

# Interactive Experiences to Elevate your Email Engagement



**Jen Birks**  
The Email Code



# Allow me to introduce myself...

- Hello, I'm Jen ☺ 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"



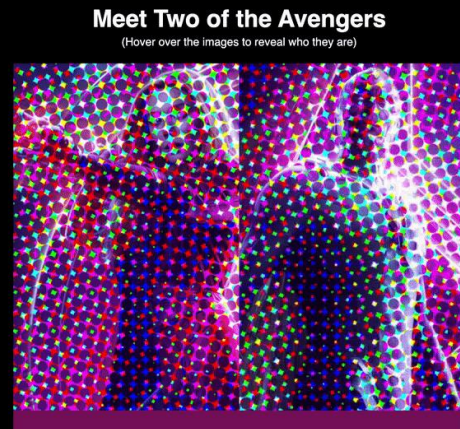
# What is an Interactive Email?

An email that contains a functional element which actively engages the recipient with the content.

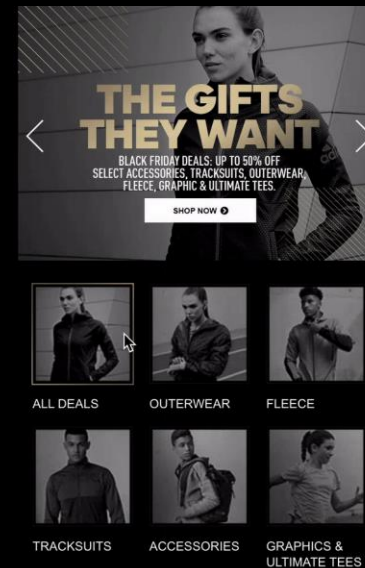
This could include:



**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

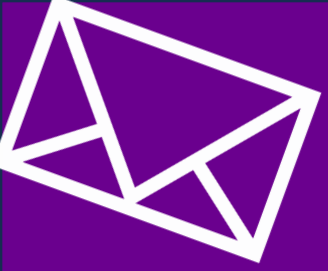
## Important questions:



**What problem are you trying to solve?**



**What is your goal?**



# CASE STUDY



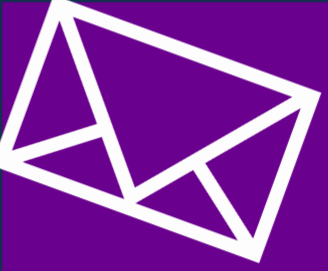
# Meet our client



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.”



**JOIN OUR MAILING LIST**

 **EMAIL :**

I read and agree to Terms & Conditions

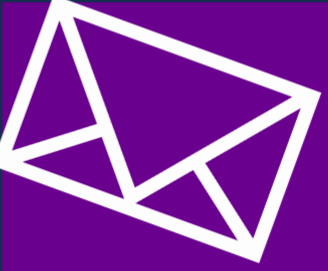
**SIGN UP**



## Goal:

“We want to use interactivity to help new subscribers find the films they are interested in when we don’t have segmentation data.”



