

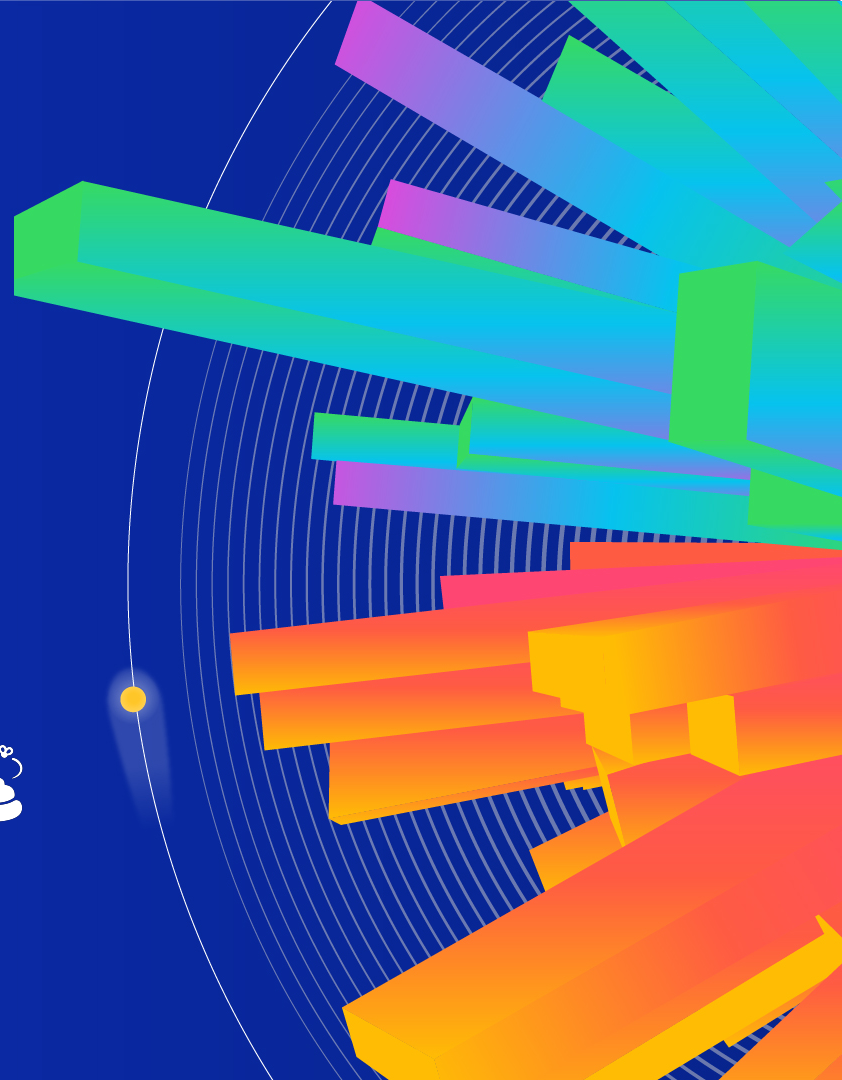
ACTIVATE 19

The Growth Marketing Conference

Best Practices are Bullsh!t

A Journey to Enlightenment 🧘

Presented by:  *iterable*



ACTIVATE **19**



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Best Practices are Bullsh!t^{*}

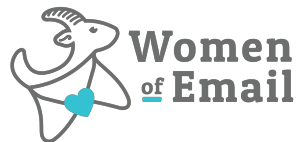
**and so are most industry studies*

JEN CAPSTRAW

@jencapstraw



Director of Strategic
Insights & Evangelism



President & Co-Founder





For instance, “View in Browser” Links

“Allow recipients to view email in web browser. Always provide this option.”

“Pre-Header should include a link to view in browser.”

“Essential Features ... View in Browser”

“Always include a ‘View in Browser’ link.”

Pre-order yours and get 10% off!
Having trouble viewing this email? [Click here!](#)



[GIFTS](#) [BEST SELLERS](#) [PASTA & PANTRY](#) [EXTRA VIRGIN OLIVE OIL](#) [SWEETS](#)

ONLINE ONLY



Last Days to
**PRE-ORDER A
TURKEY**

and get
10% OFF
your entire cart



Thanksgiving is next Thursday! Get your friends and family a farm-fresh turkey carefully chosen by famed New York butcher Pat LaFrieda. Place your order by Friday for **10% off your entire cart,*** and bring home an Italian feast: sauces, panettoni, and all! Show your know better.

