

Optimization Summit Testing Brief

Background: Hoovers a Dun & Bradstreet company has partnered with MarketingSherpa to offer a free copy of the 2012 MarketingSherpa *30 Minute Marketer on Email Subject Lines: 9 Tactics to grab attention and boost open rates*.

Objective: Increase the acquisition of leads through complimentary email lists. Determine the most effective approach and channel.

Primary research question: Which page will result in the most leads generated?

Test design: Variable cluster A/B Split.

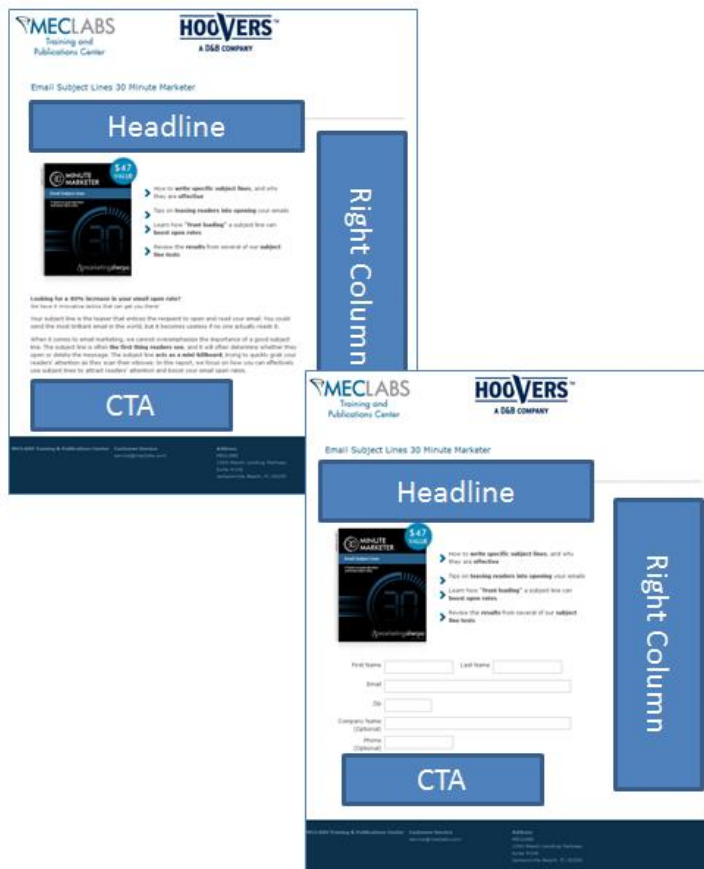
Key Constraints: None

Traffic Sources: Email and Twitter

Hypothesis: Determined by audience selections.

Variable Options (Values)

1. Layout:



2 page process

Enhanced value presentation

Optimized Form Layout

Long Copy

a.

MECLABS
Training and Publications Center

HOOVERS™
A D&B COMPANY

Headline

You can send the most brilliant email in the world, but it is useless if no one actually reads it. This 30 Minute Marketer on Email Subject Lines we'll show you:

- How to write specific subject lines
- Results from the winning tests that inspired these tactics
- Tips on teasing readers into opening
- How "front loading" a subject line can boost open rates

Fill out the form below to get your **FREE** copy of the **Email Subject Line 30 Minute Marketer**

Name: Required

Email: Required

Zip: Required Company: Optional

Phone: Optional

Yes, I would like to receive information about future offers from MECLABS and their partners

CTA

MECLABS Training & Publications Center Customer Service: service@meclabs.com Address: MECLABS, 1300 Marsh Landing Parkway, Suite #106, Jacksonville Beach, FL 32230

b.

One Page Process

Enhanced value presentation

Optimized Form Layout

Short Copy

2 Column Bullets

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HOOVERS™
A D&B COMPANY

Headline

Receive your **FREE** copy of **30 Minute Marketer Today!**

Email Subject Lines includes the results of several tests to help you:

- Write specific subject lines
- Tease readers into opening
- "Front loading" a subject line can boost open rates

Complete the form below to receive your instant download!

First and Last Name:

Email Address:

Zip Code:

Company Name (Optional):

Phone Number (Optional):

CTA

MECLABS Training & Publications Center Customer Service: service@meclabs.com Address: MECLABS, 1300 Marsh Landing Parkway, Suite #106, Jacksonville Beach, FL 32230

c.

One Page Process

Enhanced value presentation

Short Copy

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Headline

Receive your FREE copy of 30 Minute Marketer Today!

30 MINUTE MARKETER **\$47 VALUE**

Email Subject Lines

9 Tactics to grab attention and boost open rates

marketingsherpa

View Inside

Complete the form below to receive your instant download!

