

The Science of Email Marketing

Inbox infiltration.

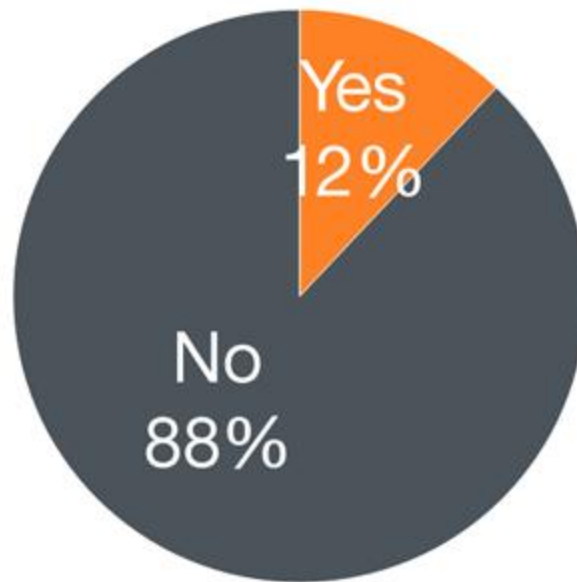


Dan Zarrella
Social Media Scientist



Science:

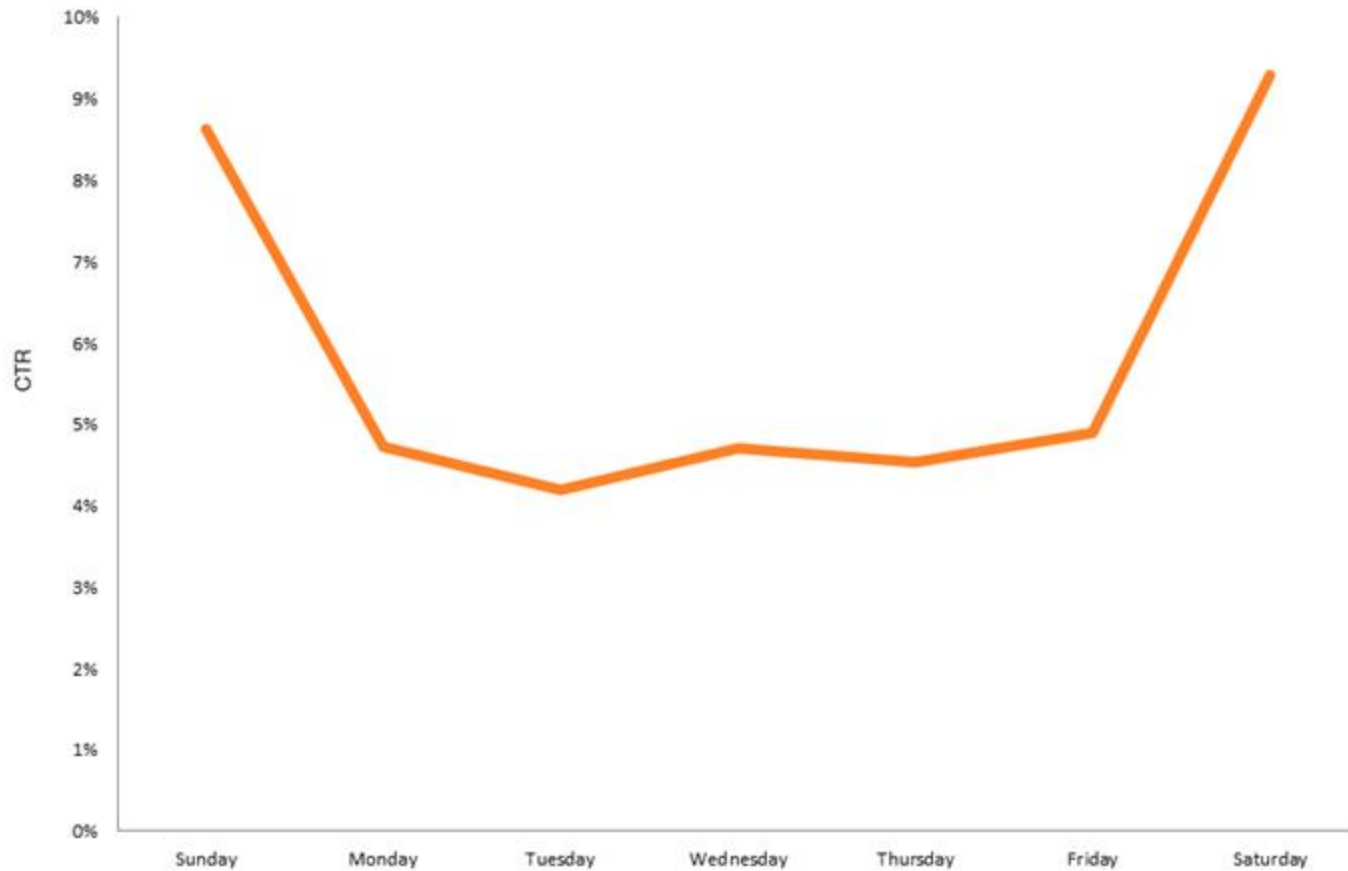
Do you use separate work and personal inboxes?



