Interactive Experiences to Elevate your Email Engagement

Jen Birks
The Email Code

Allow me to introduce myself...

- Hello, I'm Jen ☺ I I love being an #emailgeek and have worked with email for over 10 years now!

- I've worked on email campaigns for clients like Nissan, Vodafone, Secret Escapes and many others

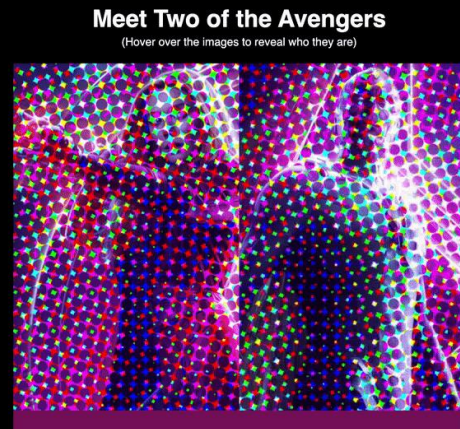- I have a YouTube channel all about email called "The Email Code"

What is an Interactive Email?

An email that contains a functional element which actively engages the recipient with the content.
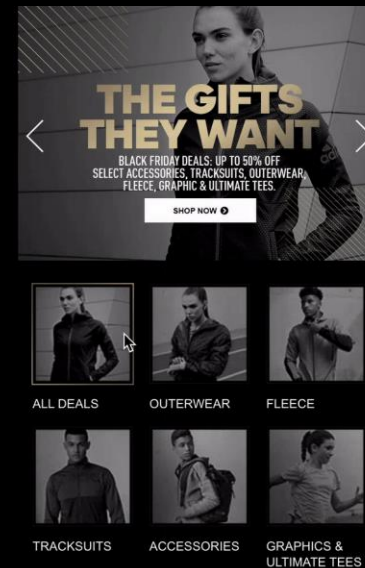
This could include:

Clickable Hotspots

Hover Effects

Image Carousels

Gamification Elements

AND MANY MORE!

Why should email marketers consider interactivity?

60%

It has been reported that **60%** of email recipients said they are likely to engage with an interactive email (dyspatch.io)

Interactive emails can achieve an increased click-to-open rate of **73%** compared to their non-interactive counterparts (spiceworks.com)

73%

ALMOST 200%

These factors combined translate to **almost a 200% increase** in conversion rates, with interactive content like quizzes, surveys, and forms boosting conversions of 70% compared to just 36% for passive content (demandmetric.com)

With interactivity, strategy is KEY!

Compatibility across different email clients

Technical complexity – resource and time heavy
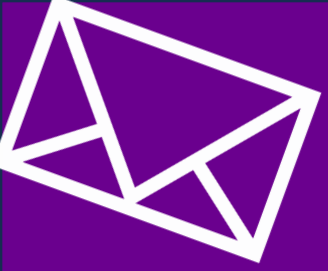
Analytics and tracking

What problem are you trying to solve?
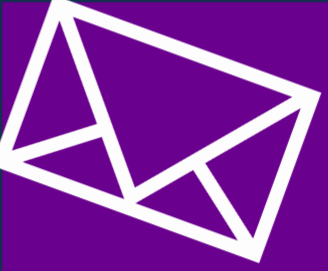
What is your goal?

CASE STUDY

Meet our client

Superstar cinemas are an intergalactic cinema chain showing all of the latest movies from across the cosmos

Email forms a big part of their marketing strategy and they want to find some key opportunities to utilise interactivity and engage more of their cosmic subscribers

SCENARIO 1

Problem:

"When a user firsts signs up to our newsletter, all that we know about them is their email address."

🎯 (target icon)

Goal:

"We want to use interactivity to help new subscribers find the films they are interested in when we don't have segmentation data."
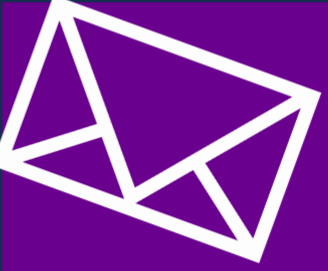
GENRE SORTER EMAIL

What else could we use interactive filtering for?

