

Increasing Click-Throughs *for Marketing Masters*

How *Custom* Responsive Email Templates can
increase your marketing email conversions

Recently we've seen design and technology rapidly change the way we engage with consumers.

With these advancements and increased viewing accessibility, customers are opening emails on mobile now more than ever. This creates new opportunities to enhance their experience and expand your reach.

This eBook outlines statistics, voices, and case studies that show you how *Custom* Responsive Email Design can help you maximize your click-through rates.



Edmund Zaloga

Edmund Zaloga
Founder of Responsify

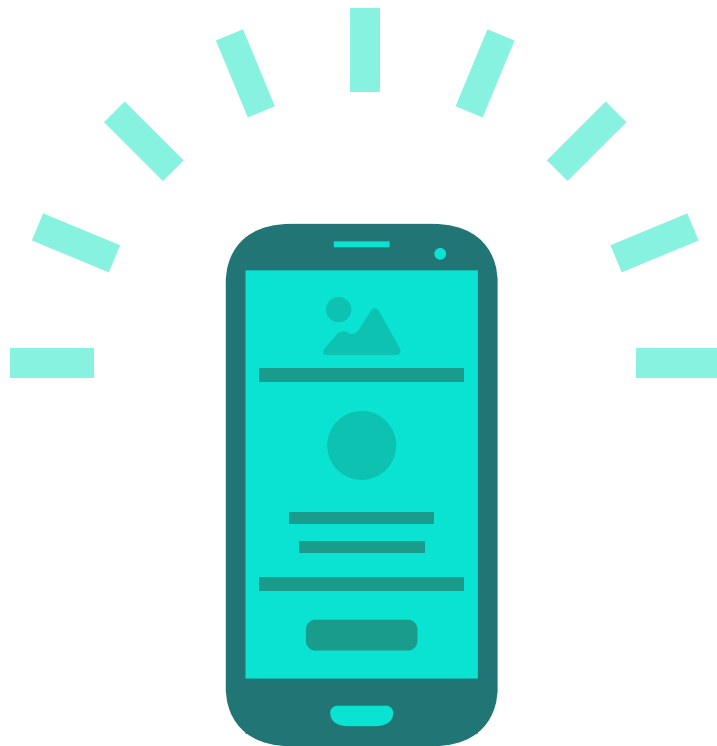
Did you know?

