

# Eco Mobile E-Mail

*Inspiration & Discussion*

ExactTarget®



ExactTarget®

# Email + Mobile

*Tools in ExactTarget*

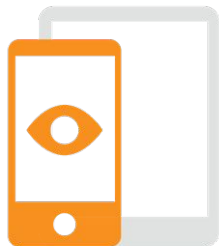


# Mobile Email



## Preheader

Optimize message summaries in the inbox



## Preview

Preview email across devices



## Templates

Built exclusively for mobile

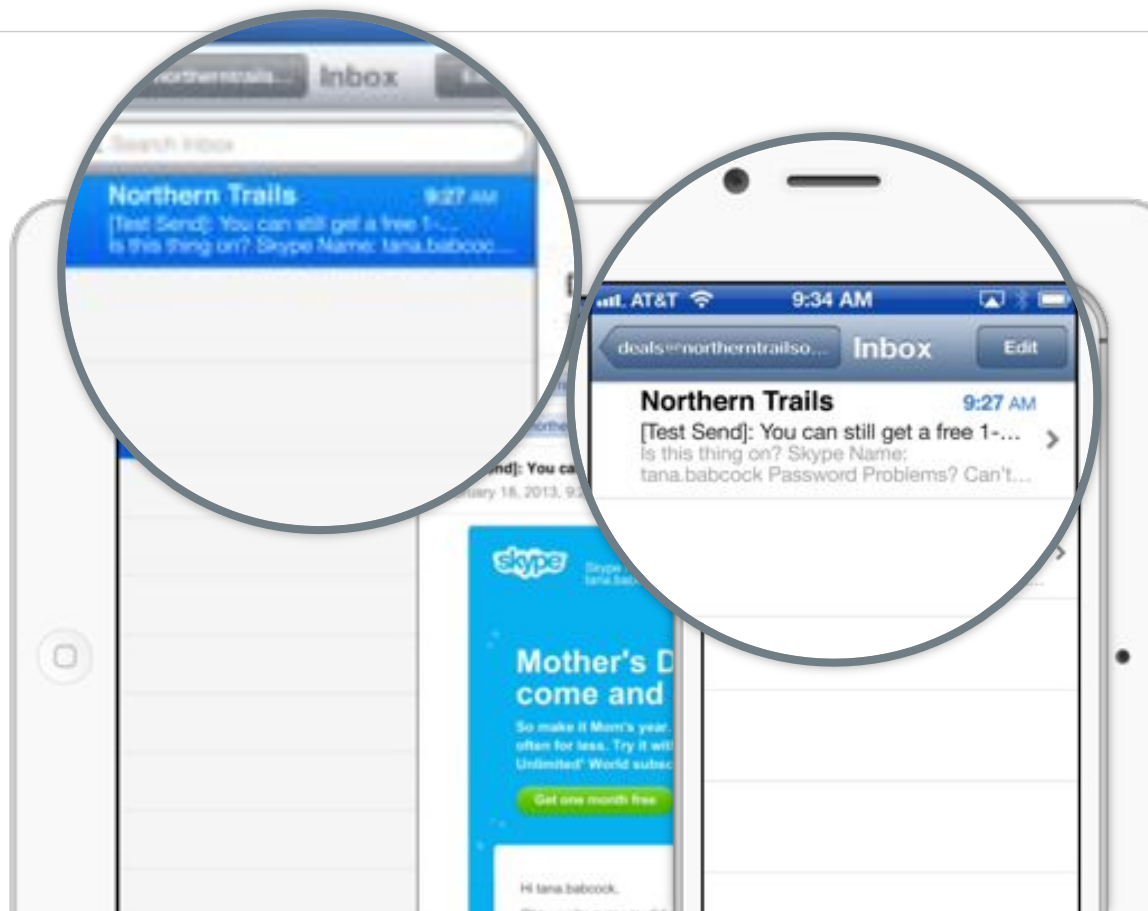


## Reporting

See which devices customers use to read email

