

**EMAIL MARKETING HAS NEVER BEEN MORE
IMPORTANT (OR MORE RESPONSIVE)
THEN THE LAST 100 DAYS**

BUT...

**HAVE YOU ADJUSTED YOUR EMAIL MARKETING
TO CAPTURE THIS OPPORTUNITY?**

J A Y S C H W E D E L S O N

P R E S I D E N T & C E O

W O R L D A T A

JayS@CorpWD.com

30 Seconds On Who I Am?



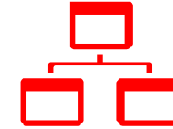
NEW CUSTOMER ACQUISITION PROGRAMS

Acquisition Email Programs,
CRM Retargeting, Data
Aggregation and Content
Syndication



DATA SERVICES

Data Maintenance and
Improvement, Hygiene, Append,
Data Hosting, Landing Page
Development



EMAIL MARKETING CONSULTATION

Competitive Intelligence, ESP
Auditing, Campaign Review
and Best Practice Support

1. Help you acquire new customers and grow your database

2. Data Improvement and Hygiene

3. Provide Best Practice Email Consultation, Email Competitive Intelligence and Audit Tools

RESEARCH INFORMATION

JAY who?

- President & CEO – Worldata
- Past Board of Directors – DMA
- Founded DMA's Original Email Council in 1998 – Over 1000 Members
 - Crain's Top 100 Industry Professionals (10 Years in a row)



- **Worldata executes over 40,000 Email, Online and Direct Marketing Campaigns on Behalf of Clients Each Year.**
- **We are the largest buyer of permission email media in North America.**
- **Our research division, Worldata Research, provides free industry metrics based on these programs. Our email research is based on over 6 billion transmitted messages annually.**

RESEARCH INFORMATION

JAY who?

Special Metrics: Worldata Research ran key metrics from June 1st- June 21st.

Our metrics are based on a review of over 150 Million Emails from the last 3 weeks within the United States.

Please use this information as 'Directional'. During normal times we rely on longer periods to establish key metrics.

metrics based on these programs. Our email research is based on over 6 billion transmitted messages annually.

Your Email Marketing Campaigns:

January: Normal

March: STOP SENDING!

April: Send MORE Than Ever!

May - June: Send Something (no clue what to send)

JULY: ????

KEY EMAIL METRICS FROM: UPDATED: **June 1st– June 21st**

- Inbox Activity: **UP 17%** VS. January
- B2B Open Rates: **UP 16%** VS. January
- B2C Open Rates: **UP 21%** VS. January
- Email Newsletter Open Rates: **UP 19%** VS. January
- Email Sign-Ups: Open Rates: **UP 34%** VS. January

What does this mean?

KEY EMAIL METRICS FROM: **UPDATED: June 1st– June 21st**

- Inbox Activity: **UP 17%** VS. January
- B2B Open Rates: **UP 16%** VS. January
- B2C Open Rates: **UP 21%** VS. January
- Email Newsletter Open Rates: **UP 19%** VS. January
- Email Sign-Ups: Open Rates: **UP 34%** VS. January

**This is the time to test everything!
Try as many new ideas as possible.
These metrics may disappear in 30 days...**

“Much to our surprise, open rates on marketing emails continue to rise,” HubSpot CMO Kipp Bodnar blogged May 7. “Even as marketers sent 27% more emails than they then did pre-COVID, engagement remains strong. ...

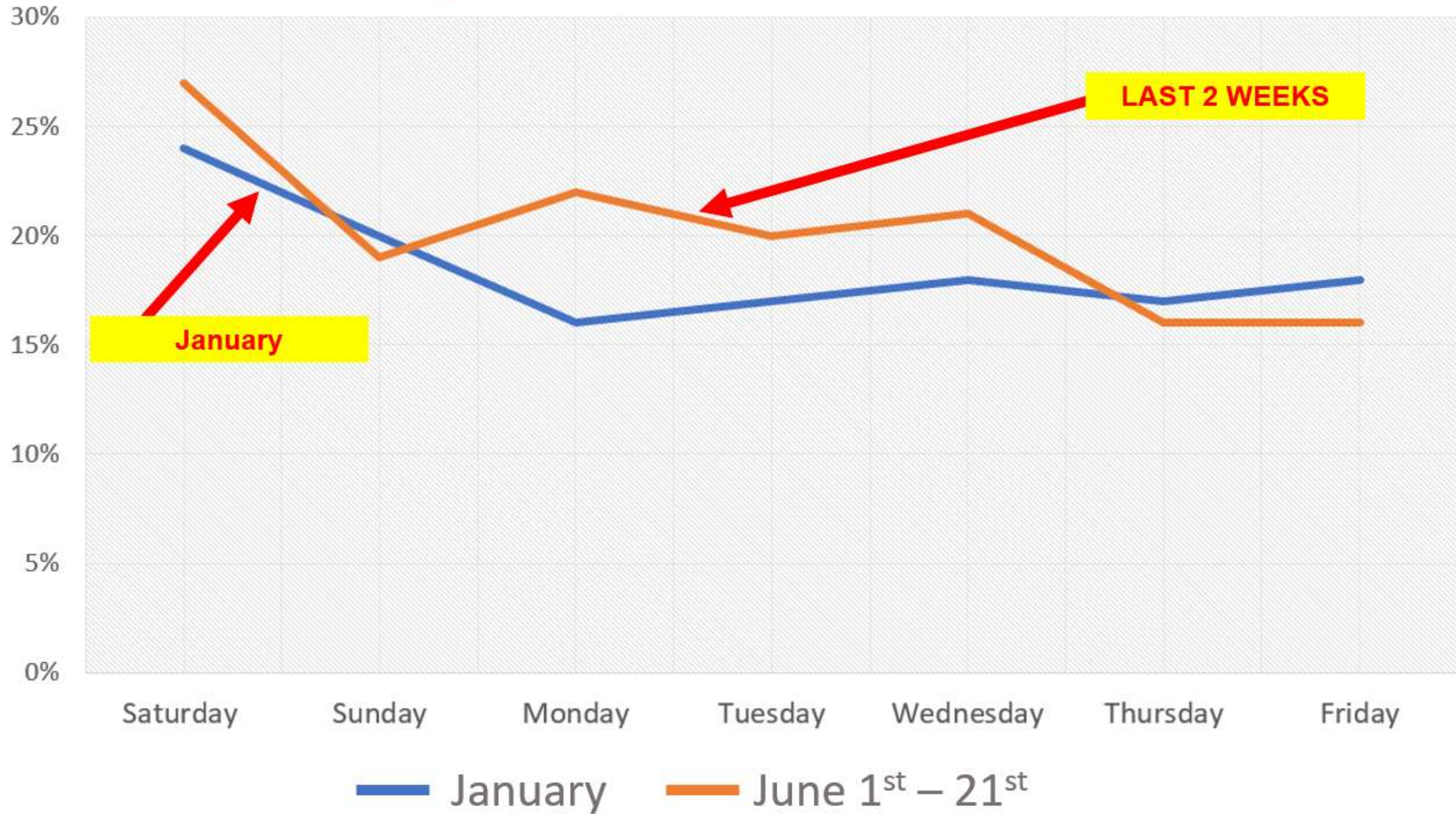
I GOT IT!

We should be sending out email.

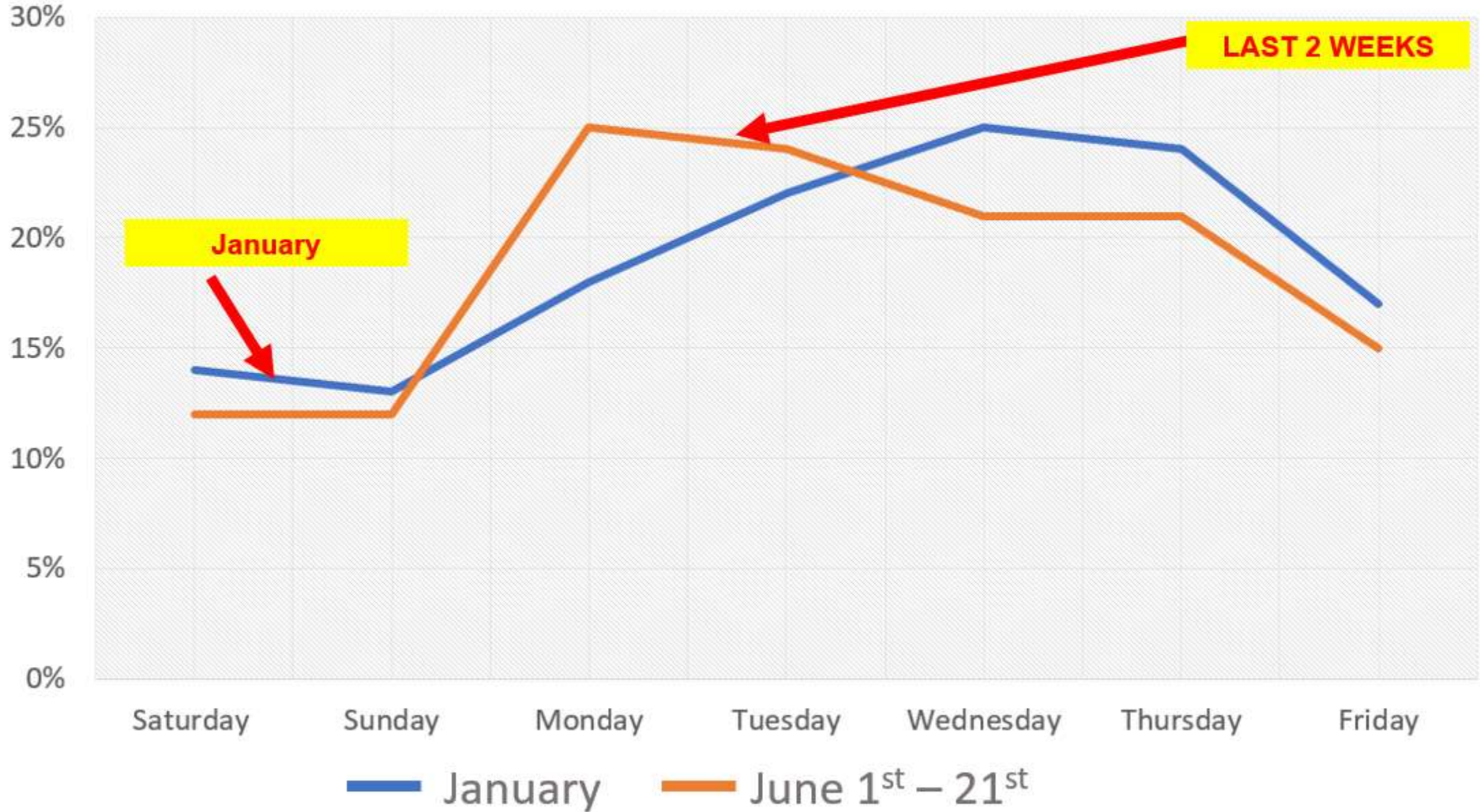
But what is working?

