



# THE ANATOMY OF AWESOME EMAILS 2015



# Introduction

Everlytic's Email Marketing Benchmark report analysed over one billion emails to help marketers benchmark their own campaign success rates, and compare to other brands in their industry. In light of these benchmarks, Everlytic has compiled the best performing email campaigns sent by our clients in 2015. These campaigns meet the following criteria:

- Email campaigns that have been sent to a database of 10 000 contacts and more.
- Campaigns either exceed the open rate average of 24.86%, or
- Exceed the click rate average of 3.28%.

In this mini-report we look at the anatomy of a successful email and our email marketing experts highlight why these campaigns have achieved such excellent results, surpassing the accepted averages for South African open and click rates as based on the Benchmark report.

# COMBINED TACTICS IMPROVE YOUR OPEN RATES

01

With the assistance of their digital agency - Now Boarding - **Snymans Incorporated** sent out their first email newsletter to great success. This newsletter performed extremely well because Synmans used a combination of email marketing tactics we often advise our clients to use: Database hygiene, subject line and design and content layout.

## Database Hygiene:

This message was clearly sent to a legitimate database of people who have done business with Synmans Incorporated.

## Design, Content, and Layout:

The newsletter design was well thought through. It has a good balance between minimal, relevant text and images, and includes four relevant content sections:

- A Personal Note
- Property News
- #AskSnymans
- Property Advice



**Client:** Synmans Incorporated  
**Industry:** Property & Real Estate  
**Subject line:** 2015 in Review | Cancelling an Offer to Purchase  
**Open rate:** 46.2%

**Jodine Landman** - Everlytic Account Manager

## Subject Line:

The subject line included a relevant topic that demanded interest.

Who of us hasn't wondered about what happens once you have signed your offer of purchase? Can you cancel it?



### 2015 Wrap Up

A note from Jansen Synman

The end of 2015 offers us a chance to show our gratitude for the support of our loyal clients and look forward to what the new year holds...

[Read More](#)



### Property News

JHB is still home to the largest portion of SA

According to the South Africa 2015 Wealth Report, Johannesburg is home to the largest portion of SA's wealth.

[View the Infographic](#)



Get a **free consultation** on your Sale Agreement



### #AskSnymans

Can I cancel my Offer to Purchase?

A signed Offer to Purchase is a legal, binding document that can be cancelled under certain circumstances...

[Read More](#)

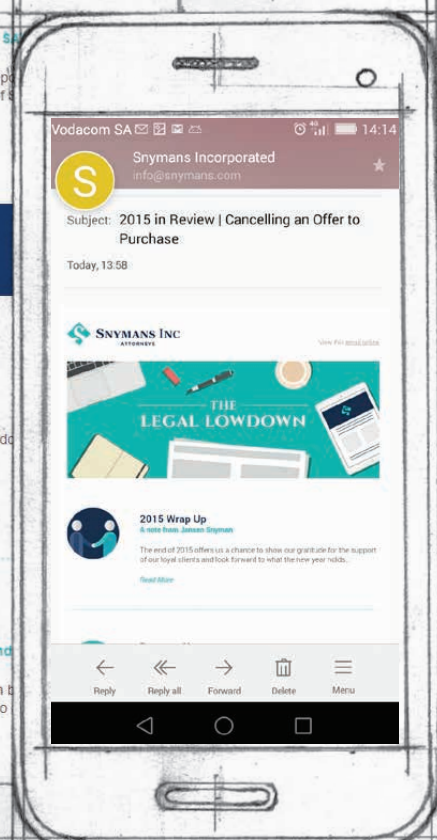


### Property Advice

A bank may require notice to cancel a bond

Paying off a home loan ahead of schedule can be a good idea, but close attention to the agreement is important to avoid penalties.

[Read More](#)



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## SENDING TO A SEGMENTED BASE IMPROVES OPEN RATES

Retaining loyal, paying customers for as long as possible is important for any business. From an email marketing perspective, it is imperative that businesses communicate the right message to customers at the right time during this lifecycle. **Cybercellar** used Everlytic's filters to send this email as a reactivation campaign to all clients that had not made a purchase for six months.

