Case Study: CareerBuilder

Mobile Optimization + Responsive Design

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Agenda

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

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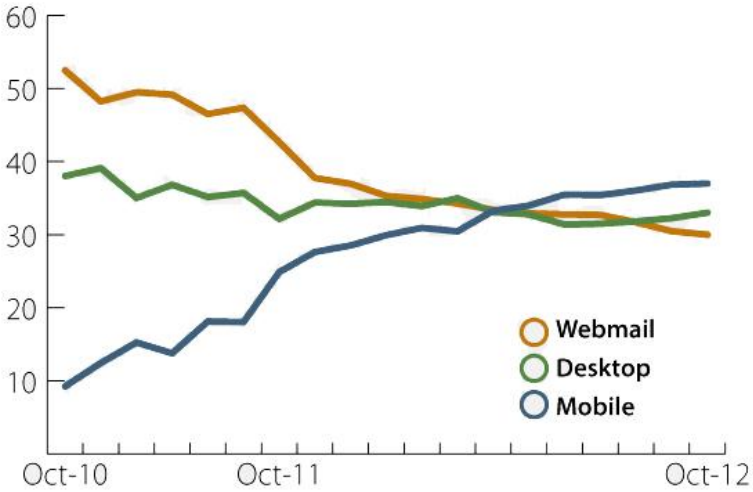
Mobile Usage + User Experience

Mobile: rapid adoption

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



http://www.returnpath.com/resource/email-mostly-mobile/

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

Averages across all customers. Data Source: Litmus 12/2012 – emailclientmarketshare.com

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

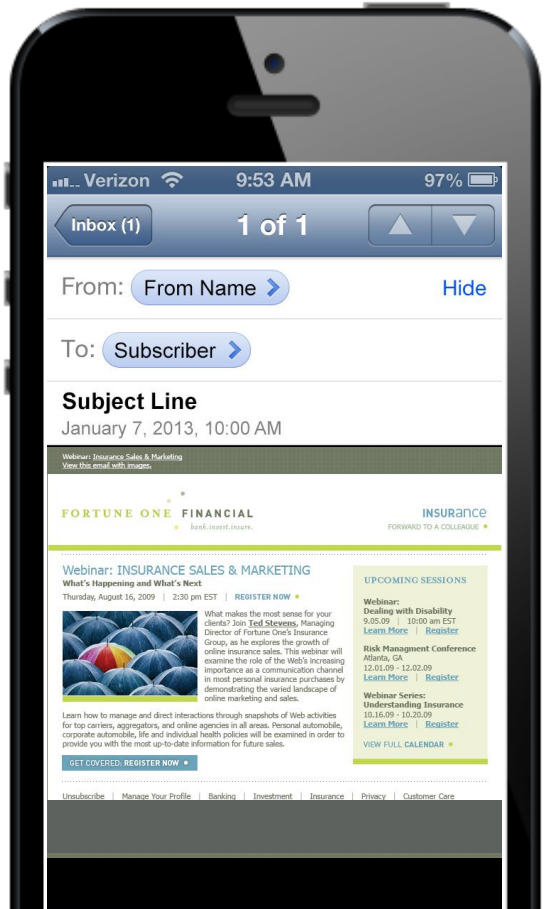
All media consumption can funnel through one device – high expectations are set for email viewing.

Small Screen Oath:

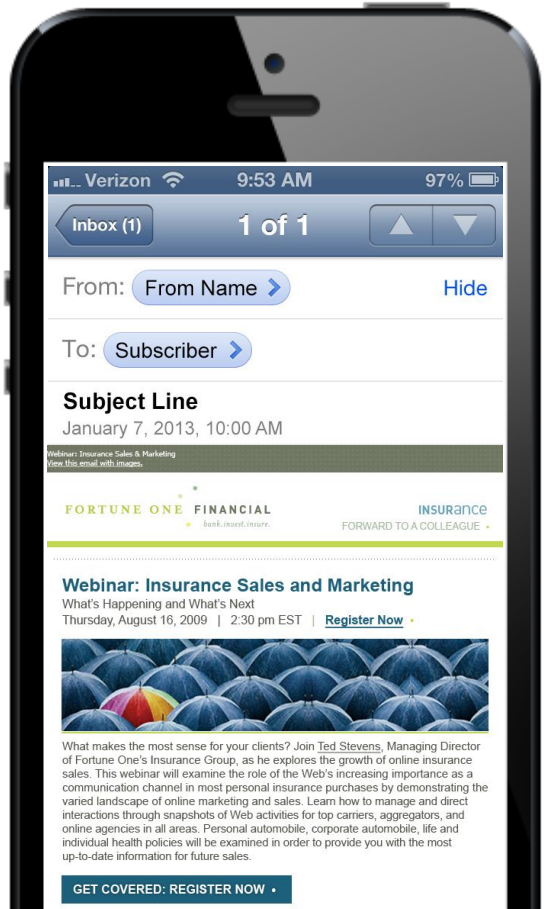
"Don't penalize users for visiting your site on smaller devices."