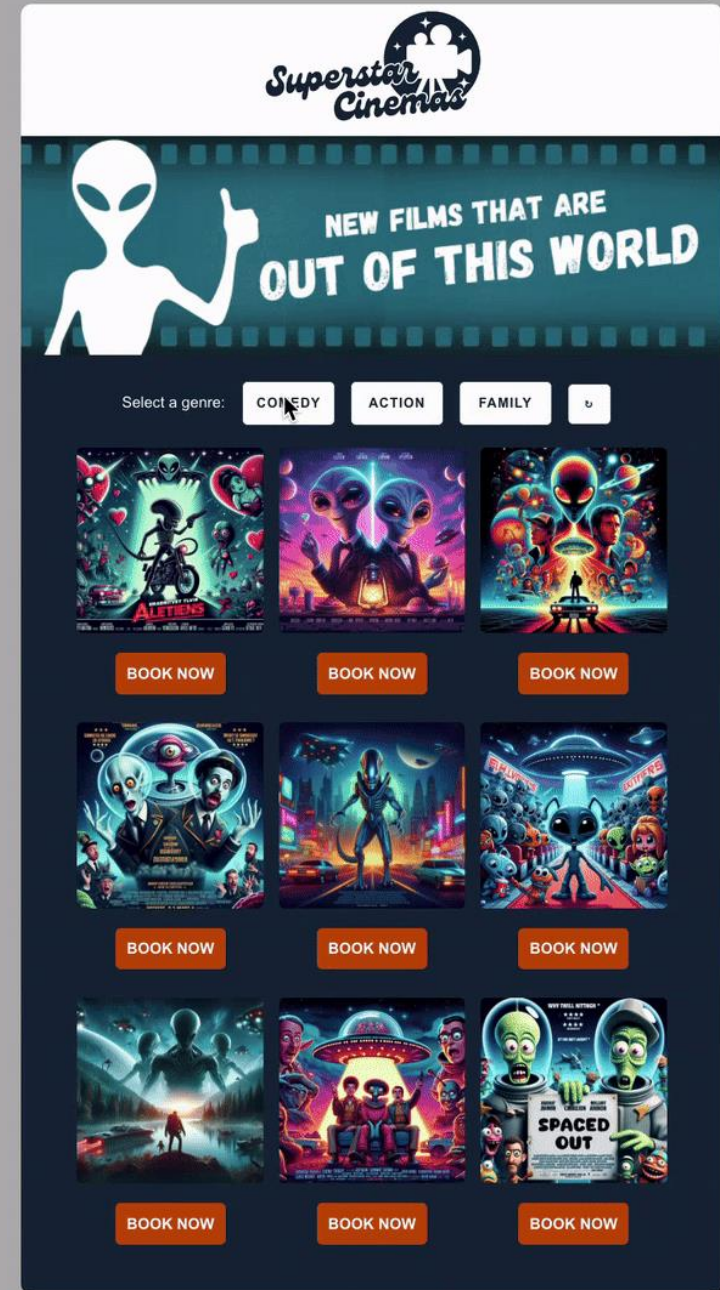


# GENRE SORTER EMAIL





# 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.



NEW FILMS THAT ARE  
**OUT OF THIS WORLD**

**LATEST FILMS TO BOOK NOW:**



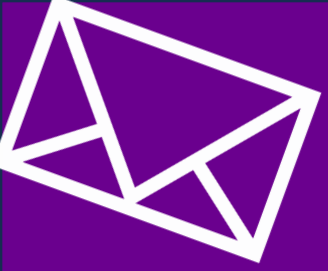
**BOOK NOW** **BOOK NOW** **BOOK NOW**

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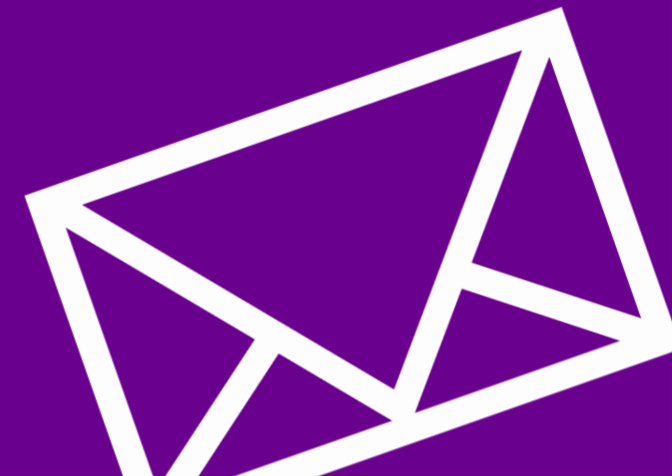
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# SCENARIO 2





## Problem:

“Customers aren’t booking because they can’t decide which movie to watch.”



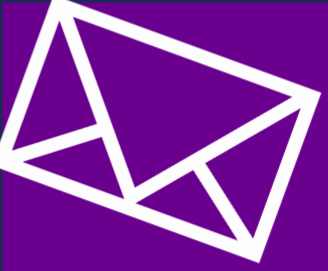


## Goal:

“Using interactivity, we want to give customers a suggestion for the next film that they should book.”





