



# EMAIL MARKETING CASE STUDY



**CRAFT EMAIL MARKETING YOUR COMPANY NEEDS**

## CLIENT PROBLEM

Leighton Broadcasting is not only one of our clients, but our sister company. We noticed their email click-through rates were less than we'd like to see. Since they send so many emails and the content varies so much from email to email, the only consistent variable was the template.

## HERE'S WHAT IT LOOKED LIKE:



**NO WONDER  
IT WASN'T  
GETTING  
CLICKED**

It's your basic, run-of-the-mill email template. And, that was part of the problem. It looked like an email template. The first things a user saw when they opened the email were the unsubscribe link and an image with the sender's logo in it before any content at all.

It's also no wonder this template had an above average percentage of recipients opting to unsubscribe. Another big problem was the amount of unsubscribes from this template.

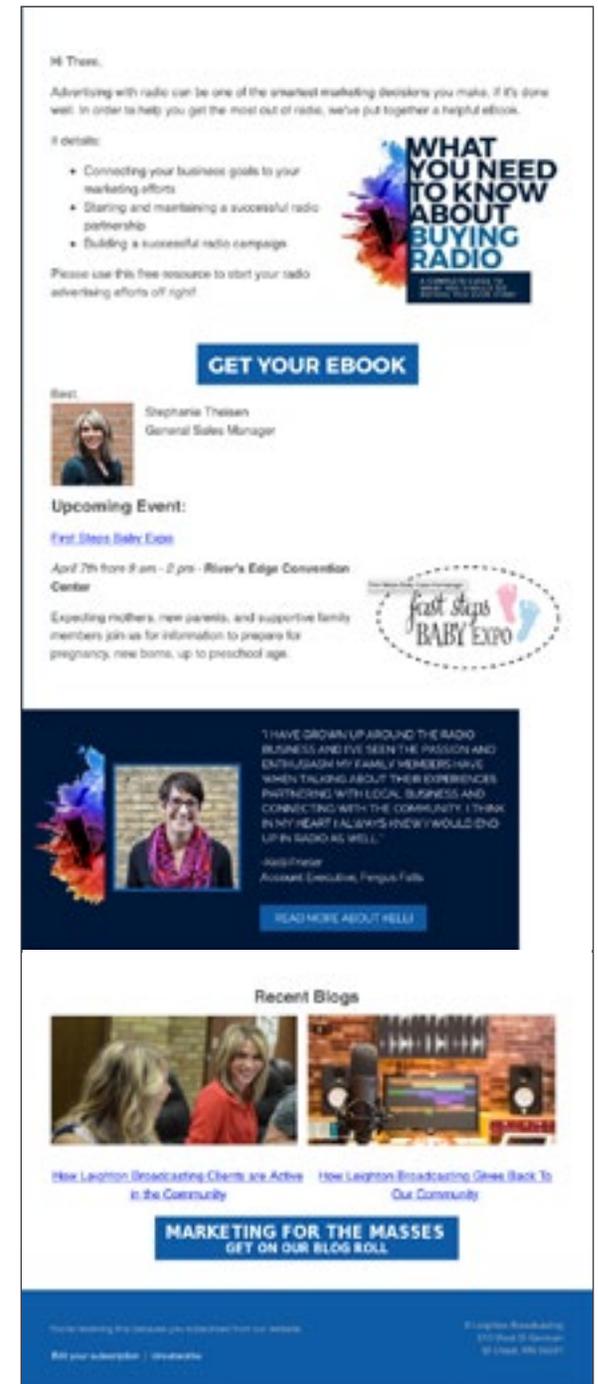
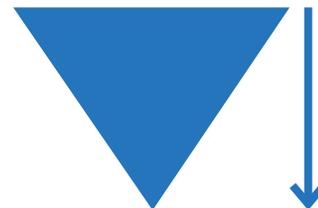
# OUR SOLUTION

We set out to update the template to look less like an automated email and more like a personal message from someone at Leighton Broadcasting.

## HERE'S WHAT WE DID:

- Removed the header image entirely, making room for the actual content to appear sooner.
- Took advantage of the extra space to include a headline that re-enforced the statement in the subject line.
- Pulled images from the landing page to create a congruent experience from open to click to landing page view.
- Moved the unsubscribe link into the footer of the email.

