




Beyond the Buzzword: Why It's Time to Ignore “Best Practices”

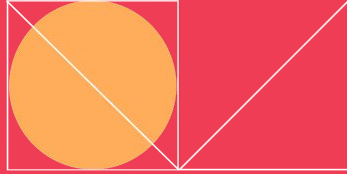
Allie Donovan
Head of Retention & Lifecycle Marketing
Quince





Agenda

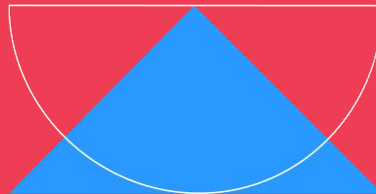
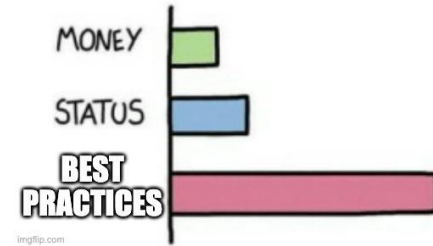
- 01** Quick intro
- 02** Best practice poll
- 03** What replaces best practises
- 04** How to segment your winners
- 05** Testing tips



“Isn't it ironic...”

Alanis Morissette

WHAT GIVES PEOPLE
FEELINGS OF POWER



Who am I?

Allie Donovan

Head of Retention & Lifecycle Marketing
Quince

- 15 yrs of email / CRM / Retention experience
- Brands including Tesco, Total Wine, Sam's Club, Boxed, Brooklinen and now Quince
- Email strategy & tech geek



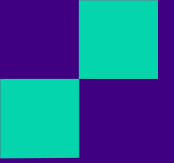
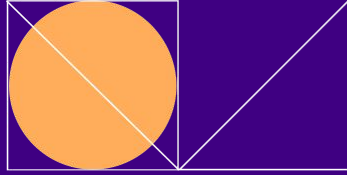
Quince

Did you know that 85% of clothes end up in the landfill or burned every year?

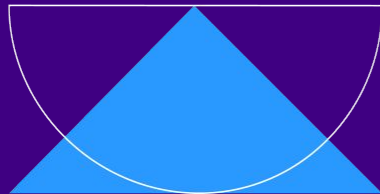
At Quince, we are working to combat this through our factory direct model, minimalistic packaging, and timeless, classic styles, so we can all do our part to better the planet in style.

[OneQuince.com](https://www.onequince.com)





POLL TIME



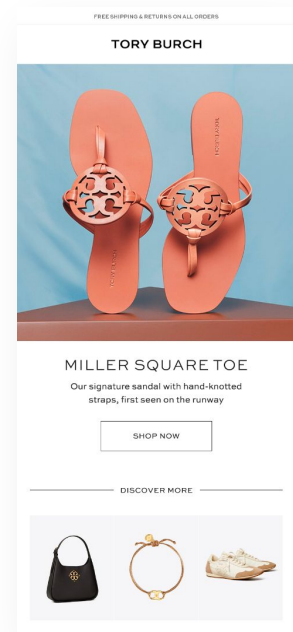
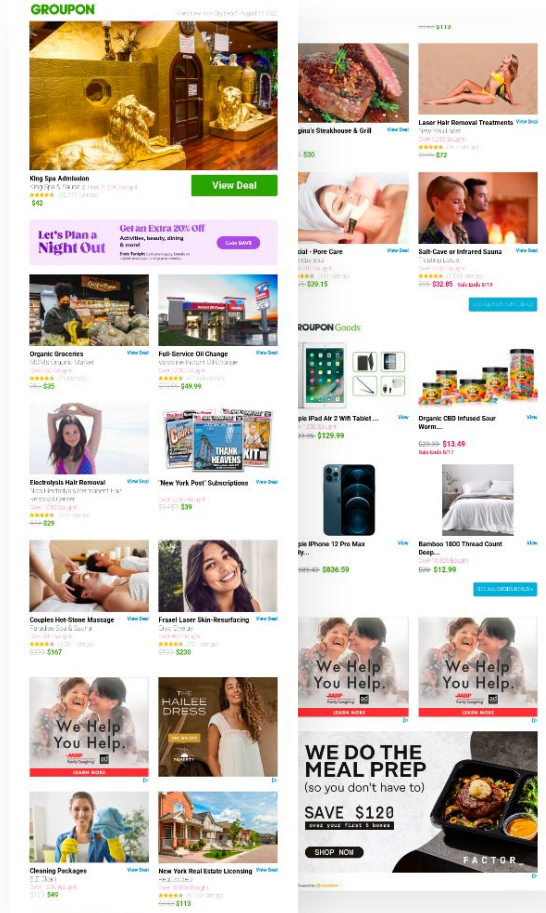
Best Practise #1

Length of an email

What is your best practice for the length of an email?