**This will change but for
NOW this specific DAY is
SUPER IMPORTANT!**

BtoC: Open Rate Average by Day



BtoB: Open Rate Average by Day



The Last 75 Days... Email Marketing Tone

Before COVID

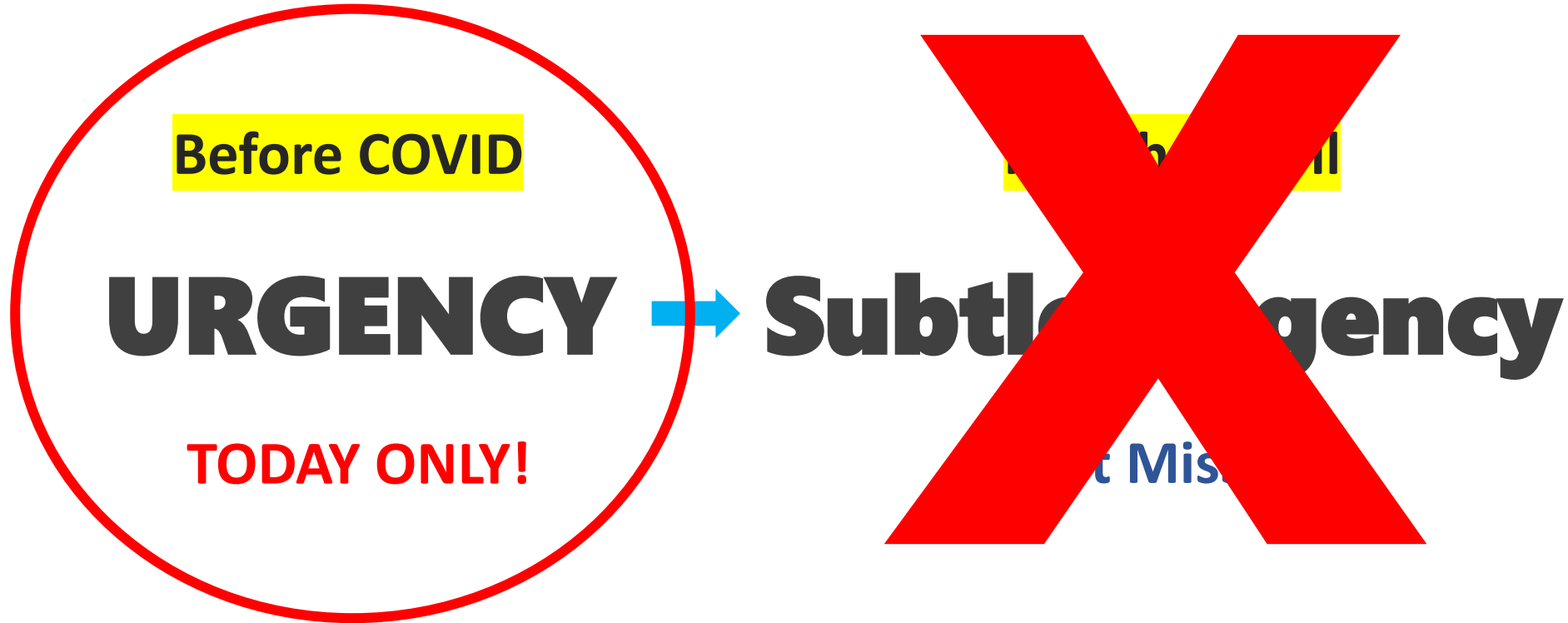
March - May

URGENCY → **Subtle Urgency**

TODAY ONLY!

Don't Miss Out

June 1st – June 21st



#1 Thing That Drives Email Response Rates

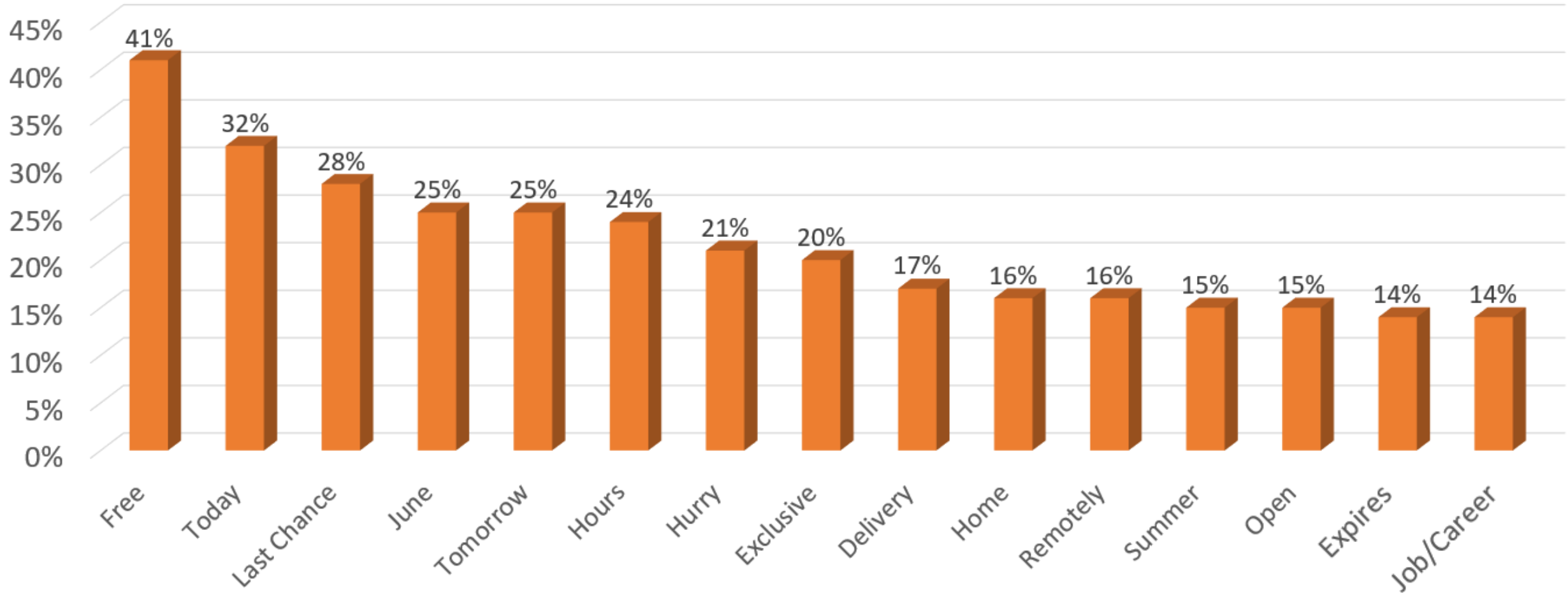
Sense of Urgency

- Consumer Emails that have some form of a DATE in subject line will generate a 38% higher 'Open Rate'
- Business Emails that have some form of a DATE in subject line will generate a 41% higher 'Open Rate'
 - 2 Days Until Offer Expires
 - Registration Ends Today
 - Last Chance to Save
 - Free Webinar on June 11th

FACT: Emails With Offers
That Expire Have a 67%
Higher Overall Response Rate
for BtoC and 51% for BtoB.

