSS Layout In Gmail




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Fighting the Good Fight

The Email Standards Project **www.email-standards.org**



Targeting the Lowest Common Denominator

Stick to Basic HTML



Use Tables for Position & Structure

	
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Use Tables for Position & Structure

- Avoid rowspans or colspans
- Design for the preview pane: Use 600px width
- Be careful with nested tables
- Outlook 07 does not support background images in table cells
 - Use a Background color that works if image isn't seen

```
<td background="http://www.listrak.com/listrak.gif" bgcolor="#3366CC">
```

HTML Tips

- **Use proper and valid HTML - Close all tags**
- **Remove extraneous code such as meta tags and comments from the HTML**
- **Use <P> tags for alignment purposes**
- **Use

 tags to separate paragraphs**

Do Not Use

- **Form Elements**
- **Flash**
- **Embedded Media**
- **JavaScript, DHTML, ActiveX, ASP, PHP, etc.**
- **Frames**
- **Image Maps**



Video In Email



January 2008



WATCH THE LISTRAK VIDEO TOUR NOW!

CEO's Letter

Full Speed Ahead for 2008

We're off to a great start so far in 2008 with lots of exciting news to share. First and foremost, we have announced our Listrak Users' Conference to be held September 7 - 9 in Philadelphia, PA. Right now we're soliciting feedback from

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> [Schedule a Tour](#)

Recent White Papers

[Dynamic Content in Action - DiscountBeautyCenter.com Case Study](#)

Upcoming Events:

Dynamic Content Webinar
Dec. 16, 2008 • 1:00 pm EST

Don't miss this opportunity to learn how you can easily create targeted email campaigns using dynamic content to automate the segmentation process.

- Hitachi 500GB SATA Hard Drive
- OCZ 800Mhz PC6400 DDR2 Memory
- Sony 20x DVD Burner
- Mid Tower Ultra Aluminum case
- Ultra 1000Watt PSU

You can click here and add all these items to your cart in one-click – and with a total price of \$999.99 After rebate, you could be saving up to \$1000 off an already pre-configured system! You can pretty much get a top of the line system for half the price!



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▶ DAY TO NIGHT
▶ EVENING
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Body Tag

- The `<body>` tag may be stripped or ignored
- If you wish to fill the background with a color, add a table with a 100% width around your creative and repeat the bgcolor in the table cell

Images

- All images should be optimized .gif or .jpg formats preformatted in the correct size
- Make sure all images are posted online and contain the full URL, not just the local reference
- Apply height and width parameters to all images
- Apply alt tags to images

```

```


Images Turned Off Using alt Tags

The screenshot shows a Gmail interface from the early 2000s. The top bar includes the Gmail logo, search fields for mail and web, and links for search options and filters. The left sidebar contains navigation links for Compose Mail, Inbox (2), Starred, Chats, Sent Mail, Drafts, All Mail, Spam, Trash, and Contacts. The main inbox area displays an email from "Waterford.com" with the subject "Limited Edition Major League Gifts for Dad + FREE SHIPPING". The email content shows a green banner stating "Images are not displayed." with a link to "Display images below". Below this, there is a promotional message about Father's Day gifts. The right sidebar features a list of links for various products and services, including "Genuine Made in Perfect baseball", "Gift Idea Cast Iron Sale", "Funky I creative and gift", "Gifts For Top 5", "Baby St Organic Custom", "Fathers Simple Giving", and "Awesome Personalized".

Gmail by Google BETA

Search Mail Search the Web [Show search options](#) [Create a filter](#)

[Compose Mail](#)

Inbox (2)

Starred ☆
Chats
Sent Mail
Drafts
All Mail
Spam
Trash

Contacts

Quick Contacts
Search, add, or invite
Ross Kramer
Set status h...
Chat with your friends
Invite them to Gmail
joshjordan Invited
rkramer
Ross Kramer
Add contact Show all
Labels
Edit labels
Invite a friend

MY M&M'S® Business Gifts - [www.MYMM.com/Business](#) - Order Customized M&M'S® For Key ... Sponsored Link [Customize](#)

[Back to Inbox](#) Archive Report Spam Delete More actions... 1 of 6 Older

Limited Edition Major League Gifts for Dad + FREE SHIPPING [Inbox](#)

★ "Waterford.com" <waterford@waterford-crystal.com> to [show details](#) 10:17 am (2 minutes ago) [Reply](#)

Images are not displayed.
[Display images below](#) - [Always display images from waterford@waterford-crystal.com](#)

If you are not able to view the email below [click here](#).