Long

Short



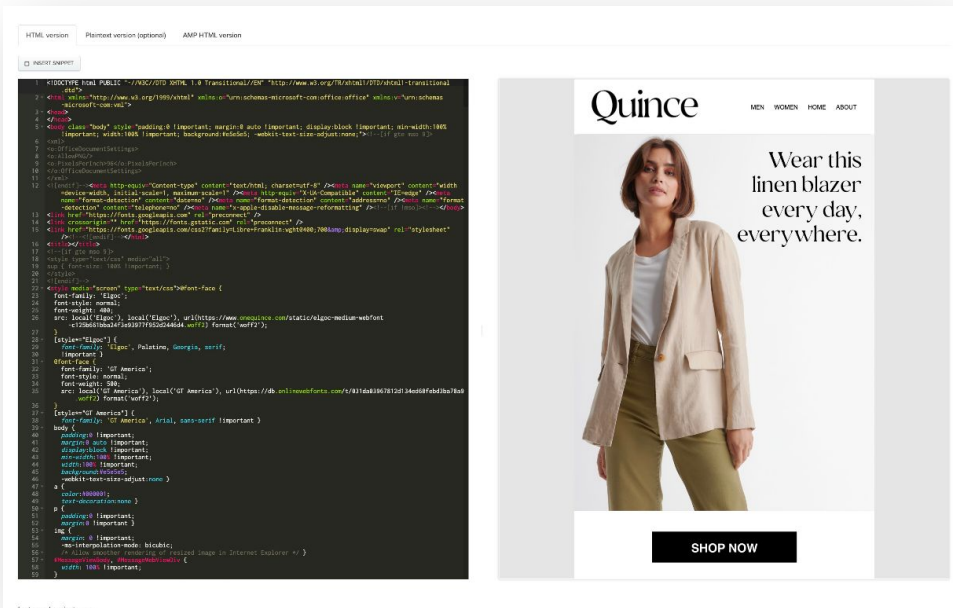
Best Practise #2

How should an email be coded?

What is your best practice for the building emails?

All Images

Mix of Images and Live Text

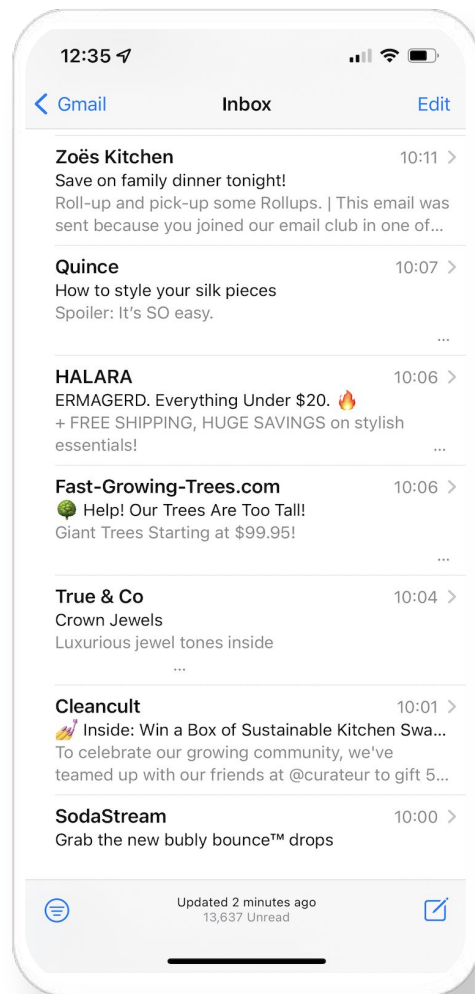


Best Practise #3

Subject Line length

Longer

Shorter



Best Practise #4

Best time to send an email?