We also utilized a tactic known as the **INVERTED PYRAMID** to guide the users' eye directly towards the CTA button in the post, thus greatly increasing the likelihood of a click.



## RESULTS

That's all well and good, but **DID IT WORK?**

**DID THE NEW TEMPLATE GENERATE MORE CLICKS THAN THE OLD TEMPLATE?**

**DID THE UNSUBSCRIBE RATE DROP?**

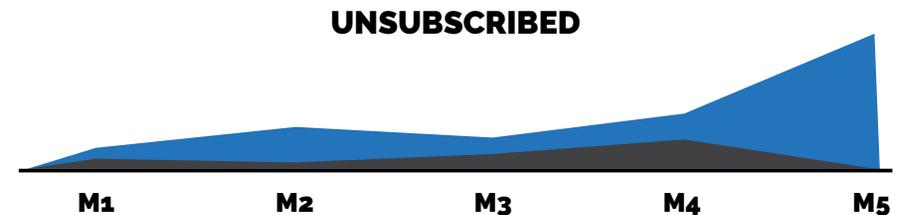
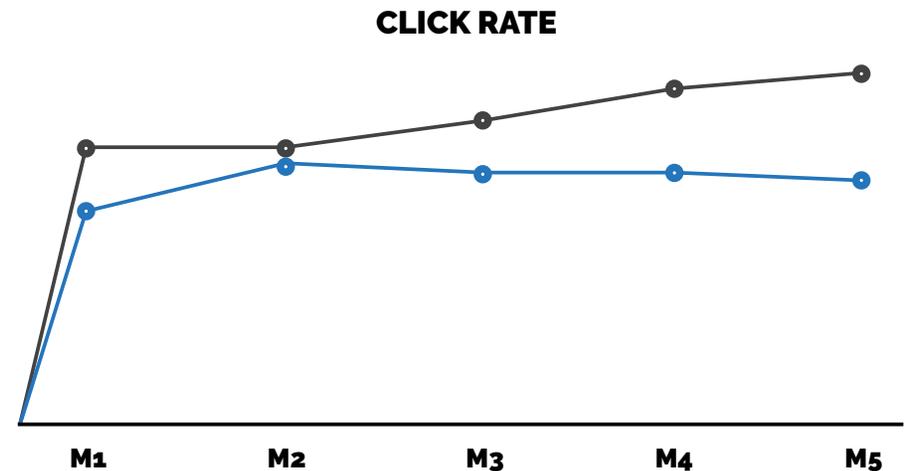
We're all about proof here at Leighton Interactive, so we tested it over a five month period to gauge clicks and unsubscribes over time. We applied the new template to 20 emails in one campaign, we left the old template on 20 emails in a different campaign.

Right out of the gate, emails using the new template had an average click rate of 12.2 percent, significantly higher than emails on the old template, which averaged a 9.97 percent click rate.

**AVERAGE CLICK RATE INCREASE IN THE FIRST MONTH OF CHANGE**

**9.97% → 12.2%**

**OVER THE NEXT FIVE MONTHS, THAT GAP ONLY INCREASED:**



— Old Template Click Rate      ■ Old Template Unsubscribed  
— New Template Click Rate      ■ New Template Unsubscribed

Across the board for every month, both the click rate and the unsubscribe rates improved. We took the template from being all about the client to being all about the user. And it worked. We applied the new template to every automated email in Leighton Broadcasting's HubSpot Portal, and never looked back.



## ABOUT LI SERVICE

### RESULTS.

Leighton Interactive uses data to make decisions on what to optimize. In this case, the data pointed to the email template itself. There are so many variables that can impact the performance of an email:

- ENVELOPE FIELDS
- SUBJECT LINE
- PREVIEW TEXT
- PERSONALIZATION
- COPY
- CALL TO ACTIONS
- IMAGES

The only consistent element across Leighton Broadcasting's email messages was the template. So, we started there and saw beautiful results.

### **WE CAN DO THE SAME FOR YOU.**

If you'd like to improve the performance of your email marketing, let us know. We'll put an expert eye on each of the items listed beside and provide feedback for how you can improve them.

**GET STARTED WITH A FREE AUDIT**



**LEIGHTON INTERACTIVE**  
*DEMAND RESULTS.*

