

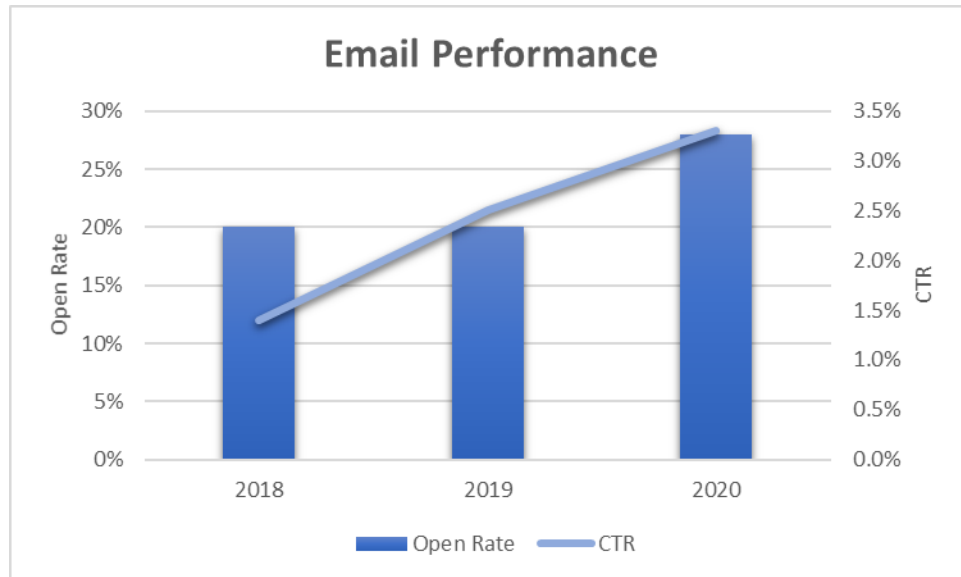


# Email Portfolio

By Caleb Tupper

# Email Performance

Measuring the results of marketing efforts is important. It ensures we're spending marketing budgets wisely and driving business growth. By testing email templates, focusing target audiences, and personalizing email content, I improved our email open rate from 20% to 28% and increase our click-thru rate by from 2.5% to 3.3% in 2020.

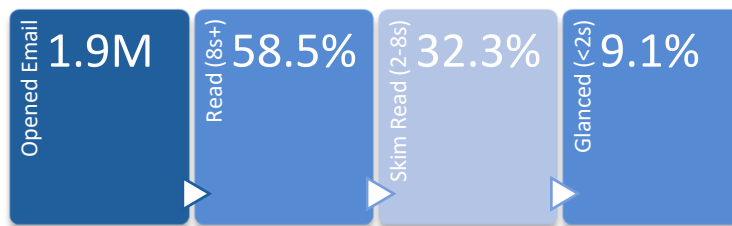


This increase in email performance contributed to email being one of our cheapest digital paid advertising channels for product acquisition. Using multi-touch attribution, I measured the performance of our digital channels, to ensure we were spending our marketing budget wisely. Utilizing this data, we focused our efforts on channels that were performing more efficiently for us to drive business results at a lower cost.

adMind Custom Channel Grouping	Assisted Conversion	Last Click or Direct Conversion	Rat	Cost	Cost per App Start	Cost per Influencer
Organic Search	23,439	36,243	0.65	\$ -	\$ -	\$ -
Paid Search - Non-Branded	2,495	6,219	0.4	\$ 111,690.88	\$ 17.96	\$ 12.82
Paid Search - Branded	3,368	4,751	0.71	\$ 18,337.96	\$ 3.86	\$ 2.26
Email Marketing	4,123	3,047	0.74	\$ 40,600.00	\$ 13.32	\$ 5.66
Email Triggered	1,255	1,659	1.32	\$ 485.00	\$ 0.29	\$ 0.17
Social - Organic	268	432	0.62	\$ -	\$ -	\$ -
Display - Prospecting	323	420	0.77	\$ 9,759.79	\$ 23.24	\$ 13.14
Social - Paid	136	58	2.34	\$ 11,622.00	\$ 200.38	\$ 59.91
Display - Video (Nova Ads)	117	12	9.75	\$ 22,500.00	\$ 1,875.00	\$ 174.42

# Email Design

Since December 17, 2019, Langley sent over 6.5 million emails. Of those emails, 1.9 million (28%) were opened. We determined through Litmus email analytics how much time those who opened the emails spent reading them.