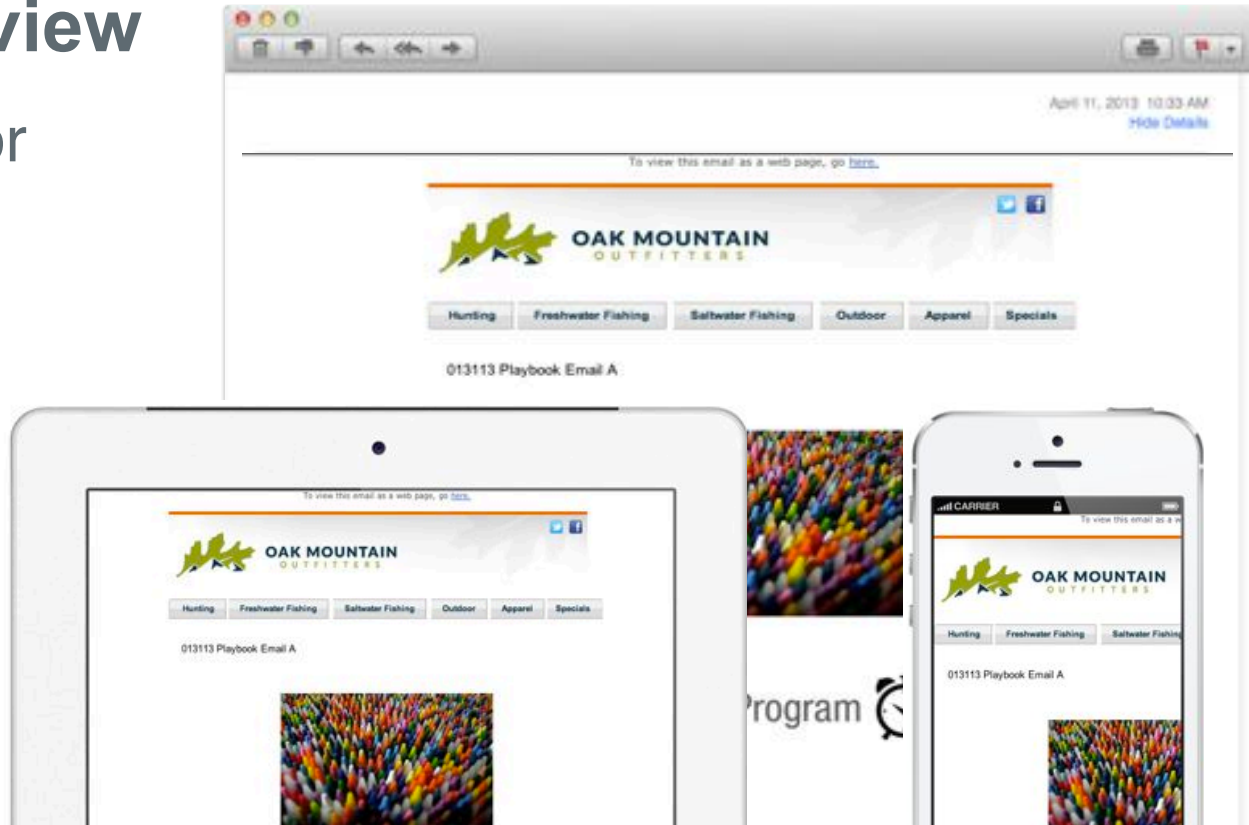
## ✉ Preheader

Manage the pre-header of the email like the subject line



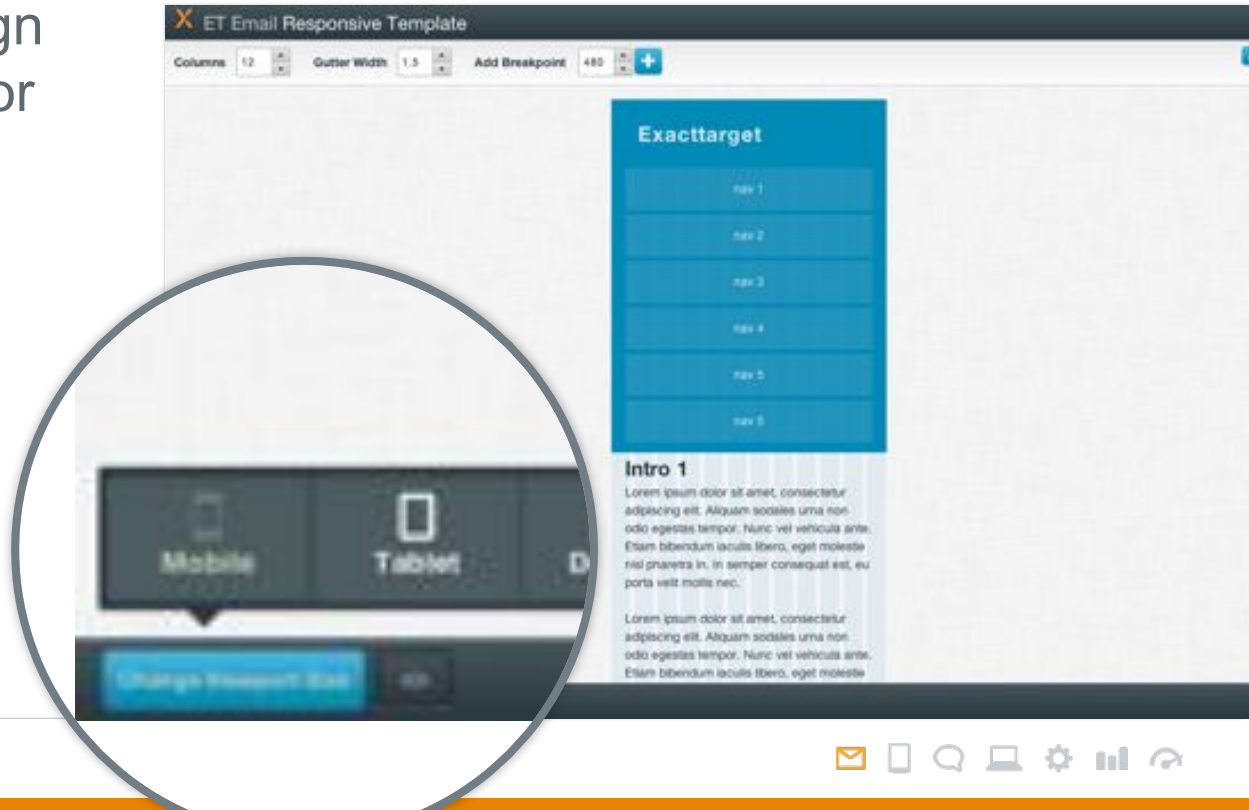
# ✉ Mobile Preview

Preview emails for mobile devices, tablets, and PCs.



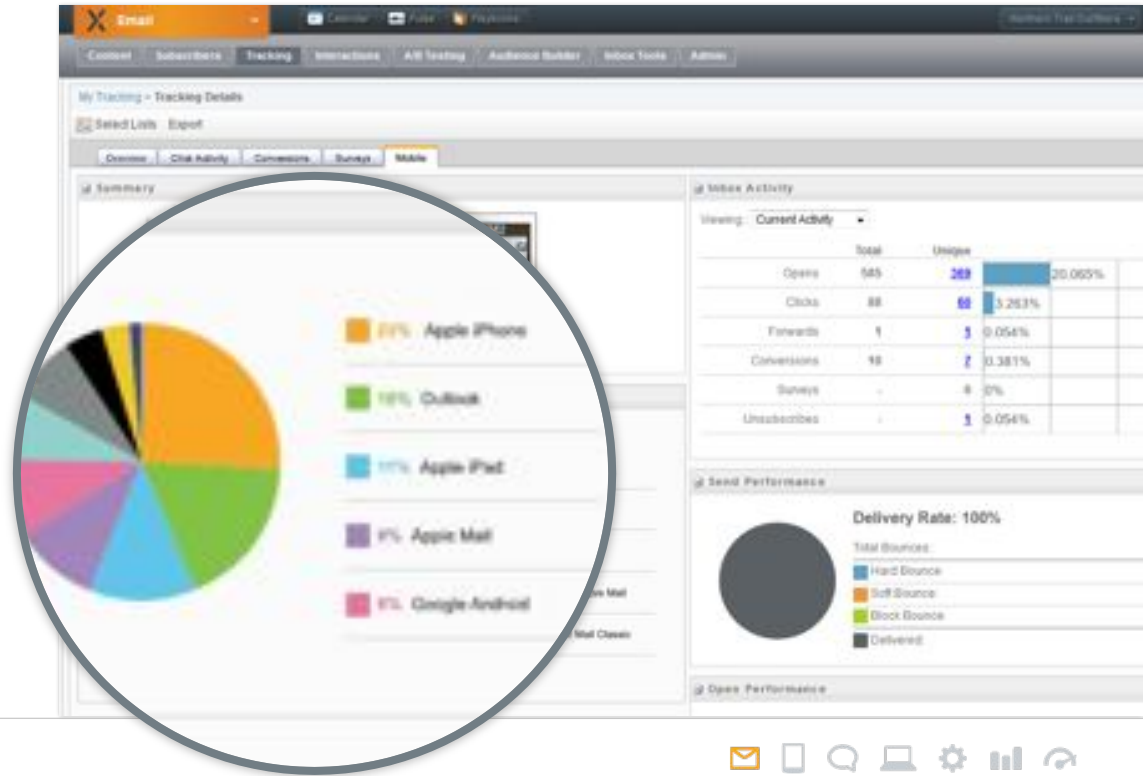
# ✉ Mobile Templates

Step-by-step campaign creation exclusively for mobile Email, with responsive design



# 📧 Mobile Reporting

Discover which devices customers are using most often to view your email



ExactTarget®

# Best Practice Overview

*Email*



Thank you for signing up by Social

Can't see the images? [View the Online Version](#)

NORTHERN  TRAIL  
OUTFITTERS



MENS WOMENS KIDS GEAR

# Hello & Welcome

Thanks for signing up to our emails by the Social. Why not fill in your profile, so we can send you all the info you'd like.