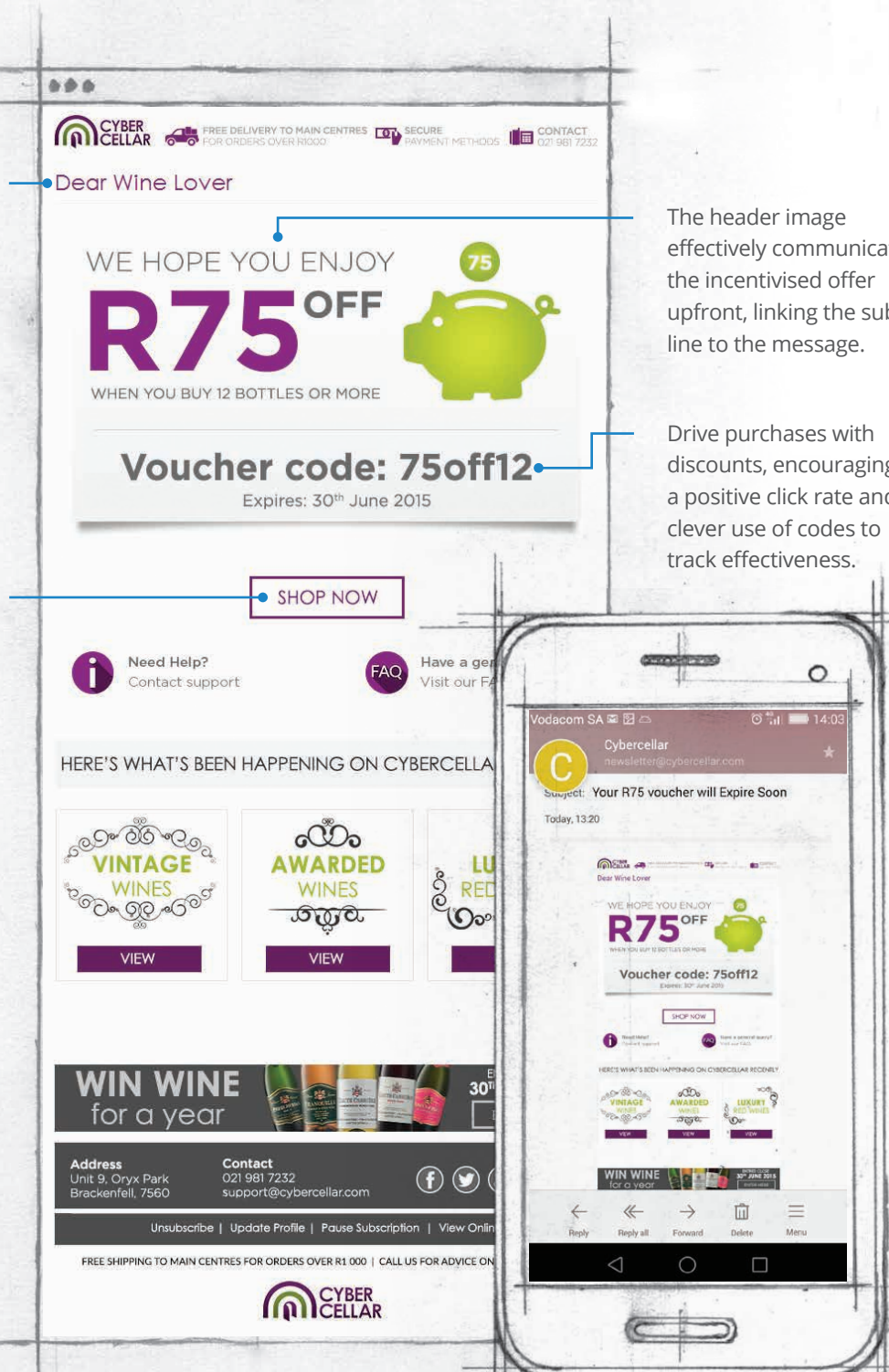
This mail was specifically sent to those clients who had been inactive for 6 months

The header image effectively communicates the incentivised offer upfront, linking the subject line to the message.

Drive purchases with discounts, encouraging a positive click rate and clever use of codes to track effectiveness.

A clear and present call-to-action button in the design to re-engage lapsed customers. For Cybercellar, this translated into 4 191 inactive clients now re-engaging with the brand.

All due to sending an effective message to a target group at the appropriate stage in the customer lifecycle.