To ensure delivery to your inbox, please add Waterford@uwusa.com to your address book.

Father's Day is June 15. These Limited Edition Major League Baseballs will sell fast, order one for your dad today. Right click to download images.

Shop By Product Shop By Collection Gift Ideas Business Ideas Weddings

Free Shipping use code: Dad2008* Forward to a friend

Your Dad Deserves a Major League Gift Shop Father's Day Gift Guide

[Genuine Made in Perfect baseball](#)
[Gift Idea Cast Iron Sale](#)
[Funky I creative and gift](#)
[Gifts For Top 5](#)
[Baby St Organic Custom](#)
[Fathers Simple Giving](#)
[Awesome Personalized](#)

Images

- Remember, by default, many email clients will turn images off
- Plan for this with a good balance of images and HTML text

Links

- **Make sure all links contain the full URL, not just the local reference**
- **Listrak Users - Use title tags on your links. Listrak reports use this title instead of the URL**
``
- **Click to check all links in your test sends**
- **Pay attention to URL query strings**

Fonts

- **Use basic HTML font tags**

`My text`

- **If you use CSS font formatting, use inline styles for best compatibility**
- **Make sure you do not use the same color text as the background essentially making the text invisible**

Content Tags

- **Check and verify personalization tags**
- **Check and verify dynamic content tags**

Pre-Header

- **Initial Text – Main offer, call to action, marketing message**
- **Browser link**
- **Address book addition request**
- **Avoid instruction overkill**

Pre-Header

[Introducing: The New Williams-Sonoma.com](#)

Add Williams-Sonoma@enews.williams-sonoma.com to your address book.
[View this email with images.](#)

WILLIAMS-SONOMA

SHOP NEW SALE

L.L.Bean - [Shop our Bayside Twills](#) for all the comfort without all of the wrinkles. Starting at \$29.95.

To ensure you continue receiving our newsletter, please add "LLBean@e.llbean.com" to your Address Book.

L.L.Bean GUARANTEED. You Have Our Word.®

[Send this email to a friend](#) [Gift Cards](#)

[Men's](#) [Women's](#) [Kids'](#) [Footwear](#) [Outdoor Gear](#) [Luggage](#) [Home](#) [Sale](#)


Content

- **Establish a clear call to action above the fold...
Within the top 300px.**
- **Buttons work! Don't be afraid to use them.**
- **Bulletproof button:**

Images Enabled

SHOP AND SAVE 25% ▶

Images Disabled

SHOP AND SAVE 25% 

Content

- **Make sure your branding settings are set up correctly so that the tracking URLs are your own branded domain and not the default shared domain**
- **Link to documents rather than attach them**

Footer

- **Physical address**
- **Unsubscribe link**
- **Pass-along link**

Dreamweaver Specific Tips

- **Start by adding a basic font tag to the code rather than using the properties area to format**
- **To color links without CSS, make sure the font tag is inside the link tag:**

```
<a href="http://www.listrak.com"><font color="#006699">My Link</font></a>
```

- **Be sure to wrap bulleted lists with font tag**

[Omaha Steaks](#)

FREE Shipping and 54% Savings - Perfect for Dad!

Having trouble viewing this email? [Click Here.](#)

To ensure receipt of our online mailings, please add
OmahaSteaks@offer.omahasteaks.com to your Address Book.

[SHOP](#) | [OVERSTOCKS](#) | [GIFTS](#)



PREMIUM HEARTLAND QUALITY
OMAHA STEAKS®
SINCE 1917

FREE
& **Shipping**
up to 54% Savings!

For 3 Days Only! SAVE up to 54% on a variety of great grilling assortments PLUS you'll get FREE Shipping!

START SHOPPING

Offer expires 5/29/08 or while supplies last

Thanks Dad
Father's Day is Sunday, June 15th

Prefer to order by phone? Call 1.800.960.8400 & mention coupon code RW7550

Share your secret! Do you know someone who fancies fine food? Send them a copy of this email so they can enjoy gourmet Omaha Steaks at great savings, too.