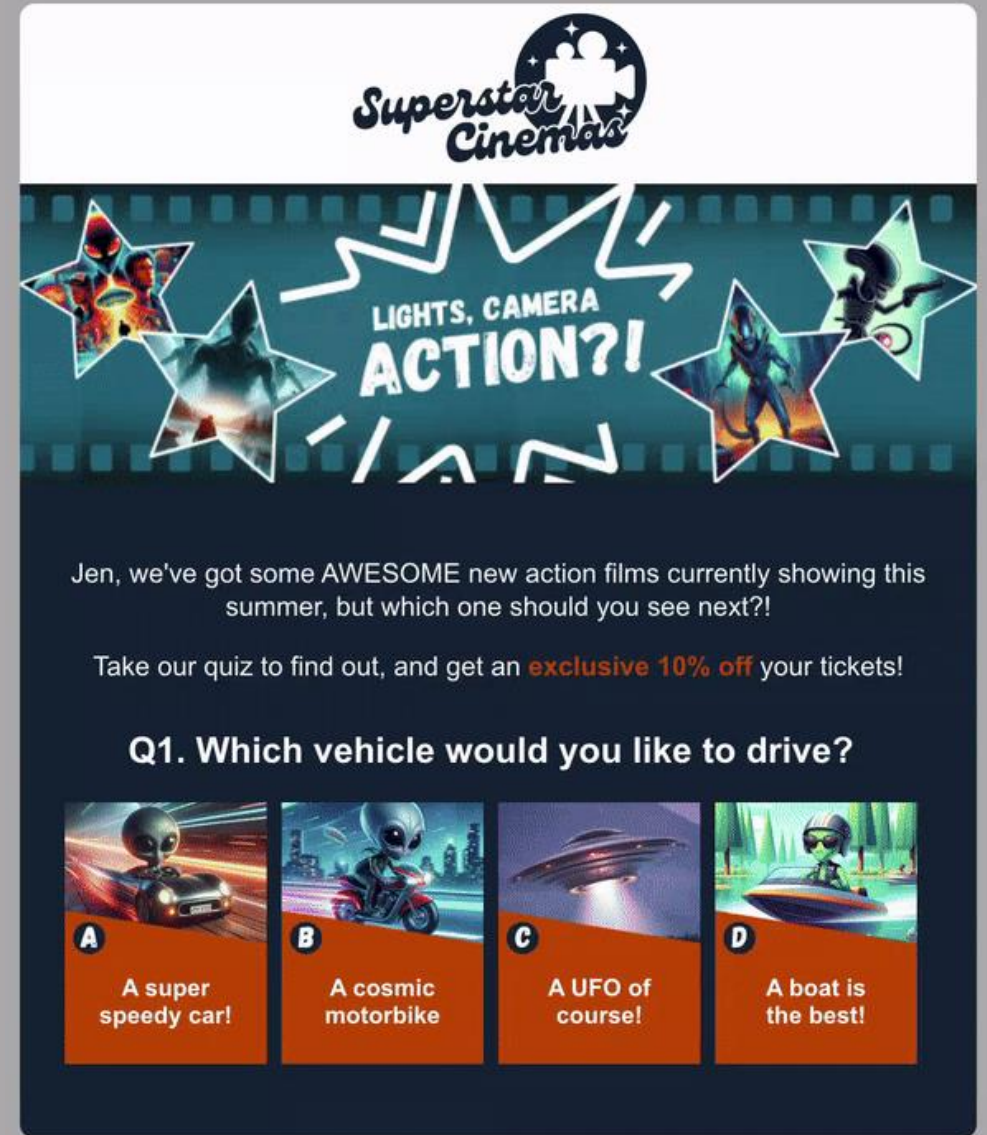


# QUIZ EMAIL



# What else could we use interactive quizzes for?

- Content Recommendations
- Interest Discovery
- Knowledge / Needs Assessments
- Challenges and Contests



The screenshot shows a quiz interface for Superstar Cinemas. At the top, the logo features a camera icon and the text "Superstar Cinemas". Below the logo is a film strip graphic with the text "LIGHTS, CAMERA ACTION?!" in the center. The quiz content includes a promotional message: "Jen, we've got some AWESOME new action films currently showing this summer, but which one should you see next?!" and an incentive: "Take our quiz to find out, and get an **exclusive 10% off** your tickets!". The first question is "Q1. Which vehicle would you like to drive?". There are four options, each with a corresponding image and a description:

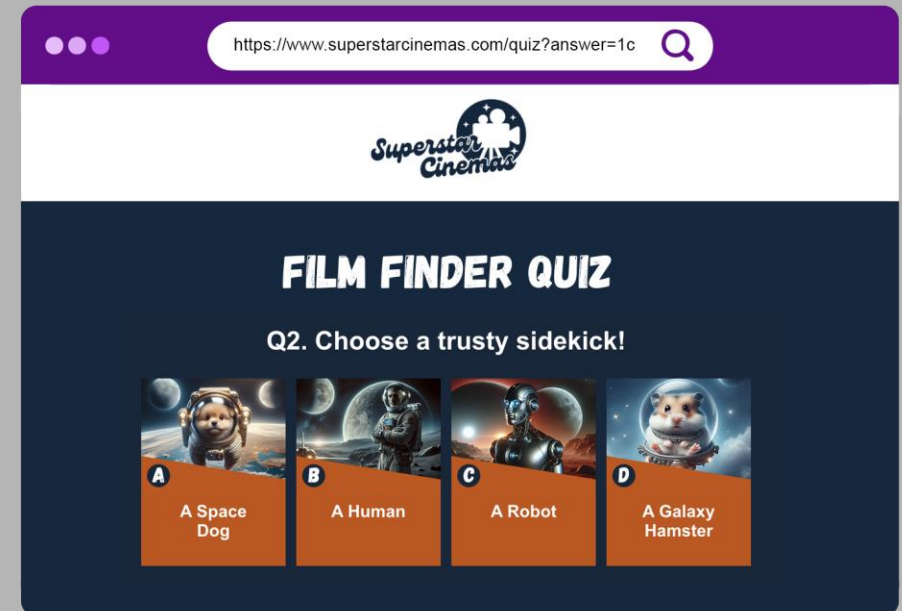
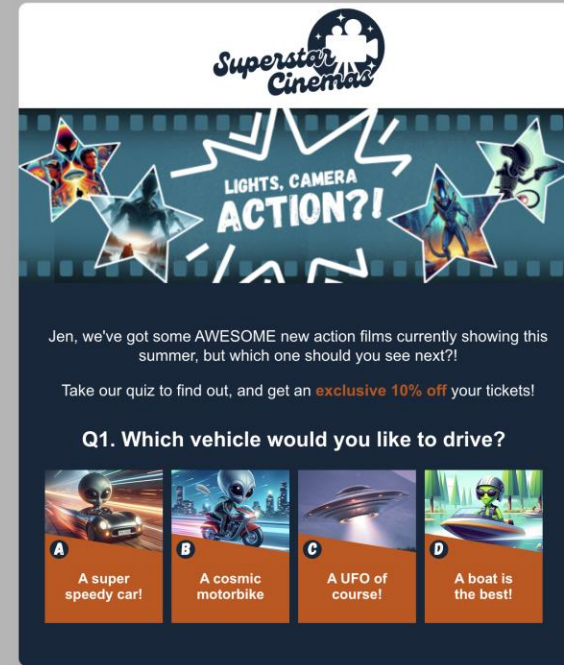
Option	Image	Description
A	Alien in a super speedy car	A super speedy car!
B	Alien on a cosmic motorbike	A cosmic motorbike
C	UFO	A UFO of course!
D	Alien on a boat	A boat is the best!

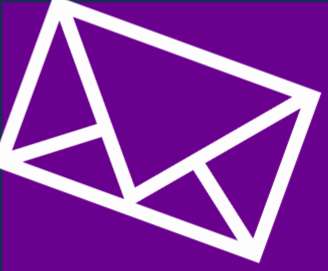
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# Suggested Fallback

- 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](http://emailvendorselection.com))

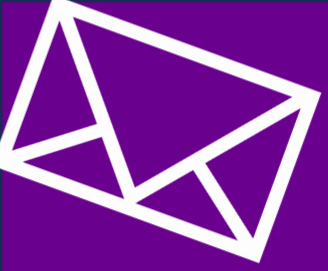




## Goal:

“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

**Superstar Cinemas**

WHEN THEY ARRIVED,  
OUR WORLD CHANGED FOREVER...

WHAT HAPPENS  
NEXT??

**An invasion is coming, is all hope lost?**



Brace yourselves! **PLANETFALL** has just landed at Superstar Cinemas. Witness the epic battle for the planet as an unstoppable alien force arrives. With heart-pounding action and jaw-dropping visuals, this sci-fi spectacle is a must-see. Grab your tickets now—before it's too late!

**BOOK NOW**



# 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.



**An invasion is coming, is all hope lost?**

Brace yourselves! **PLANETFALL** has just landed at Superstar Cinemas. Witness the epic battle for the planet as an unstoppable alien force arrives. With heart-pounding action and jaw-dropping visuals, this sci-fi spectacle is a must-see. Grab your tickets now—before it's too late!

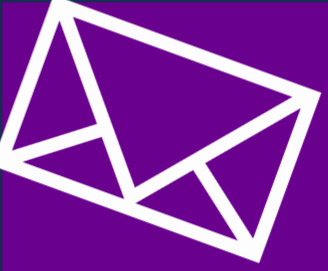
[BOOK NOW](#)

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# 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



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



**FreshInbox**

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



**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?