**Client:** Cybercellar  
**Industry:** E-commerce  
**Subject line:** Your R75 voucher will Expire Soon  
**Open rate:** 30.3%

**Ashley Ward** - Everlytic Account Manager

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## YOUR SUBJECT LINE AFFECTS EMAIL DELETION

03

One of the most effective aspects of the **NetFlorist** email, aside from its colourful design and easy to navigate format, is the subject line. A subject line is the one thing that lies between an email being opened or deleted. NetFlorist's subject line aims to pique interest and offer value, whilst being brief. This is the trifecta of an effective subject line.

### The subject line:

"Your anniversary's on Thursday - pay with eBucks!" is doubly effective in that

- It piques the reader's interest.
- It offers additional value in highlighting the fact that you can pay for anything at NetFlorist with your eBucks

The target audience is also key to the relevance to how effective your subject line is. Sending an email to clients who don't use eBucks at all may not have the same effects on the open rate.



**Client:** NetFlorist  
**Industry:** E-commerce  
**Subject line:** Your anniversary's on Thursday - pay with eBucks!  
**Open rate:** 37.6%

[Click](#) to view the online version of this email.

**Kudzai Mapfinya** - Everlytic Account Manager



## PERMISSION-BASED SENDING IMPACTS OPEN RATE

Email marketing is an essential part of targeting prospects online, and getting people to actually open your email is a hurdle many marketers face. A deep understanding of their client's needs and purchase habits is the basis of **Vox's** email segmentation, which has shown great open rate results.

Vox's subject line poses a dilemma, to which Vox has a solution.

The implication is that if you do worry about losing everything, you'll open the mail to find out more.

Because Vox has access to customer's purchasing history, they could segment the communication as a way of upselling and cross-selling to existing clients who would be interested in such a solution to begin with.

The email campaign created awareness amongst Vox clients about a new product in Vox's stable of solutions.



### Backup your data to the cloud

CloudBackup, from Vox Telecom, is an automated, online backup solution designed for consumers and small businesses. Unlike online storage applications that are designed for basic storage and file sharing, CloudBackup automatically and securely backs up your documents, pictures and videos to the cloud, and stores them safely for disaster recovery purposes. With unlimited storage capacity and a simple-to-use interface, isn't it time you rethought your backup strategy?



OPTION 1: Month To Month	OPTION 2: Annual Option
<b>R69.00</b>	<b>R720.00</b>
<b>BUY NOW</b>	<b>BUY NOW</b>

(All pricing is VAT inclusive)

**Don't want to use all your data? Consider using our USB option:**  
Transfer your initial batch of encrypted data or photos to the cloud via a USB. Large data transfers can take a very long time... We'll courier a USB drive to and from your premises so that you can transfer your first backup manually and save you draining your data resources.

**Once Off R649.00** \*Maximum USB backup of 50GB

**SIGN UP NOW  
AND GET 30 DAYS FREE!**

**TELL ME MORE**  
**cloudbackup**

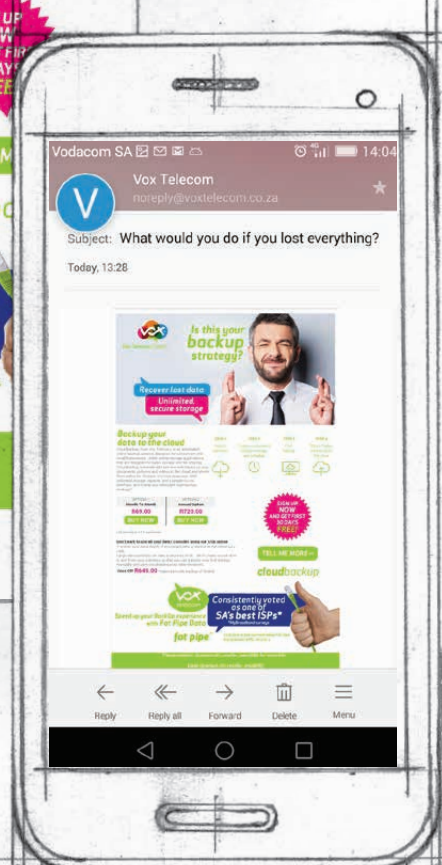
**Speed up your BackUp experience with Fat Pipe Data**

**Consistently voted as one of SA's best ISPs\***  
\*MyBroadband surveys

Click here to find out more about Fat Pipe, SA's premium ADSL service.