49% of emails are now opened on mobile devices

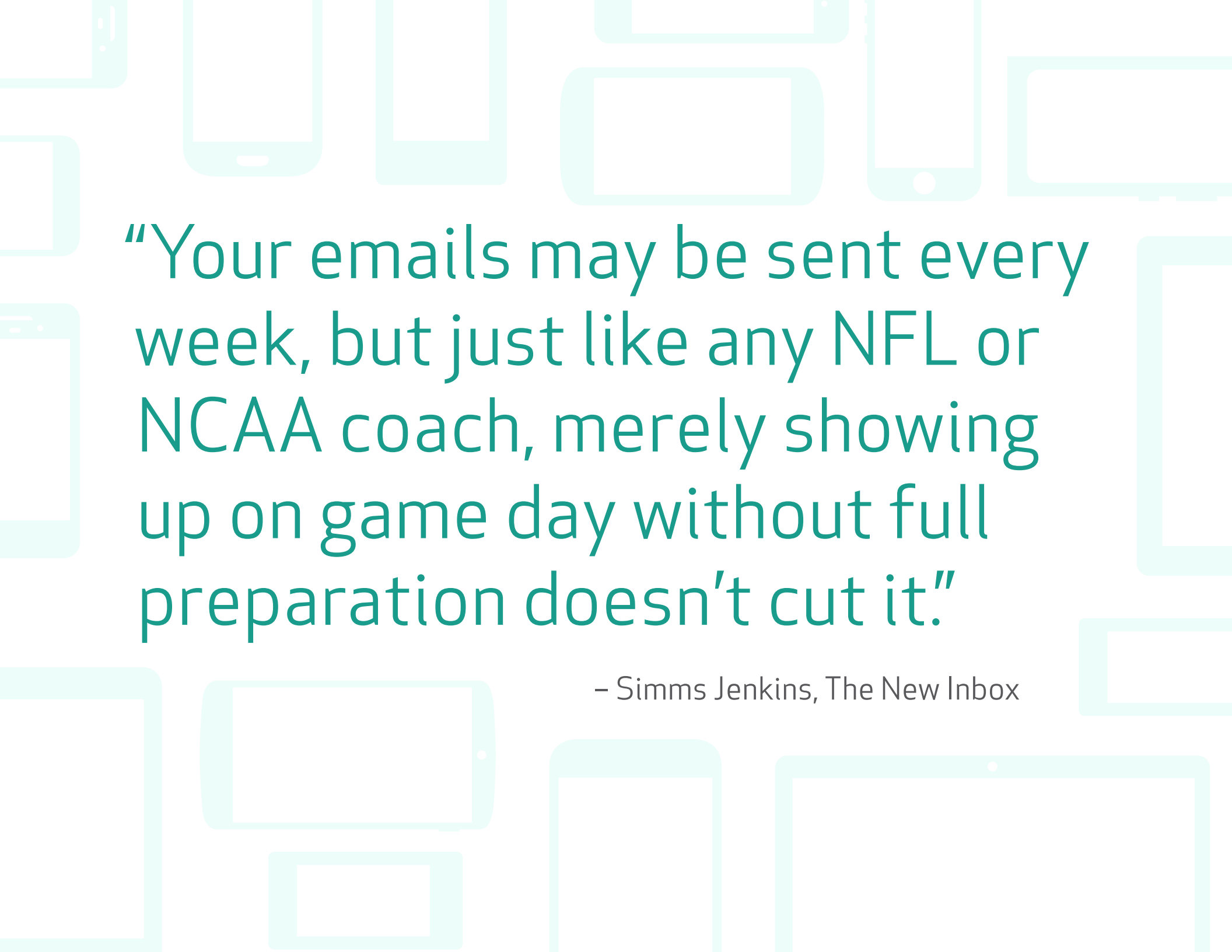


"The Email Barometer: Email on Mobile Devices." Apsis, 2013. Web.
<http://www.apsis.com/>

...and 71.2% of people will delete emails immediately if it doesn't look good on mobile



"2014 Consumer Views of Email Marketing Report." BlueHornet, 2014. Web.
<http://resources.bluehornet.com/resources/form/2014-consumer-views-of-email-marketing-report>



“Your emails may be sent every week, but just like any NFL or NCAA coach, merely showing up on game day without full preparation doesn’t cut it.”