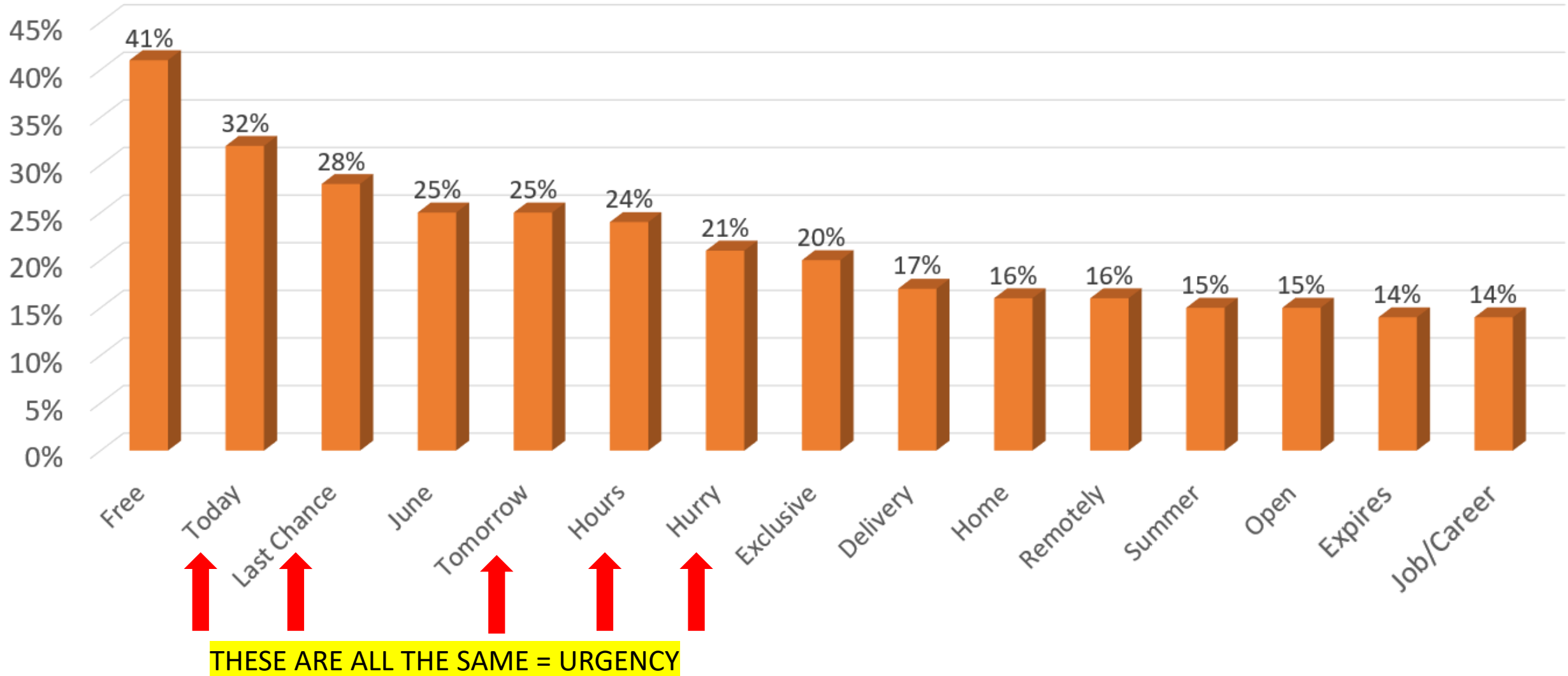
SUBJECT LINE WORDS THAT INCREASE OPEN RATES

June 1st – 21st



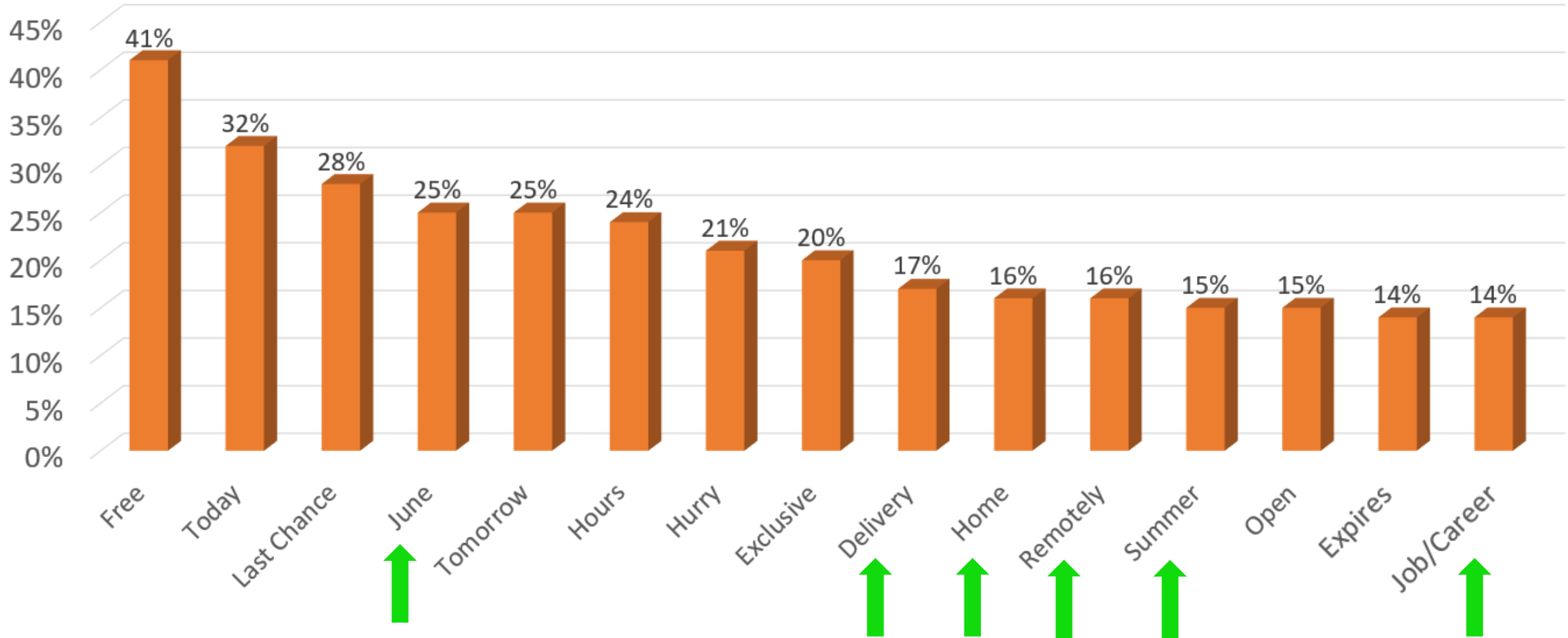
SUBJECT LINE WORDS THAT INCREASE OPEN RATES

June 1st – 21st



SUBJECT LINE WORDS THAT INCREASE OPEN RATES

June 1st – 21st



THESE ARE ALL BECAUSE OF COVID

Last Chance! Cybersecurity Beyond the Air Gap

Fortinet <Fortinet@ctxemail.com>
To Jay Schwedelson

Reply Reply All Forward

Wed 6/3/2020 10:32 AM

Learn how to keep operational technology safe and secure

FORTINET



Renew your Creative Cloud membership today

Adobe Creative Cloud

Make an incredible comeback.



There's nothing like a great comeback, and you can make one, too. The Adobe Creative Cloud Photography plan includes the latest release of Adobe Photoshop Lightroom, so you can easily edit, organize, store, and share your full-resolution photos from anywhere. Plus, it offers new editing features, performance improvements, and helpful tutorials for both beginners and pros. So give the Creative Cloud Photography plan another shot and make something incredible today.

Renew today

Final Call: Executive Course on "An Intro to AI"



Hi Loretta-

This is the last call for our first-ever executive AI training starts tomorrow and is nearly sold out. Get one of these before it's too late:

- May 27-28, 1-3:30pm Eastern - **An Introduction to Intelligence & Its Applications** [TOMORROW]

Looking for something more technical? Don't miss our course designed for programmers:

- June 1-4 - **Intro to Machine Learning with Apache Spark** [Increase EVI]
- June 8-11 - **Intro to Deep Learning with TensorFlow** [Increase EVI]

Don't miss your last chance to join. Save your digital seat.

REGISTER NOW

Today Only! Extra 30% Off Clearance

ShopDisney Disney store <shopdisney@shopdisney.com> Unsubscribe
to me

Fri, May 29, 7:23 AM (5 days ago)

shopDisney

FREE SHIPPING* on orders of \$75+ | Code: SHIPMAGIC

TODAY ONLY | ONLINE EXCLUSIVE

extra 30% OFF Clearance

Save on Toys, Sleepwear,
Disney Parks Items
& More

SHOP NOW

Jay - Final hours to save BIG on Father's Day gifts!

Snapfish <snapfish@emails.snapfish.com> Unsubscribe
to me

8:10 AM (2 hours ago)

Grab great gifts under \$25 before they're gone | View Online

Snapfish

YOUR ACCOUNT

SHOP

PHOTOS

PROJECTS

DEALS

FLASH SALE! 48 Hours Starts Now 40% Off Sitewide!

Can't gift it in person?

skinit

Custom | Cases | Stickers

40% OFF
SITEWIDE FLASH SALE



Free and
Complimentary are
NOT the same!

**Using 'Free' will
generate a 2X open
rate increase vs
'Complimentary'**

FREE is ok for - Amazon, Marvel, IBM, Salesforce, Walgreens, NFL, etc...