Please contact for more info.  
Email: [sales@voxtel.co.za](mailto:sales@voxtel.co.za)  
Tel: 0800 123 456

Email Powered By **VOX telecom**



**Client:** Vox Telecom  
**Industry:** Technology & Science  
**Subject line:** What would you do if you lost everything?  
**Open rate:** 27.8%

**Monica Rodrigues** - Everlytic Account Manager

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# LAYOUT IS CENTRAL FOR SUBSCRIBER FOLLOW THROUGH

05

Hyundai provides just enough information in their mailers to keep their customers interested and clicking - through for more. Call-to-action buttons are crucial when engaging with your readers. They give a clear indication of where your reader's interests lie, whether your mails are too long, or whether you have too much text above the fold.

In Hyundai's instance, the majority of the clicks happened above the fold which is where their main article was inserted.

The second most clicks were found at the logo which redirected readers to Hyundai's home page.

A very well laid out mailer.



**Client:** Hyundai Automotive  
**Industry:** Automotive  
**Subject line:** The Latest 2015 Hyundai News  
**Click rate:** 8.6%

**Denise Jackson** - Everlytic Account Manager

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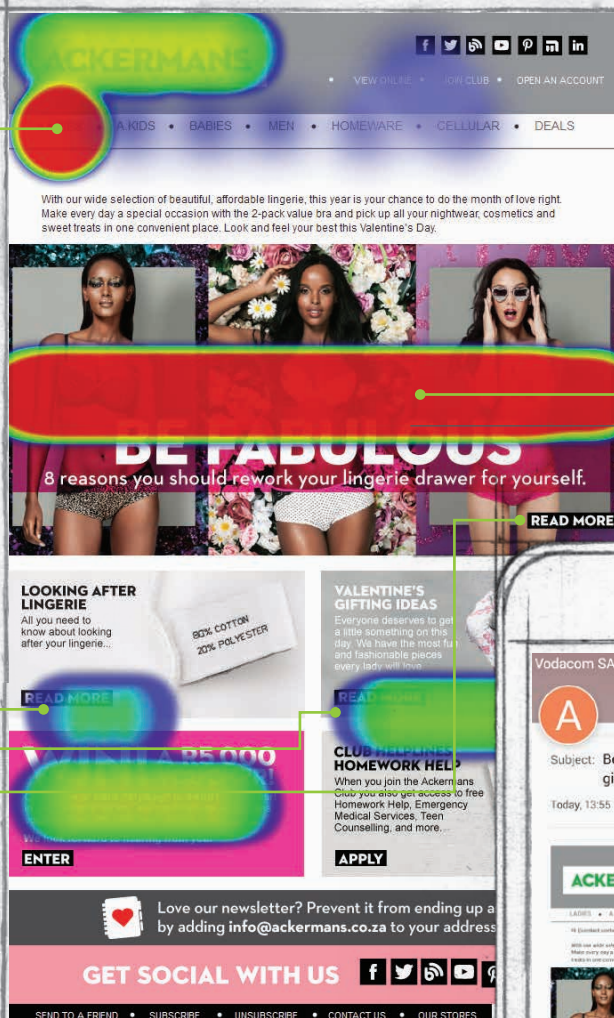
## VALUE-ADDED COMMUNICATION PROMOTES ENGAGEMENT

The **Ackermans** newsletters do more than just advertise products and specials to their consumers, they also feature valuable articles that tie in with the products being promoted. Ackermans's email marketing messages use value-added content that supports decision making around purchases, drives traffic to the Ackermans website, and promotes in-store purchases.

The heatmap clearly identifies popular top line navigation items (in this instance, Ladies clothing).

