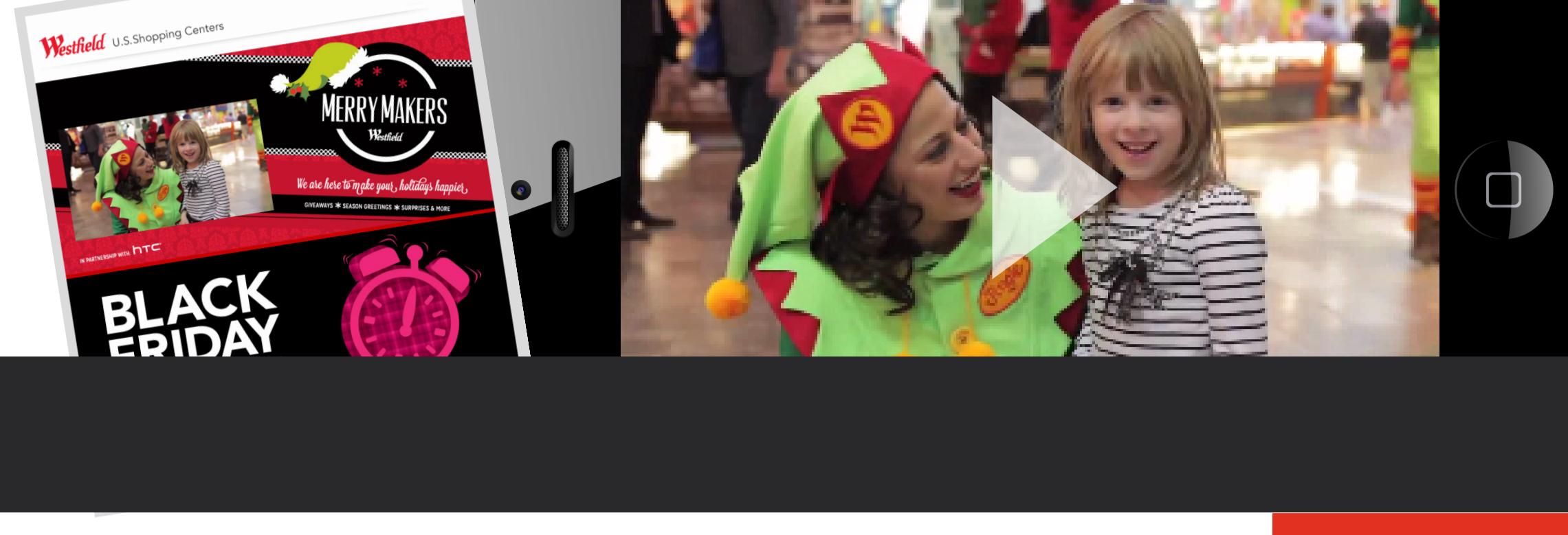


# US eCRM DOUBLES CLICK RATE WITH VIDEO EMAIL



## MERRY MAKERS VIDEO EMAIL

In a recent holiday promotion, the US team decided to try their hand at embedding video into email in an effort to stand out from the holiday clutter and provide something special and engaging.