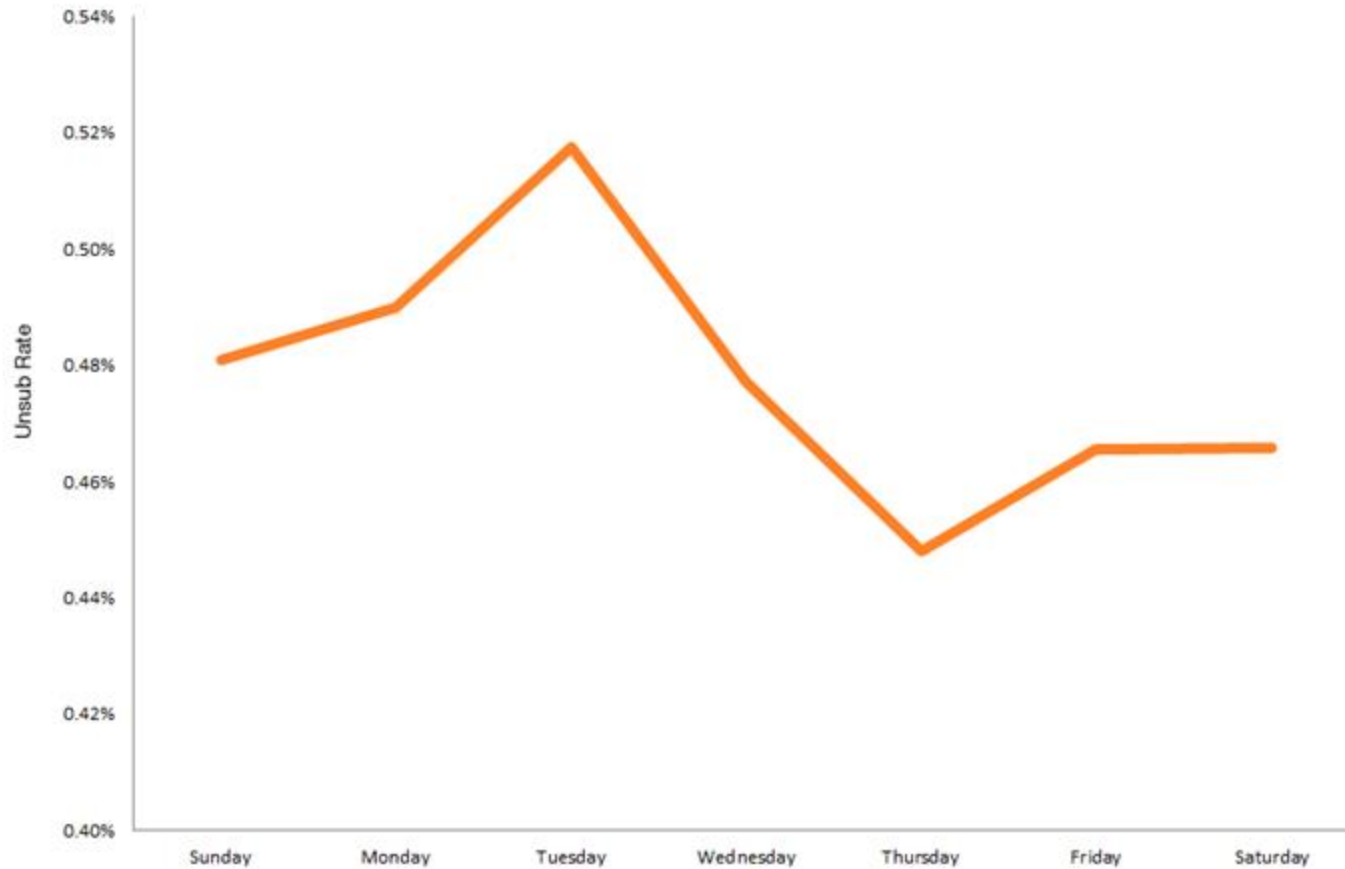
Timing



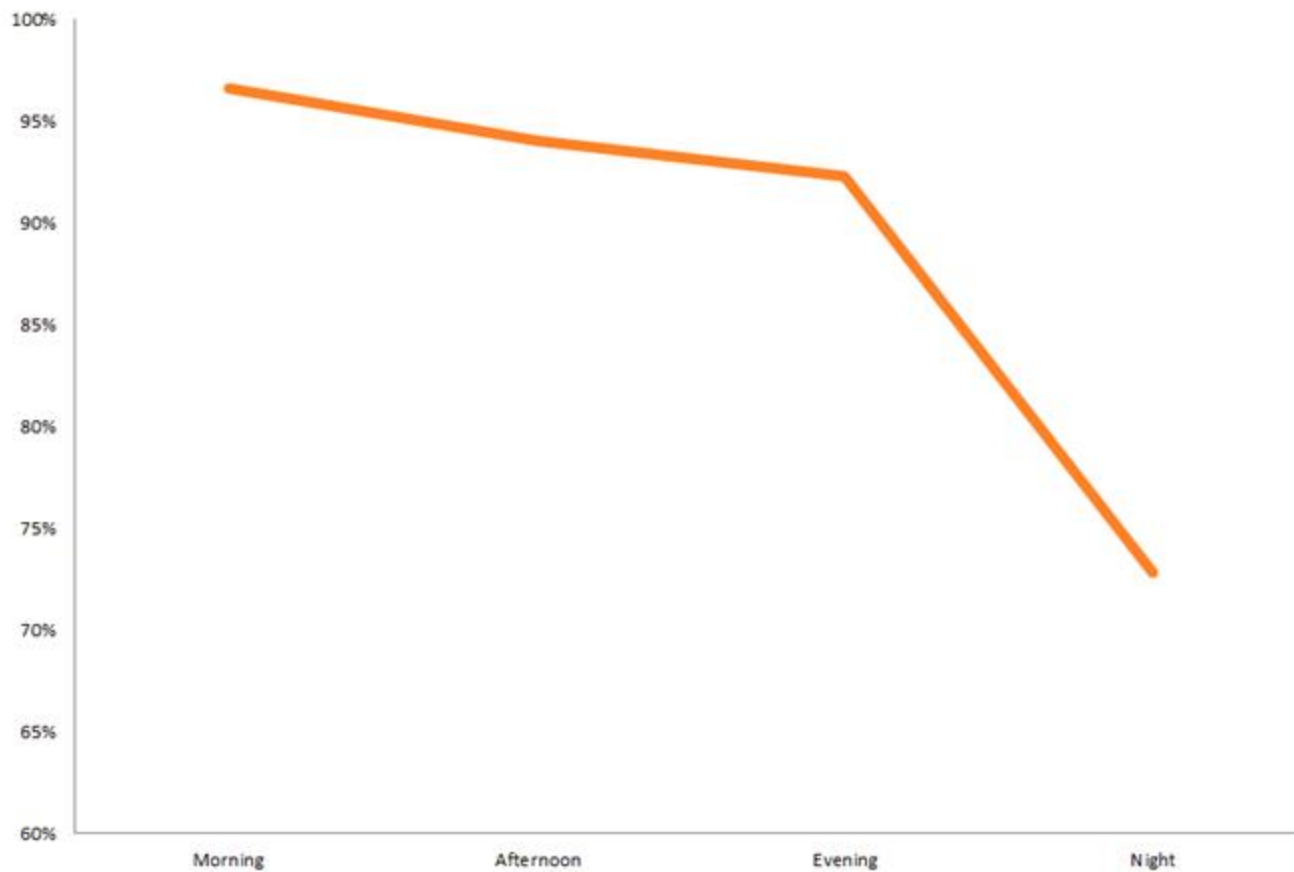
Effect of Day-of-Week on Clickthrough Rate



