

Case Study: CareerBuilder

Mobile Optimization + Responsive Design

ExactTarget®



Agenda

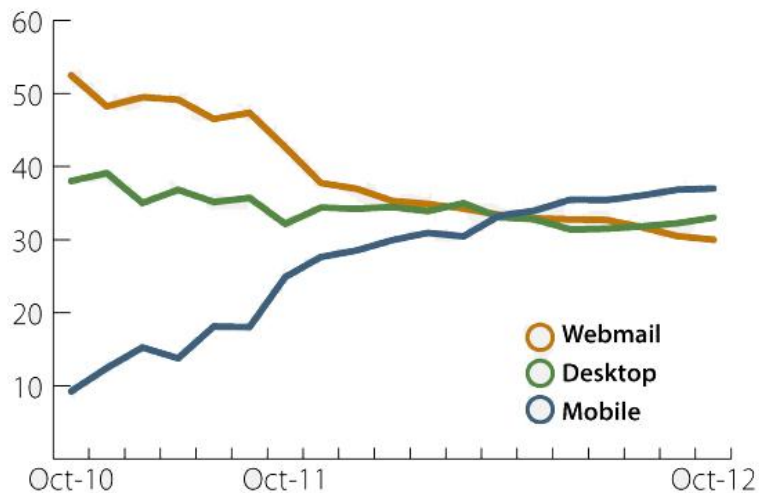
- Mobile Usage + User Experience
- Solutions
- Case Study: CareerBuilder

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Mobile Usage + User Experience

Mobile: rapid adoption

October 2010-October 2012 shows 300% increase in mobile opens



Email Mostly Mobile

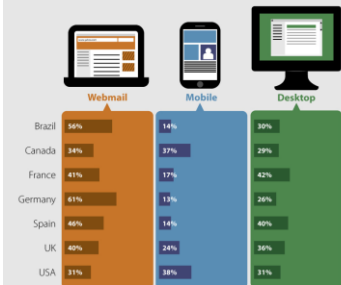
Marketers Seeing Smartphone Opens Surpass Others

It's official. As predicted, more people are opening their emails on mobile devices than through their webmail account on a browser. Email desktop clients, the primary means of access for business users, remain relatively unchanged.

Open Rates by Platform

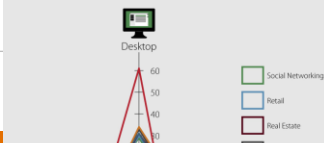


North America Leads in Smartphone Email Use



The US can sometimes be thought of as a bellwether for these trends. Brazil and Europe are mindful to watch their open rates for significant shifts to mobile. On the other hand, jumping on the mobile bandwagon too soon may be costly and have the opposite effect intended.

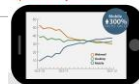
Consumers Bank at Their Desks, Shop on their Phones



Email Mostly Mobile

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Daily Email Use on Mobiles and Desktop Computers



Mobile May Not Mean On the Go



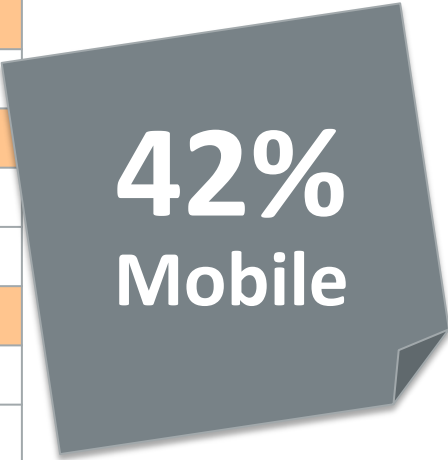
Open Rate Share by Mobile Device



Mobile: large market share of opens

Top 10 Email Clients

Email Client	Usage
iPhone	24%
Outlook	16%
iPad	11%
Apple Mail	10%
Live Hotmail	7%
Google Android	7%
Yahoo! Mail	7%
Gmail	4%
Windows Live Mail	3%
Yahoo! Mail Classic	1%



42%
Mobile

Design = communication.

Good design allows your subscribers to interact with your emails in their preferred format.



How do customers use mobile devices?