Morning

Afternoon

Evening



Best Practise #5


Resending the same creative?

Would you resend the same creative to those who don't interact with it the first time?

NEVER!

Yes!

Quince VIA WEBER DICE JARVIS



Just dropped
The Wide Leg Jumpsuit



SHOP NOW

Do you have a wardrobe full of TENCEL™ yet? You will after you see how steady, sun and gentle it is against your skin. Kiss off the love affair with the latest here-enc look of this summery jumpsuit.

- 90% TENCEL™, 5% Spandex
- Soft, stretchy, pH-resistant fabric
- Wear-anywhere wide leg
- Transparently priced at \$49.99

See how we stack up


	Quince	Forever New	Musical	Eluper
Price	\$49.99	\$169.00	\$169.00	\$169.00
Material	Green	95%	95%	75%
Stretch	Green	Red	Red	Red
PH	Green	Green	Green	Red
Days	3-5 Days	30 Days	30 Days	30 Days



AVAILABLE IN:
● ● ●

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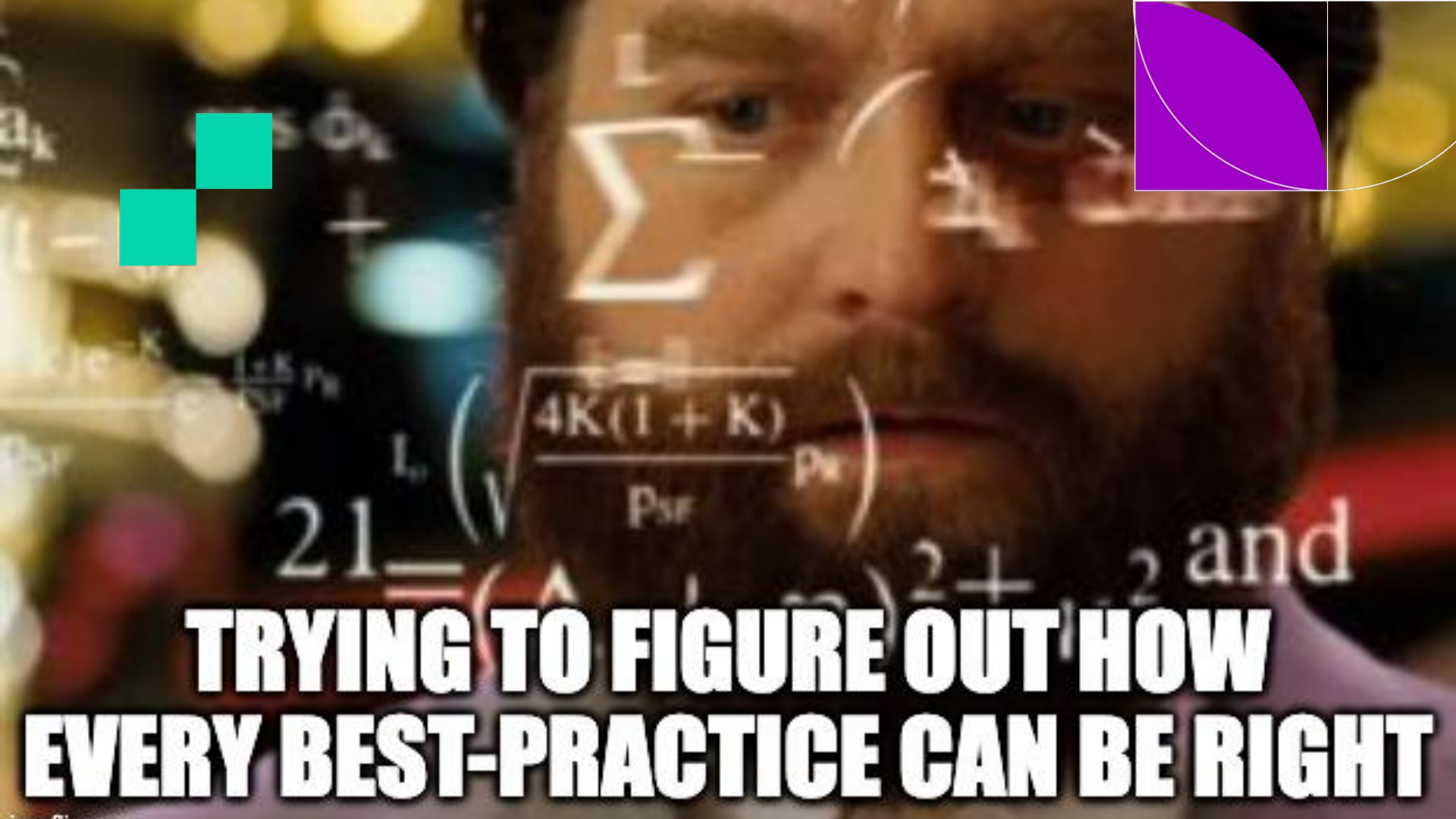
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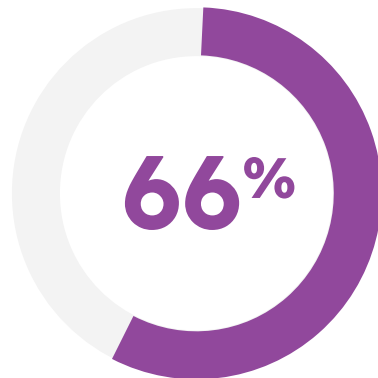
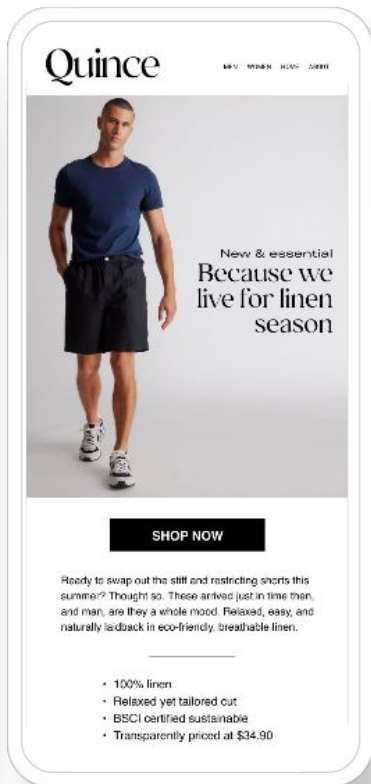
AVAILABLE IN:
● ● ●