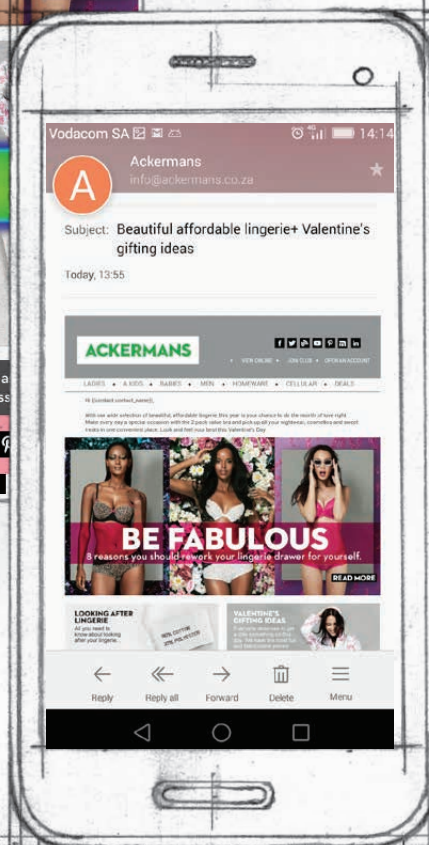
Each item in the email links back to a corresponding section of the Ackermans website and is tracked using Google Analytics.

Each item has a call-to-action for more information to encourage engagement. The results: 4 298 people clicking through to the website.



The content sections in the email tell a story.

The newsletter is highly visual, with imagery and content that leads subscribers from the "why" of the purchase, to product listing and gifting ideas, to after sales garment care.



**Client:** Ackermans

**Industry:** Retail & Wholesale

**Subject line:** Beautiful affordable lingerie+ Valentine's gifting ideas

**Click rate:** 8.1%

[Click](#) to view the online version of this email.

**Mandisa Maphango** - Everlytic Account Manager



# ENGAGED SUBSCRIBERS OPEN MORE EMAILS

Stellenbosch University understands the importance of keeping new students informed and engaged; using newsletters to provide information to students with relevant subject lines to prompt email opens. Stellenbosch University sent the email below to 10 708 contacts and received a phenomenal open rate of 64.4%, more than half of their database has actively engaged and opened the email.

07

This is the English language version of the email.

Afrikaans language readers have access to this Afrikaans version of the mailer by clicking on the link below the header.



Afrikaans

Functions as a hyperlink that when clicked on, automatically scrolls users to the Afrikaans version of the email.

Drives traffic to the university website by including links to more information in the emails.

Welcoming programme for first-year Maties of 2016: what you should know...

From the moment you arrive at campus, you will have to take off in many directions. Our website [www.sun.ac.za/welcome](http://www.sun.ac.za/welcome) is your one-stop destination for everything you should know about Stellenbosch University's welcoming programme scheduled for January 2016.

You and your parents/guardians should know this webpage by heart before arriving at campus. It contains valuable information about the welcoming programme; how to you sorted and what happens where and when.

**Bookmark this site** on all your devices to have this information available at your fingertips.

The welcoming programme kicks off on 21 January and comes to an end on 30 January. You should be on campus on 21 January. The official welcoming event for students and their parents/guardians will be the same evening at 18:00 to 19:00 at the Dele Groen Stadium at Ceresburg. Various other events have also been scheduled for the day, including a meet and greet for parents with the dean of your faculty.

Please read the website carefully and make sure you know when your degree programme's mandatory faculty sessions, language placement tests and registration take place, and when your cluster, PSO ward (private student organisation) or residence will be gathering. This is especially important for the first two days: Thursday, 21 January and Friday, 22 January.

The website also has important information about among others the Library and Information Service; how you can register; transport during the welcoming period; parking arrangements for the first day; information sessions for students with special learning needs; the different support services as well as how to ensure your safety on campus and in town. This information will help you to easily find your way around campus. Also remember to save the most important telephone numbers in your cell phone.

You will receive a printed copy of the welcoming programme at your first cluster, PSO or residence gathering or on arrival at receive this programme as it includes the day-to-day itinerary of the entire Welcoming Programme. The electronic format of the website in January.

Matteland awaits you!



Welkomingsprogram vir Eerstejaar-Maties van 2016: wat jy behoort te weet...

Die oomblik wat jy op kampus land, gaan jy moet kuerse kies. Sommer baie kuerse. Hier's hoe: [www.sun.ac.za/welkom](http://www.sun.ac.za/welkom). Jy raak weet van die Universiteit Stellenbosch se welkomingsprogram vir Januarie 2016.