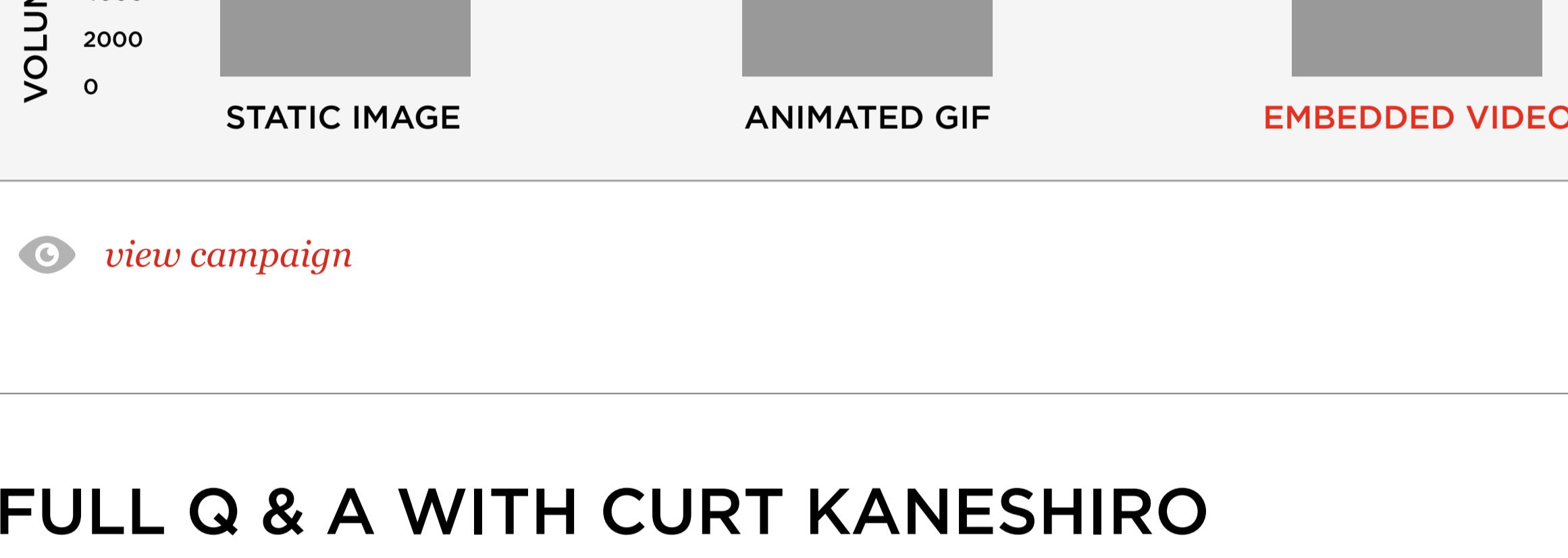
They partnered with LiveClicker and the results were fantastic.

### IN THIS ISSUE

- ▷ Merry Makers Email
- ▷ Q & A with Curt Kaneshiro
- ▷ LiveClicker 101

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### CLICK REPORT BY HERO IMAGE TYPE



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## FULL Q & A WITH CURT KANESHIRO



Van Tran  
Director  
Database & Direct Program  
Westfield Labs



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Curtis Kaneshiro  
Sr. Manager  
Database Marketing  
Digital Business  
Westfield US



## LIVECLICKER 101

### HOW DOES IT WORK?

#### TECHNOLOGY

VideoEmail does not rely on proprietary technologies, that can be blocked. Instead, we rely on open and widely deployed standards such as HTML5, animated .GIF/PNG, and static images.

#### SMART VIDEO VERSIONING

Smart Video Versioning creates many video and image assets from a single source video file. Each asset is created so that mail clients are able to display a properly rendered experience, regardless of any inherent limitations of that client.

#### REAL-TIME MAPPING

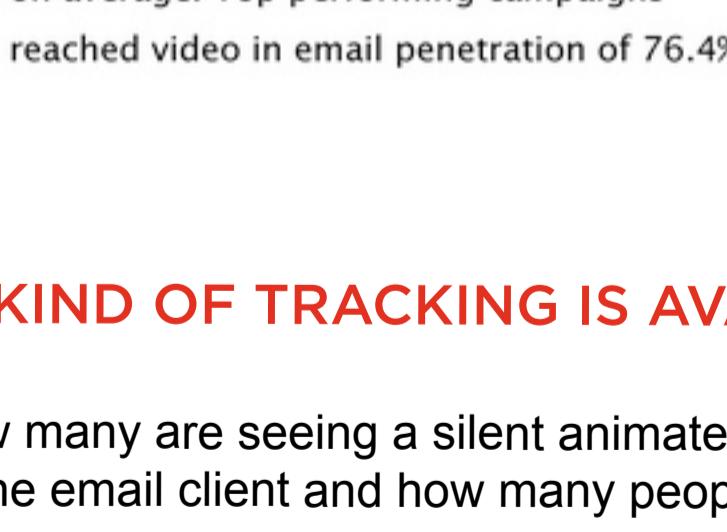
Instantly mapping the correct video or image asset stored in your VideoEmail account with the mail client in use by each recipient at the time your message is opened.