SHOP NOW



**TRYING TO FIGURE OUT HOW
EVERY BEST-PRACTICE CAN BE RIGHT**

Accidental resend 'experiment'



Increase in CTR

For the resent email



Increase in Revenue

For the resent email

**EVERYONE TELLING
YOU BEST PRACTICES**

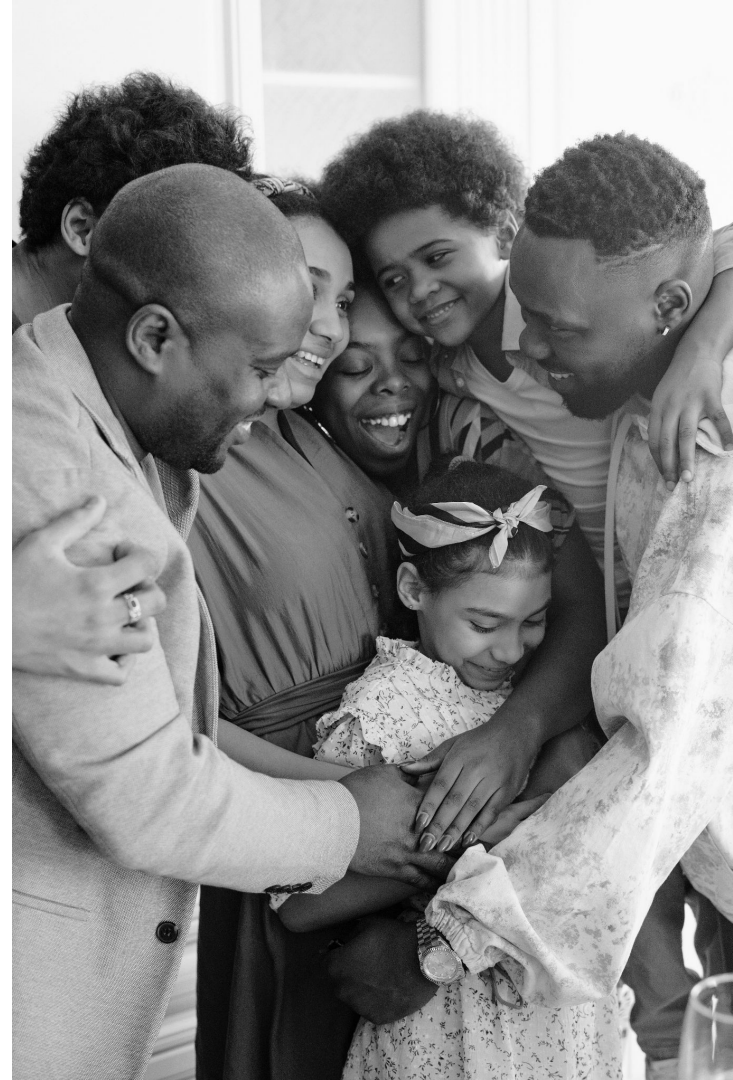
**CONSTANT TEST &
LEARN IS BETTER**



What factors could affect your 'current winners'?

Demographics

- Age
- Gender



Gender Content Experiment

Presumed Gender	Creative Shown	Δ in GMV
Male	Male	-
	Mixed	-15%
Female	Female	-
	Mixed	+10%

Consider working towards 'winners' for each of the segments that you have.

Quince

NEW COLORS
Flowknit Ultra Soft Jogger

Flowknit Ultra Soft Performance Pant
\$39.90

Recommended for you

Women's Flowknit Jogger
\$34.90

SHOP NOW

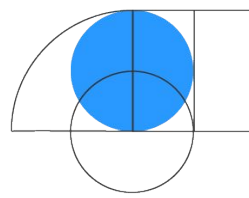


What factors could affect your 'current winners'?

The Products

- Price
- Emotion

Not every 'winner' can be measured using the same metrics.



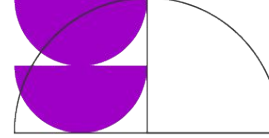
What factors should affect your 'current winners'?

Time

- Seasonality
 - Black Friday: anything goes?
- Passage of time
 - 2022 is a different world to 2020

Remember to stay flexible!

Test to learn or Test for best results?



Experiment type

Randomly split variations ⓘ

 No

Percentage of list to include in experiment ⓘ

 %

Select winning experiment variation after ⓘ

 Hours Minutes

Holdout Groups

Create a holdout group that will not be sent this campaign

 No

You must add a custom conversion event to this campaign to use the holdout feature.

Select winner based on

Opens

Clicks

Experiment Summary



Experiment type

Randomly split variations ⓘ

 Yes

Holdout Groups

Create a holdout group that will not be sent this campaign

 No

You must add a custom conversion event to this campaign to use the holdout feature.

Select winner based on

Opens

Clicks

Experiment Summary

A variation will be chosen randomly, with equal chance for each (roughly an even split). No winner is chosen.

Will likely
need to test
more to get
statistical
results

More
accurate
results but
risk day to
day
revenue

Making it easy to track your tests

Automate your Google Analytics / Adobe link parameters to include template name so you'll always have test version in your tracking.

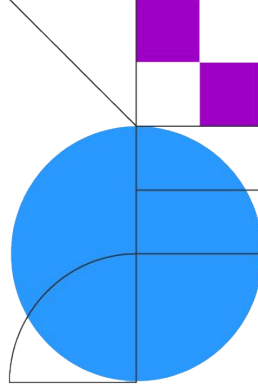
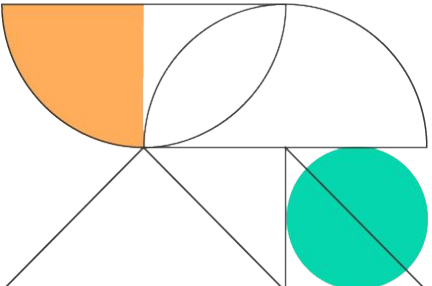
Enable custom link parameters...

Add in additional query parameters to each URL. Parameters will be URL encoded.

utm_medium	=	email	
utm_source	=	iterable	
utm_campaign	=	campaign_{{campaignId}}	
utm_content	=	iterableCampaign_{{campaignName}}_{{templateName}}	

+ ADD NEW LINK PARAMETER

**Where should
we start?**





THE TAKEAWAY

**The ‘best’
best practise is to keep
testing and learning,
and believe in your
tests.**



A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