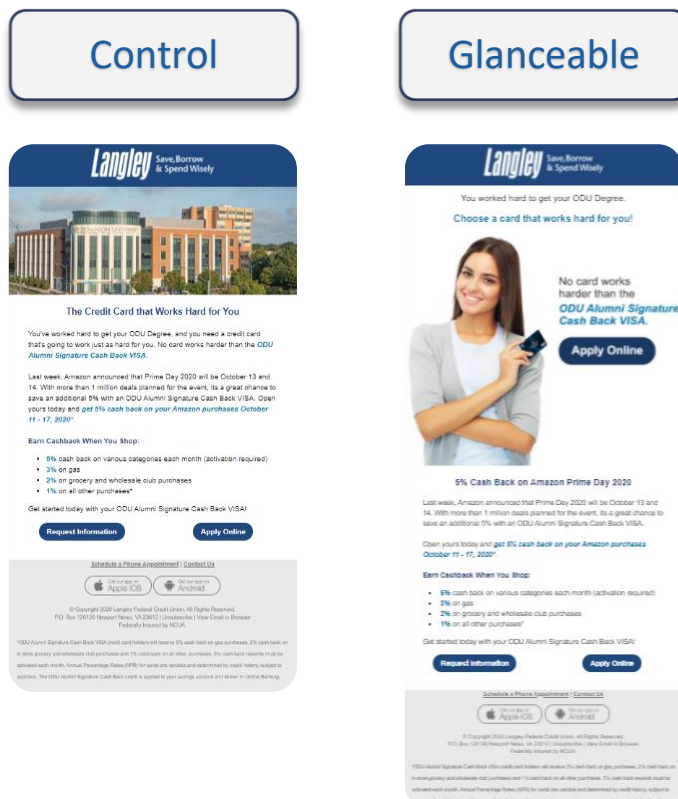


57.7% Lift

Of those who opened an email, 41.4% either skimmed or glanced at the email. To improve our email performance, we tested a glanceable email design with a credit card offer and sent it to a prospecting list. The glanceable design created a **57.7% lift in the click-to-open rate!**

From this test, we can see the importance of communicating a value proposition that can be understood at a glance.

We reached 41.4% more of our audience by designing the email to be understood at a glance, increasing the email engagement by 57.7%!




# Email Samples



## *A Little End of Year Happiness*

YOUR LANGLEY VISA CREDIT LIMIT HAS INCREASED!

[Login to Mobile Banking](#)



**Holiday Shopping is Around the Corner**

We recognize you may need a little extra this season. Congratulations, your credit limit on your Langley Visa has been increased.

To view your increase, login to Mobile Banking or review your credit card statement.


[Login to Mobile Banking](#)

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Federally Insured by NCUA.


\*If your current card is secured by your savings account, no additional security is required for this increase. During the evaluation process, a credit bureau report was not pulled. Credit limit increase amounts are based on consumer report information, account behavior, and ability to pay. For some accounts that do not automatically receive an increased limit, additional or updated information may be required for underwriting purposes. Requests for credit limit increases can be made by contacting the Langley Contact Center or visiting your nearest branch.



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- Exclusive one-on-one service. They will help you search, buy, sell, and save on your home purchase.



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# Email Onboarding

Two of Langley's KPIs are how many members use our online banking platform and spend with our debit cards. To increase the adoption of the online banking platform and our debit cards, I partnered with one of our marketing campaign managers to create an engagement email program that onboards members who recently opened a new checking account.

Over the course of the first 30 days after opening their account, members received this series of onboarding emails encouraging online banking adoption and the use of services that would make shopping with their debit card more convenient.

After running this program for three months, we saw significant increases in the adoption of our online banking platform and the usage of our debit cards. The table below shows the difference our engagement program made in the KPIs.

<b>Members Who Received Emails</b>	2045	
Active OLB (last 35 days)	1548	76%
Active Checking (last 35 days)	1520	74%
Both Active OLB and Checking	1246	61%
<b>Control Group (No Emails)</b>	277	
Active OLB (last 35 days)	165	60%
Active Checking (last 35 days)	159	57%
Both Active OLB and Checking	134	48%

## Onboarding Email Progression:

**Day 1** Welcome (Checking Account Specific)

•Subject Line: [Hey/First Name], Your Account is Opened, But There's More...

**Day 2** Online and Mobile Banking

•Subject Line: Bank at The Speed of Life!