GET 10% OFF YOUR FEAST*

Customer Service
Phone: 212-539-0833
Email: customerservice@eataly.com
Online Assistance

Eataly USA - 43 W 23rd St., New York, NY 10010

You are receiving this email at jen.capistrav@gmail.com because you gave your consent to receive our communications.

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PREHEADER
HEADER

BODY

FOOTER

ACTIVATE19

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Spartan Race

What Can a Raw Diet Do for You? - November Newsletter Spartan Warm Up 11.14.17 WHAT CAN A RAW DIET DO FOR YOU? The benefits of eating raw

Eataly

Do you have your Thanksgiving turkey yet? Pre-order yours and get 10% off! Finish your feast! Having trouble viewing this email? Click here!

6pm.com

The Coach Event Starts Now (Up to 60% Off) - Shoes, handbags, accessories and more from the iconic fashion brand COACH. 6pm.com Free Shipping

**PREHEADER ALSO
VISIBLE IN INBOX VIEW**

“VIEW IN BROWSER” LINK

PREHEADER

Pre-order yours and get 10% off!
Having trouble viewing this email? Click here!



GIFTS

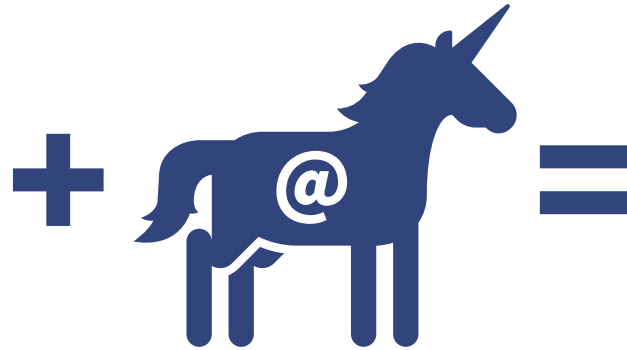
BEST SELLERS

PASTA & PANTRY

EXTRA VIRGIN OLIVE OIL

SWEETS

ONLINE ONLY





**THE FOLD
IS REAL**

CHANGE MY MIND

Why we're ditching the 'view in browser' link. (But maybe you shouldn't.)

Posted by Jen Capstraw on July 18, 2014



It's one of those long-standing best practices for **email marketing** that goes without question:

"Always include a 'view in browser' link in your preheader."

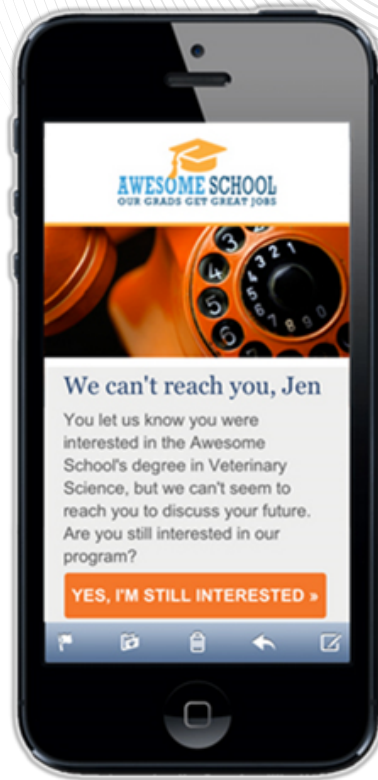
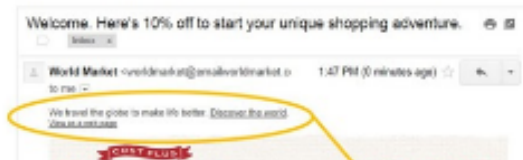
You'll find this advice in just about any "Intro to Email Marketing" guide. The logic is that if your email doesn't render well in your recipient's email client, there's a handy alternative that allows subscribers to see it as it was intended.

But does this best practice still stand up? At Sparkroom, that's exactly what we wondered. This so-called best practice—and preheaders in general—were becoming problematic for our client campaigns. So we dug into our data to see if we could make a case for or against the "view in browser" link in an email's preheader.

What's a preheader?