Brad Frost
Responsive web leader/publisher

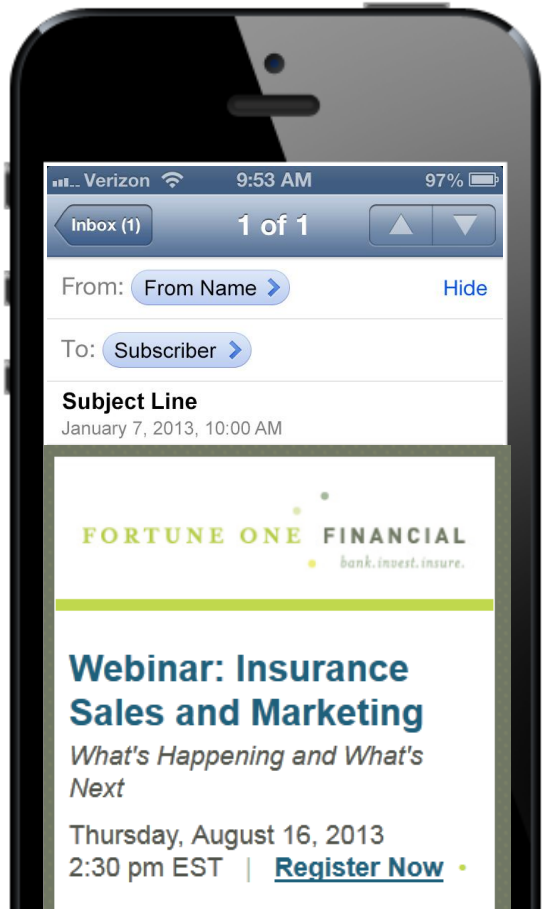
Poor experience:
Desktop-centric



Good experience:
Mobile Aware



Excellent experience:
Responsive



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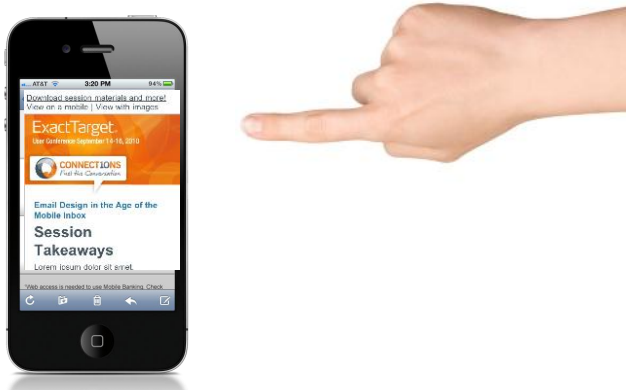
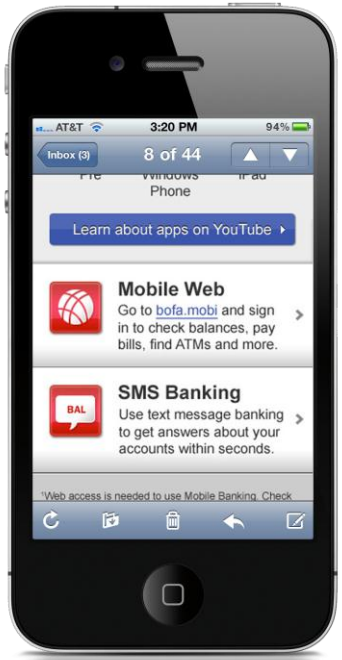
Solutions

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!