– Simms Jenkins, The New Inbox

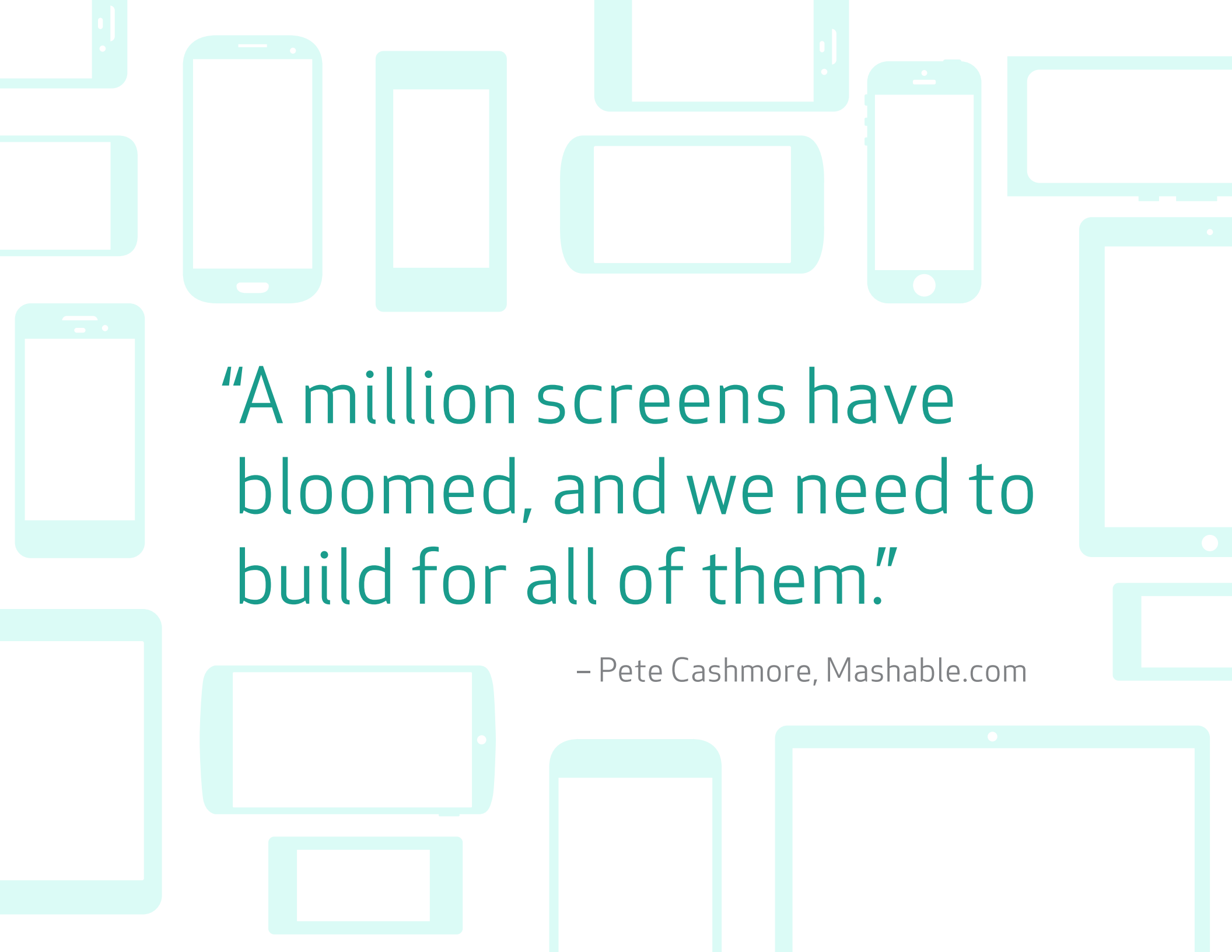
Mobile email opens have
grown by 180% in three years



"Email trends report: mobile vs desktop." Campaign Monitor, 2014. Web.
<https://www.campaignmonitor.com/resources/guides/email-marketing-trends/>

The types of web-enabled devices are expanding





"A million screens have bloomed, and we need to build for all of them."

– Pete Cashmore, Mashable.com

Custom Responsive Email Design addresses the need to engage the rising number of mobile customers and their devices with beautifully fluid and engaging templates.



76% of marketers are already using responsive email design

"2015 State of Marketing Report" Salesforce, 2015. (Web)
<https://www.pardot.com/blog/the-2015-email-marketing-landscape/>

The background is a solid teal color. In the top right corner, there is a large, light teal arrow pointing downwards and to the left. In the bottom left corner, there are three smaller, light teal arrows pointing upwards and to the right, arranged in a staggered, overlapping pattern.

Custom Responsive Email Design
is the next step in maximizing
click-through rates and staying
ahead of your competition.

What's Responsive Email Design?

Custom Responsive Email Template Design
can beautifully display your email content
across the *full spectrum of screens*.



Custom Responsive Email Design is made with

EXPERT DESIGN + DEVELOPMENT



Custom responsive email templates are painstakingly built with compatibility and flexibility. With restrictive support from major email browsers, custom responsive email templates are carefully built with HTML 4 and CSS to work across all major email browsers.

The Key Advantages



Increases Click-Through Rate

Recent studies have shown that responsive emails have a 21% higher CTR than non-responsive emails



Increases Brand Awareness

Providing consistency for your customers on your website improves their overall customer experience with your brand



Boosts Customer Engagement

Engage your customers better with fluid and scalable email designs that look great on all their devices



Increases Conversion Rate

Include your entire audience with responsive email design to increase your overall conversions



Enhances User Experience

Reduce the need to pinch or zoom with responsive email design will strengthen the user experience for your customers



Reduces Unsubscribes

Reduce unsubscribe rates by creating beautiful and intuitive experiences for your emails