Preheaders are snippets of text that precede the primary content in an email marketing message. This is where the "view in browser" link is generally found, often in conjunction with some additional text.

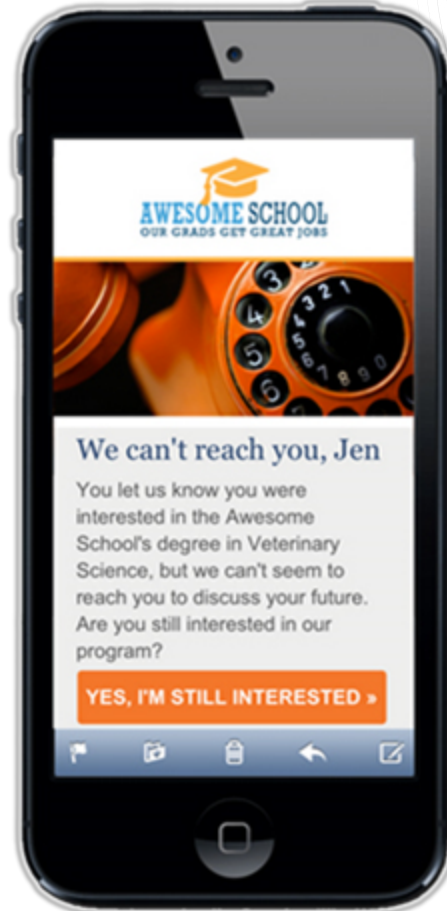
The benefit of the extra text is that, in many email clients, it displays in the inbox preview just after the subject, and can be integral in lifting open rates.

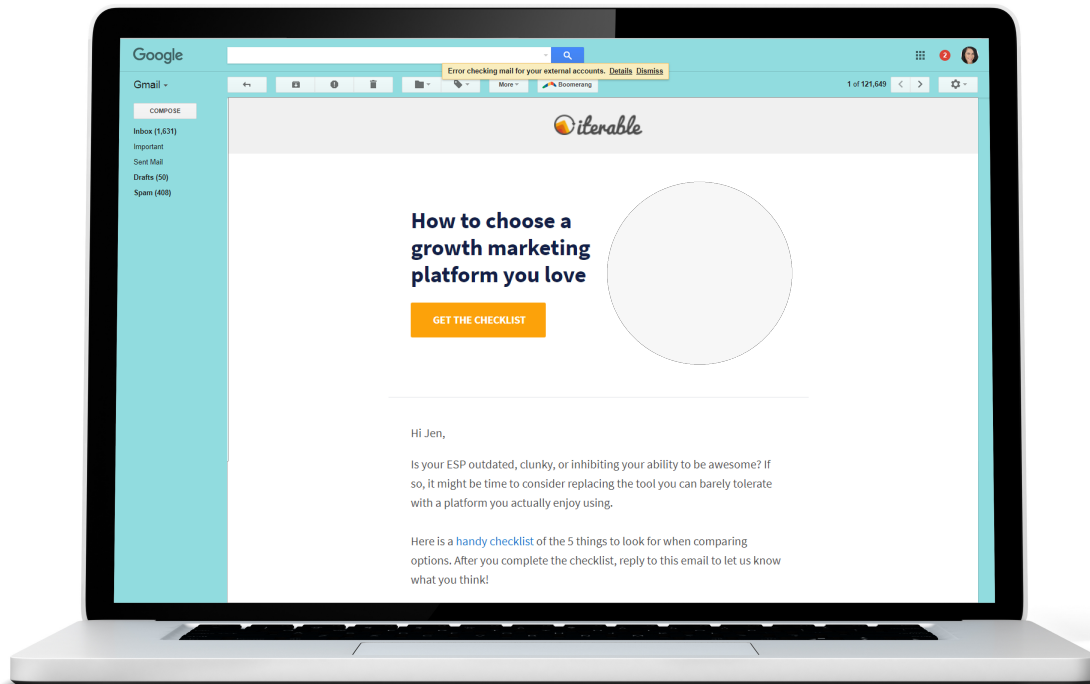
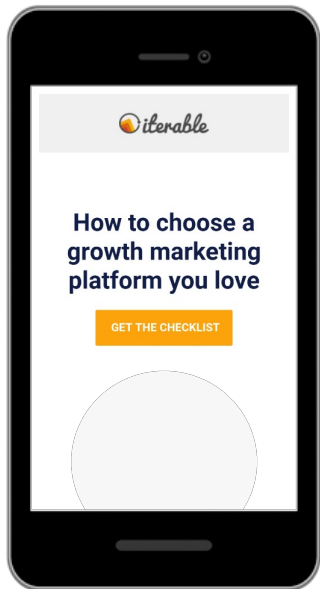


Does this advance
my business
objective?

