

# How Dell Simplified Email Template Design to Improve Engagement and Drive a Double-Digit Percentage Increase in Revenue Rate

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# Jessica Vogel

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Dell, Inc.

# In 2014

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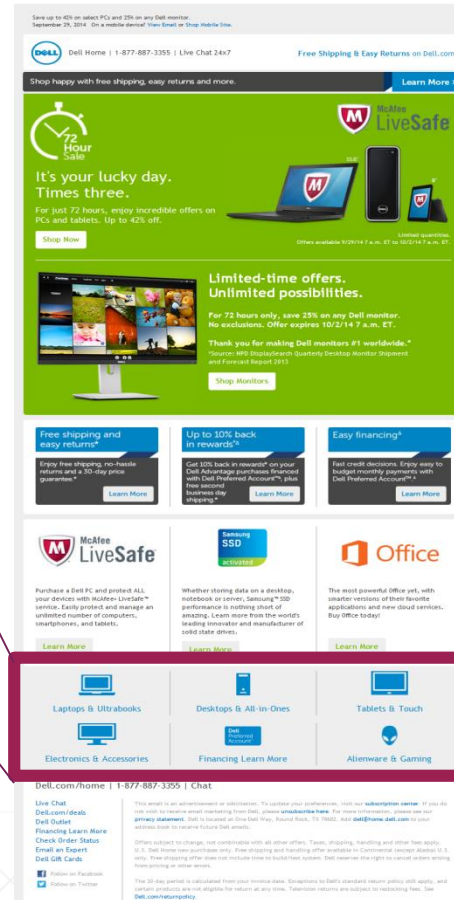
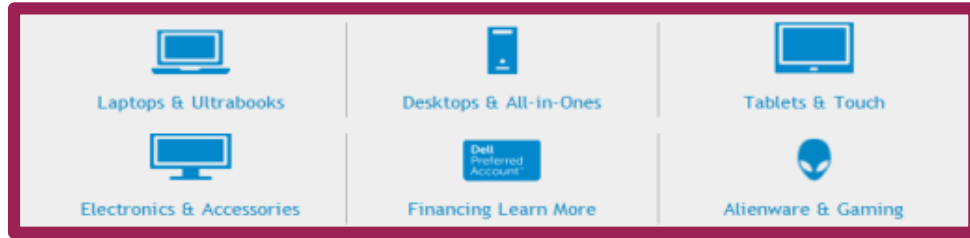
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# Treatment: Navigation as recovery module



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Text nav.

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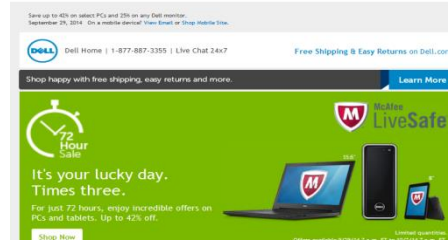
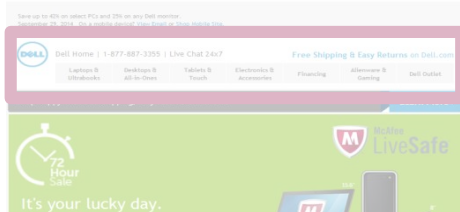
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Footer  
Icon nav.

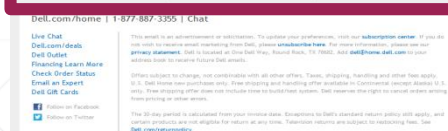
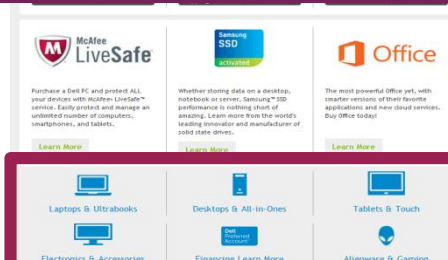
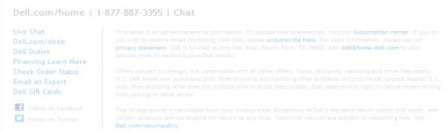
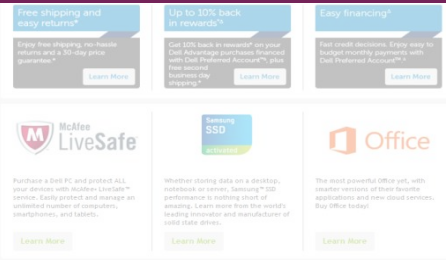
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# The Test: Side-by-side



## Double Digit Increase in Revenue per Email



#Sherpa16

## Results: Clickthrough rate



Lift in clicks was significant but not large.