- Welcome Campaigns / Early Lifecycle Touchpoints

- Product Catalogs

- Resource Libraries

- Upcoming Events

- Reusable Modules
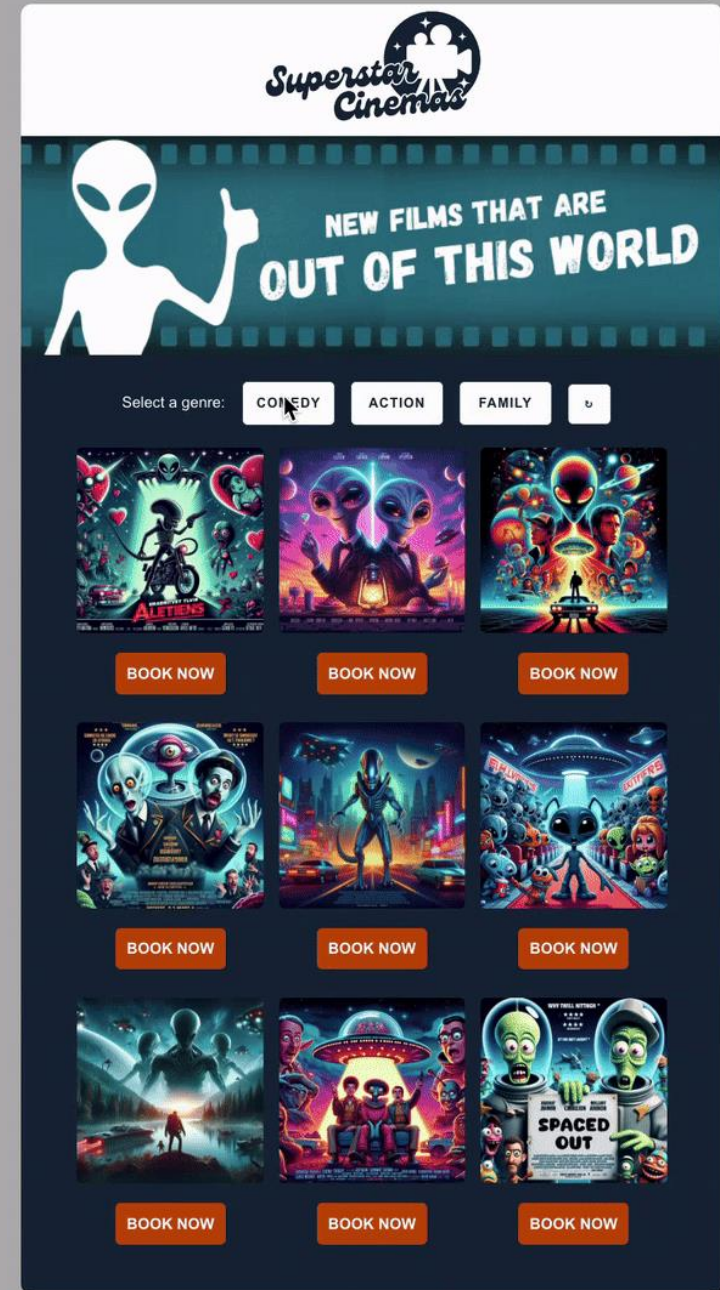
Where is this supported / suggested fallback?

- Interactivity is currently very well supported in clients such as Apple Mail and iOS Mail. There is also some support in Gmail and a few versions of Outlook.

- Email clients are constantly evolving and introducing new updates. It is likely there will be more support for interactivity in future.

- For this email, a fallback could be to feature a smaller selection of movies from our three different genres. Variety can still help us to learn more about user interest at early touchpoints.

SCENARIO 2
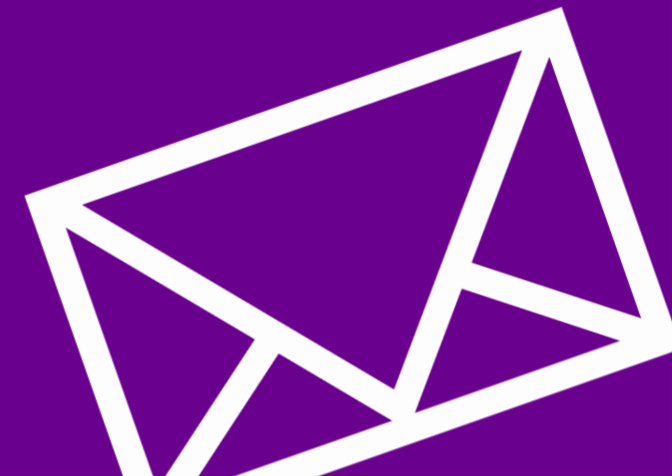
Problem:

"Customers aren't booking because they can't decide which movie to watch."