To be removed from this list, you may use one of the following options:

- 1) [Click here](#), to be removed electronically
- 2) Call Customer Service at 1.800.329.6500
- 3) Mail a request via the postal service to:
OmahaSteaks.com
10909 John Galt Blvd
P.O. Box 3300, Omaha, NE 68103

www.listrak.com 717.627.4528


listrak™





Omaha Steaks

FREE Shipping and 54% Savings - Perfect for Dad!

To ensure receipt of our online mailings, please add
OmahaSteaks@offer.omahasteaks.com to your Address Book.

Having trouble viewing this email? [Click Here](#).

[SHOP](#) | [OVERSTOCKS](#) | [GIFTS](#)

 FREE Shipping and up to 54% Savings from Omaha Steaks®!	 Thanks Dad! Father's Day is Sunday, June 15th.
 For 3 Days Only! SAVE up to 54% on a variety of great grilling assortments PLUS you'll get FREE Shipping!	
 START SHOPPING	
<i>Offer expires 5/29/08 or while supplies last</i>	
Prefer to order by phone? Call 1.800.960.8400 & mention coupon code RW7550	

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OmahaSteaks.com
10909 John Galt Blvd
P.O. Box 3300, Omaha, NE 68103

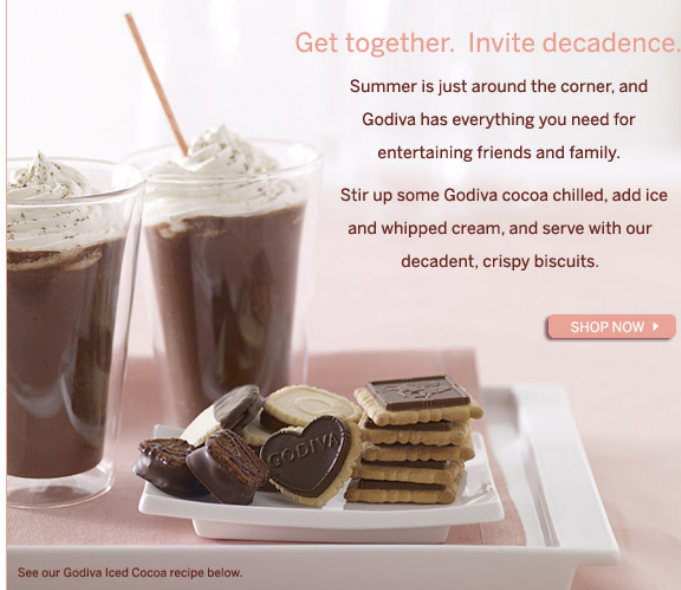
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Chocolatier

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BISCUITS, COFFEE & COCOA COLLECTION



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Stir up some Godiva cocoa chilled, add ice and whipped cream, and serve with our decadent, crispy biscuits.

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Chocolate favors by Godiva make an elegant impression at weddings, graduations, luncheons, and other celebratory events and gatherings.

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[ORDER BY PHONE: 1-800-9GODIVA](#)

[LOCATE A BOUTIQUE ▶](#)

GODIVA ICED COCOA RECIPE:









Heat 8 oz. of milk in a saucepan or microwave-safe mug until hot, not boiling. Add entire contents of two Godiva Hot Cocoa packets, or six tablespoons from a Godiva Hot Cocoa canister (use more or less to taste), and stir. Add ice cubes and top with whipped cream, if desired. Serve chilled and enjoy.

Godiva Chocolatier is contacting you because you have requested to receive updates about new products, events, and special offers.

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www.godiva.com | 1-800-9GODIVA | letters@godiva.com

Shop our Biscuits, Coffee, and Cocoa collection. To ensure delivery of Godiva emails to your inbox, please add godiva@email.godiva.com to your Address Book. To view this email in your web browser, [click here](#).

 Godiva Chocolatier - www.godiva.com - Entertaining with Godiva. Biscuits, Coffee, and Cocoa Collection	
 Get together. Invite decadence.	 Summer is just around the corner, and Godiva has everything you need for entertaining friends and family. Stir up some Godiva cocoa chilled, add ice and whipped cream, and serve with our decadent, crispy biscuits. Click here to shop now.
 See our Godiva Iced Cocoa Recipe below.	
 Wedding and Party Favors Collection. Chocolate favors by Godiva make an elegant impression at weddings, graduations, luncheons, and other celebratory events and gatherings.	 Choose from our 2pc or 4pc gold, white, or truffle favors, or our couture, tiered-cake favors designed by Sylvia Weinstock. Click here to shop now.
 Click here to shop online at www.godiva.com. Order by phone: 1-800-9GODIVA.	 Click here to Locate a Boutique near you.