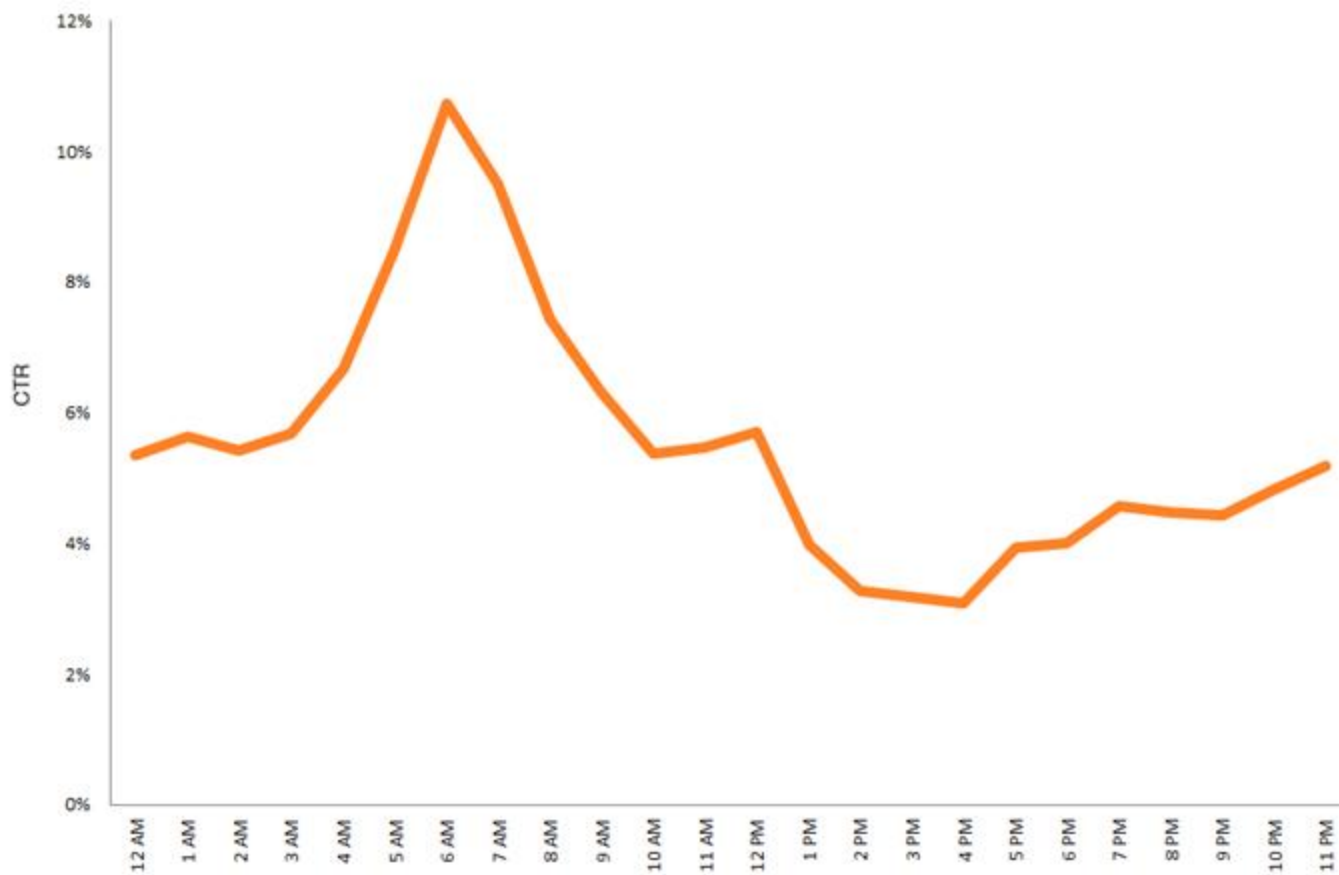
Effect of Day-of-Week on Unsub Rate



When Users Report Reading Email



Effect of Time-of-Day on Clickthrough Rate



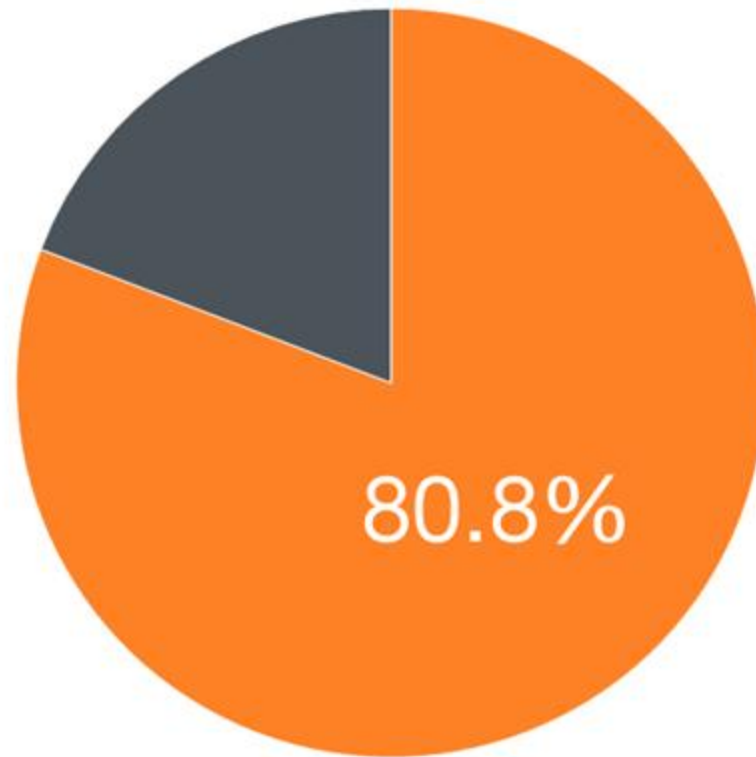
Effect of Time-of-Day on Unsub Rate



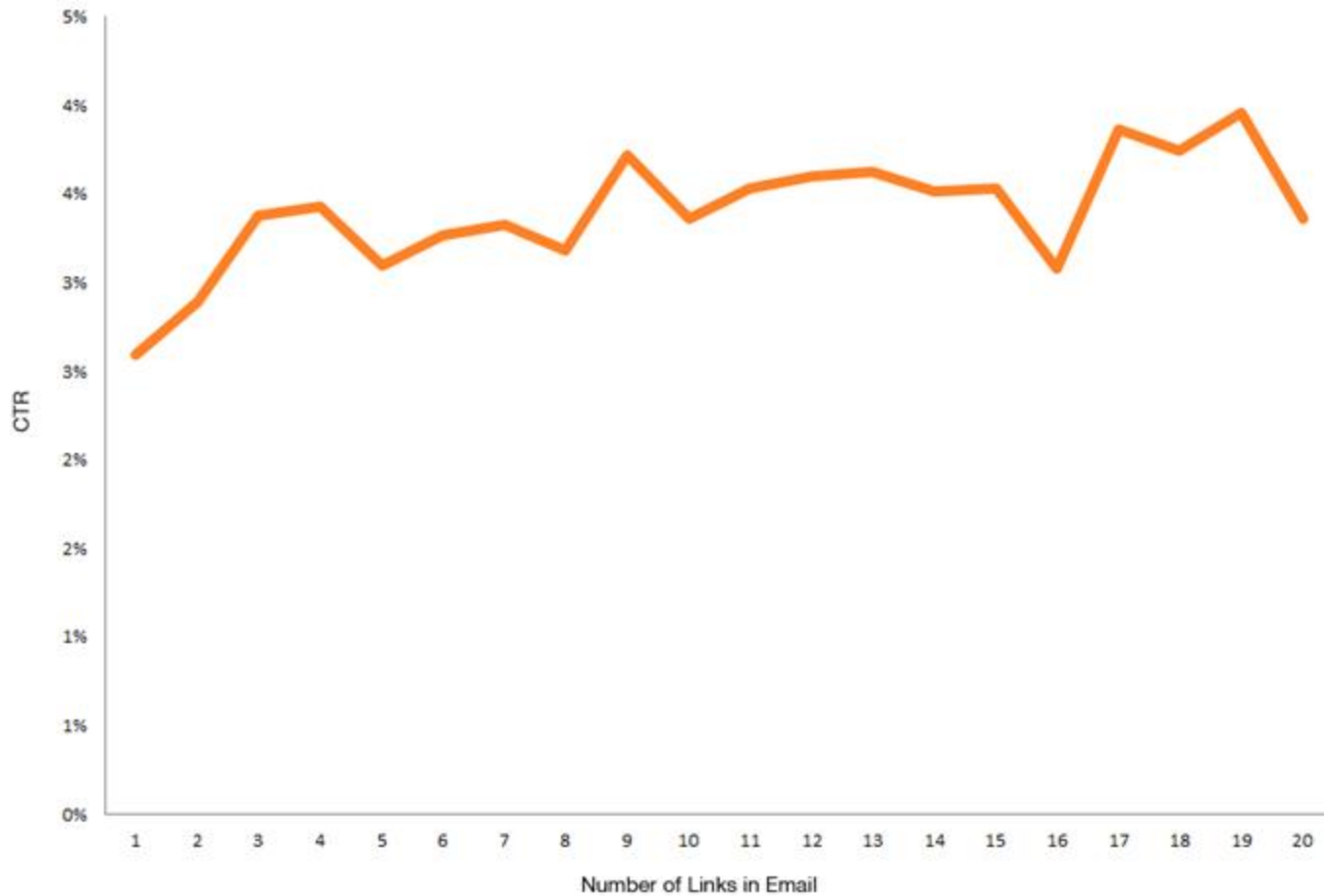
A woman with dark hair tied back is shown in profile, looking thoughtful with her hand to her chin. A large thought bubble is drawn above her head, containing a simple line drawing of an envelope. The background is a dark green chalkboard. The word 'Content' is written in white, bold, sans-serif font across the middle of the image.

Content

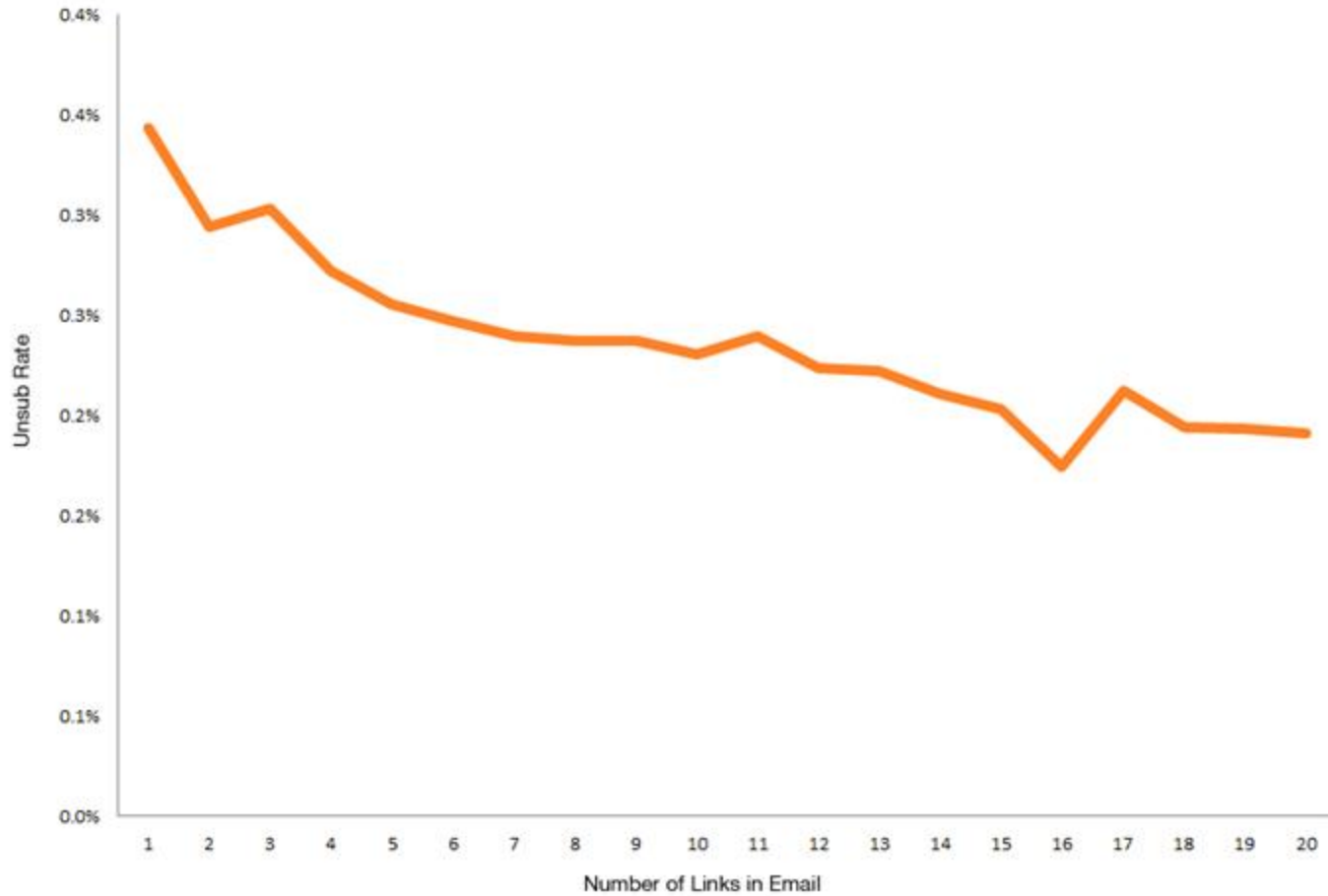
Most Users Report Reading Email on Mobile Devices