Consumers **were more likely to engage with the hero** when moving the top navigation to the mega-footer.

# Results: Revenue



Revenue lift is where we saw **double-digit growth**. Those who clicked were more likely to convert.

# Results: Unsubscribes



The **mega-footer** did correlate to an increased opt-out rate, but it's not a great concern.

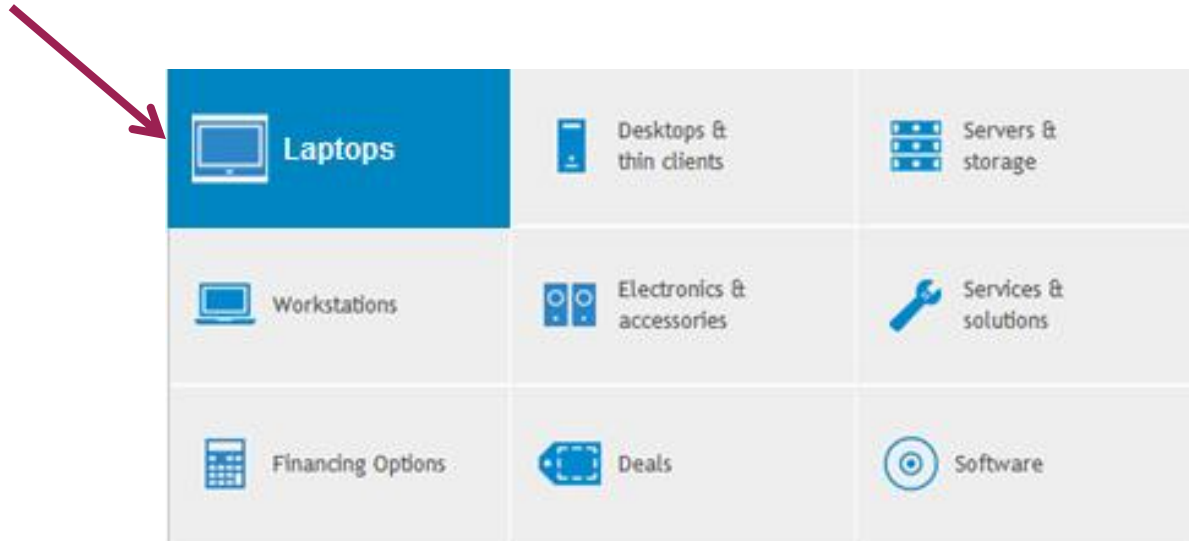
# Test ideas

- Creative Treatment to **revenue-driving navigational elements** like “Dell Outlet” or “Deals”



# Test ideas

- Creative Treatment to **revenue-driving navigational elements** like “Dell Outlet” or “Deals”
- Highlighting the **navigational pod** with the corresponding hero topic



# Test ideas

- Creative Treatment to **revenue-driving navigational elements** like “Dell Outlet” or “Deals”
- Highlighting the **navigational pod** with the corresponding hero topic
- Test including **key CTAs in the header** like “Coupons,” “Advantage Rewards” and “Financing”



# Test ideas

- Creative Treatment to **revenue-driving navigational elements** like “Dell Outlet” or “Deals”
- Highlighting the **navigational pod** with the corresponding hero topic
- Test including **key CTAs in the header** like “Coupons,” “Advantage Rewards” and “Financing”
- Leverage the header space for **animated GIFs (or “bugs”)**



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# Top takeaway

Don't forget the bones of the email — a lot of business performance can be won or lost in the structure.

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Jessica Vogel  
Dell, Inc.