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

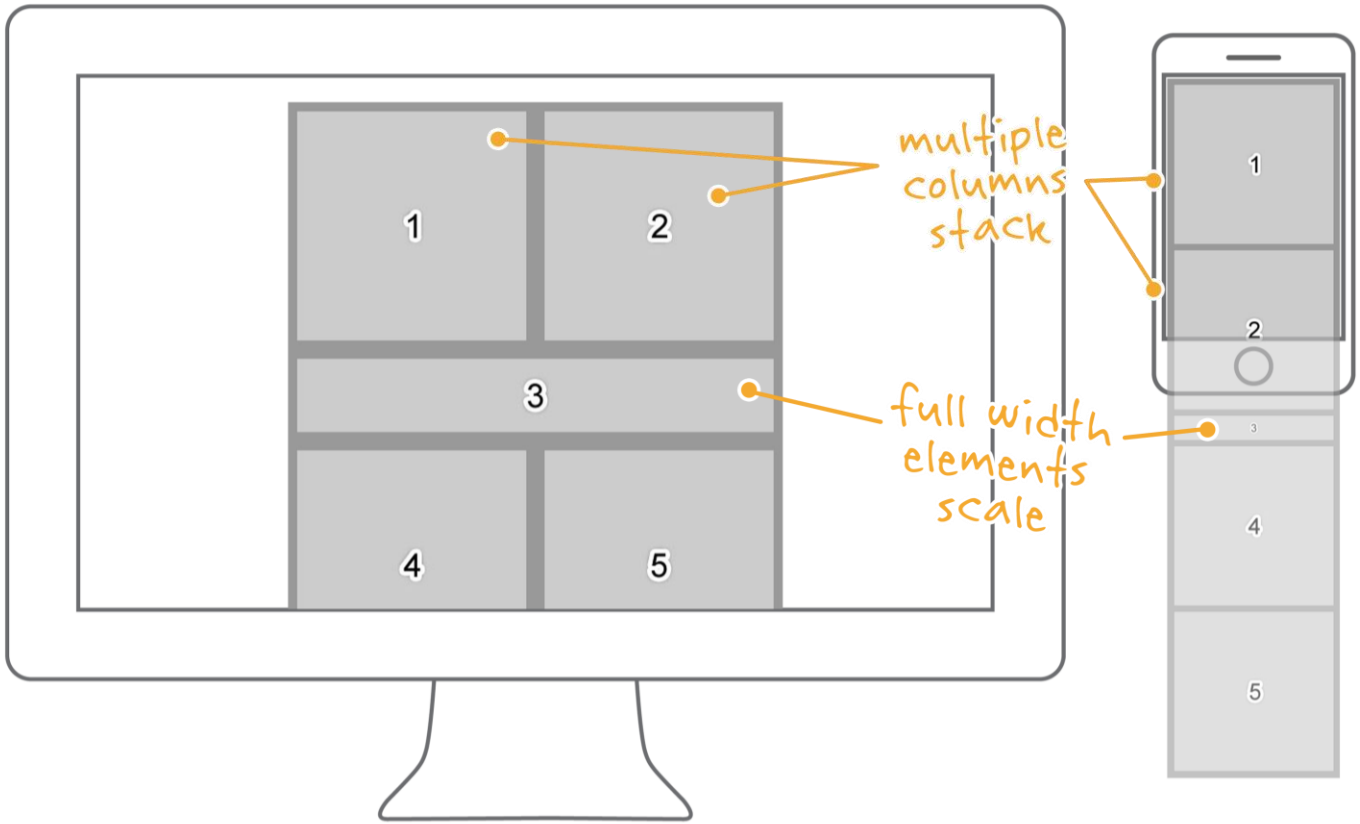
Responsive Design

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

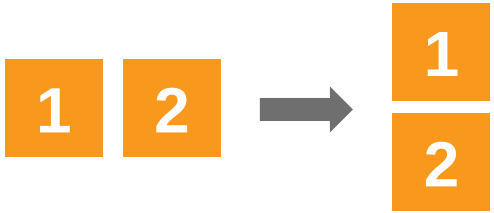
Photo: http://en.wikipedia.org/wiki/Responsive_web_design

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



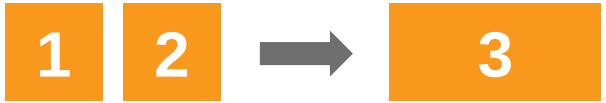
Five Common Responsive Tactics

Stack



Hide

Replace



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.