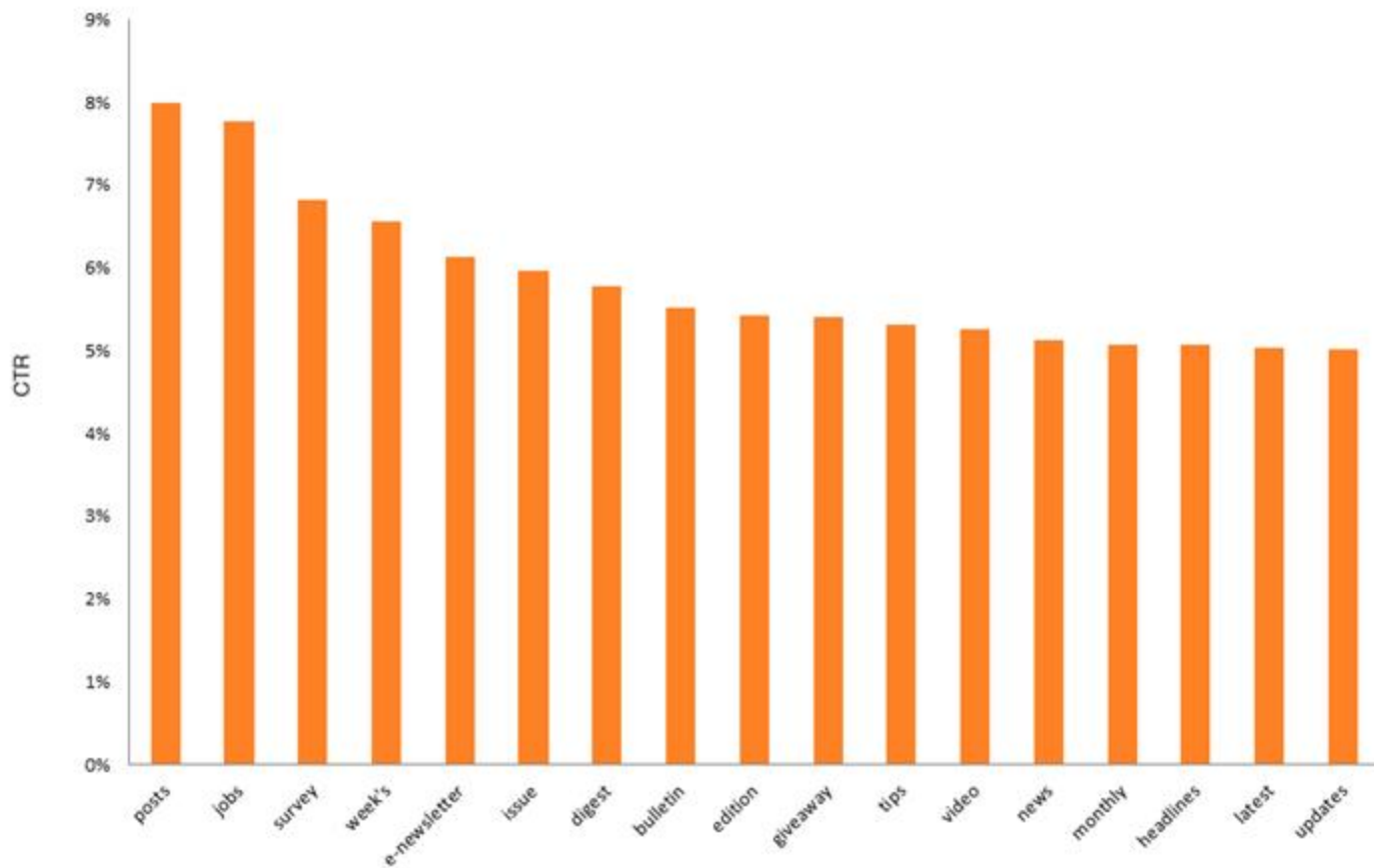
Effect of Number of Links on Clickthrough Rate