* Advantages based on well executed custom responsive email templates



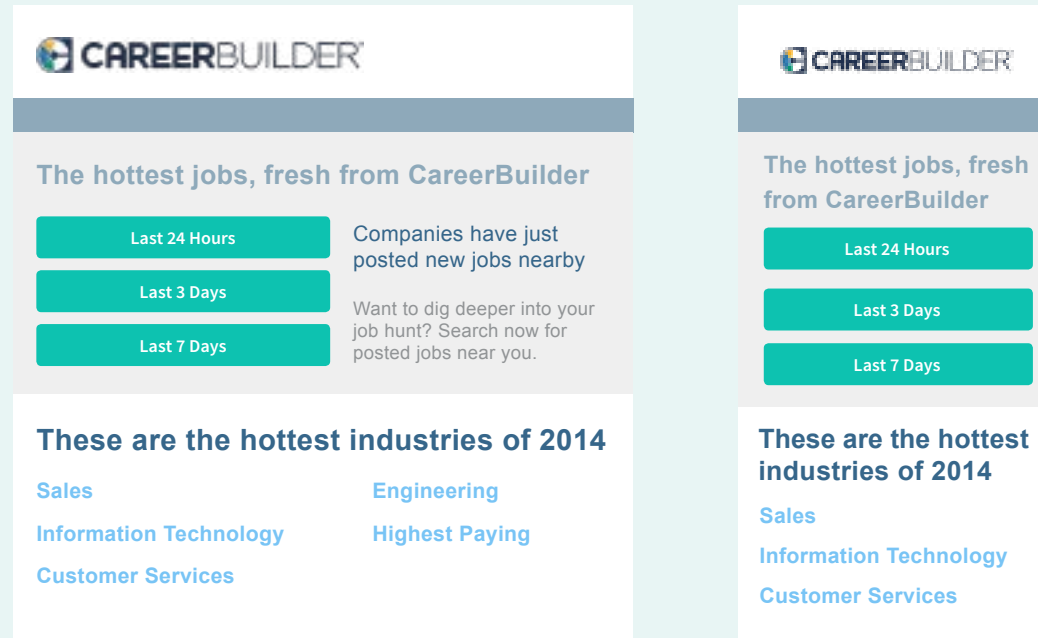
Case Studies

3 Custom Responsive Email
Design Success Stories



Custom Responsive Email Design

CareerBuilder increased CTR by 20%



Upon discovering that their “relationship emails” had twice as many mobile opens than the company’s average, employment experts at CareerBuilder saw an opportunity. By implementing a new responsive email design focused on making scrolling and clicking easy, they increased their click-through rates by 20%.

- ✓ 21-24% increase in click through rates.
- ✓ 15-17% increase in open rates

<http://www.marketingsherpa.com/article/case-study/email-responsive-design-clickthrough>



Custom Responsive Email Design

Tsubo increased click-through rates by 10%



After discovering that 35-65% of their subscribers were opening their emails on mobile devices, Tsubo optimized their templates for mobile. Tsubo saw an increase in click-through rates by 10%.

- ✓ 10% increase in click through rates
- ✓ 9% increase in mobile opens & iPhone opens went from 15% to 18%

<http://www.slideshare.net/ExactTarget/case-study-careerbuilder-mobile-optimization-responsive-design>



Custom Responsive Email Design

AutoTrader increased click-throughs by 134%



Online automotive marketplace Auto Trader send out monthly newsletters to over 250,000 subscribers. After learning that 40% of their email opens were on mobile devices, they re-designed their email template to become responsive. Results included a 20% increase in open rate, 25% increase in engagement, and 134% increase in click throughs.

- ✓ 20% increase in open rate
- ✓ 134% increase in click-through rate

https://www.emailonacid.com/blog/details/C4/is_responsive_design_really_effective

Key Takeaways



Mobile email opens has surpassed desktop



There are more and more different mobile devices being used by customers



Custom responsive email design creates flexibility and compatibility between all devices



Custom responsive email design increases click through rates and reduces unsubscribes

Responsive Email Design ScoreCard

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Score your email template
and discover your next steps
to increase your CTR

[Get a free ScoreCard](#)

Are you ready to take advantage of
Custom Responsive Email Design for your marketing?

Let's discuss the potential to increase your click-through rates

[Request a free assessment](#)