

BOOSTING EMAIL CLICKTHROUGH RATES

The proliferation of mobile devices and what Forrester has dubbed the “always addressable customer” has led to spikes in open rates across all verticals, but the reality is that oftentimes these open rates are falsely inflated. You may open more emails now that your phone is just a pocket away, but you likely are not in prime content consumption time when you open. Consequently, clickthrough (defined as click-to-open) rates have declined some, meaning it’s more important than ever to identify optimization tactics that will boost clicks.

Relevance

Personalization is the rising tide that floats all boats, including email clickthrough rates (CTRs). Clients using Horizon-powered emails to generate content/product recommendations at a 1:1 level regularly see massive spikes in clickthrough rates; Sailthru client Business Insider saw a 60% lift in CTR after introducing content recommendations.

Timing

As we alluded to earlier, a large reason why clickthrough rates are down is because your subscribers receive emails on the go, when they are less likely to engage. Sailthru’s Personalized Send Time (PST) algorithm ensures that each one of your subscribers receives her email when most likely to engage, meaning improved CTRs and a lift in overall performance as well. Sailthru client BustedTees was able to achieve an 8% lift in revenue overnight after turning on this feature (which is as simple as clicking a checkbox!).

Responsive Design

In addition to boosting CTR, responsive design improves the overall customer experience, which yields improvements in overall engagement. Sailthru client Cult Cosmetics, for example, noted a 12% improvement in cart completion for users who received responsively designed treatment versus those who did not.

A Picture is Worth A Thousand Words

Pictures work, plain and simple. Pictures of people work even better. Pictures of women making direct eye contact takes it to the next level.

Call-to-Actions

The easiest way to strengthen your CTR is to strengthen your calls-to-action (CTAs). Make sure your message offers plenty of links for the subscriber to click on (but not too many!), and be sure to use buttons that “pop” against your color schema. If buttons feel off-brand (we’ve heard this from our media clients), try lighter indicators near your links such as “>>>” or a small image resembling a play button. Most importantly, make sure you include at least one CTA to “see all.” We recommend placing these CTAs at both the top and bottom of your emails, as they often produce the highest engagement metrics.

Layout

Another simple yet powerful CTR optimization technique is to tweak the number of content pieces or offers featured in any given message. Sailthru client Savored, a Groupon company, was able to improve revenue per email sent by over 300% by increasing the number of offers in a standard email from four to 15 (diminishing returns were realized with 16 offers).

Variety is the Spice of Life

If you are not using personalization, be sure to cast a wide net with your audience to increase the propensity of a click. More specifically, showcase diversified types of content (products AND categories, stories AND videos) to make sure you don’t miss a chance to win over a passive user.