Frontgate	Inbox	Your own Parisian cafe: FREE shipping on all outdoor, including furniture - ONLY. Free Shipping applies to standard ground, in-home, and truck charges within the contiguous US Excludes expedited	8:32 am
Williams Sonoma	Inbox	OVER 60% Off a CALPHALON Favorite + FREE Fast Shipping! - A STORE" style="display:block;" /> FREE FAST SHIPPING on orders over \$49* with code SHIP4FREE" style="display:block;" />	7:17 am
Kim Komando's Helpful Tip	Inbox	How to move your phone over to another carrier, 7 things you didn't know your smart TV ... - websites for free. Click here to start building your website today with simple drag-and-drop building tools! KIM'S	4:45 am
SiriusXM	Inbox	Jay, Last Chance – Don't miss out on a free SiriusXM trial. See details inside. -Month Free Trial. No Obligation. SiriusXM Radio Dear Jay, Thank you for having your Jeep serviced recently. To show our	10:58 pm
Fanatics.com	Inbox	✓ SPECIAL MESSAGE: You've Hit It Big With New St. Paddy's Day Gear + Free Shipping On A... - Gear + Free Shipping On All Orders http://cl.exct.net/?qs=01dbdbde2547f220d79b7e1d8bba5097c608642383acb!	Feb 23
Small Business Tip from .	Inbox	Don't let ransomware kill your business, Free alternatives to expensive software, 3 tot... - Plus - Free alternatives to expensive software, 3... Problems viewing this email? Click here to view in a browser. Kim's	Feb 23
Pottery Barn Kids	Inbox	Get ready for spring break! FREE SHIPPING on ALL backpacks, luggage and more - In Stores Free Design Services Click Here to See Images pottery barn kids PBteen	Feb 23
Frontgate	Inbox	Over 400 new arrivals are in (plus, get free shipping on all outdoor) - ONLY. Free Shipping applies to standard ground, in-home, and truck charges within the contiguous US Excludes expedited	Feb 23
Neiman Marcus	Inbox	Clearance arrivals, the must-have shoe + Free 2-day shipping! - To ensure delivery to your inbox, please add neimanmarcus@neimanmarcusemail.com to your address book.	Feb 22
Shutterfly	Inbox	● FREE gifts for 2/22—today only - To view this mail in an Internet browser, please click here: https://e.shutterfly.com/pub/sf/FormLink	Feb 22
Good Morning Football	Inbox	Free Agency Tales - ** Free agency tales http://e.nfl.com/13a20488flayfousuawckerqaaaaa22eochqzylngeyaaaa	Feb 21
west elm	Inbox	FINAL hours: Free shipping + 100s of deals from us, Williams Sonoma, Pottery Barn + more - west elm" width="700" height="60" border="0" align="top" style="display: block"> Free Shipping. Use code FREEBIE" :	Feb 20
Ancestry	Inbox	Last chance to explore your British heritage for FREE - Get free access to all UK records from Feb 17-20. Search for free Ancestry FREE ACCESS* TO UK RECORDS FEB 17-20 Was your family	Feb 20
Gap	Inbox	Effective immediately: 40% off EVERYTHING + FREE shipping - bonus and free shipping on every order. Can't see images? Click here. GAP Women GapFit Maternity Men Girls Boys	Feb 20
Creative Market	Inbox	☺ Happy Monday – Download 6 New Free Goods! - Creative Market Free Goods	Feb 20
Walgreens.com	Inbox	Last chance! Buy 2 Get 3rd FREE Skin Care + Top Feb. Deals - To ensure delivery to your inbox, please add Walgreens@e.walgreens.com to your address book.	Feb 20
TOMS	Inbox	Free shipping ends tonight + Core Classics - *Free shipping valid on all orders placed on TOMS.com from 12:00 am PST on February 17, 2017 through 11:59 pm PST on February	Feb 20
Frontgate	Inbox	Final day: Save 25% sitewide + FREE shipping during our Presidents' Day Sale - charges. Free Shipping applies to standard ground, in-home, and truck charges within the contiguous US Excludes expedited	Feb 20
SiriusXM	Inbox	Reminder - Don't miss out on a free SiriusXM trial. See details inside. -Month Free Trial. No Obligation. SiriusXM Radio Dear Jay, Thank you for having your Jeep serviced recently. To show our	Feb 19
Amazon Prime	Inbox	Your Prime Membership: How to set up Prime Music, free magazines, most watched on Prime... - more - free on any device. Download the Kindle app and explore Prime Reading today. https://www.amazon.com/ki	Feb 19
Marvel Shop	Inbox	FREE SHIPPING on your entire order! - ENDS MONDAY FREE SHIPPING ON YOUR ENTIRE ORDER! CODE: SHIPFREE Shop Now: https://marvelstore.rsys2.net/pub/cc?_ri_	Feb 19
Amazon.com	Inbox	Last chance: Your Prime membership includes a free Kindle book - now for FREE. Kindle First is a free benefit of your Prime membership. Learn more: http://www.amazon.com/ps/digital/	Feb 19

FREE was a problem when you had one of these...



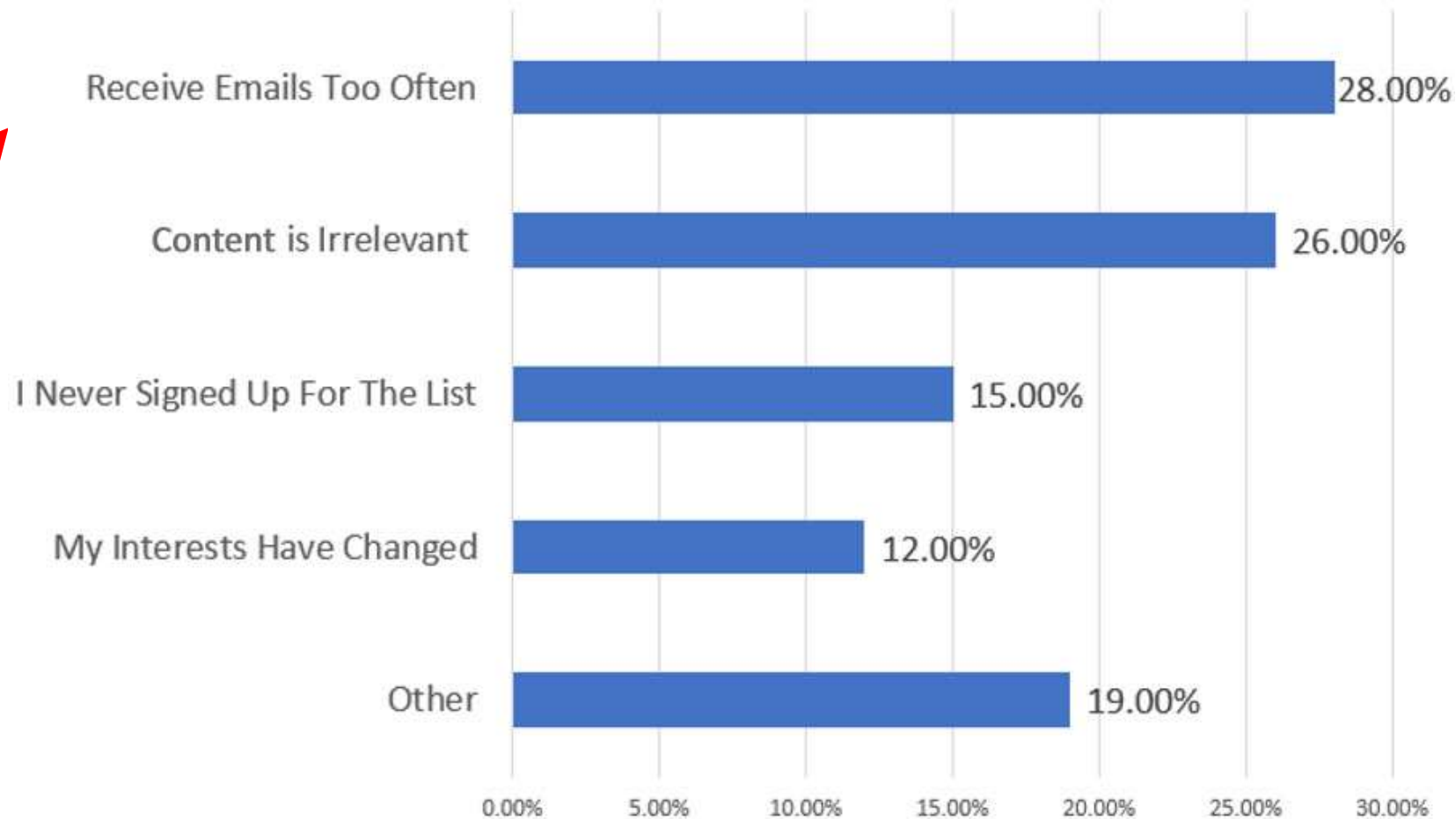
FREE was a problem when you had one of these...