The Mobile Subscriber

Is she:

- Listening to music
- Texting
- Using Skype
- Watching a movie
- On a phone call
- Checking email
- Browsing a website
- Tweeting
- Watching TV



All media consumption can funnel through one device – high expectations are set for email viewing.

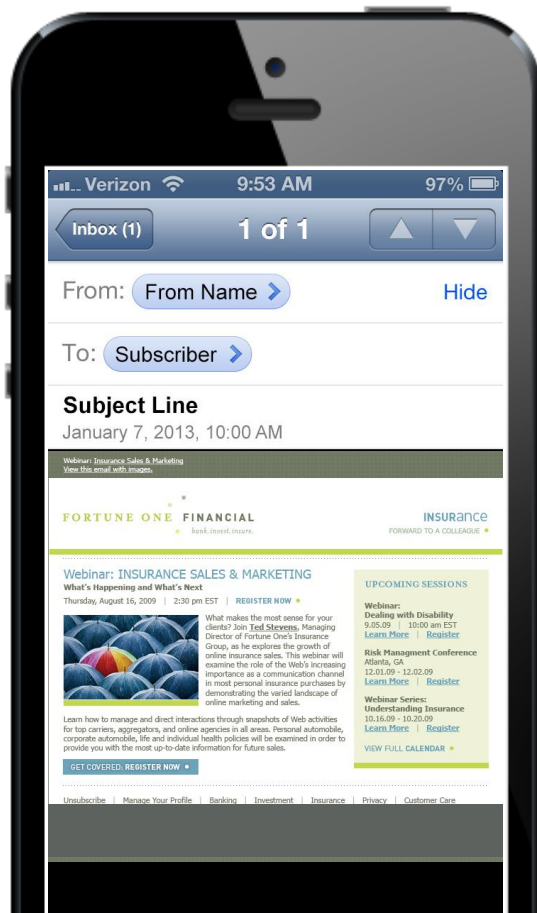
Small Screen Oath:

"Don't penalize users for visiting
your site on smaller devices."