GODIVA ICED COCOA RECIPE:

Heat 8 oz. of milk in a saucepan or microwave-safe mug until hot, not boiling. Add entire contents of two Godiva Hot Cocoa packets, or six tablespoons from a Godiva Hot Cocoa canister (use more or less to taste), and stir. Add ice cubes and top with whipped cream, if desired.
Serve chilled and enjoy.

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www.godiva.com | 1-800-9GODIVA | letters@godiva.com

Final Review

- **HTML – Keep It Simple**
- **Design – Clear Call To Action**
- **Balance Images and HTML text**
- **Follow CAN Spam regulations**
- **Test, Test, Test!**



Testing Content for Rendering

- **Know your audience**
- **B-to-B**
 - Email clients such as Outlook, Entourage, Lotus Notes
 - Content filtering technologies (Brightmail, Postini, MX Logic, etc.)
- **B-to-C**
 - Personal email clients (Outlook Express, Thunderbird)
 - Web-based mailbox providers (AOL, Yahoo, Gmail, etc)

Testing Content Cont'd

- **Test every link and image**
- **If you make the slightest edit – retest**
- **Utilize the built-in features provided by your ESP**
 - **Listrak has Spam Score feature available to all account levels**
 - **Enterprise level account includes integration with Return Path's Sender Score Suite**

Using Seed Lists for Testing

- **Build your own**
 - **Pro: Inexpensive**
 - **Con: Time-intensive manual process**
- **Use a third-party provider such as Return Path or Pivotal Veracity**
 - **Pro: One-step process with access to many email clients and content filtering technologies.**
 - **Con: Cost**

Example of Return Path's Campaign Preview Tool

With Images Turned On

[Generate Rendering Report \(PDF\)](#)



Earthlink
Spam Blocker Off



Gmail



Lotus Notes 6.5.4

Campaign Preview with Images Off


With Images Turned Off

[List of Messages](#) > Message Details


Message Received	Subject
05/15/2008 14:39:26	TEST: Complimentary Gas

Email Rendering	Rendering Reports	Content Assessment	Spam Filter Check	Message Source
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Settings: ▼



AOL 9
Spam Controls Off



Gmail



Outlook 2003
Junk Email Low

Campaign Preview Spam Filter Check







Email Rendering | Rendering Reports | Content Assessment | **Spam Filter Check** | Messages

Results





Filters Passed
91%

SpamAssassin Score
4.3
[What does this mean?](#)


Desktop Client Filters

Filter	Setting	Reasons
 McAfee SpamKiller 5.1	High	
 McAfee Security Center 2008	Default	1 reason
 Norton AntiSpam 2005	Medium	1 reason
 Norton Internet Security 2008	Default	
 Outlook 2003	Low	
 Outlook 2007	Default	

Server Filters

Filter	Setting	Reasons
 BrightMail	Default	
 MessageLabs	Default	8 reasons
 Postini	Default	
 SpamAssassin 3.1	Default	7 reasons

Gateway Filters

Filter	Setting	Reasons
 IronPort	Default	

Testing Effectiveness

- **A/B (split) Tests**
- **Multi-Variant Tests**
- **Subject Line Tests**
 - **Key words**
 - **Length**
- **Content Design Tests**
 - **Offers**
 - **Call to action design and placement**

Determining Effectiveness

- **Open and read rates are no longer the standard for success**
- **Click rates and conversion rates tell the better story**
- **Need to tie all channels together to email to properly attribute email marketing reach**
- **Evaluate results and modify strategy as needed**

Conclusion

- **Pay heed to your content**
- **Use best practices**
- **Know your audience**
- **Test, test and re-test**
- **Understand your performance metrics and know how to act on them**

Upcoming Webinar

List Management Strategies for Email Marketers

June 24, 2008 1:00-2:00 EST

<http://www.listrak.com/webinar/List-Management.asp>

2008 Email Marketing Days

- Keynote – David Daniels, JupiterResearch
- 3 session tracks
- 2 networking events
- Personalized one-to-one sessions with industry experts
- Guest Speaker – Chad White, eec
 - Email Design & Rendering Strategies
 - All attendees will receive a free copy of Chad's book
Retail Email Rendering Benchmark Report
\$200 value

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