[ADD TO MY PROFILE >](#)



Now that you're all signed up you can expect:



The latest ranges from all our fantastic departments including mens, womens and gear.

Sale news, promotions, all of our best offers and competitions!

Plus, enjoy regular round ups of the best new items available to buy in store and online at Northern Trails.

LET'S GET  
*Social*  
WITH NTO

GET  
ACTIVE  
WITH OUR  
NTO

myNTO  
REWARDS

Desktop

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NORTHERN  TRAIL  
OUTFITTERS

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[ADD TO MY PROFILE >](#)



[FREE SHIPPING ON ORDERS OVER \\$100 >](#)

Northern Trail Outfitters registered address:  
20 N. Meridian St. Indianapolis, IN, 46204, USA.

Mobile



Thank you for signing up by Social Can't see the images? [View the Online Version](#)

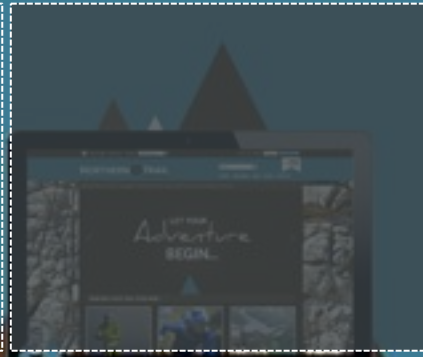


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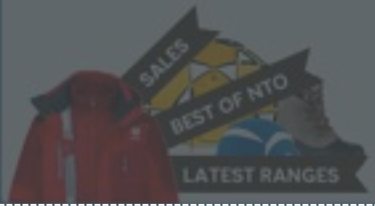


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Desktop

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Mobile



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# Client Examples

*Ikarus, Sony & others*



## WeddingWire Optimizes Email for Mobile

- WeddingWire is an online site containing tools for wedding planning, vendor selection, and gift registry
- 60% of WeddingWire emails are opened on a mobile device
- Using “Responsive Design,” WeddingWire has increased email CTR by 7.4%!
- All content is presented in one column, font sizes are increased, and links are thumb-friendly buttons





Using Responsive Design, CareerBuilder experienced a 15% increase in open-rate on smartphones and a 21% increase in click-through!



Android



iPhone



BlackBerry



# ikarus

ExactTarget®

Featuring Arrangements for all the latest in our new... design shop

ikarus  
...design newsletter

Bestellen: 0180 - 592 5000\*

Verführerisch günstige Ordnung der Gadgets mit **The Sanctuary Ladestation!**



nur € 110,00  
statt € 130,00

The Sanctuary Ladestation, erlaubt den Anschluss von mehr als 3.700 verschiedenen Gadget-Typen...

[zum Angebot](#) teilen auf   

Guten Tag, sehr geehrte(r) Ikarus Interessent(in),

Wöhen Sie auch über den «Kabelsalat» aller heutigen, zum modernen Leben gehörenden elektrischen Geräte, die sich um eine Steckdose zum Aufladen tummeln? Nervt es Sie ebenfalls, dass Kabelgewirr der Strippen zu erhalten? Dann schauen Sie sich unser Wochenendangebot an: Von Donnerstag, den 28.03.2013, bis einschließlich Montag, den 01.04.2013, offerieren wir The Sanctuary Ladestation für all Ihre «Gadgets» um 15% günstiger!

Fröhe Öberr ohne wesentliches Gevinn wünscht  
Ihr Ikarus-Team



Desktop

ikarus  
...design newsletter

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Mobile

# Sony

PlayStation Official App

Hi, see what's new

### Soul Sacrifice

Make the ultimate sacrifice in the pursuit of power and experience a brutal war - out now on PlayStation®Vita (PEGI 18).

Find out more

f t

### You could win an all-expenses-paid trip to E3 2013

Correctly answer six PlayStation®-themed questions as quickly as you can, and a pair of sought-after E3 2013 passes could be yours, as well as flights to Los Angeles and accommodation. Good luck!

Enter now

f t

See the world through the eyes of Agent 47 in Hitman: Absolution, available at no extra cost with PlayStation®Plus.

Desktop

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### See the world through the eyes of Agent 47 in Hitman: Absolution, available at no extra cost with PlayStation®Plus.