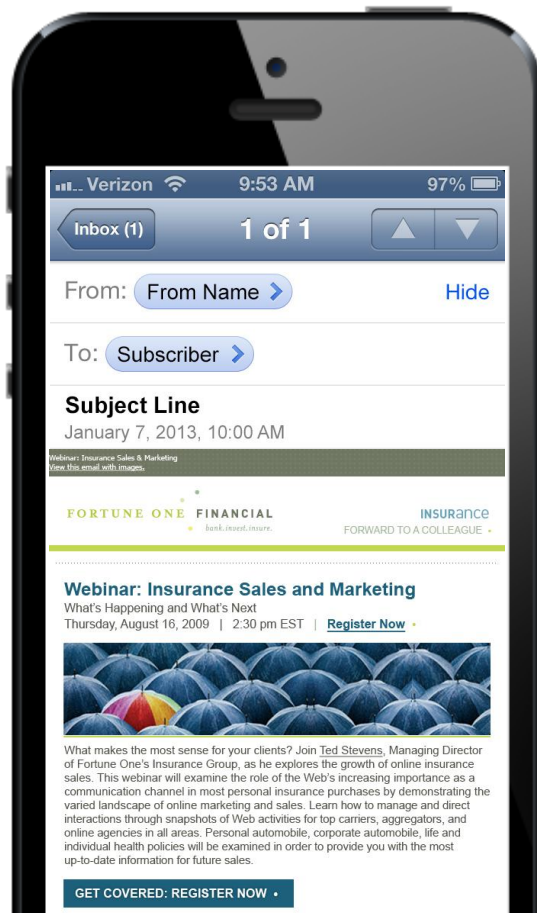
Brad Frost

Responsive web leader/publisher

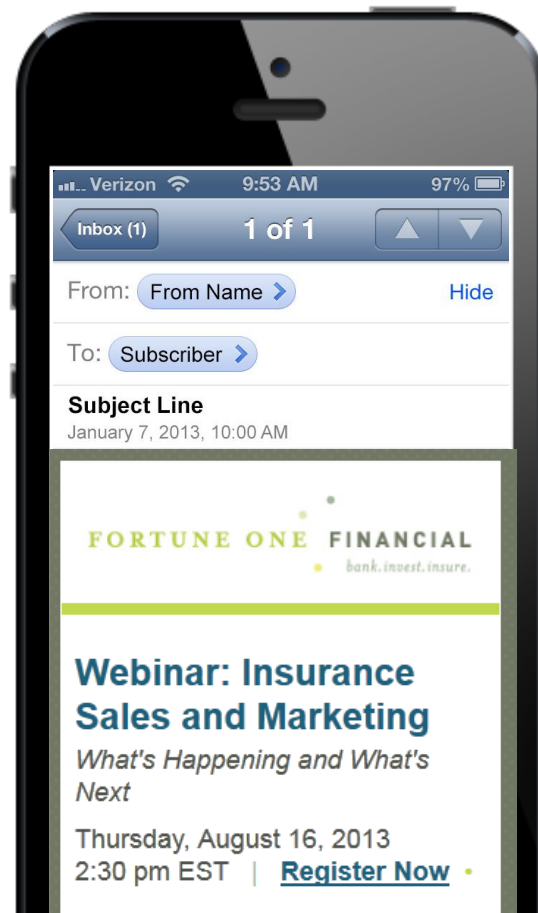
Poor experience:
Desktop-centric



Good experience:
Mobile Aware



Excellent experience:
Responsive

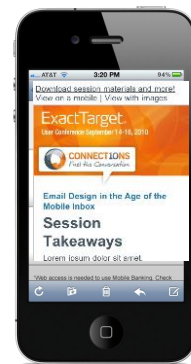


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Solutions

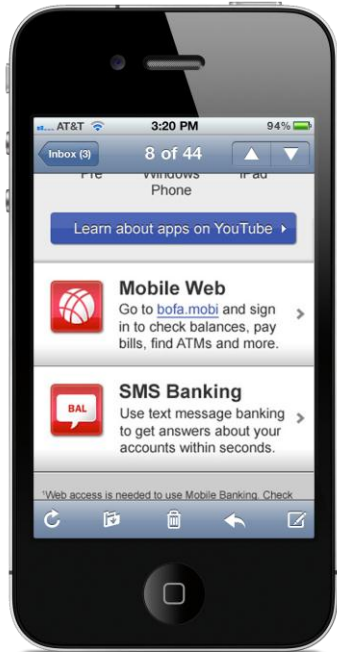
✉ What's Different About Designing for Mobile Devices?

Small Screens &
Touch Interfaces





Small Screens: Ideal State



- Content first: think top-down hierarchy
- Single column layout
- Large text sizes to ensure readability
- Use contrast to ensure readability across brightness levels.
- Don't cram content into the viewport - honor legibility over length



Touch Interfaces: Ideal State

- **Size:** keep buttons least 44px square for easy tapping
- **Position:** Keep links/buttons to the center or left for ease of use
- **Texture:** buttons look more enticing with texture
- **Space:** separate links to avoid touching two links
- **Avoid:** hovers or other interactive user interface elements
- **Never say:** “click here” because 43% of openers are tapping!

Good

BETTER

BEST ▶

Two Approaches to the Mobile Inbox

1

Aware

Simple improvement without specialization.

Design-only tactics

2

Responsive

Deliver a customized mobile experience.

Special design + code



Approaching the Mobile Inbox

Mobile Aware

Establish a mobile-friendly visual framework without specializing.