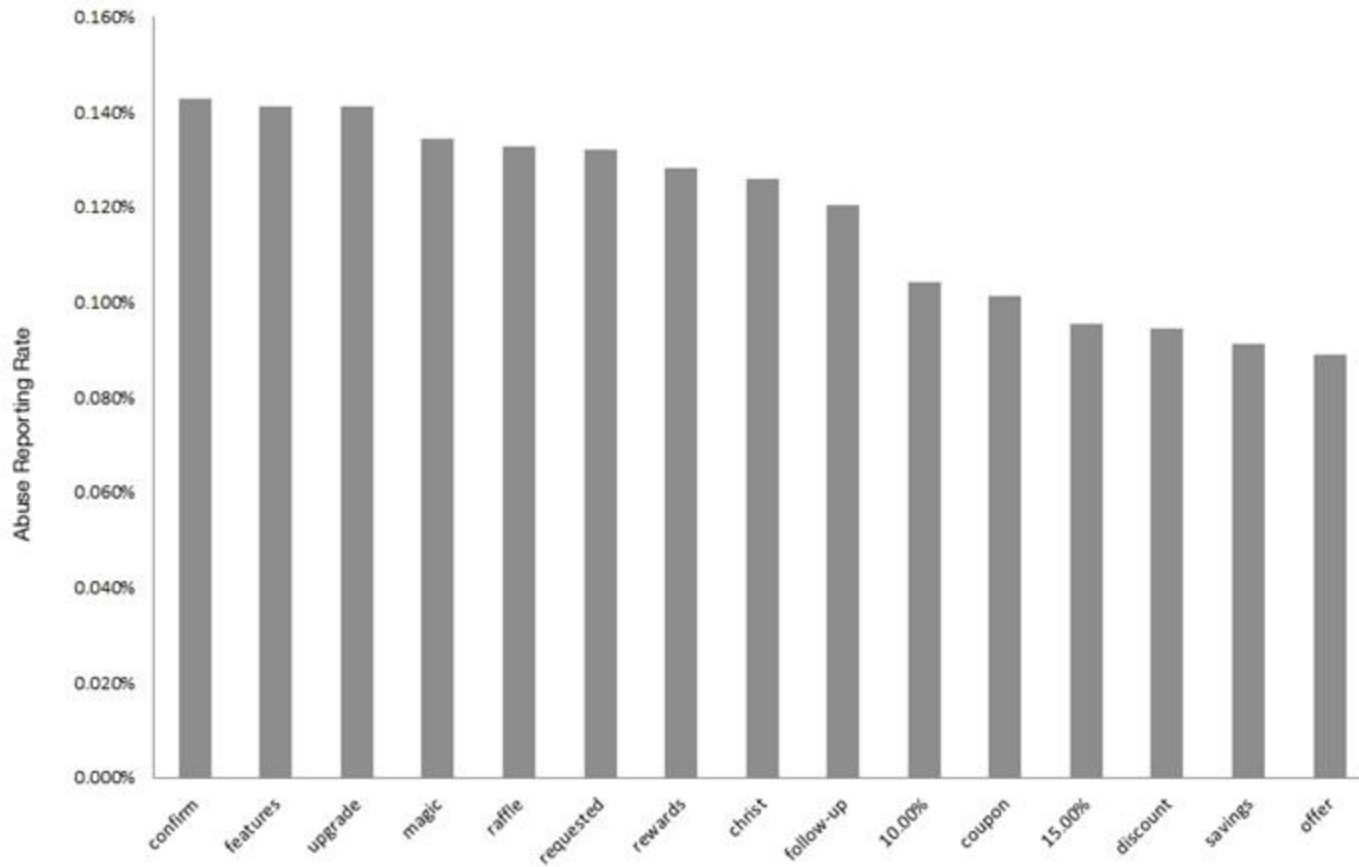
Effect of Number of Links on Unsub Rate



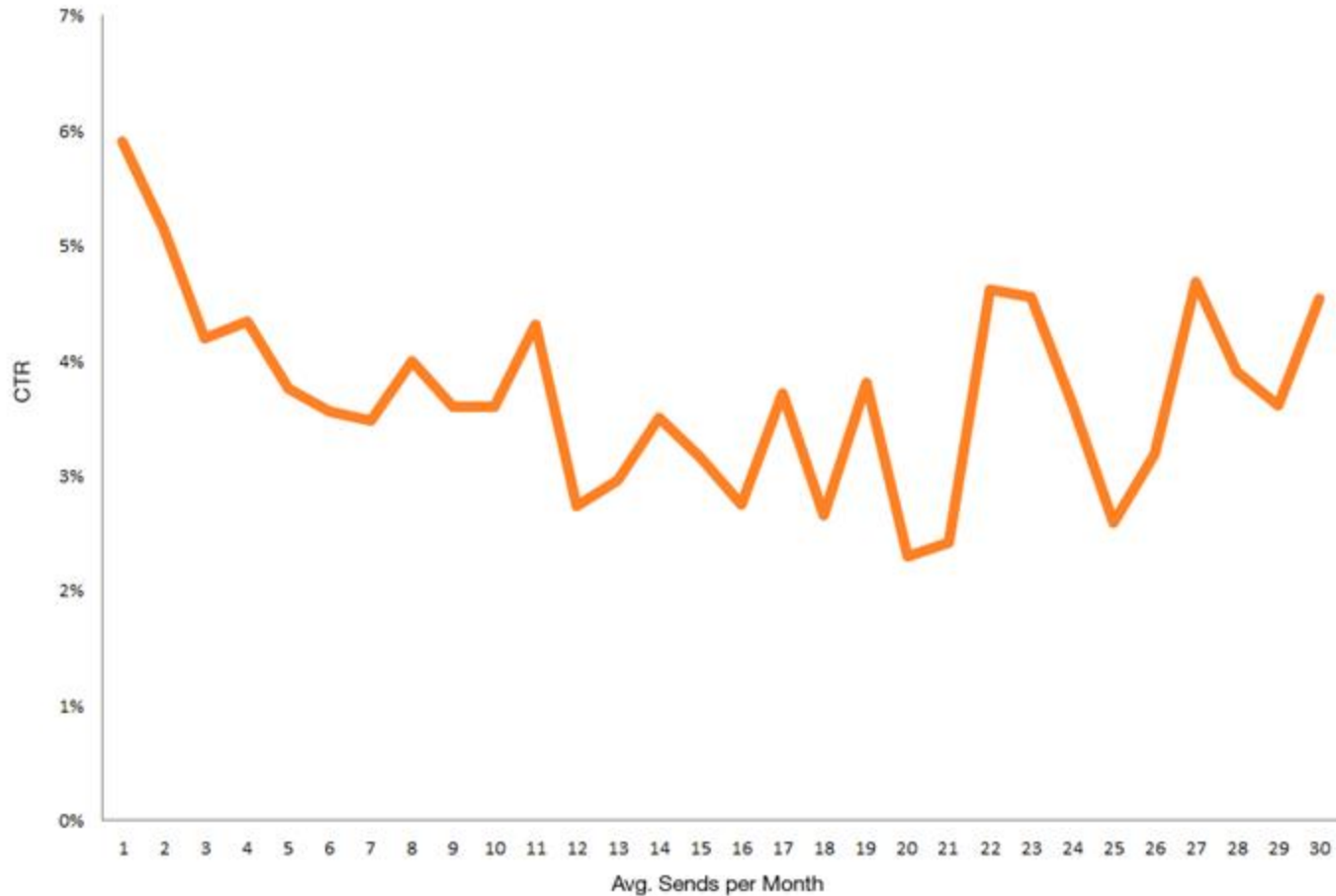
Most Clicked Subject Line Words



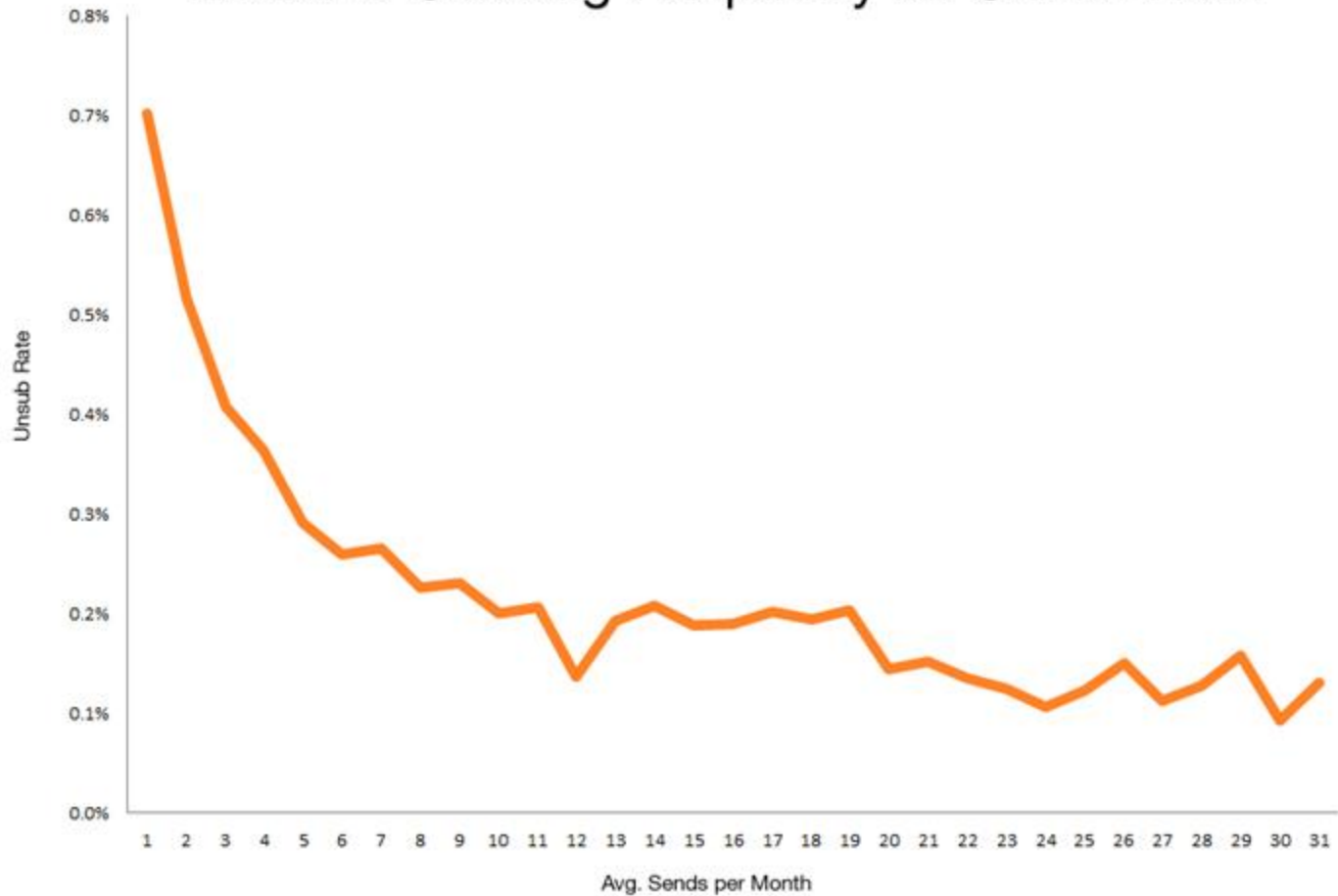
Most Abuse Reported Subject Line Words



Effect of Sending Frequency on Clickthrough Rate



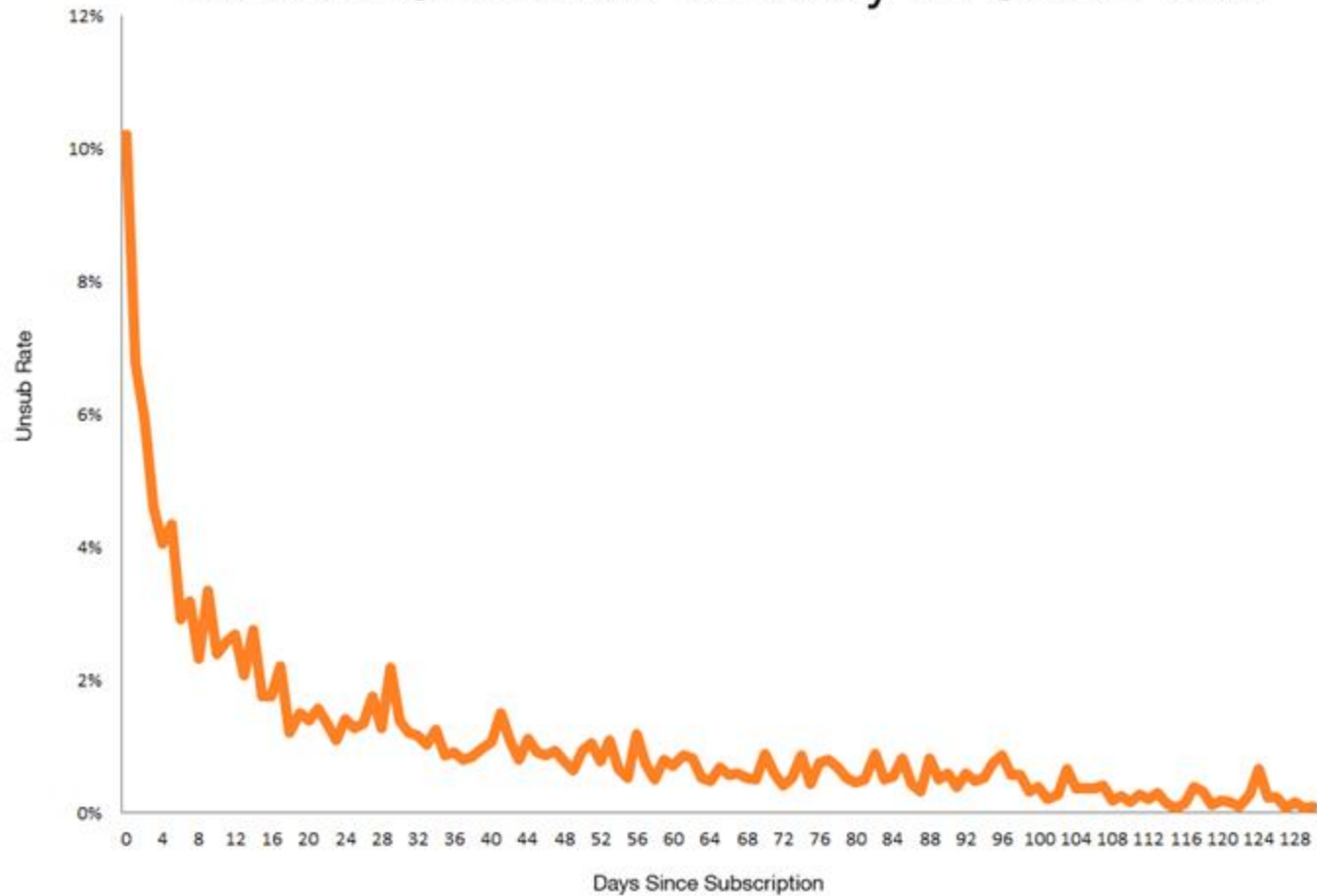
Effect of Sending Frequency on Unsub Rate



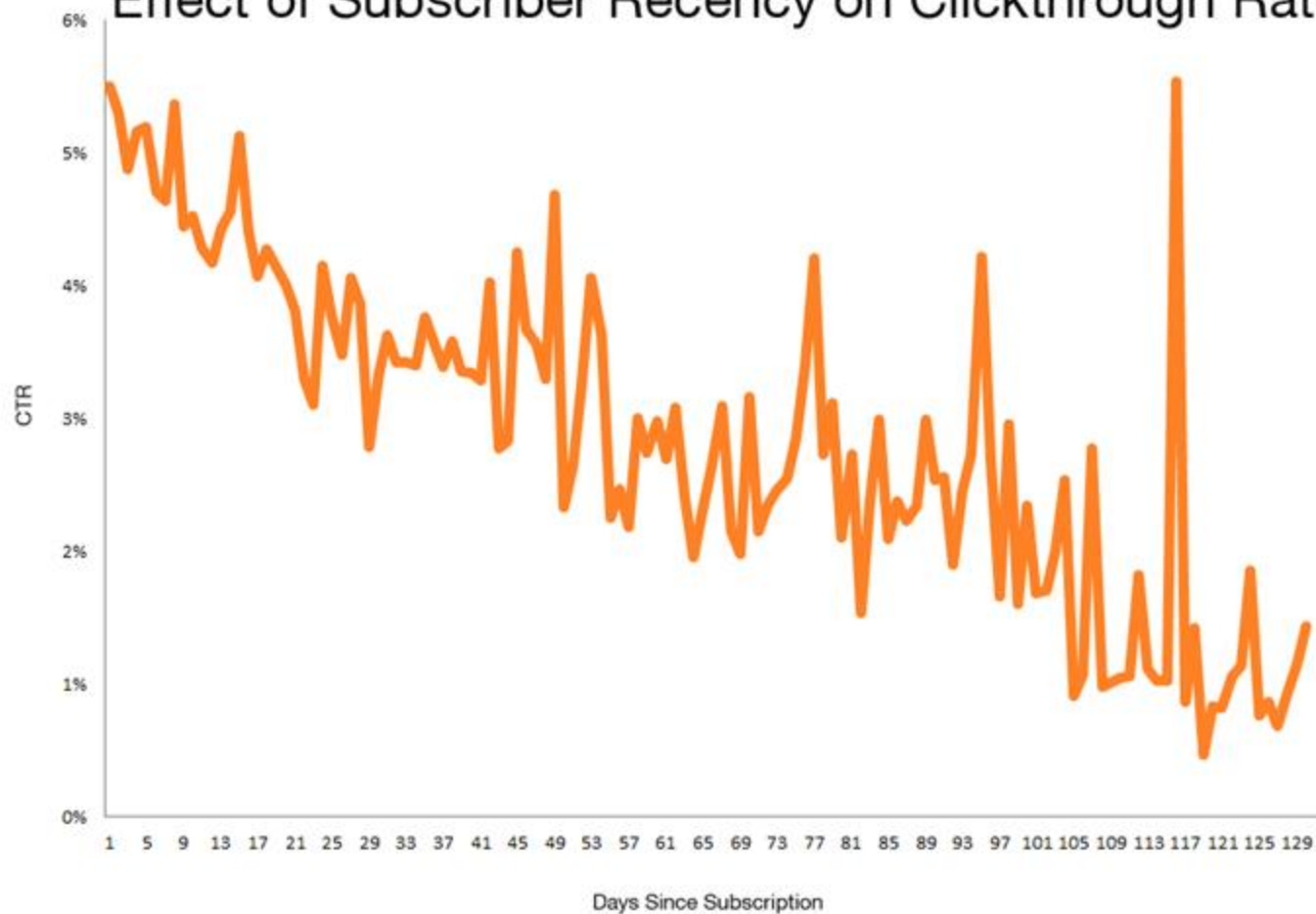
A woman with her hair pulled back is sitting at a dark wooden desk. She is wearing a dark, ribbed, long-sleeved shirt. Her right hand is resting on her forehead, and she is looking upwards and to the left with a thoughtful or concerned expression. On the desk in front of her, a pair of black-rimmed glasses is on the left, and a wooden hourglass is on the right. The background is a plain, light-colored wall. A dark grey horizontal band is overlaid across the middle of the image, containing the word "Expectations" in white text.

