

AND USERS

FISH DO FEEL PAIN (Choose your bait wisely)

Hi! I have analyzed an audience* that counts 300 email-campaigns (2017-2020) comprising of a total of 3.3 million opens. Originally, I looked into the numbers in order to generate some insights that might help us (sewsimple.de) to improve our opening and click rates. I decided to share these findings, because I wasn't able to replicate some things that are regarded as common knowledge among marketers.

*> 40 k subscribers as of today



I've always been somewhat skeptical about the claim that emojis will increase opening rates per se – after all, humans are not 🐟. In fact, for our target audience, the opening rate of the campaigns **not using emojis in the title is 43%** compared to 41%.

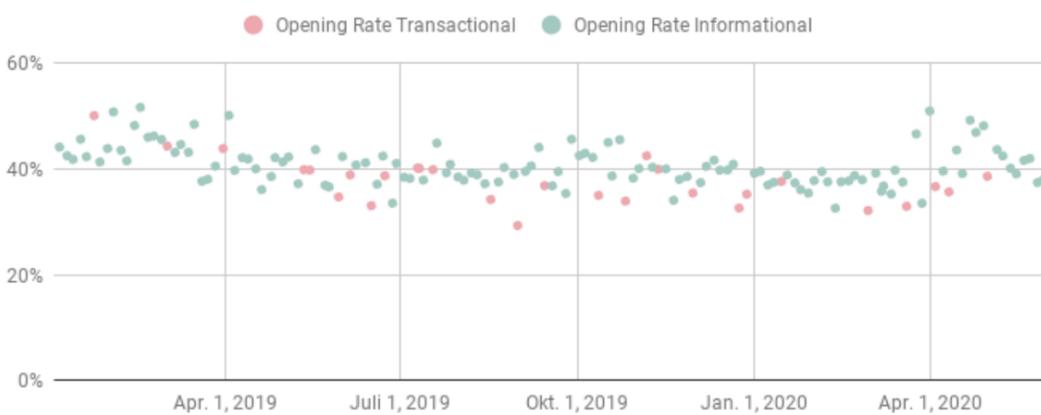


Using the name or asking a question in the subject line **didn't have any impact** on the opening rates (well, 0.2%).

Subject: Keep it short?

Many marketers will tell you to keep your subject line short. Mailchimp even has a feature warning you if your subject line is too long. However, this doesn't reflect our data: For us, campaigns with subject lines longer than **60 characters** performed best (43.1% opening rate). I checked for possible biases (time, topics...), but there was no obvious isolated factor to be found.

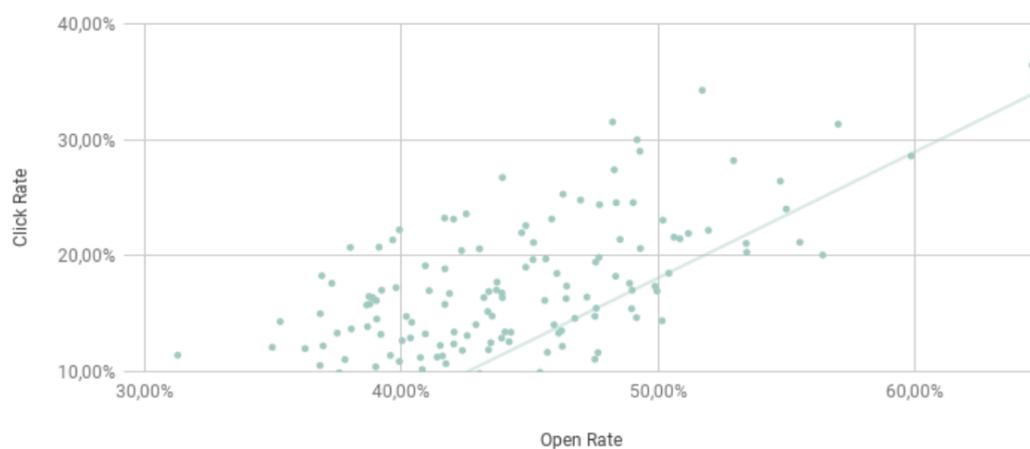
Informational vs. Transactional



When taking a closer look at the content of the subject line, **informational campaigns** ("learn this interesting thing") **performed better** than transactional campaigns ("please buy this sewing pattern") – 41% vs 37%.

Opening Rates and Click Rates

Click Rate und Open Rate



This chart shows that opening rate and click rate are usually two metrics pointing in the same direction. Our data shows a **positive correlation** between these two ($r = 0.6$).

tl;dr

Finding the right balance between **heuristics** and **AB-testing** can be tricky. However, it definitely helps keeping your audience in mind when crafting an email campaign. Looking into our data, the variable "**content**" seems to be much more important than the variable "**form**" (e.g., emojis, questions...).

The caveat: Comparing different email-campaigns doesn't necessarily provide the best data, so these **findings are limited**. An important next step would be to take these preliminary observations and AB-test for emojis, names, questions, et cetera – within the respective campaign. To be continued 🤔 🚀 🐟 📧