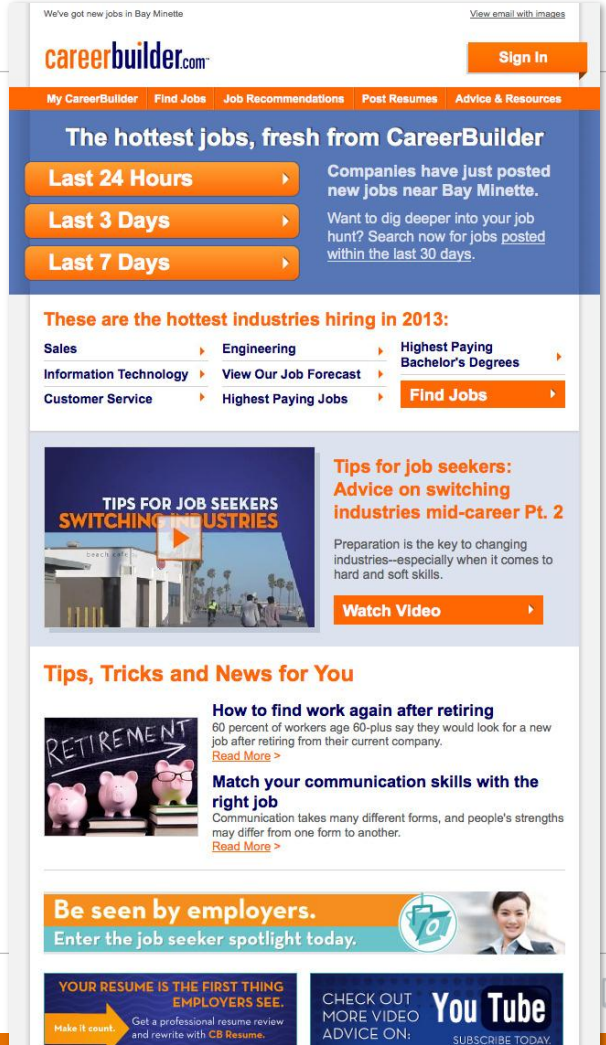
TEST:

Control Version (original design)

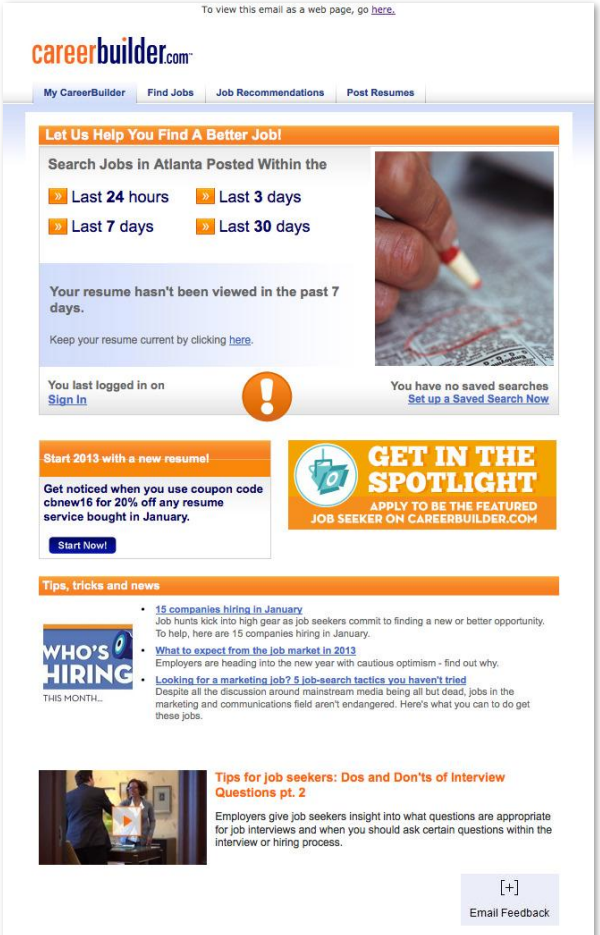
vs. Test Version (responsive design)