- Single column hero
- Key info & CTA in left column
- Large text & buttons



✉ Approaching the Mobile Inbox

Responsive Design

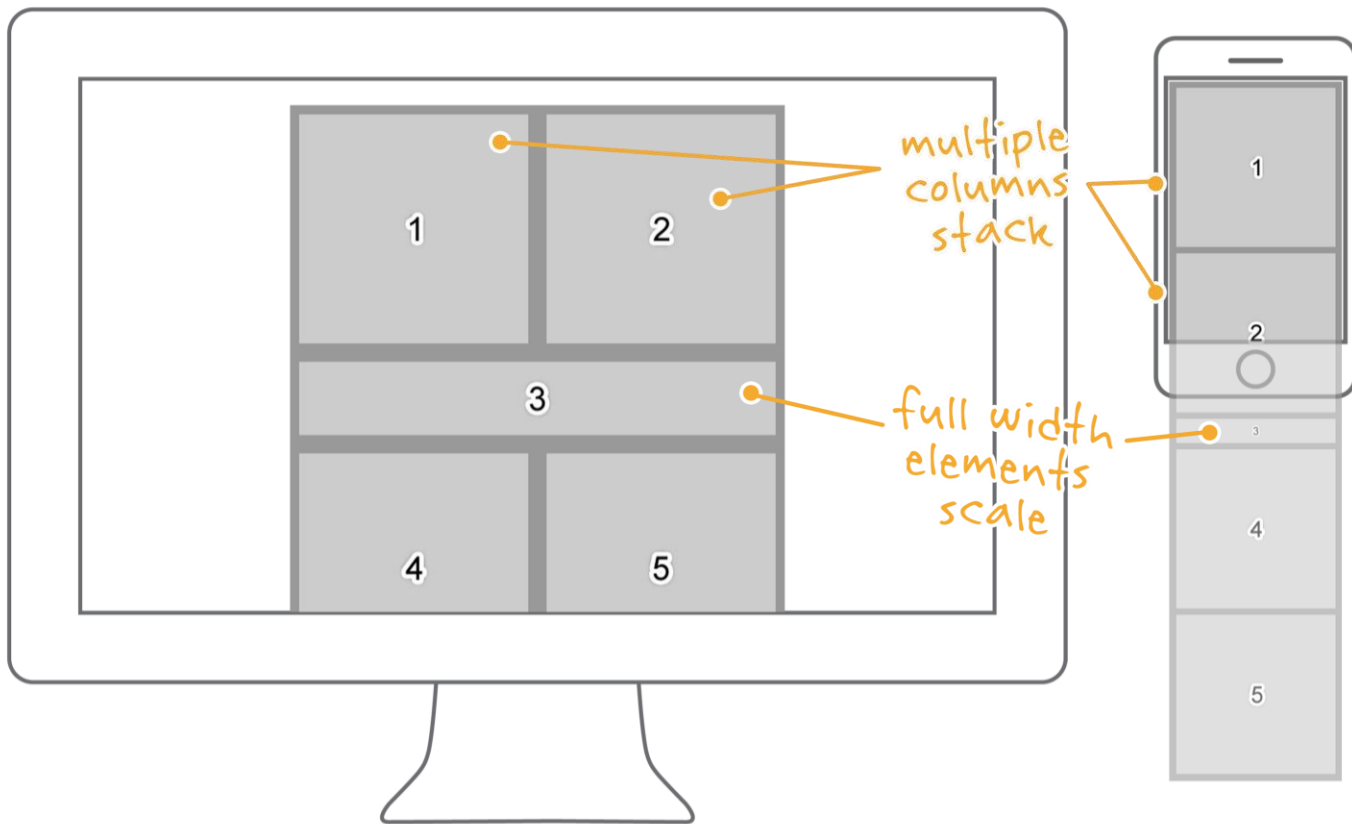
Responsive web design is a set of techniques used to make a layout readable and usable on any screen and/or platform on which it's displayed.

- Fluid grids
- Fluid images
- Media queries



Photo: http://en.wikipedia.org/wiki/Responsive_web_design

600px, multi-column email becomes 320px, single column.



✉ Five Common Responsive Tactics



Resize

Responsive → Responsive

Restyle

Responsive → *Responsive*

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Case Study: **CareerBuilder**

Mobile Optimization + Responsive Design

CareerBuilder saw a dramatic lift in click-through and open rates based on mobile optimization techniques.

TEST:

Control Version (original design)
vs. Test Version (responsive design)

careerbuilder®

✉ Responsive Design

- The CSS3 `@media` query activates alternate styles based on general viewing environment, allowing simple change & adaptation:
 - Message width shrinks
 - Text scales / reflows
 - Elements scale
 - Multi to single column
- Detects screen size (px) – small (mobile) vs. large (non-mobile)
- Falls back to standard version when `@media` isn't supported

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The hottest jobs, fresh from CareerBuilder


Last 24 Hours ▶ Companies have just posted new jobs near Bay Minette.