First and Last Name

Email Address

Zip Code

Company Name (Optional)

Phone Number (Optional)

CTA

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Address: MECLABS, 1300 Marsh Landing Parkway, Suite #106, Jacksonville Beach, FL 32225

Right Column

30 Minute Marketer - 9 Tactics to Grab Attention and Boost Open Rates

Check Effectiveness of email tactics and applications for this

If they're effective | If somewhat effective | If not effective

Tactic	If they're effective	If somewhat effective	If not effective
Target audience	85%	10%	5%
Timing your	75%	15%	10%
Subject line (e.g., phrasing, length)	70%	20%	10%
Call to action	65%	25%	10%
Personalization	60%	30%	10%
From line	55%	35%	10%
Labels and images	50%	40%	10%
Message (e.g., phrasing, length, content)	45%	45%	10%
Mobile format and images	40%	50%	10%
Time of day sent	35%	55%	10%
Size of the email list	30%	60%	10%

We know that subject lines are important, but how do you make sure yours are the best they can be? There is no one single secret to perfection, but there are many elements that can make or break your subject line. We discuss several of them below to help make your subject lines more effective.

One Page Process

Enhanced value presentation

Short Copy

View Inside value presentation

d.

2. Headline:

a. **MarketingSherpa's 30 Minute Marketer Email Subject Lines**

9 tactics to grab attention and boost open rates.

b. **Get your guide to the best email subject lines, FREE now from 30-minute marketer!**

Learn our go-to strategies for boosting open rates

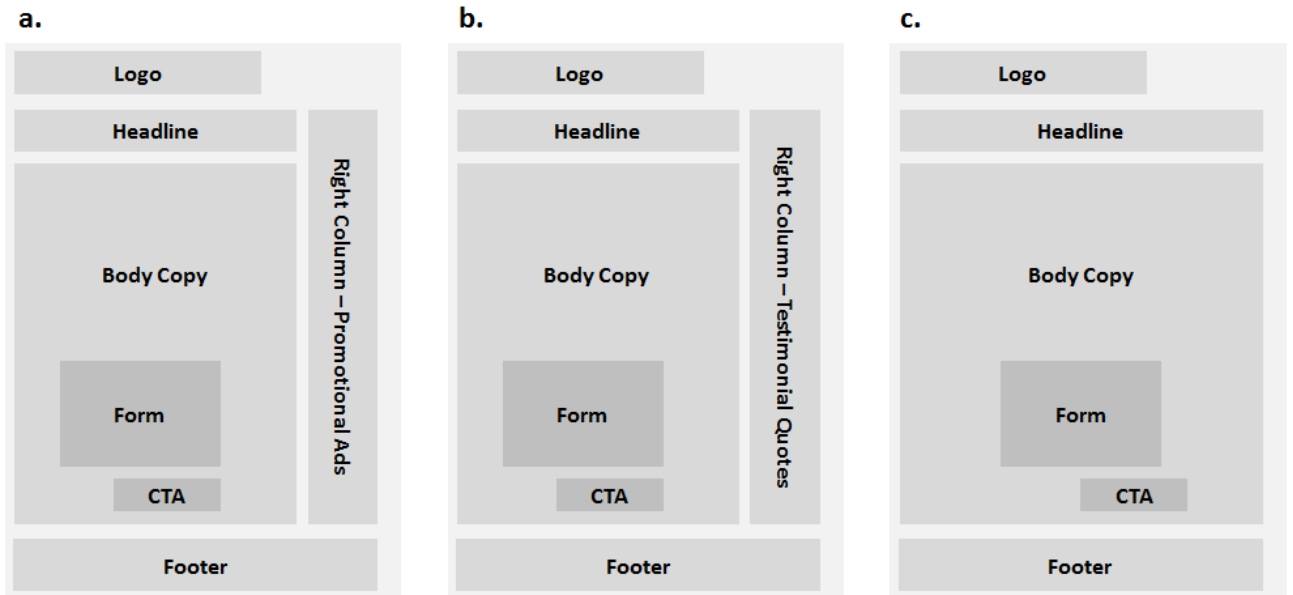
c. **Free: Our Top 9 Performing Email Subject Line Tactics**

Learn the Top Tactics Gleaned from 15 Years of Research, 1 Billion Emails

d. **You're 30 Minutes Away from Your Highest Email Open Rates**

Why invest 30 minutes to write better subject lines? Because delete is just a split second away

3. Right Column:



4. CTA:

- a. **Get Your Free 30 Minute Marketer**
- b. **Download My 30 Minute Marketer**
- c. **Start Your Free Download**
- d. **I'm ready to boost my open rates**
- e. **I want higher open rates**

Enter your selections in the Live test survey tab of our Op Summit App or

<http://www.surveygizmo.com/s3/1256213/Op-Summit-May-2013-demographics-survey>