### CAN I KEEP MY ESP?

As a VideoEmail client, you will send all of your campaigns as normal – from your trusted ESP or email marketing software. VideoEmail will automate the video delivery and provide you one simple embed code to use in your email html.

### WHAT EMAIL CLIENTS SUPPORT EMBEDDED VIDEO?

#### Business-to-Consumer Embedded Video Support

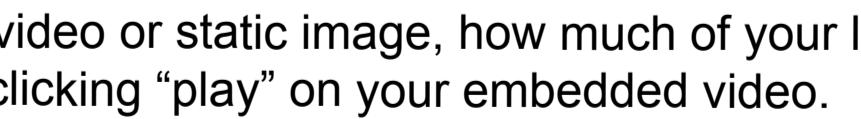


VideoEmail clients deliver embedded video within email to 61.4% of all mail recipients on average. Top performing campaigns reached video in email penetration of 76.4%.

61.4% Embedded video with audio



25.0% .GIF animation



13.6% Static image



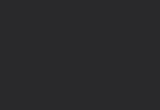
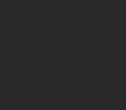
### WHAT KIND OF TRACKING IS AVAILABLE

Track how many are seeing a silent animated .GIF video or static image, how much of your list is seeing the full video in the email client and how many people are clicking "play" on your embedded video.

[view sample reports](#)

For more information contact Van Tran at [vtran@us.westfield.com](mailto:vtran@us.westfield.com)

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**VT: I think the biggest question marketers will want answered is how does it work?**

CK: The technology behind LiveClicker is probably quite advanced, but from a user's standpoint, it's quite simple. Simply upload your selected video via a typical file upload process or provide a URL link (including YouTube), set the length of the video, width and height, and select a static image for email clients that don't support the technology...

**VT: What were some obstacles that you had to figure out regarding video?**

CK: The actual technology is very user friendly and the pricing structure makes it very easy to test as we are simply charged by the number of impressions (or video views).

**VT: What was the reason behind trying embedded video in email?**

CK: In an effort to enhance the inbox experience, increase engagement, create awareness, and drive in-center traffic, we decided to test this innovative technology.

**VT: How did you decide what to promote using video in a video?**

CK: With such an experience-focused promotion like the Merry Makers, video of a Merry Maker in action was a perfect fit to test the technology. View the Video

**VT: Do you have tips for anyone trying it for the first time?**

CK: My most important tip is to set your learning objectives up front and select an email topic that warrants the use of video. Don't use video just because of the cool technology, because you may not notice an increase in engagement. Use video if you believe it will help improve the overall user experience, engagement and conversion.

**VT: Can you give an overview of your embedded video project?**

CK: Throughout the holiday season, visitors will be surprised by local Merry Makers who will provide random acts of kindness and customer service at the Centers. A short video of the Westfield Merry Makers in action will capture this very experiential moment which will be shared via YouTube, Westfield.com, Facebook, Twitter, and also embedded in an email. With the technology provided by Liveclicker, users of specific email clients such as Outlook (web based), Gmail and Yahoo are now able to view actual video within their email. Depending on the email client, some may receive video and audio, others will receive animated gifs or a static image. Liveclicker's Smart Video Versioning technology identifies the email client when the email is opened and serves up the most compatible video within the email.

**VT: What was the reason behind trying embedded Video?**

CK: In an effort to enhance the inbox experience, increase email engagement, create awareness, and drive in-center traffic, we decided to test this innovative technology. With such an experience-focused promotion like the Merry Makers, video of a Merry Maker in action was a perfect fit to test the technology. Many studies have also shown that by adding video within in email, companies have experienced double increases in click through engagement rates.