Does this serve
my audience?





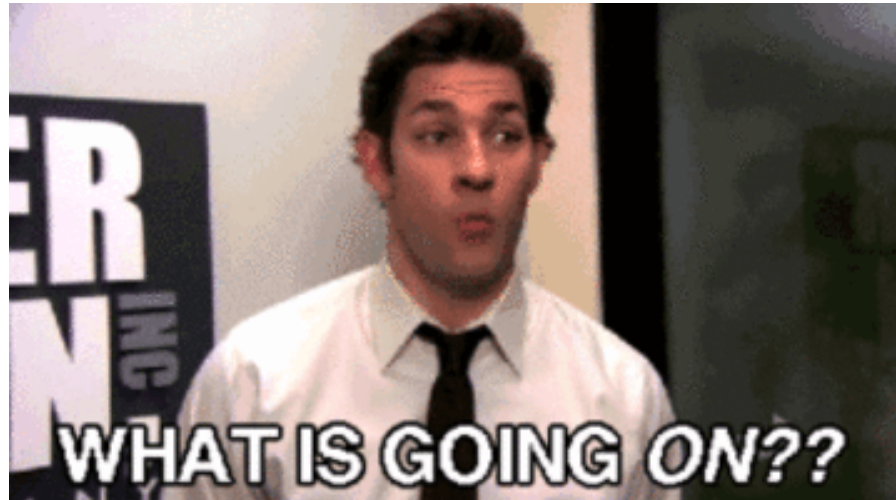




Let's talk about some other
bullsh!t best practices

Delete Disengaged Subscribers

Delete Disengaged Subscribers =



Test Everything

Test Everything = 



Who's Your Secret Crush?



chubbies

Chubbies	Inbox	[TEST] DO NOT SEND TO PUBLIC - IT'S TOO AWESOME THEY WOULDN'T BE ABLE TO HAN...
Chubbies	Inbox	ILLEGAL SHORTS - Just got a call from the SFPD and they said these are actually so soft th...
YourSecretAdmirer@C.	Inbox	heeyyyy youuuuu - Kind of just caught your eye from across the room and honestly, it's a re...
Chubbies	Inbox	OH MY QUAD - is that a COMPLETELY NEW LINE of sports shorts with NO COMPRESSION L...
Chubbies	Inbox	shorts 4 chillin' - these shorts are so laid back the back of the chair broke. which really is a ...
Chubbies	Inbox	A- - Very well done. Take this home and put it on your refrigerator. Look at it. Appreciate it. T...
Chubbies	Inbox	40% *deflated* prices - We're doin' a little Pre-Game Sale over at The Website where we'll be...
Chubbies	Inbox	THE WINNERS HAVE BEEN ANNOUNCED - COME ONE COME ALL. THE WINNERS. THE GOL...
cheapertrunks@chubb.	Inbox	holler at me - esp if you like stretch trunks for \$15 less than our regular stretch trunks, whic...
Chubbies	Inbox	*hint* *hint* - HOW SUBTLE DO I HAVE TO BE. I'VE TRIED TO MAKE MYSELF ABUNDANTLY ...
Chubbies	Inbox	under-\$30 softcore clothing - for people who are hardcore about being mad comfortable all ...
Chubbies	Inbox	please don't stop the - please don't stop the please don't stop the please don't stop the plea...
Chubbies	Inbox	freeeeeeeee - BIIRDDDDD. Also trunks, shorts, all manner of Chubbies for 100% frizzle, for a...
Chubbies	Inbox	We've Detected Some Suspicious Activity on Your Work Computer - Better Shut it Down and...
Chubbies	Inbox	Sleepless in Englewood - In a world where no one can sleep, one man sleeps like a legend t...
Chubbies	Inbox	*PTERODACTYL SCREAM* - *PTERODACTYL SCREAM* *PTERODACTYL SCREAM* *PTERO...
YourBestFriend@Chub.	Inbox	dude, we have to go here - ohhhhhh we'll, have, the tiiiiime of our liiiiiife. We've never felt thi...
Chubbies	Inbox	aemailopenersayswhat - hahahahahahaha you said what ahahahahahahaha i knew you we...
lunge@chubbies.com	Inbox	And lunge. And lunge. And lunge. - And lunge. And lunge. And lunge. And lunge. And lunge. ...
invitation@chubbies.	Inbox	You're invited to the jacket party - It's a very limited, exclusive crew that's been invited since,...