Jy en jou ouers behoort hierdie webwerf te verken voordat jy op kampus aankom! Dit praat waardevolle inligting oor die programme te kry en wat waar en wanneer plaasvind.

**Bookmark hierdie webwerf** op al jou toestelle sodat jy in 'n klick kan kyk en jy iets wil weet.

Die welkomingsprogram duur van 21 - 30 Januarie 2016. Jy moet dus reeds op 21 Januarie op kampus wees. Die amptelike hul kursusse vind daardie middag om 18:00 tot 19:00 in die Dele Groen Stadion op Ceresburg plaas. Verskiet onder geskeduleer, onder meer ook 'n ontmoeting vir ouers/voogdes met die dekan van jou fakulteit.

Lees die webwerf aandagdig en maak seker dat jy weet wanneer daar vir jou graadprogramme verpligte fakulteitsessies en kluster, PSO-ryk (PSO-Privaatstudeent-organisasie) of jou kothuis byeenkaar kom. Dit is veral belangrik vir die eerste twee dae Januarie.

Die webwerf bevat ook belangrike inligting oor onder meer die biblioteek en inligtingsdiens; hoe jy kan registreer; vervoer op die eerste dag; inligtingsseminar vir studente met spesiale leerbehoeftes; die verskillende ondersteuningsdienste en hoe om jou help verskiet. Hierdie inligting sal jou help om gemaklik in te skakel en maak seker dat jy die belangrikste telefonnummers op.

Met jou aankoms op kampus sal jy by jou eerste kluster, PSO- of kothuisbyeenkoms 'n gedrukte kopie van die volledige woorboek kry so 'n program kry, want dit dui vir jou die dag-tot-dag verloop van die woorboekperiode aan. Dit sal in Januarie in gebruik word.



**Client:** University of Stellenbosch  
**Industry:** Education  
**Subject line:** First-year of 2016: your Matie welcoming programme  
**Open rate:** 64.4%

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**Alana Major** - Everlytic Account Manager



Should you want any more information visit us at [www.everlytic.co.za](http://www.everlytic.co.za) or [click here](#) to request a demo.



## ALIGNING EMAIL INTENT TO AUDIENCE

This **Discovery** Insure mailer stands out in the way it has aligned the email's intent (providing information) to the audience it was sent to. When readers have subscribed to a company's newsletter, they are not only kept up to date with information, but they are also following the brand's story.

Once subscribers open the email, the email is further strengthened by its structure and content, which is specific and designed to inform.

The content speaks to the award, product excellence and how the technology is beneficial to consumers.

Furthermore, the mail keeps consumers in the loop with Discovery Insure's achievements, as well as added perks, and upcoming developments.



Dear

We're pleased to share that our Discovery Insure telematics technology has been recognised as the Most Innovative New Digital Product and the overall EMEA (Europe, Middle East and Africa) Digital Champion at the recent Gartner Financial Cool Business Awards. The awards recognise the innovative use of technology to highlight best-in-class initiatives in the financial services industry. More than 150 Gartner clients at Gartner's Symposium in Barcelona participated in an online polling survey and voted.

### How can this technology help you?

By opting for our smartphone-enabled DQ-Track, you're able to go back on your monthly fuel spend for driving well, effectively decrease your monthly premium.

Our technology offers unique safety features, notably ImpactAlert, which picks up if you've been in a severe accident. We'll send immediate assistance to the accident scene if we can't reach you. We also give you access to imminent bad weather and the ability to locate all the vehicles on your Plan on your cellphone.

### Look out for these new features

From 1 December, a vehicle panic button will be available with the smartphone-enabled DQ-Track for in-vehicle emergencies, and our app will be available to use with the Apple Watch.