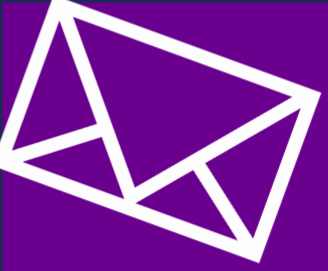**Goal:**

"Using interactivity, we want to give customers a suggestion for the next film that they should book."
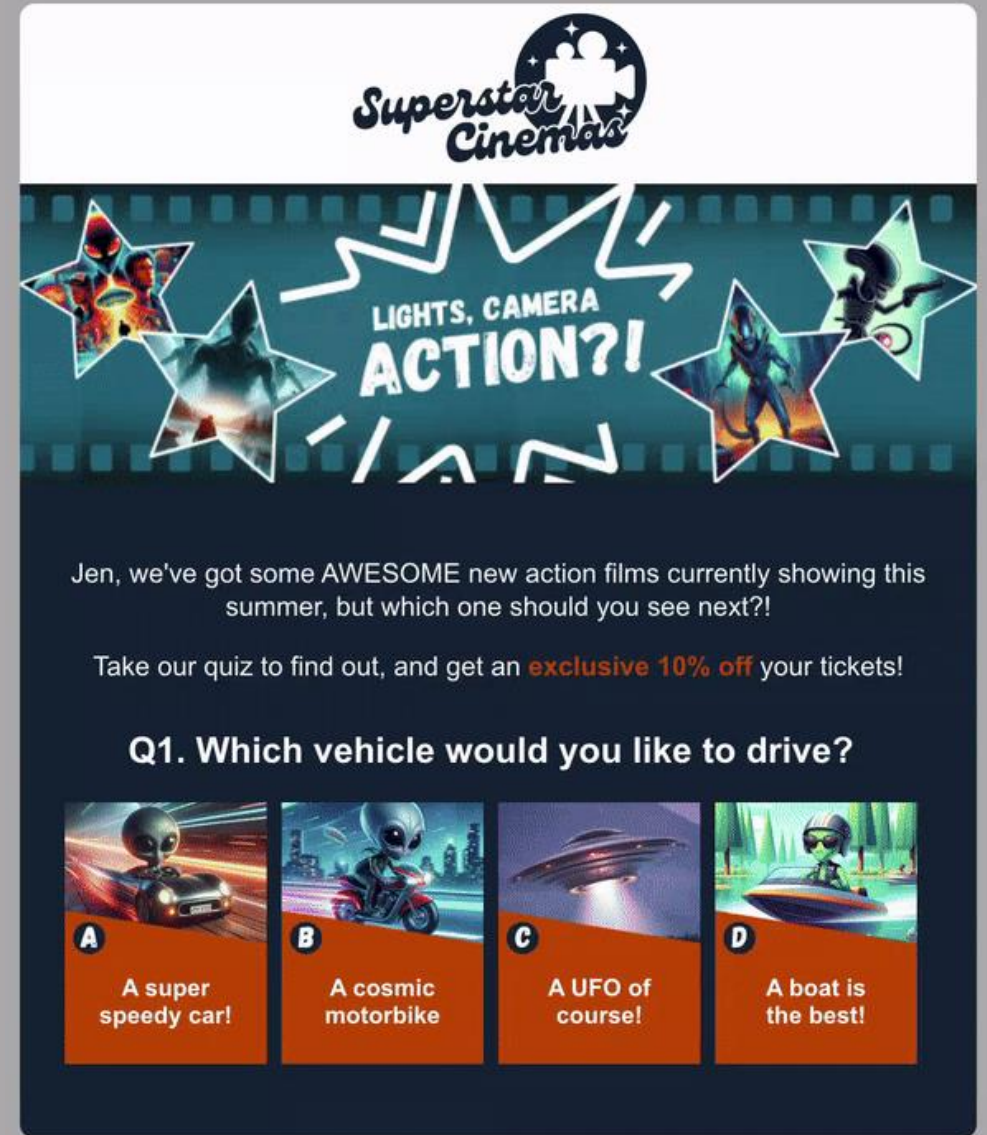
QUIZ EMAIL

What else could we use interactive quizzes for?

- Content Recommendations

- Interest Discovery

- Knowledge / Needs Assessments

- Challenges and Contests

Suggested Fallback

- In clients where this is not supported, you could feature the first question, but all images are clickable and link to a web page which records the first answer and continues from the second question. Web browsers have much more universal support and also allow you to use JavaScript for more advanced interactivity.