Last 3 Days ▶ Want to dig deeper into your job hunt? Search now for jobs posted within the last 30 days.

Last 7 Days ▶

These are the hottest industries hiring in 2013:

Sales	Engineering	Highest Paying Bachelor's Degrees
Information Technology	View Our Job Forecast	
Customer Service	Highest Paying Jobs	Find Jobs




TIPS FOR JOB SEEKERS SWITCHING INDUSTRIES

Tips for job seekers: Advice on switching industries mid-career Pt. 2

Preparation is the key to changing industries—especially when it comes to hard and soft skills.

[Watch Video](#)

Tips, Tricks and News for You



RETIREMENT

How to find work again after retiring

60 percent of workers age 60-plus say they would look for a new job after retiring from their current company.

[Read More >](#)


Match your communication skills with the right job

Communication takes many different forms, and people's strengths may differ from one form to another.

[Read More >](#)


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Control:

To view this email as a web page, go [here](#).

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Let Us Help You Find A Better Job!

Search Jobs in Atlanta Posted Within the

▶ Last 24 hours ▶ Last 3 days
▶ Last 7 days ▶ Last 30 days

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Keep your resume current by clicking [here](#).

You last logged in on [Sign In](#)

Start 2013 with a new resume!
Get noticed when you use coupon code **cbnew16** for 20% off any resume service bought in January.
[Start Now!](#)

GET IN THE SPOTLIGHT
APPLY TO BE THE FEATURED JOB SEEKER ON CAREERBUILDER.COM

Tips, tricks and news

WHO'S HIRING
THIS MONTH...

- 15 companies hiring in January
Job hunts kick into high gear as job seekers commit to finding a new or better opportunity. To help, here are 15 companies hiring in January.
- What to expect from the job market in 2013
Employers are heading into the new year with cautious optimism - find out why.
- Looking for a marketing job? 5 job-search tactics you haven't tried
Despite all the discussion around mainstream media being all but dead, jobs in the marketing and communications field aren't endangered. Here's what you can do to get these jobs.

Tips for job seekers: Dos and Don'ts of Interview Questions pt. 2
Employers give job seekers insight into what questions are appropriate for job interviews and when you should ask certain questions within the interview or hiring process.

[+]
Email Feedback

Test:

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Highest Paying Jobs

CareerBuilder Test Results

- **21-25% increase** in click-through rate / **15-17% increase** in open rate
- Unengaged customers delivered the highest lift in click-through
 - *Less motivated customers seem more likely to respond to an uncluttered, visually pleasing message*
- Lift in opens due to minor change in preheader

	Test 1		Test 2		Test 3	
Segment	Click Increase	Open Increase	Click Increase	Open Increase	Click Increase	Open Increase
New	11%	10%	19%	21%	11%	13%
Active	17%	17%	19%	23%	11%	17%
Recent	17%	21%	19%	19%	22%	17%
Passive	17%	13%	16%	12%	16%	12%
Unengaged	22%	15%	26%	18%	23%	15%
Overall	21%	15%	24%	17%	21%	15%



Preheader

- Preheader basics:
 - Located above the logo or header in an email
 - Physically see this HTML text at the top of your email design
 - Some email clients will grab the first piece of code and display approximately the first 85 characters of the first HTML text next to the subject line
- Use the preheader to complement the subject line
- Be mindful of order of items in the preheader
- Move items like [unsubscribe](#) and [add to address book](#) to footer

George: We've got new jobs in Bay Minette - We've got new jobs in Bay Minetter View email

An April reverie, sprung anew - See what's just arrived. View in a browser. This email was sent to you I

FREE SHIP DAY! - TODAY ONLY! Save with Free Shipping on almost everything.* SHOP NOW mobile s



Preheader

From Name > Subject Line > Preheader

Winner!



Control:

CareerBuilder.com

Sunday

To Test Send - Tonya: We've got Ne...