Expectations

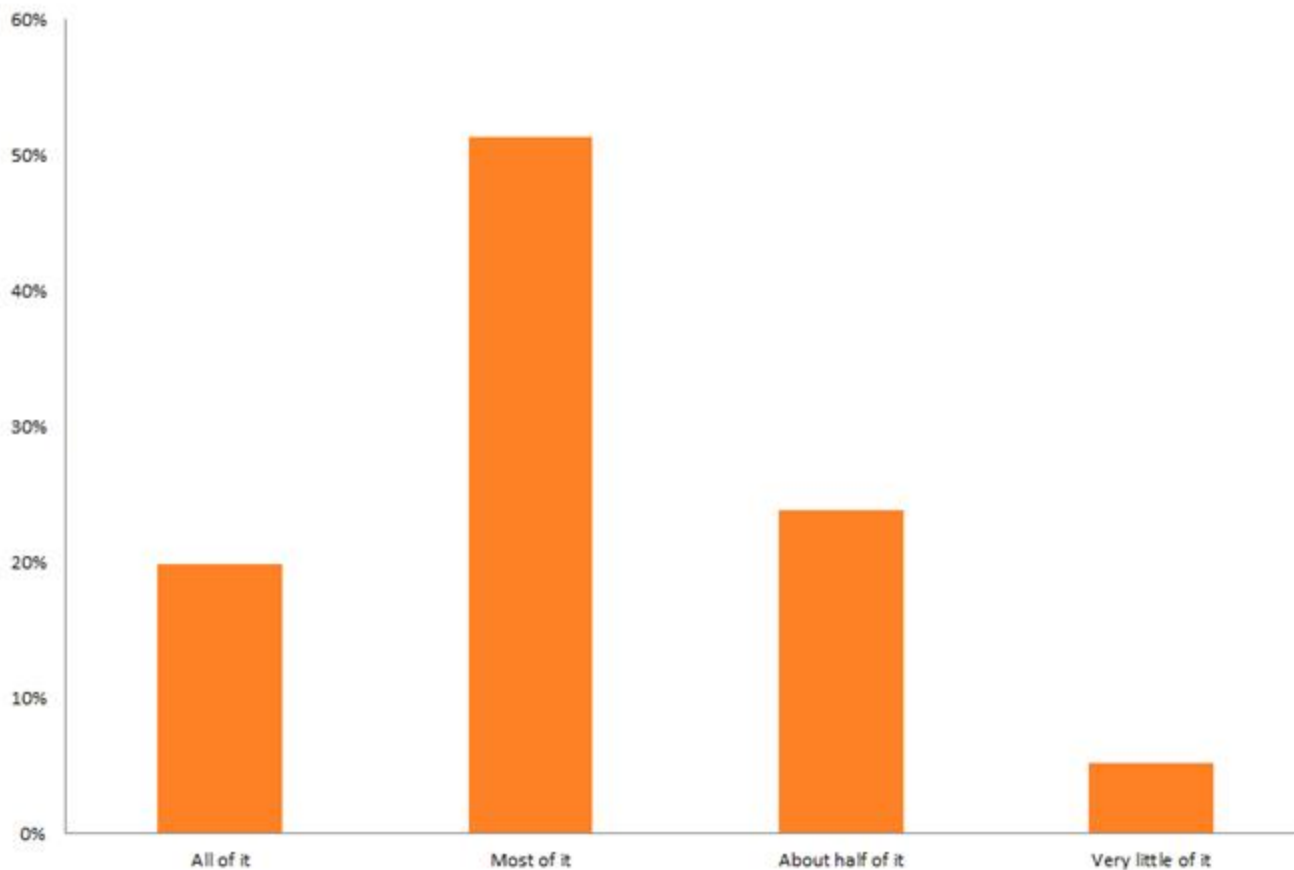
Effect of Subscriber Recency on Unsub Rate



Effect of Subscriber Recency on Clickthrough Rate



How much of your email do you read?

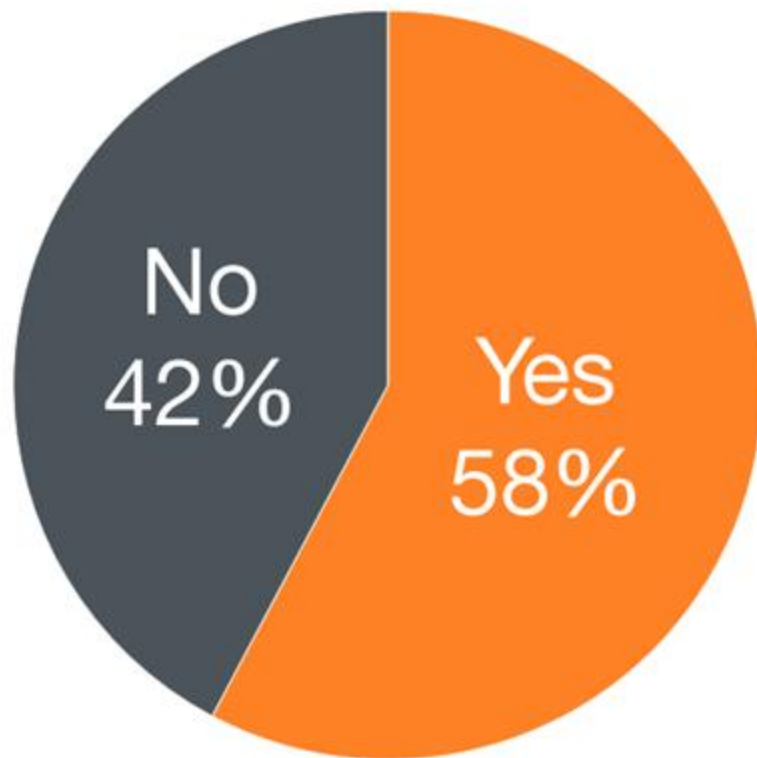




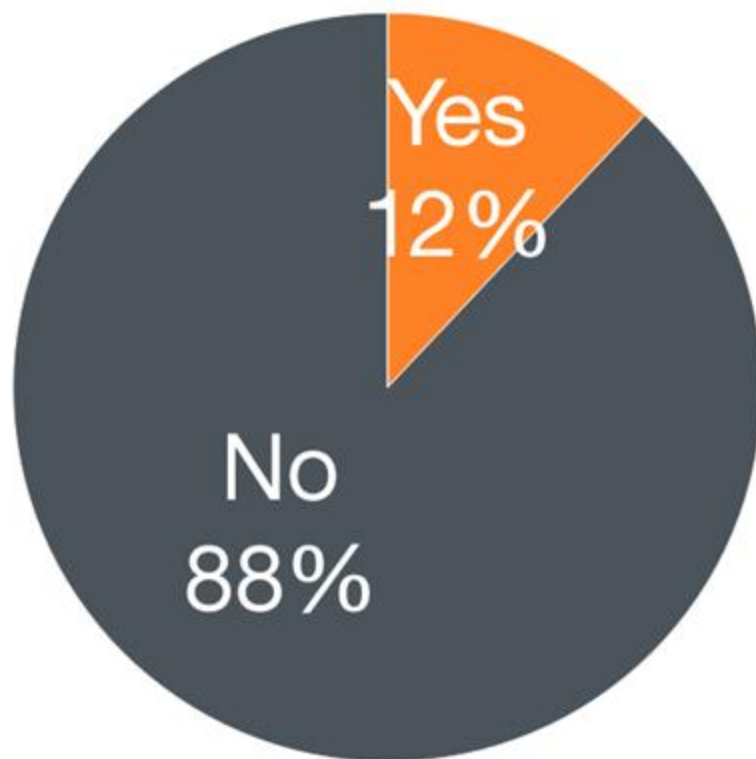
Multiple Inboxes



Do you use a separate junk inbox?



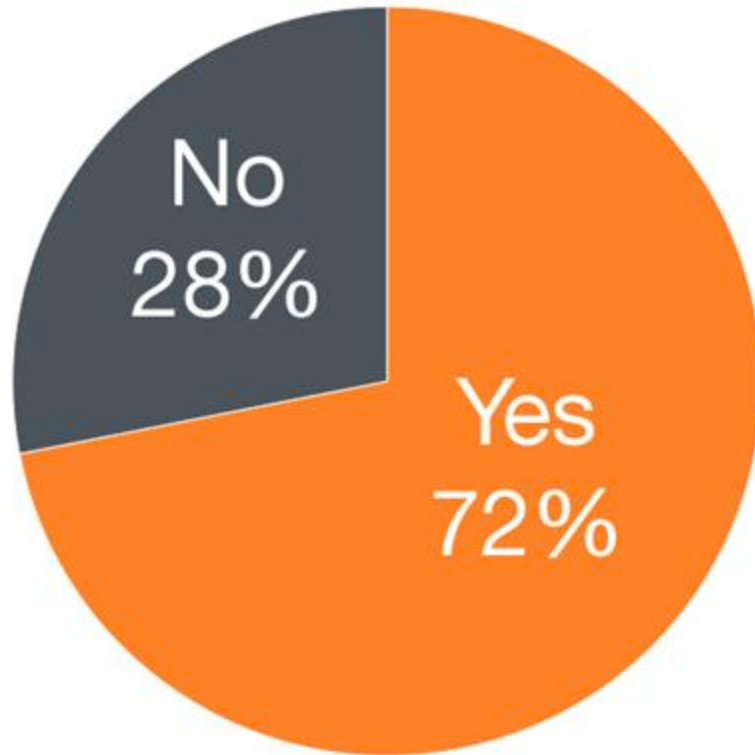
Do you use separate work and personal inboxes?