chubbies

chubbies

**WANT TO
MODEL FOR
CHUBBIES?**



Yes. Yes I do. >

Look "Model" up in the dictionary and you'll probably find a picture of Heidi Klum.

But look "Chubbies Model" up and you'll find a picture of THIS GUY:



There are only two
no-bullshit best practices:

- Be legal
- Be relevant



Now let's talk about those
bullsh!t studies.

Like those ones about video in email...

“Study shows video increases CTRs 96%”

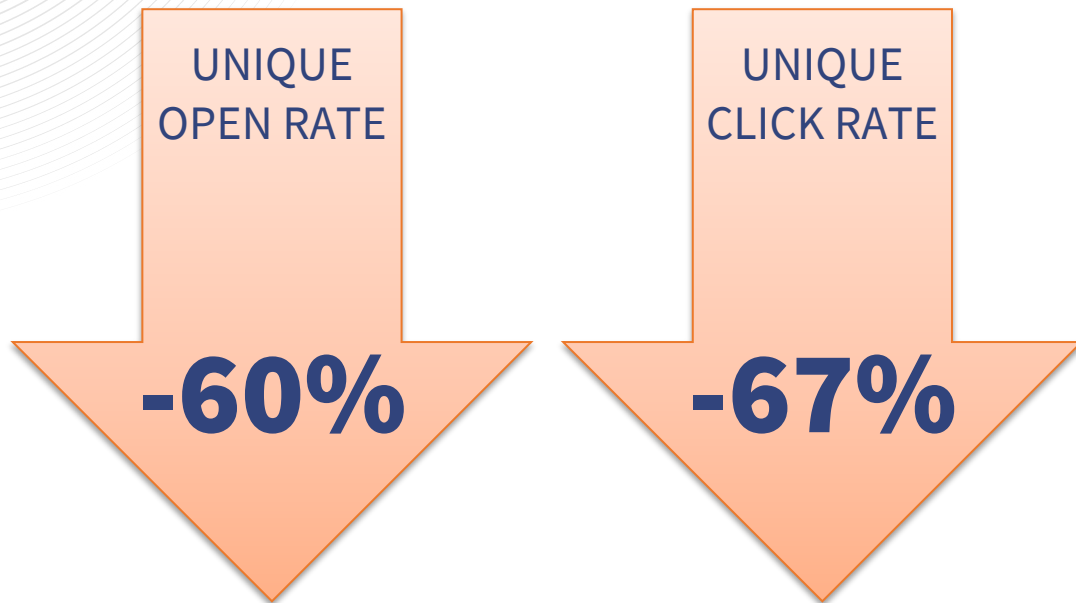
“73% of marketers say video increases CTRs”

“Video in email can lift conversion rates by 50%”

“Using the word ‘video’ in a subject line increases CTRs by 64.8%”