### DUST 514®

Wage war in the universe of EVE Online, where every battle and action can impact the balance of power.

Tablet

Hi, see what's new

### Soul Sacrifice

Find out more

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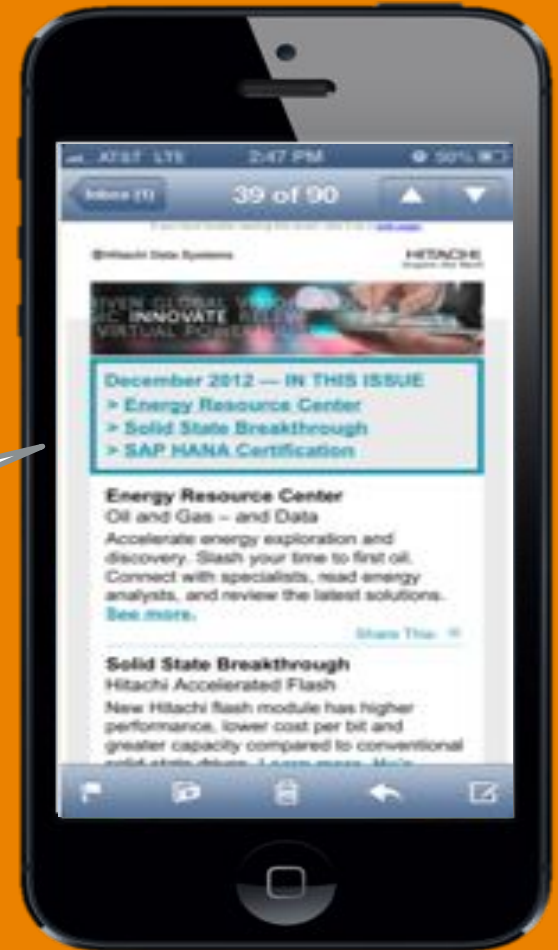






## Hitachi Data Systems' Uses Responsive Design to Optimize its eNewsletter for Mobile

***When viewed on a mobile device, the font is increased automatically***

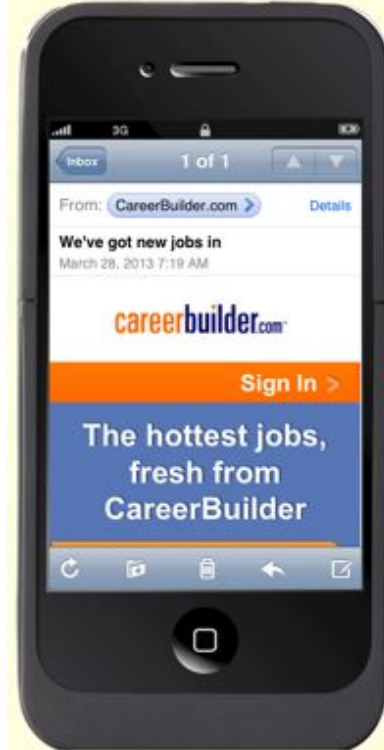




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# Resources

## [Designing for the Mobile Inbox](http://pages.exacttarget.com/EN-DesignMobileInbox)

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



### [Mobile First](http://blog.exacttarget.com/blog/email-design-4/designing-an-email-campaign-think-mobile-first)

<http://blog.exacttarget.com/blog/email-design-4/designing-an-email-campaign-think-mobile-first>

### [Video: Email + Mobile Overview](http://blog.exacttarget.com/blog/email-design-4/designing-for-the-mobile-inbox-video)

<http://blog.exacttarget.com/blog/email-design-4/designing-for-the-mobile-inbox-video>

### [Video: Responsive Email Design FAQs](http://blog.exacttarget.com/blog/email-design-4/7-responsive-email-design-faqs)

<http://blog.exacttarget.com/blog/email-design-4/7-responsive-email-design-faqs>



ExactTarget®

# Mobile is more than eMail

*Push to Apps, SMS, Mobile Landing  
Pages, etc.*

# Mobile Engagement is Unparalleled

Individuals Who Keep Their Mobile Device  
Within 10 Feet At All Times

**84%**

Consumer Engagement After Receiving  
Push Notification

**15%**



“By 2016 there will be 1.4 mobile devices per capita.”

- Cisco

# Apps are Competing for Attention

Average Number of Apps Installed

41

Mobile Apps Used After 30 Days (No Push)

5%

Number of Opens After 6 Months- Push vs. No Push

31% vs. 14%



“ Mobile coupons get 10 times the redemption rate of traditional coupons. ”

- Mobile Marketing Association



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**Thank you**