To view this email as a web page, go here. >

<<http://click.careerbuilder-email.com/?qs=309b4f8d88142b3b4b5b9e69cbc75f3...>

Test:

CareerBuilder.com

Sunday

To Test Send - Walter: We've got ne...

We've got new jobs in Hammond View
email with >

images<<http://click.careerbuilder-email.c...>

Images Off / Images On

Android devices display images *off* by default. iPhones display images *on* by default. BlackBerry defaults vary based on device.

Images Off



This screenshot shows the CareerBuilder mobile app interface with images disabled. The top navigation bar is orange with white text for 'My CareerBuilder', 'Find Jobs', 'Job Recommendations', 'Post Resumes', and 'Advice & Resources'. Below this, a blue banner reads 'The hottest jobs, fresh from CareerBuilder' with three orange buttons for 'Last 24 Hours', 'Last 3 Days', and 'Last 7 Days'. To the right of these buttons, text states: 'Companies have just posted new jobs near Bay Minette. Want to dig deeper into your job hunt? Search now for jobs posted within the last 30 days.' Below the banner, a section titled 'These are the hottest industries hiring in 2013:' lists 'Sales', 'Engineering', and 'Highest Paying Bachelor's Degrees' with links to 'View Our Job Forecast' and a 'Find Jobs' button. At the bottom, a 'Tips for job seekers' section includes the title 'Advice on switching industries mid-career Pt. 2', a paragraph about preparation, and a 'Watch Video' button.

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[Watch Video](#)