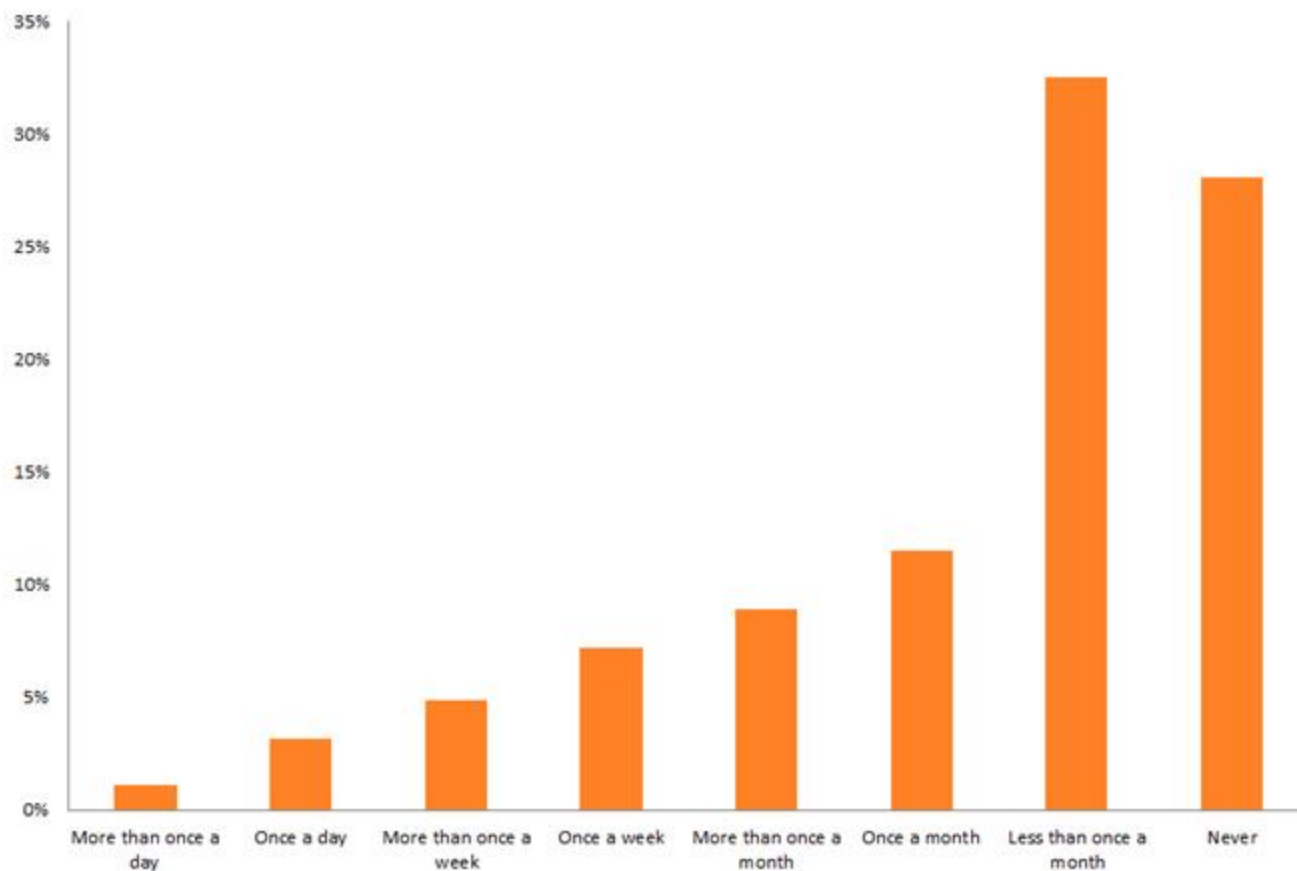
A blue recycling bin with a black lid and a recycling symbol, set against a blue sky and green grass. The bin has the text "ALUMINUM ONLY" and a recycling symbol on its side. The background is a clear blue sky with some light clouds, and the foreground is a field of green grass.

The Junk Inbox

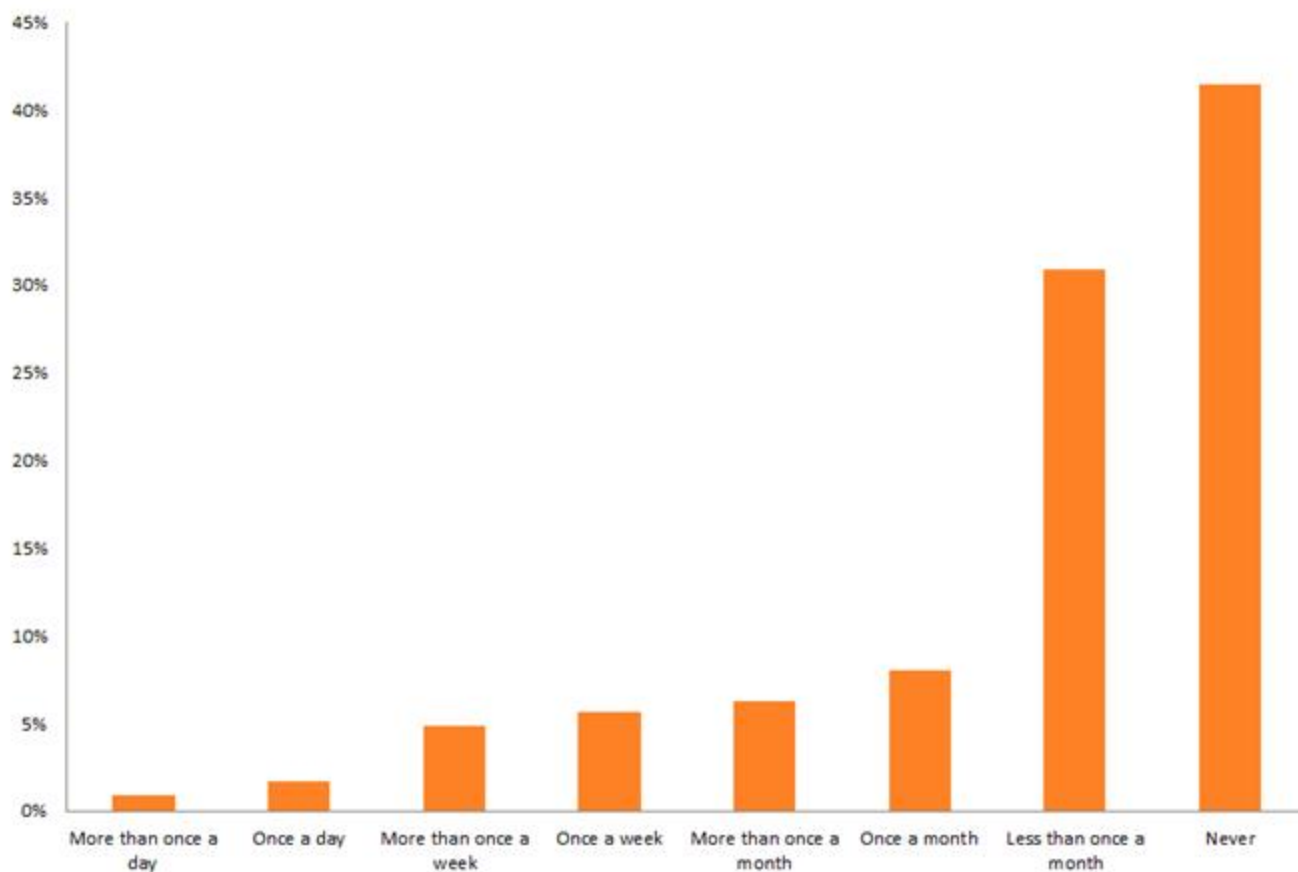
Do you generally believe unsubscribe links will work?



How often do you forward commercial emails?



How often do you Tweet about commercial emails?



Dan Zarrella
@DanZarrella



Thank
You!!!