» Frontgate	Inbox	You
» Williams Sonoma	Inbox	OVE
» Kim Komando's Helpful Tip	Inbox	How
» SiriusXM	Inbox	Jay,
» Fanatics.com	Inbox	✓ S
» Small Business Tip from .	Inbox	Don
» Pottery Barn Kids	Inbox	Get
» Frontgate	Inbox	Over
» Neiman Marcus	Inbox	Clea
» Shutterfly	Inbox	● FF
» Good Morning Football	Inbox	Free
» west elm	Inbox	FINA
» Ancestry	Inbox	Last
» Gap	Inbox	Effe
» Creative Market	Inbox	⊙ H
» Walgreens.com	Inbox	Last
» TOMS	Inbox	Free
» Frontgate	Inbox	Fin
» SiriusXM	Inbox	Rem
» Amazon Prime	Inbox	You
» Marvel Shop	Inbox	FRE
» Amazon.com	Inbox	Last

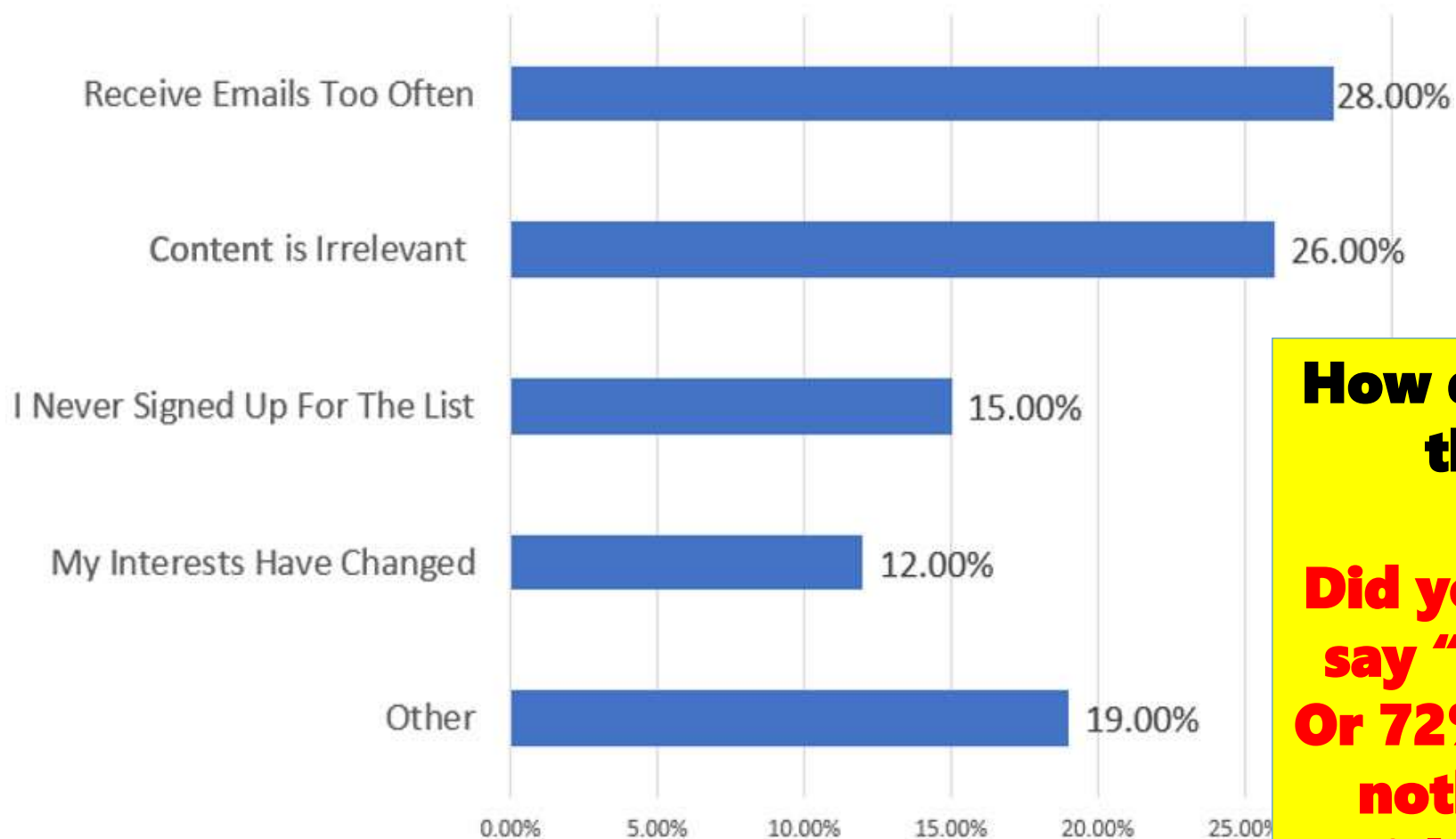
ides expedited	8:32 am
ock;" />	7:17 am
building tools! KIM'S	4:45 am
ntly. To show our	10:58 pm
1d8bba5097c608642383acb!	Feb 23
view in a browser. Kim's	Feb 23
	Feb 23
edited	Feb 23
	Feb 22
	Feb 22
	Feb 21
pping. Use code FREEBIE" :	Feb 20
our family	Feb 20
	Feb 20
	Feb 20
	Feb 20
S Excludes expedited	Feb 20
show our	Feb 19
z https://www.amazon.com/ki	Feb 19
	Feb 19
u	Feb 18

WORST STAT in Email Marketing

What Is The Main Reason You Unsubscribe?



What Is The Main Reason You Unsubscribe?



How did you read this stat?

Did you read 28% say "Too Much" Or 72% say "it has nothing to do with how much you send"

What Is The Main Reason You Unsubscribe?



**But that is
spamming...
People will
unsubscribe**



FACT: 92% of People Who
Unsubscribe from Email Lists
Have Not Opened or Clicked
on an Email From That Sender
in Over 12 Months

Getting to Inbox Zero



FACT: Average Unsubscribe Rate Across
All Industries/Verticals is .0010%

Example:

100,000 address email list

x .0010% Unsub = 100 Removes

FACT: Average Unsubscribe Rate Across All Industries/Verticals is .0010%

So that means...

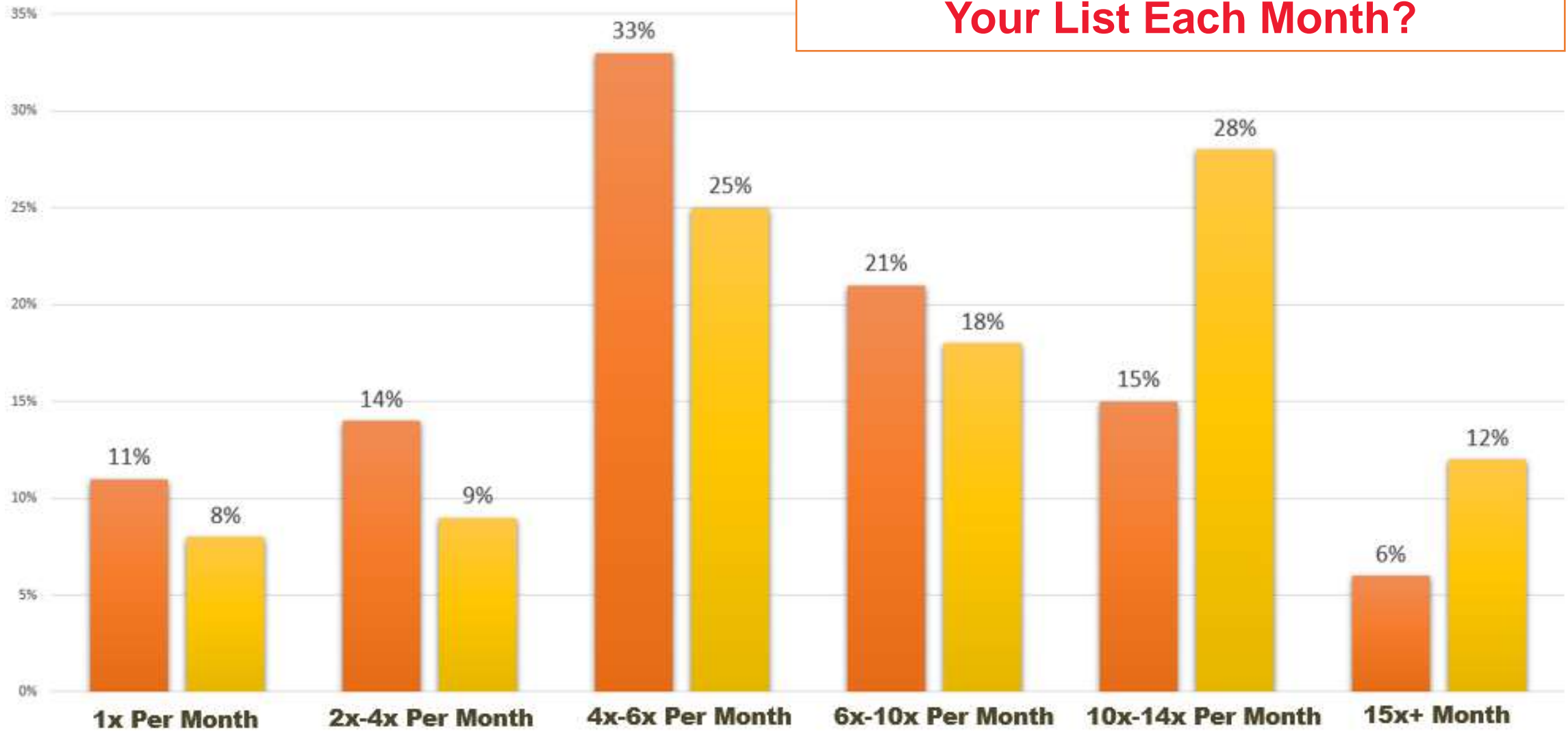
Out of the 100 Removes only 8 people have opened/clicked in the last year.