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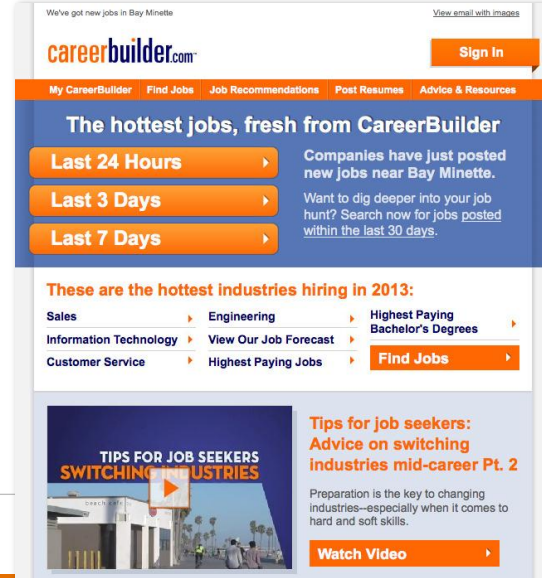
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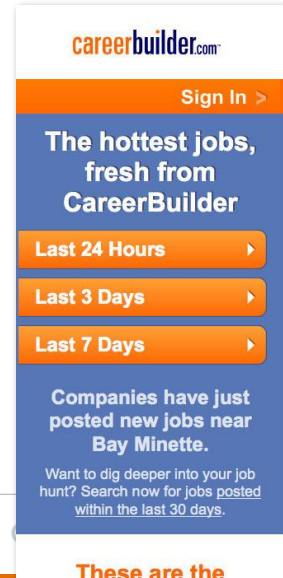
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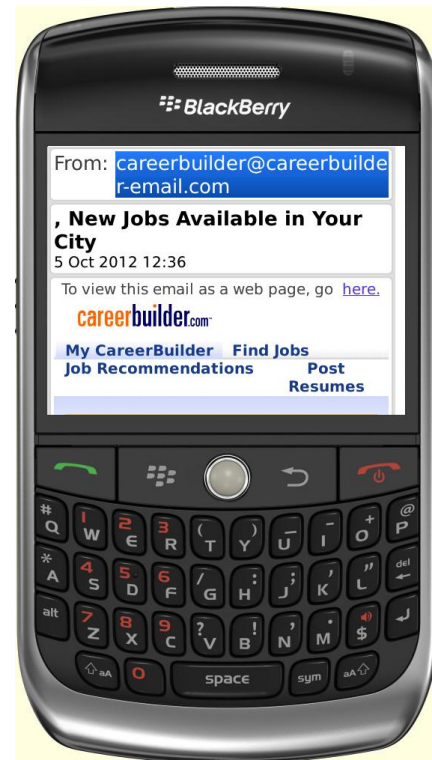
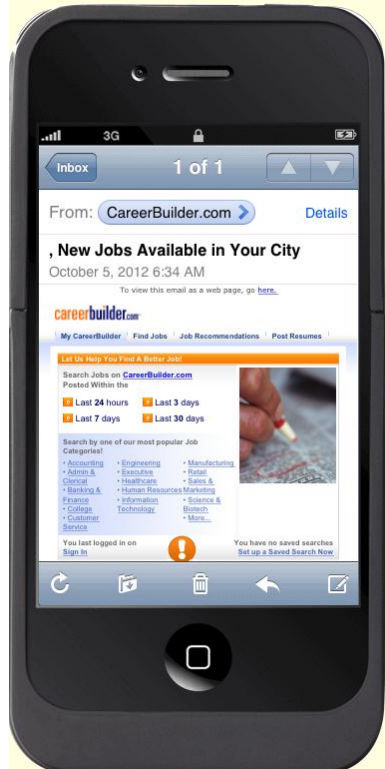
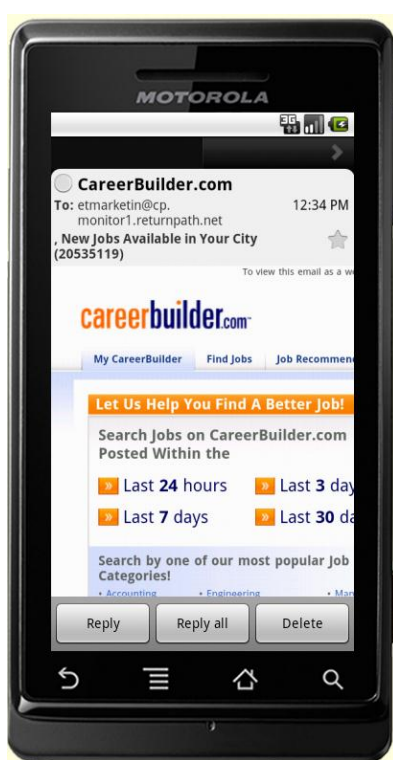
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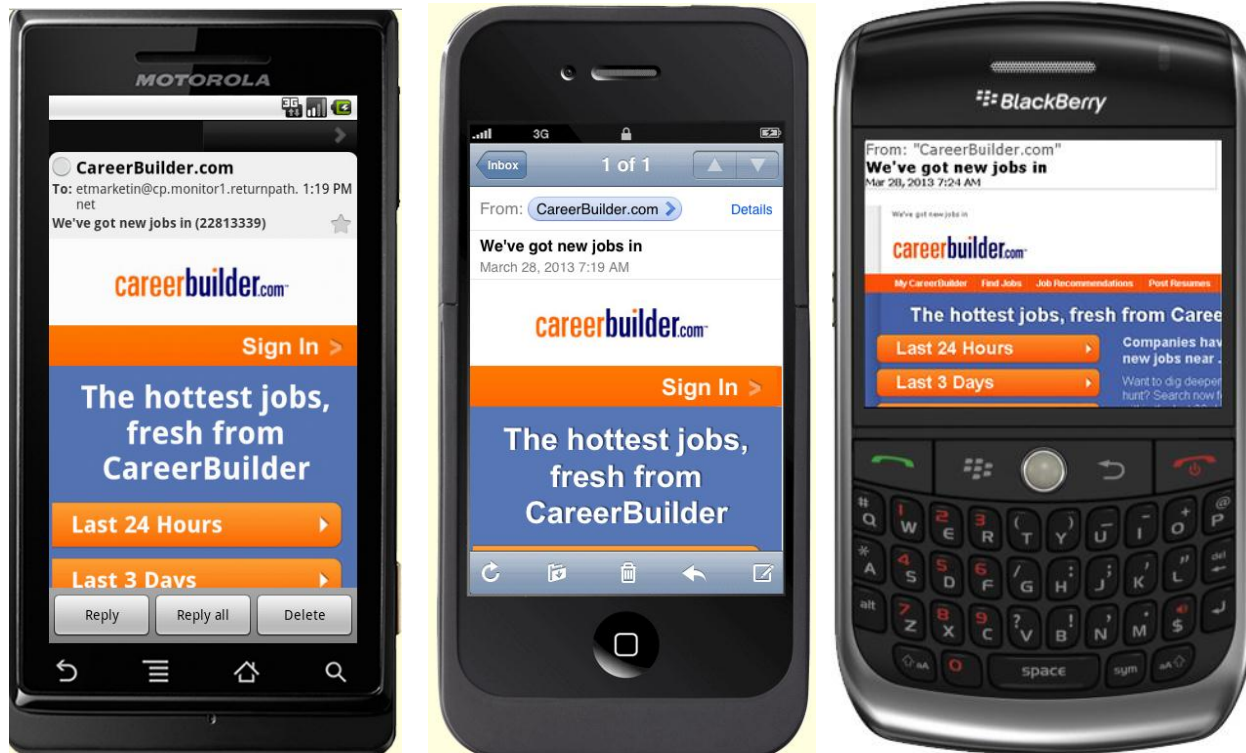
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Preview: Control Version