**Day 4** Card Manager App

•Subject Line: Protect Your Card 24/7

**Day 7** Digital Wallet

•Subject Line: [First Name/Try It] – This is Now The Most Preferred Way To Pay

**Day 15** Member Referral


•Subject Line: Your Welcome Offer Inside! Refer Family & Friends + Get Rewards

**Day 30** Follow-Up Appointment

•Subject Line: Time To Check In...

# Email Onboarding Samples

**Langley** Save, Borrow & Spend Wisely



**Better Than Sliced Bread!**

Congratulations on opening your LangleyPays Checking account. This is the best thing since sliced bread!

Enjoy awesome features like:

- Earn 10¢ on Every Purchase
- Early Payday Deposit
- Saving while Shopping with SpendN'Save

**What's Next?**

Over the next 2 weeks, you'll receive further communications empowering you to get the most out of your Langley experience.

For now, test out your new debit card! It's safer than cash. You have real-time fraud monitoring and embedded chip technology to protect your Langley VISA Debit Card with everyday purchases.

[Learn More About Your Card](#)


**Still waiting for your card to arrive?**

Your card should arrive within 7-10 business days. Don't forget to call the number listed on the peel-off strip to activate your card before use.

Thank you for choosing Langley to meet your banking needs!

[Schedule a Phone Appointment](#) | [Contact Us](#)

**Langley** Save, Borrow & Spend Wisely




**Bank on Your Time, Anytime**

Don't forget to register for Mobile Banking: it's one of the most important account opening steps! Mobile Banking empowers you to securely manage your money whenever, wherever. Register today and make life with your account simple and easy.

[Register Now >>](#)

**Here are all the features you have access to:**



- Check Balances 24/7
- Make Transfers between Accounts
- Pay Your Langley Loans and Bills with Free BillPay
- Monitor Your Credit Score
- And More


[Register Now](#)

[Schedule a Phone Appointment](#) | [Contact Us](#)



# Email Onboarding Samples


**Langley** Save, Borrow  
& Spend Wisely



**Shop 'til You Drop, Worry-Free!**

With Langley's Card Manager App you'll be able to control, monitor and safeguard your debit card at your fingertips!

Download the Card Manager App from your respective [app store](#).



- Create custom alerts and restrictions
- Lock and unlock your card
- Set-up Travel Notes
- Make card payments and more!


Get the full experience by downloading Langley's Card Manager app today!

Keep an eye out for the next email in the series, providing you with more valuable tips!

**Download Today**

[Schedule a Phone Appointment](#) | [Contact Us](#)

**Langley** Save, Borrow  
& Spend Wisely






**Loving that New Digital Smell!**

Online or in-store, shopping with your digital wallet has become the most preferred way to shop. Celebrate your new checking account with loading your Langley Debit Card into your [digital wallet](#)!

*It's easier and safer than swiping!*

- Your card number never passes to the retailer
- Your account information remains private
- Your risk of fraud is greatly reduced

Select your device below to add your Langley debit card!




Shop safely wherever you are—at a store or on your phone.

[Schedule a Phone Appointment](#) | [Contact Us](#)

# Email Onboarding Samples

**Langley** Save, Borrow & Spend Wisely

Refer Family & Friends. Get Rewards.





**Get \$30**  
For every friend or family member who joins Langley and opens a qualifying\* account.

**Refer 5 friends, get \$150 – It's that easy.**  
There's no limit to how much you can earn, plus your friends get \$30!

Take advantage of our member referral program today and we'll send you a link to start sharing – Join now and earn rewards!


**Get My Invite Link**

**Invite Family+Friends**  
Sign up today and we'll email you a personal link to share on social media.

**Keep Earning**  
Refer as many friends as you'd like – The more you share, the more you can earn!

[Schedule a Phone Appointment](#) | [Contact Us](#)

**Langley** Save, Borrow & Spend Wisely



**Get the Most Out of Your Langley Membership**

Hi Friend,

Thank you for opening your Langley checking account. We're committed to giving you the best service and experience. We'd love to hear how your experience with your Langley account has been the past 30 days.

Schedule an appointment at your preferred branch today to let us know how you're doing.

**Schedule an Appointment**

**Find a Branch**

Should have any immediate questions, please visit [our website](#) or call us at **757-827-5328** for assistance.

[Schedule a Phone Appointment](#) | [Contact Us](#)