Responsive Design

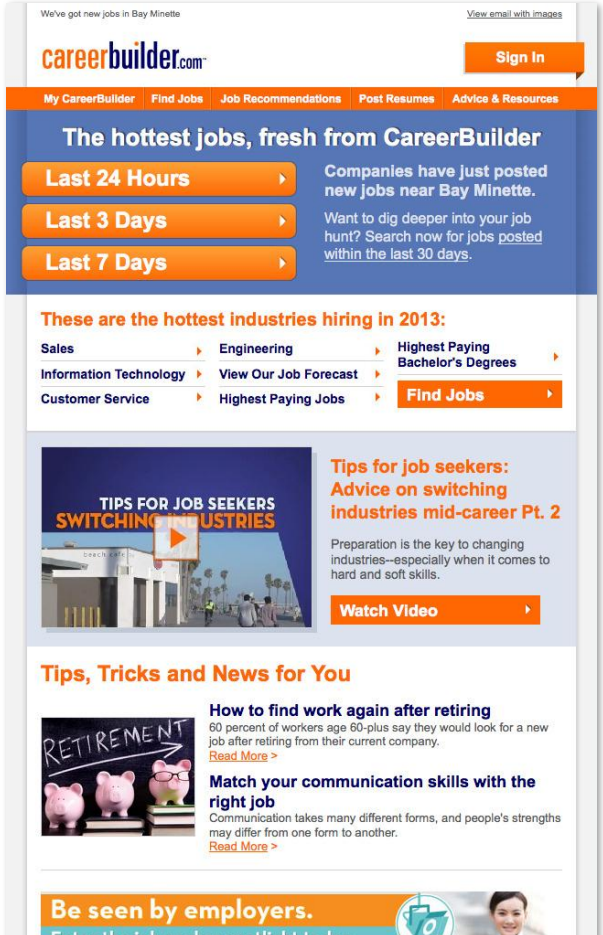
- The CSS3 @**media query** activates alternate styles based on general viewing environment, allowing simple change & adaptation:
  - Message width shrinks
  - Text scales / reflows
  - Elements scale
  - Multi to single column
- Detects screen size (px) – small (mobile) vs. large (non-mobile)
- Falls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

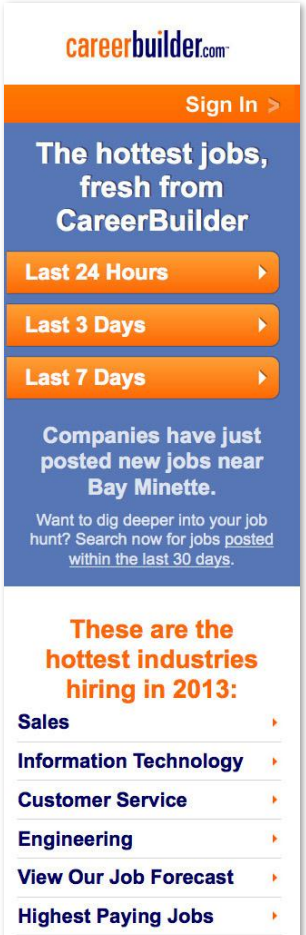


Control:



Test:





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

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

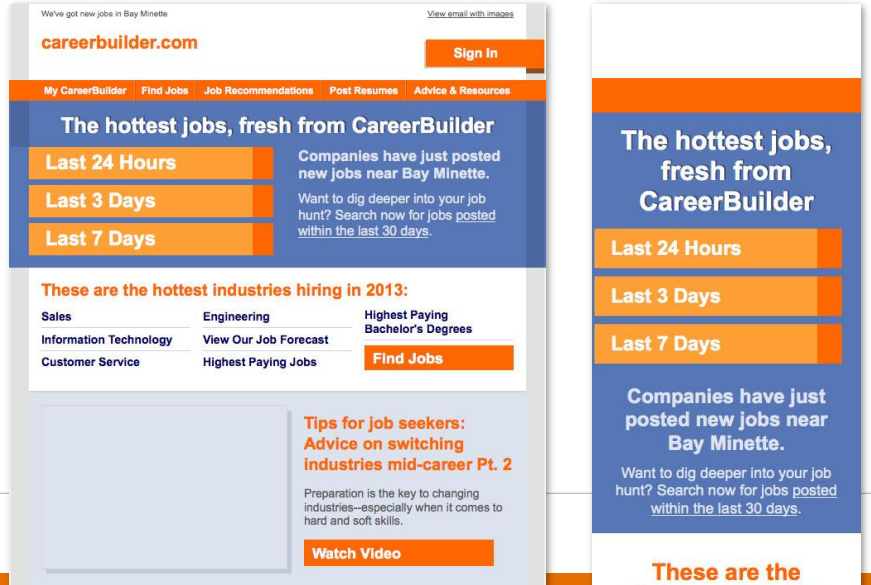
To Test Send - Walter: We've got ne…

We've got new jobs in Hammond View email with images<http://click.careerbuilder-email.c…