Preview: Test Version (Responsive)



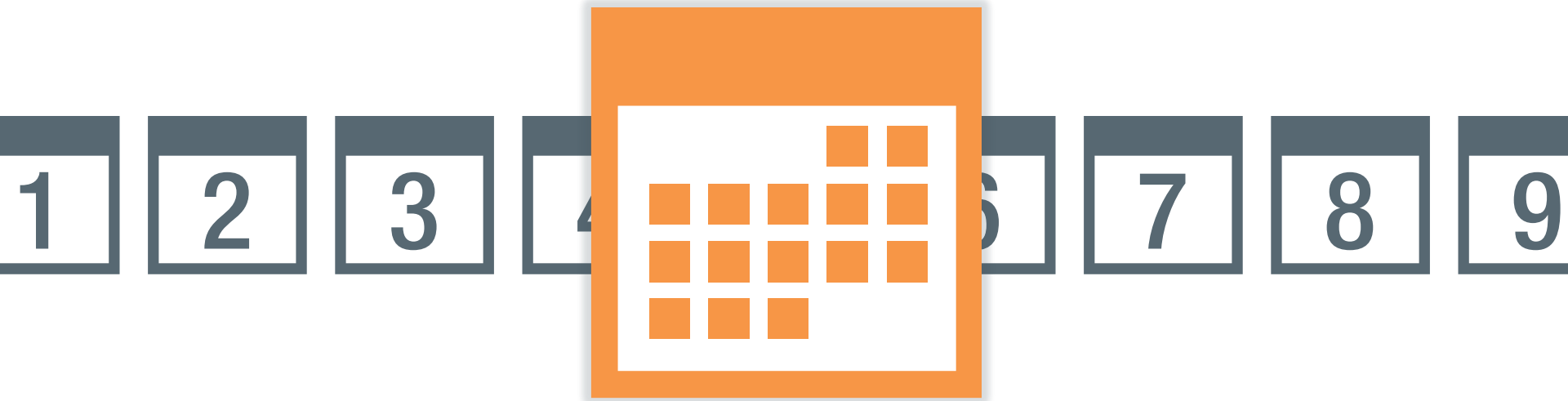


Further Testing

- Test copy and optimize at the time of send with a 10/10/80 approach:
 - Ten percent get version A
 - 10 percent get version B
 - Remaining 80 percent get the winner
 - This method allows you to apply your results today, rather than learning something you may be able to apply tomorrow
- Additional A/B tests: colors, copy, buttons, button copy/placement, content hierarchy and more
- Measure click-through **and** conversion

Mobile Wisdom: Plan for the Long Term

- Design a sustainable responsive framework to streamline planning, content creation, testing and user experience.



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Resources

Resources

Designing for the Mobile Inbox

- <http://pages.exacttarget.com/EN-DesignMobileInbox>



Mobile First

Video: Email + Mobile Overview

Design Tips for the 5 Stages of the Mobile Email Experience