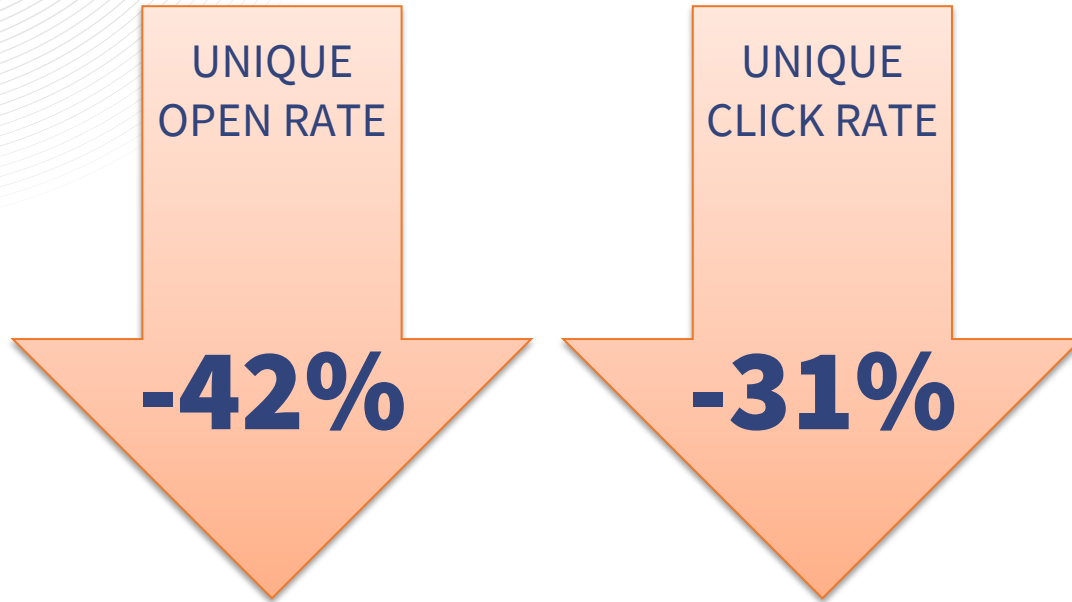
Results for Client A

Compared to average email performance that quarter



Results for Client B

Compared to performance in no-video messages in the same campaign



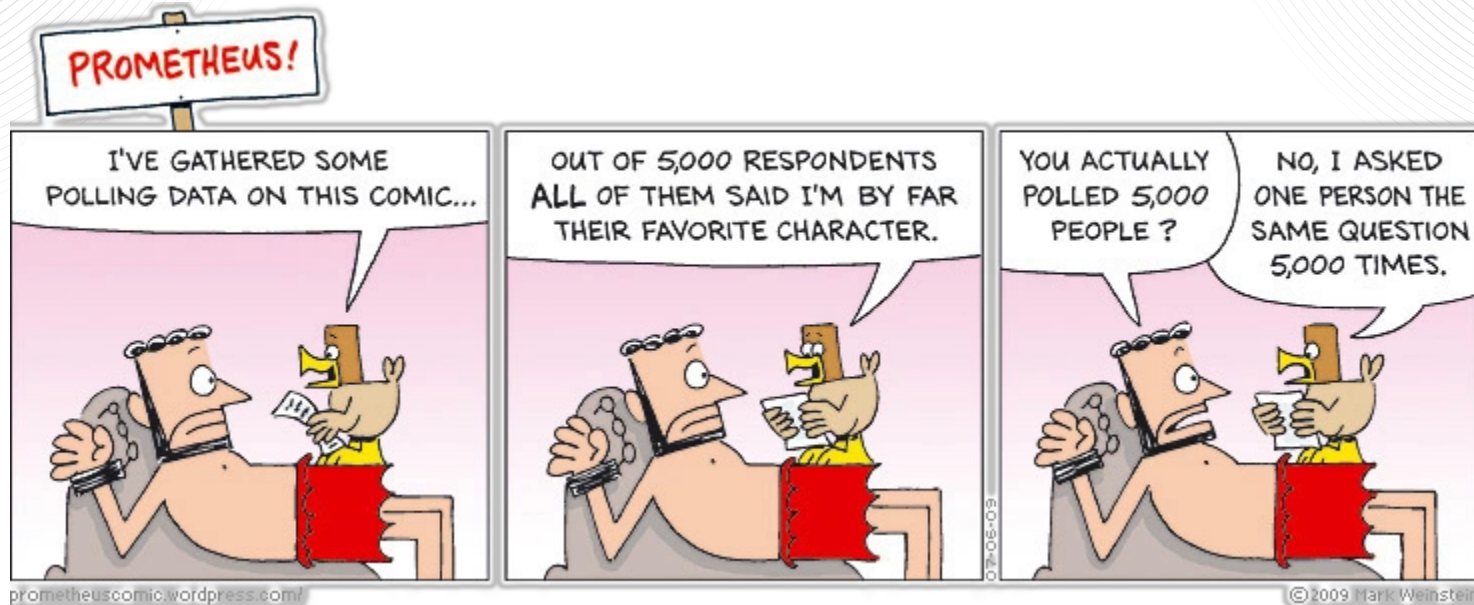
Results for Client C

Compared to performance in no-video messages in the same campaign





Be Wary of Flawed Methodology





Jen Capstraw

@jencapstraw



Me to non-email person (NEP): Email marketers are funny! We even have a joke! Ask me when is the best time to send an email!