Those 8 people ARE NOT GOING TO RESPOND to your emails anyway – they are sick of all email!

**Exam
100,
x .00**

BtoB **BtoC**

How Many Times Do You Send To Your List Each Month?

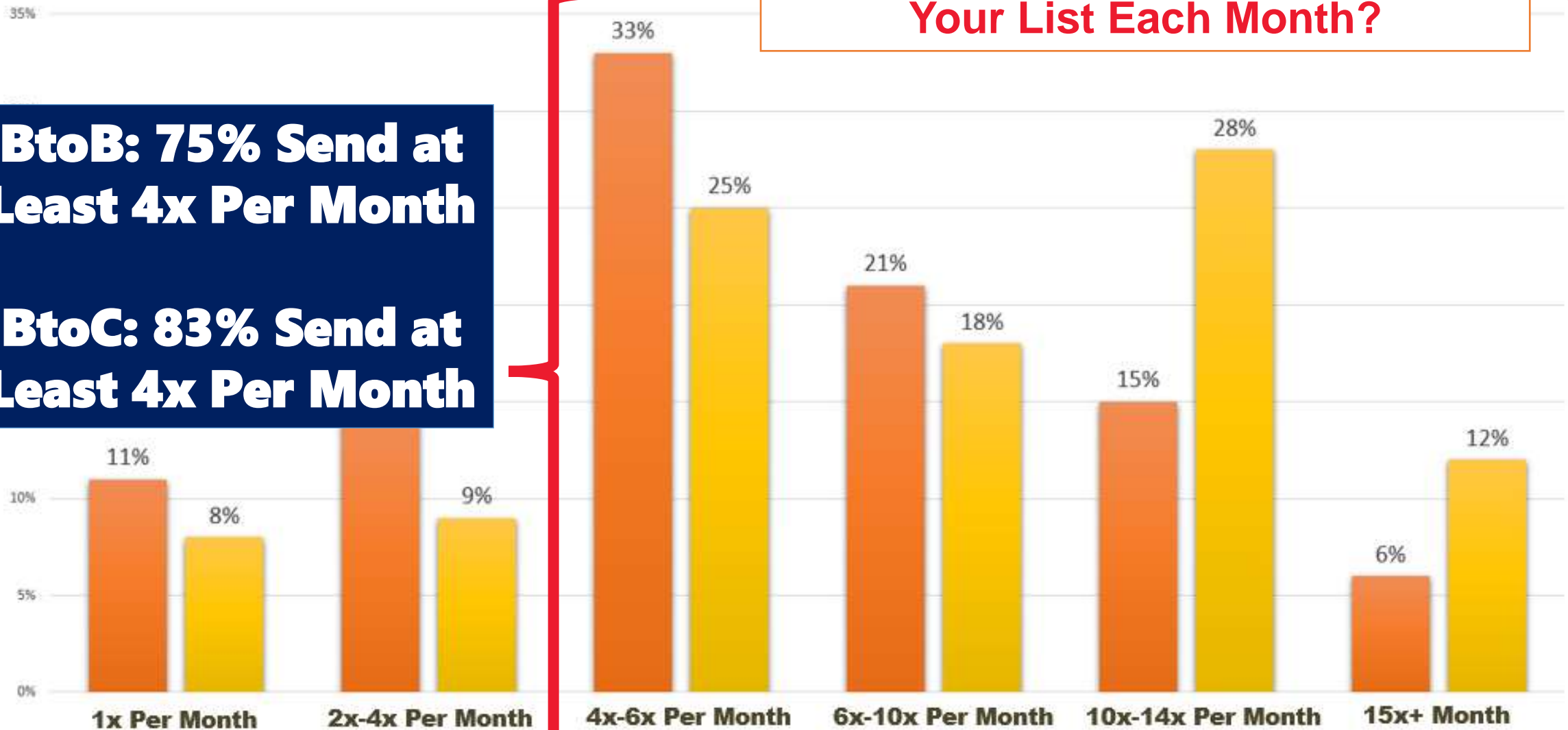


■ BtoB ■ BtoC

How Many Times Do You Send To Your List Each Month?