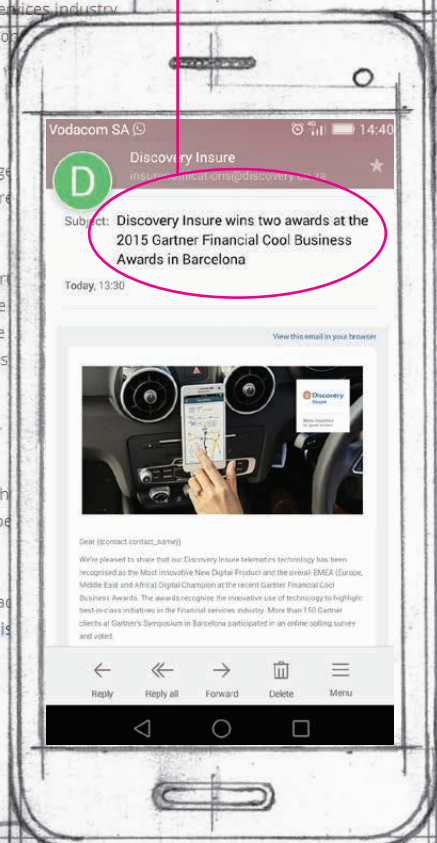
If you need any assistance with the smartphone-enabled DQ-Track, please speak to your financial adviser or email us at [vitalitydriveinfo@discoveryinsure.co.za](mailto:vitalitydriveinfo@discoveryinsure.co.za)

Regards

Anton Ossip  
Chief Executive Officer  
Discovery Insure

### Subject Line:

One of the first things a reader looks at is the Subject line, this is one of the main factors when it comes to deciding whether you will take the time to read your mail or send it straight to the junk folder. The subject line was enticing because it grabbed readers attention.



**Client:** Discovery Insure  
**Industry:** Financial Institutions  
**Subject line:** Discovery Insure wins two awards at the 2015 Gartner Financial Cool Business Awards in Barcelona  
**Open rate:** 46.6%  
**Denise Jackson** - Everlytic Account Manager

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## A STRONG BRAND PRESENCE ENCOURAGES CLICK-THROUGH

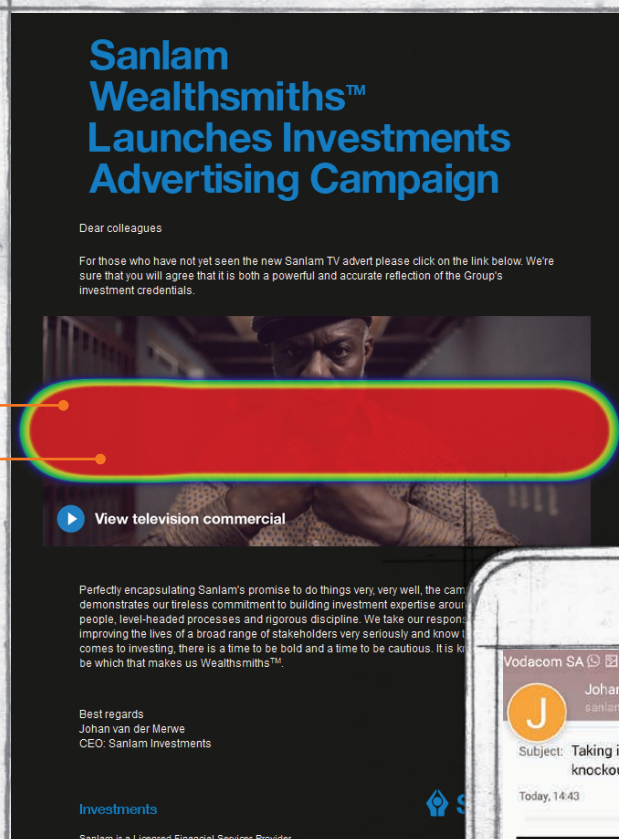
09

**Sanlam** used the iconic “Rumble in the Jungle” to reflect on the group’s approach to financial investments - cautious and strategically bold. The email campaign announced their new ad campaign and achieved a phenomenal 20.8% click-through-rate. An 18.9% increase in click-through-rates distinguished them from the rest of the industry players.

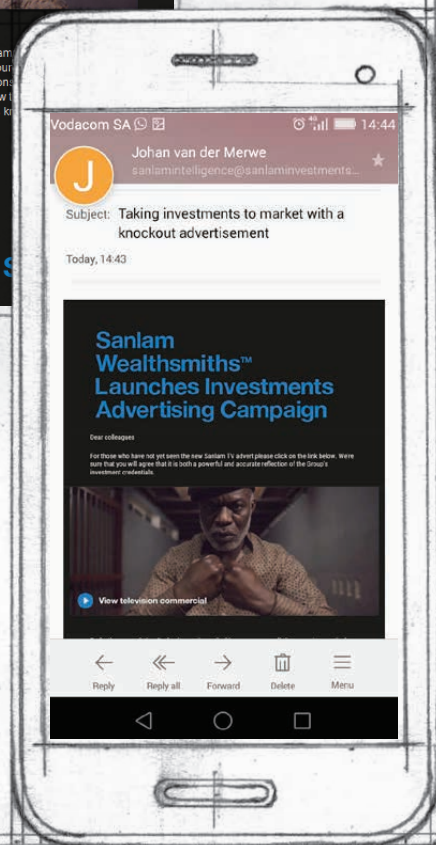
Sanlam exceeded their industry benchmark for click-through rates by identifying a selective audience with an established and immediate connection to Sanlam.