NEP: When is the best time to send an email?

ME: Tuesdays at 10am! *giant grin*

NEP: *blinks*

ME: It's sort of an inside joke.

[#emailgeeks](#)



12:58 PM - 13 Feb 2019

2 Retweets 33 Likes



5 2 33

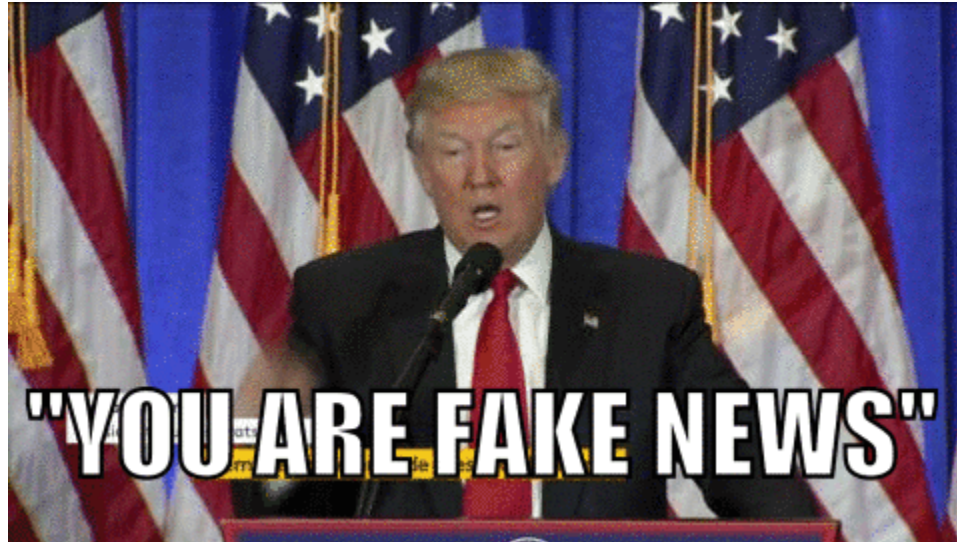


So what's a marketer to do?

Take It All with a Grain of Salt



Apply Critical Thinking & Challenge Convention

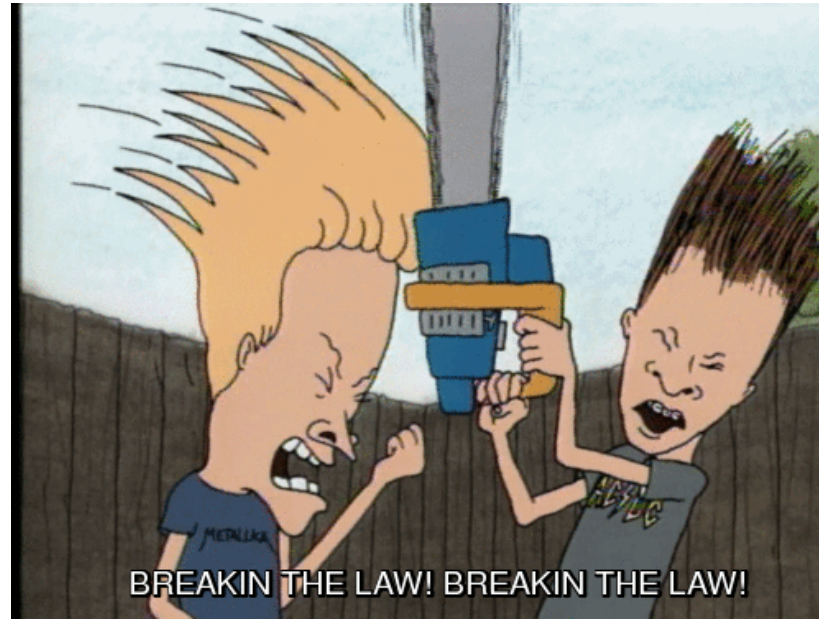


Courageously Embrace & Create Change



AND REMEMBER:

Even the BEST Best Practices Can Be Broken





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