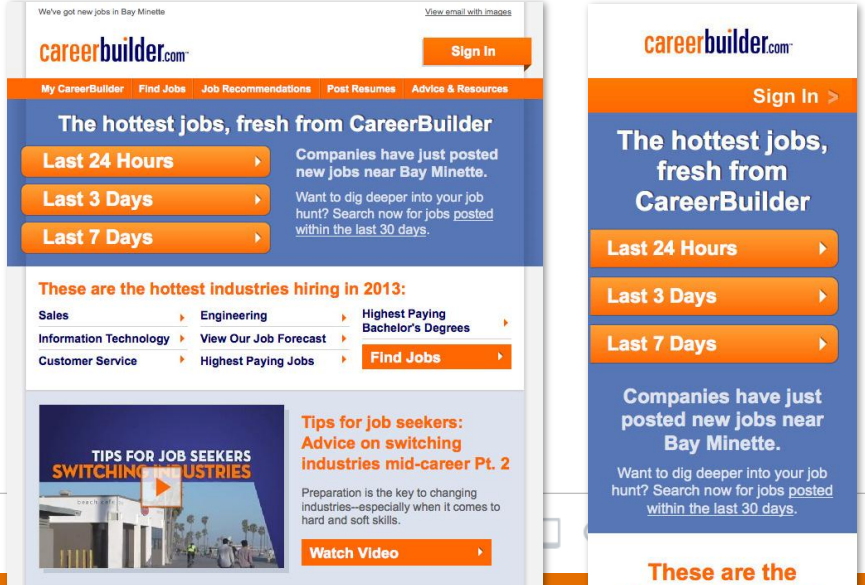
Images Off / Images On

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

Images Off

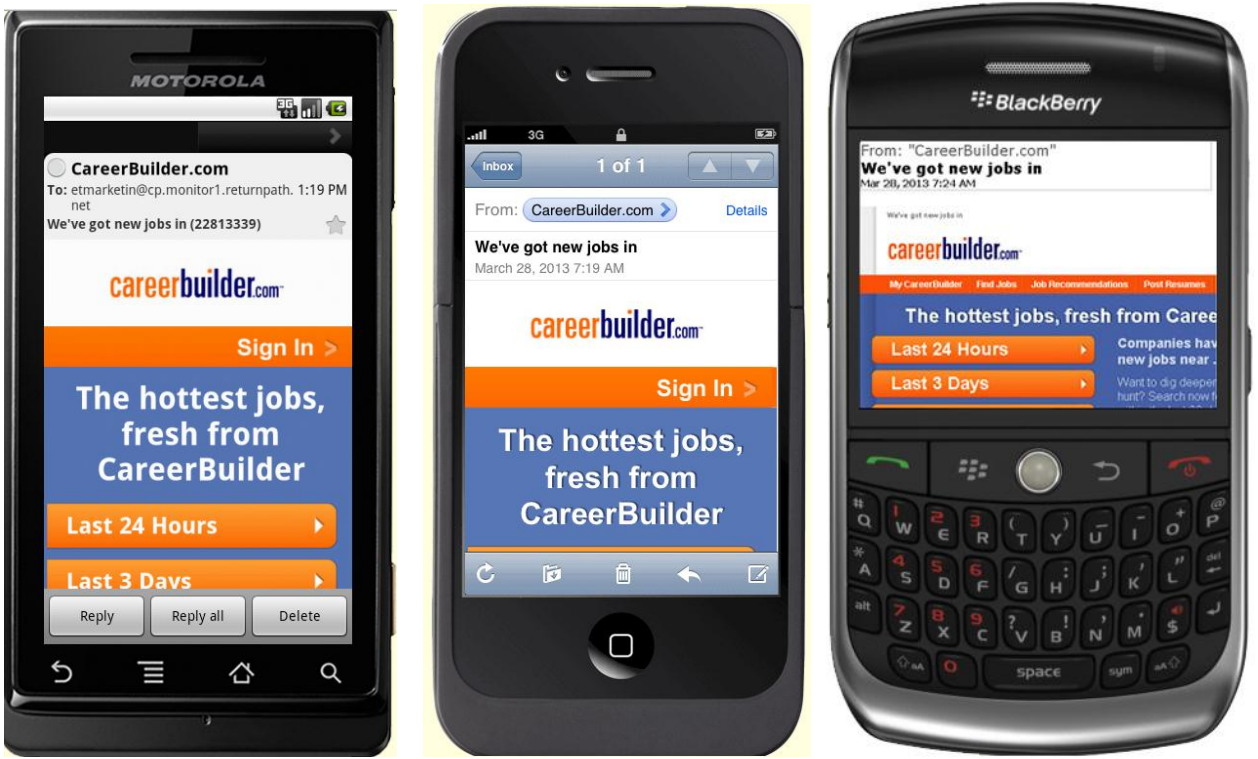


Images On



Preview: Control Version

Preview: Test Version (Responsive)

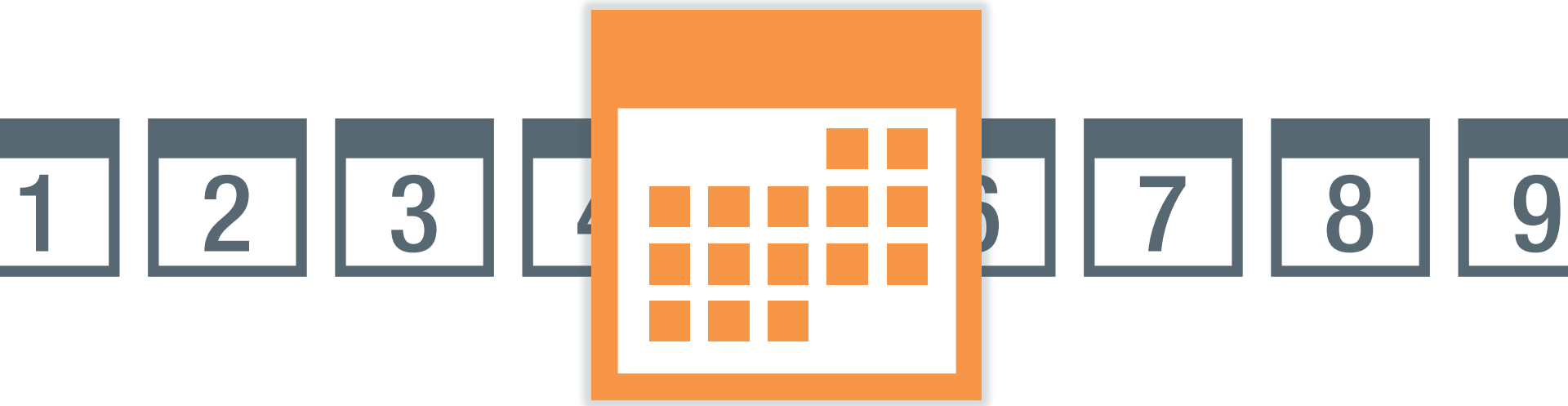


Further Testing

- 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-though **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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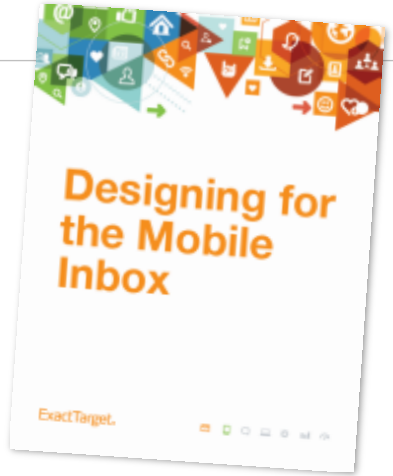
Resources

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