

SITUATION:

- Marketing Group for Fortune 50 computer manufacturer wanted to ensure potential B2B customers were opening marketing emails.
- Many email subject lines had been created, but the group was unsure if any were interesting or effective in getting the target to actually open the information.

TESTING:

- Gathered feedback on 8 email subject lines by interviewing technology purchase influencers
- Determined which were most popular, which would encourage the respondent to open, and which would be deleted
- Identified key words which were both interesting and boring, as well as recall of phrases
- Results delivered via interactive dashboard within 48 hours.

OUTCOME:

- Using the information provided, marketing team was able to use the subject lines which were most interesting, ensuring more opens and therefore more clicks through to the website.
- Marketing team was also able to tailor future subject lines using test results to ensure a more receptive audience.