**VT: What were some obstacles you had to figure out regarding the Video?**

CK: There were very few obstacles to execute the embedded video in email (EVE) campaign. The greatest obstacles weren't anything that I would consider a major challenge. They were as basic as creating the video and developing creative that would work within our current email template. The actual technology is very user friendly and the pricing structure makes it very easy to test as we are simply charged by the number of impressions (or video views).

**VT: How does it work?**

CK: The technology is probably quite advanced, but from a user's standpoint, it's quite simple. Simply upload your selected video via a typical file upload process or provide a URL link (including YouTube). You can configure the video by selecting a static image for email clients that don't support the technology, setting the length of the video, selecting the width and height, choose to have the video auto start, or even loop. Once configured, you can test the video with the provided email embed code and place it into your email. If approved, you simply deploy the email as you normally do then track the impressions and views through Liveclicker's reporting and analytics.

**VT: Do you have tips for anyone trying it for the first time?**

CK: My most important tip is to set your learning objectives up front and select an email topic that warrants the use of video. Don't use video just because of the cool technology, because you may not notice an increase in engagement. Use video if you believe it will help improve the overall user experience, engagement and conversion.



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**Westfield** U.S. Shopping Centers



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**VIDEOEMAIL** by LIVECLICKER

Welcome Administrator Curtis! (logout) | My account + Clips

**Make Me Merry at Westfield LLC - Community**

Impressions 5 8 4 7 8 Impressions remaining Buy

VideoEmail captures information on your video's performance. Use the built-in analytics to determine how much of your audience was served an embedded video, how many recipients clicked to play it, and discover which mail clients perform the best for enticing recipients to click play.

ID 15762953

**Clip type report** Export as .CSV

Clip type	Impressions	Percent
Static Image	5,562	23.6%
Animated GIF or Animated PNG	5,473	23.2%
Embedded video	12,508	53.1%

**Video clickthrough report** Export as .CSV

Clip type	Clicks	Percent
Static Image	555	10%
Animated GIF or Animated PNG	497	9.1%
Images Off	81	0.7%
Embedded video	2,314	18.5%

**Video play rate report** Export as .CSV

Email client	Percent
iPhone Native	13.8%
iPad Native	18.7%
Apple Mail 5	25%
Apple Mail 4	24%
Hotmail	66.6%
OVERALL	18.5%

**Animation engagement report** Export as .CSV

Position	Gone	Still watching
1s	5.6%	94.4%
2s	7.9%	92.1%
3s	12.1%	87.9%
4s	15.1%	84.9%
5s	17.4%	82.6%
6s	20%	80%
7s	21.6%	78.4%
8s	23.5%	76.5%
9s	24.4%	75.6%
10s	26.5%	73.5%
11s	27.7%	72.3%
12s	29.1%	70.9%
13s	30.5%	69.5%
14s	31.4%	68.6%
15s	32.8%	67.2%
16s	34.2%	65.8%
17s	34.9%	65.1%
18s	36.1%	63.9%

**Email client detail report** Export as .CSV

Email client	Opens	Percent
iPhone Native	7,593	32.2%
Android Native	3,743	15.8%
Gmail, other secure	3,532	14.9%
iPad Native	2,571	10.9%
Apple Mail 5	1,658	7%
Yahoo	1,564	6.6%
Hotmail	1,096	4.6%
Apple Mail 4	397	1.6%
OutlookExpress	326	1.3%
AOL	249	1%
Windows App	247	1%
Comcast	191	0.8%
Other web client	180	0.7%
Apple Mail 3	75	0.3%
Kindle App	34	0.1%
RoadRunner	29	0.1%
Blackberry Native	28	0.1%
Earthlink	25	0.1%
Thunderbird	21	0%
Charter	13	0%
LotusNotes	3	0%
Outlook 2010	3	0%
Apple Mail 2	1	0%