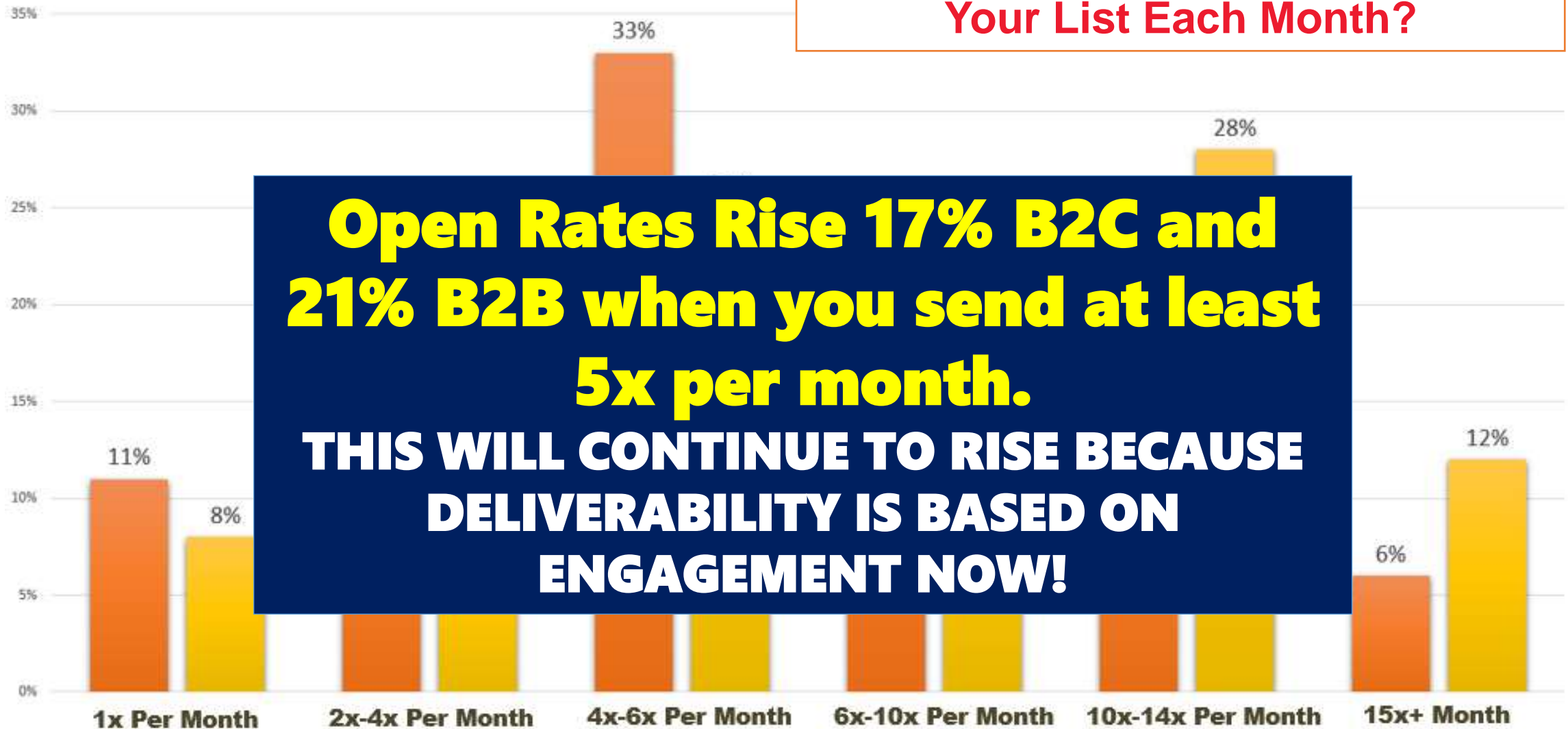
BtoB: 75% Send at Least 4x Per Month

BtoC: 83% Send at Least 4x Per Month

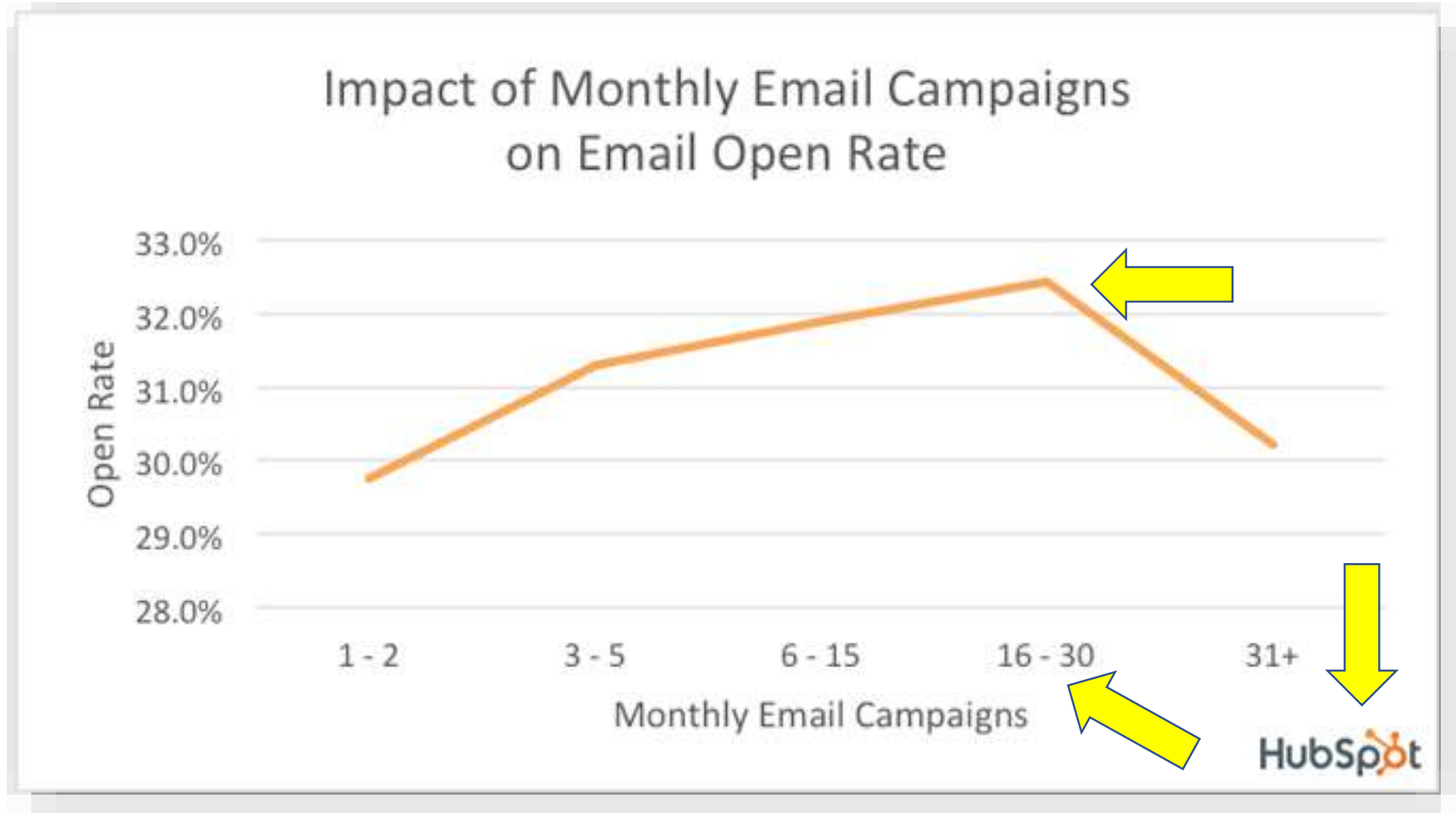


BtoB BtoC

How Many Times Do You Send To Your List Each Month?



Another Opinion...



BtoB: Marketo SENDS EMAILS EVERY DAY - Why? Because It Works!

▶ The Content Marketi.	Inbox [Blog for Ron] How To Bring Your Content Marketing Back From the Dead - E	May 8
▶ Team Marketo	Inbox [Join Us, Ron] Ready to Level up Your Email Marketing? - engage.marketo ...	May 7
▶ The Email Marketing.	Inbox [eBook for Ron] How to Avoid the 8 Biggest Email Marketing Mistakes - e...	May 6
▶ The Email Marketing.	Inbox [Cheat Sheet for Ron] The Email Rules You *Have* to Break - engage.mark...	May 5
▶ Team Marketo	Inbox [You're Invited, Ron] Automate Your Email Strategy - engage.marketo .co...	May 4

TOMS: 1 Offer – 6 Days – 9 Emails

» TOMS	Inbox ▲ 25% off expires at midnight ▲ - ONLY A FEW HOURS LEFT ...	May 26
» TOMS	Inbox Last day! 25% off ends tonight - Expires at midnight Free Ship...	May 26
» TOMS	Inbox 25% off ends tomorrow ⌚ - Plus red, white & blue styles Free ...	May 25
» TOMS	Inbox Red, white & blue Classics 25% off - For women, men & kids ...	May 25
» TOMS	Inbox Hurry! SALE ends soon - 25% off is almost over Free Shipping...	May 24
» TOMS	Inbox ALMOST OVER! 25% off 🕒 - Don't miss this Free Shipping \$5...	May 24
» TOMS	Inbox NEW & improved for him 25% off - Men's edit: Alpargatas & C...	May 22
» TOMS	Inbox 25% off is here, but not for long.... - Only for a limited time Fr...	May 21
» TOMS	Inbox ✨ 25% off STARTS NOW ✨ - Only for a limited time Free Sh...	May 21

**RIGHT
NOW**

9 Emails in 6 Days...

Only for a limited time | Free Shipping \$50+ & Free Returns | [Subscribe](#)

TOMS

Starts now!

25% Off

full-price styles

Use code: **HEYSUMMER**

SHOP WOMEN

SHOP MEN

SHOP KIDS

Only for a limited time | Free Shipping \$50+ & Free Returns | [Subscribe](#)

TOMS

Ending soon!

25% Off

full-price styles

Use code: **HEYSUMMER**

SHOP WOMEN

SHOP MEN

SHOP KIDS

Expires at midnight | Free Shipping \$50+ & Free Returns | [Subscribe](#)

TOMS

Last day to save!

25% Off

full-price styles

Use code: **HEYSUMMER**

SHOP WOMEN

SHOP MEN

SHOP KIDS

ONLY A FEW HOURS LEFT | Free Shipping \$50+ & Free Returns | [Subscribe](#)

TOMS

Last call!

25% Off

full-price styles

Use code: **HEYSUMMER**

SHOP WOMEN

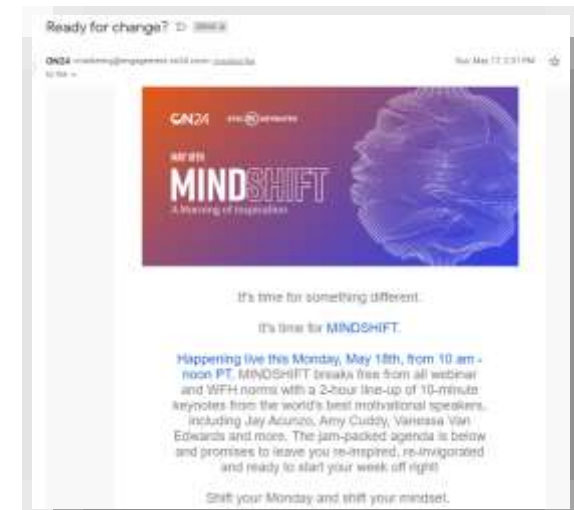
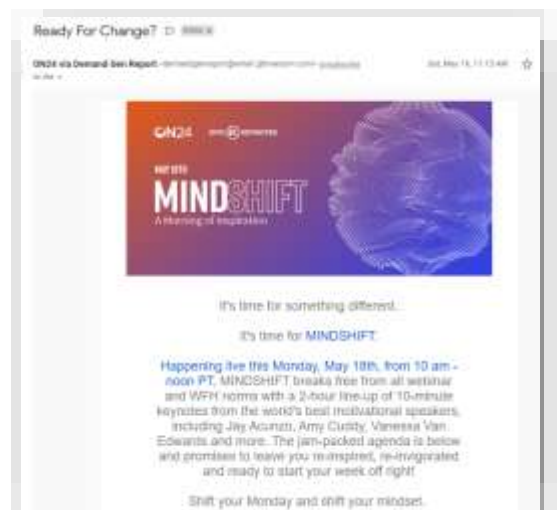
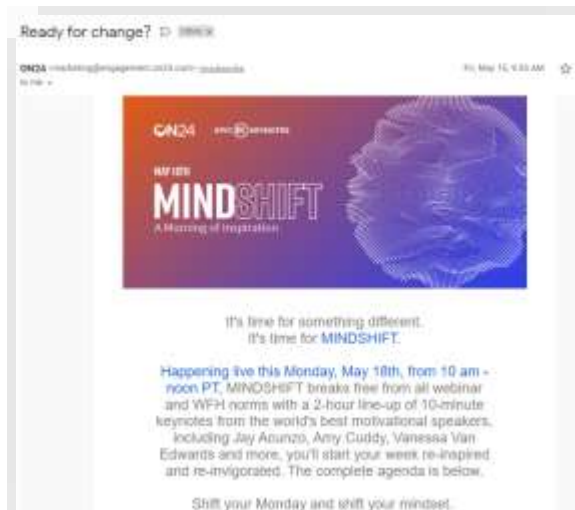
SHOP MEN

SHOP KIDS

ON24: 1 Offer – 3 Days – 3 Emails

**RIGHT
NOW**

☆ ▶ ON24	Inbox Ready for change? - © 2020 ON24 Inc. All Rights Reserved. If you no longe...	May 17
☆ ▶ ON24	Inbox Ready For Change? - It's time for something different. It's time for MINDSH...	May 16
☆ ▶ ON24	Inbox Ready for change? - © 2020 ON24 Inc. All Rights Reserved. If you no longe...	May 15



BtoC: 51x's For Wayfair in MAY.

What is this?