With a strong focus on brand presence, Sanlam included a prominent pre-header that summarised the content of the email.

The main call-to-action link was immediately visible when scanning through the email’s content, and placed above the fold within the preview pane for desktop emails, which contributed immensely to the success of this campaign.



Sanlam fully understood that the design should simply be about engagement, and compelling the reader to take the next step in clicking on the call-to-action link of the email campaign.



**Client:** Sanlam  
**Industry:** Financial Institutions  
**Subject line:** Taking investments to market with a knockout advertisement  
**Click rate:** 20.8%

**Wilene van Greunen** - Everlytic Account Manager

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10

## YOU CAN'T GO WRONG WITH A WELL PLACED CTA

Property24's aim is to communicate industry critical information to consumers, their clients, estate agents, and those listing their property. The primary aim of this email was to provide their segmented subscribers (only estate agents) with key information and how it would have real-world implications on their role.

The clean content layout and design succeeded in highlighting the new labour law as the central focus of the email.

This is a classic email marketing strategy that still works very well.

It makes it easier for readers to follow through, as justified by the 18% click-through-rate - more than triple the industry average for click-throughs.

**property24**  
SA's No. 1 Property Website

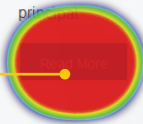
02 Tuesday  
June 2015

Top News News Feed Portal Tip



### New labour law and estate agent employment contracts

Gone are the days when real estate companies could "window dress" or disguise the relationship between the estate agent and the principal.



#### NEWS FEED



#### SA property less affordable for first-time buyers

With increasing inflation and decreasing household savings, the average South African is going to find property affordability taking a notable dive.

[Read More](#)



#### R11bn mega Vaal River City development

The new city will have a retail and lifestyle centre, municipal precinct, 20ha of parkland and 5000 homes, offering a lifestyle at the water's edge.

[Read More](#)



#### The big home investment

While a hot appreciating asset, not generating a return might not be the best option for retirement.

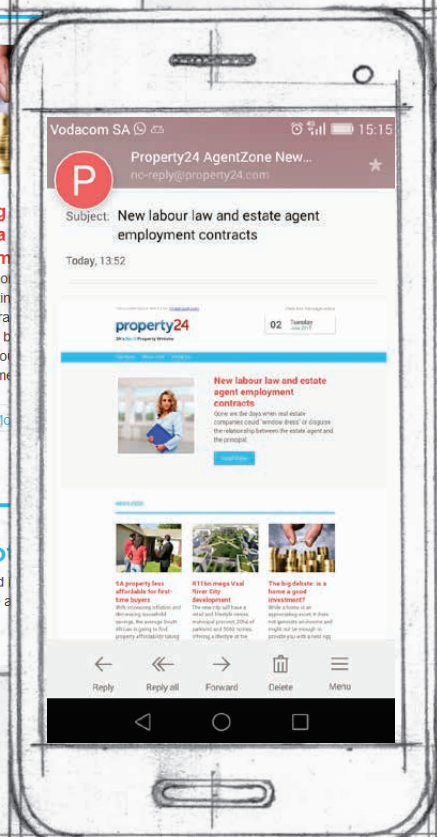
[Read More](#)

#### PORTAL TIP



#### How to get the correct photo

A wide angle makes a room look more spacious and the furthest corner or doorway of a home to include as much as possible in the photograph as possible.



**Client:** Property24  
**Industry:** Property and Real Estate  
**Subject line:** New labour law and estate agent employment contracts  
**Click rate:** 18%

**Ashley Ward** - Everlytic Account Manager

[Click](#) to view the online version of this email.