- This is a great solution but a slightly more disjointed experience because the user has to click through to the webpage to complete the quiz.
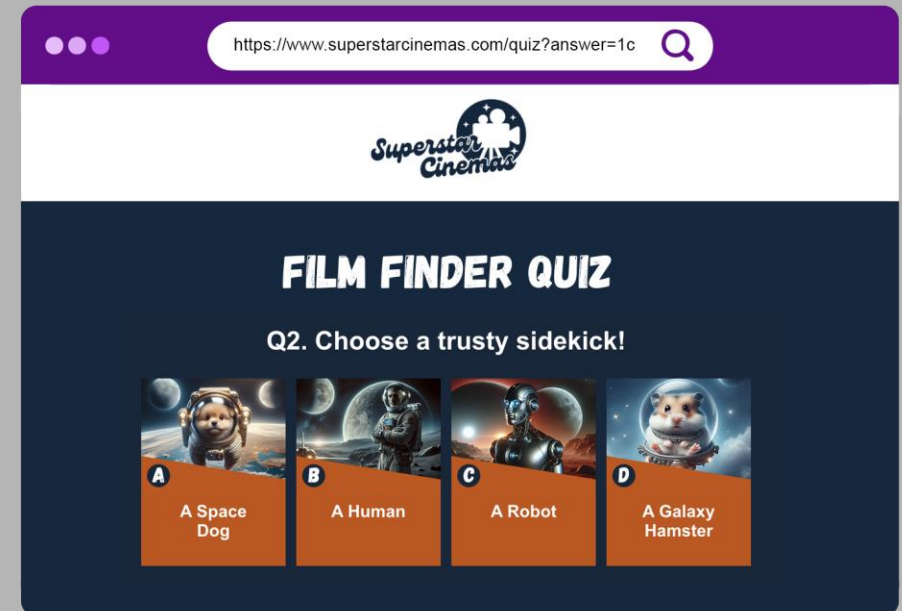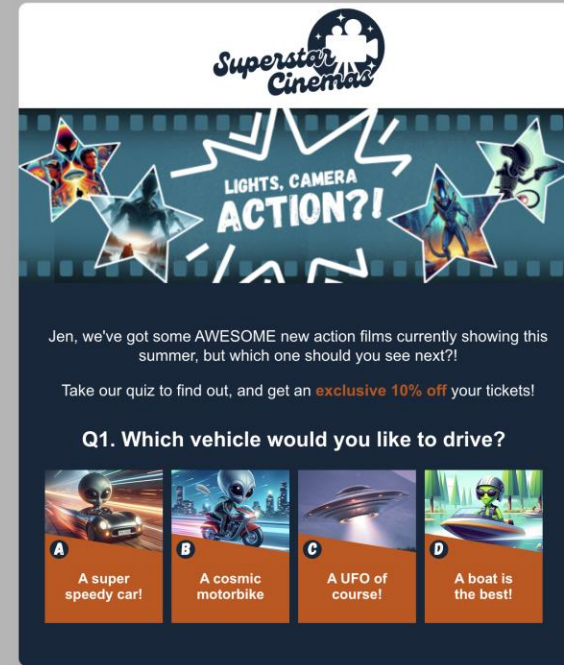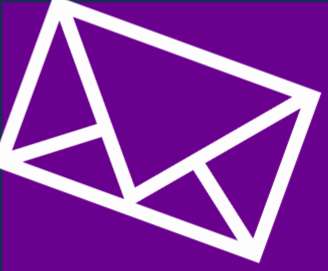
SCENARIO 3

Problem:

"Our competitors are

showing the same films."

26.5% of email marketers plan on adding interactive content to their email marketing strategy
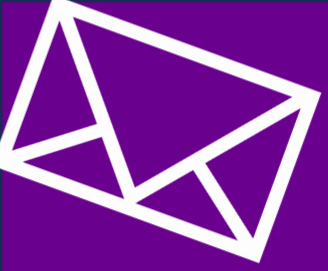
(emailvendorselection.com)

Goal:

"Using interactivity, we want to create an immersive experience that encourages customers to book the hotly anticipated latest releases with us instead of a competitor."

TRAILER EMAIL

What else could we use image carousels for?

- Product Showcases / Launches

- Educational Content

- Customer Testimonials / Reviews

- Company Announcements

Suggested Fallback

- Replace the carousel with an animated GIF. GIFs are currently supported amongst a much wider range of email clients and still add an interesting (although not as interactive) element to the email!

- Remove the text – gifs play automatically so the user cannot read at their own pace. Removing the text creates a better user experience.

TOP TIPS

Interactive may not be suitable for...

Transactional campaigns where you want to keep the message simple

When you have a tight deadline (they can be time and resource heavy)

Your audience – it's important to understand your audience! Are they tech savvy, or do they prefer simpler content?

Best Practices

Stick to **one** interactive element per campaign, you don't want to overwhelm your subscribers!

Involve all of your team in the planning phase everyone brings different insights and skills!

Find the best opportunities to use it when you want to make a big impact

Start small! Try something simple and build up to higher technical complexity, but don't be afraid to challenge your developer!

Useful Resources

Testing tools like Litmus and Email on Acid enable you to test your emails efficiently across a wide range of email clients and devices

Online resources such as ReallyGoodEmails and FreshInbox provide awesome design inspiration and code examples

Community forums such as the Email Geeks slack channel where you can get great support and advice from other developers and email professionals

DEVELOP ENGAGING EXPERIENCES

WITH INTERACTIVE E-MAIL

Bart den Hertog - 14:30 - 15:05

Thank you for watching!

Please come and
see me on YouTube!

Any questions?