- Wayfair: GORGEOUS BOOKCASES 📚 - Up to 70% OFF! Check. FREE shipping on orders over \$35! Checkmate. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair | Shop now! Our Big Outdoor Sale is HERE! - Save big on outdoor furniture, rugs, grills, and more! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: Area rugs UNDER \$200 🏠 - All the best sales, all on one site. Could you ask for anything more? FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: Major-Appliance Deals | Up to 55% OFF - Refrigerators | Washers & Dryers | Dishwashers | More! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: Clearance FINAL HOURS. (Don't wait!) - CLEARANCE (a almost over! Save up to 70% on home essentials -> FREE Shipping Over \$35* & Flexible Financing 1
- WAYFAIR | Clearance: CLEARANCE. (Only a few hours left) - Memorial Day Clearance is still on! Open for up to 70% OFF. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: RECLINERS - Memorial Day Clearance - Up to 70% OFF everything for your home -> FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: CLEARANCE. (Don't miss out!) - Score major deals on indoor and outdoor furniture, decor, and more! FREE Shipping Over \$35* & Flexible Financing 1
- WAYFAIR | On. Sale: Memorial Day Clearance. (72 hours left) - Shop clearance TODAY for up to 70% OFF home essentials! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: VERTICAL GARDENING 🌿 - (Clearance inside.) Score up to 70% OFF furniture and more! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: The bedroom upgrade you're overlooking - Up to 70% OFF | Indoor and outdoor furniture, decor, and more -> FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair | Ready, set, go! Peel & stick wallpaper, faux plants & more - Because life's just better when you love your space. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: OUTDOOR FIRE PITS - CLEARANCE *** Save up to 70% on furniture, decor, and more! FREE Shipping Over \$35* & Flexible Financing 1
- WAYFAIR | SALE: Our Big Outdoor Sale is HERE! - Patio furniture | Storage | Rugs | Dining essentials | Grills | More! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: Ice makers - Clearance! Shop now and save up to 70% on home essentials. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: (Open for CLEARANCE!) -> Up to 70% OFF! Shop furniture, decor, and more for every space. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair | Memorial Day: *** OPEN FOR CLEARANCE *** - Score up to 70% OFF furniture, decor, and more! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: TRAMPOLINES 🏡 -
- Wayfair: Air fryers, grills, and more popular picks! - See what shoppers are searching for right now -> FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: BEDS at a great price. -
- WAYFAIR | SALE: Indoor Furniture Sale 🏠 🛋️ - Up to 55% OFF home essentials and more! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: SMALL SPACE DAYBEDS -
- Wayfair: OUTDOOR FOUNTAINS 🌿 🏡 🌊 -
- Wayfair: Imagine your dining room with these picks - Score FREE shipping on thousands of five-star finds. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: BEDDING: rated "high and priced low". -
- Wayfair: FIRE PIT TABLES -
- Wayfair | Shop Now: 5 kitchen hacks you'll want to see -> Explore easy and creative kitchen tricks. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: GRILLING COOKWARE under \$20 🍖 Hello, good buys! -
- Wayfair: ☀️ Shade sails 🌿 🏡 -
- Wayfair | Summer: Summer forecast: KEEP COOL - Cool down and enjoy the season with these must-haves! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: CLOSEOUT (We mean it!) -
- Wayfair | Big Outdoors: Patio seating, dining sets, and more 🏡 - Up to 55% OFF. Free shipping over \$35*. Shop NOW! *** FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: DECK BOXES for less. "MAJOR" markdowns 🏡 -
- Wayfair: BEDS & FRAMES made easy 🛏️ - Explore options to create a bedroom layout you love. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: Bedding 💎 UP TO 70% OFF -
- Wayfair: GORGEOUS BEDDING 🛏️ -
- Wayfair | Shop Now: 5 tips for growing your garden 🌿 - New to gardening? (We can help!) FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: Chicken coops - Lucky you! Savings up to 70% are just a click away. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: BATHROOM VANITIES we think you should see - Plus, score two-day delivery on thousands of items. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: PATHO UMBRELLAS. - Color, size, fabric, style - at Wayfair, you've got options. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: Everyone's ditching their kitchen islands - and here's why - All the brands you love, all up to 70% OFF.
- Wayfair | Indoor Re. Indoor Furniture Sale 🏠 🛋️ - Seating | Linens | Storage | Appliances | More! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: PATIO UMBRELLAS "sale". Instant savings, endless options! 💎 \$2.3M+ has been donated to COVID-19 relief efforts! FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: What Mom "really" wants - Trust a mom - even if it's yourself - to gifts that make life easier year-round. FREE Shipping Over \$35* & Flexible Financing 1
- Wayfair: STools for the kitchen or office 🛠️ - Endless options for every style, space, and budget. FREE Shipping Over \$35* & Flexible Financing 1

- May 31
- May 31
- May 30
- May 29
- May 28
- May 28
- May 27
- May 26
- May 26
- May 25
- May 25
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- May 14
- May 13
- May 12
- May 12
- May 11
- May 10
- May 10
- May 9
- May 9
- May 8
- May 8
- May 7
- May 6
- May 6
- May 5
- May 5
- May 4
- May 3
- May 3
- May 2
- May 2
- May 1

Quarantining is

Boooring...

Your Emails Don't

Have to Be

LAST 30 DAYS:

**When Animated GIFs are Used
Within an Email Message
Click-Through Rates Increase by:
31% (Consumer)
27% (Business)**

MASKS ARE BACK IN STOCK [Inbox](#) x

MOTHER <motherslittlehelper@motherdenim.com> [Unsubscribe](#)
to me ↵

Fri, May 29, 4:47 PM (5 days ago)

MOTHER

Women

Men

[Sending Good Vibes](#)

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zoom

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Wed, Jun 24, 4:48 PM (18 hours ago) ☆ ↶

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13 hours **57** minutes **00** seconds

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THINK DIFFERENTLY...

**Email is a laboratory.
Test, Fail and Test Again...**

LAST 30 DAYS:

9% of Subject Lines Have LESS Than 20 Characters...

Subject Lines With LESS Than 20 Characters Have OPEN RATE INCREASE:

B2B = 22%

B2C = 25%

LAST 30 DAYS:

7% of Subject Lines Have MORE Than 65 Characters...

Apple News	Inbox	U.S. coronavirus cases top 1 million, a look at Sweden's controversial strategy, and more from Apple News - Good morning from Apple News. Here's everything you need to kn...	Apr 29
Apple News	Inbox	Experts weigh in on new White House testing plans, what could be different when we travel again, and more from Apple News - Good morning from Apple News. Here's everyt...	Apr 28
Apple News	Inbox	New evidence about the virus's spread, everything you need to stay entertained at home, and more from Apple News - Good morning from Apple News. Here's everything you ...	Apr 24

Subject Lines With MORE Than 65 Characters Have OPEN RATE INCREASE:

B2B = 14%

B2C = 17%

RIGHT NOW:

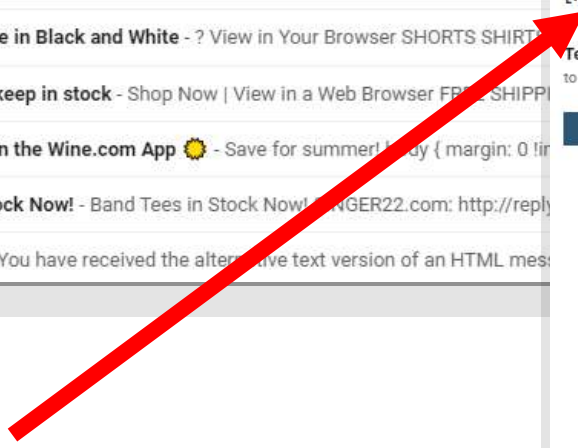
**This is SURGING
in performance!**

three words: BACK. IN. STOCK.

**'IN STOCK' in the subject
line is Boosting Open Rates
34% B2C and 41% B2B
Last 30 Days**



West Elm	Inbox	Starts NOW: Up to 30% off in-stock sofas, sectionals & more - with images west elm find a store free shipping in-stock sofas, sectionals, chairs & more" width="700" style="display: block; line-height: 0;" border=...	Jun 24
REVOLVE	Inbox	three words: BACK. IN. STOCK. - your faves are back - don't waste any more time! Update Your Email Preferences	Jun 21
Spirit Halloween	Inbox	Sitting Scarecrow is BACK IN STOCK - Order now!	Jun 20
INTERMIX	Inbox	We Can Barely Keep These In Stock - View in Browser http://click.e.intermixonline.com/?qs=dce6e4794cef925e631f785ed8f68115213b06c7f1d56040ba00c68d477372aa70ecc4c89f910c1d82b5909dc3c0bef...	Jun 19
MOTHER	Inbox	FLORAL MASKS ARE BACK IN STOCK - Thank You For Supporting MOTHER. FLORAL MASKS ARE E	Jun 18
Legends	Inbox	BACK IN STOCK - Hawthorne Hoodie in Black and White - ? View in Your Browser SHORTS SHIRT	Jun 14
Saks Fifth Avenue	Inbox	The most-favorited styles we can't keep in stock - Shop Now View in a Web Browser FREE SHIPPI	Jun 13
Wine.com	Inbox	Stock Up for Summer with \$50 Off in the Wine.com App 🌻 - Save for summer! Buy { margin: 0 fir	Jun 12
SINGER22.com	Inbox	Madeworn Vintage Band Tees in Stock Now! - Band Tees in Stock Now! SINGER22.com: http://repl	Jun 10
Tommy John	Inbox	The Polos We Can't Keep In Stock - You have received the alternative text version of an HTML mes	Jun 4



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MAY **MAY**

Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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For Calendar: JayS@CorpWD.com