SPICEWORKS
Where IT goes to work.™

EMAIL BEST IN SHOW

REAL TESTS TO INSPIRE YOUR NEXT WINNING CAMPAIGN

INTRO

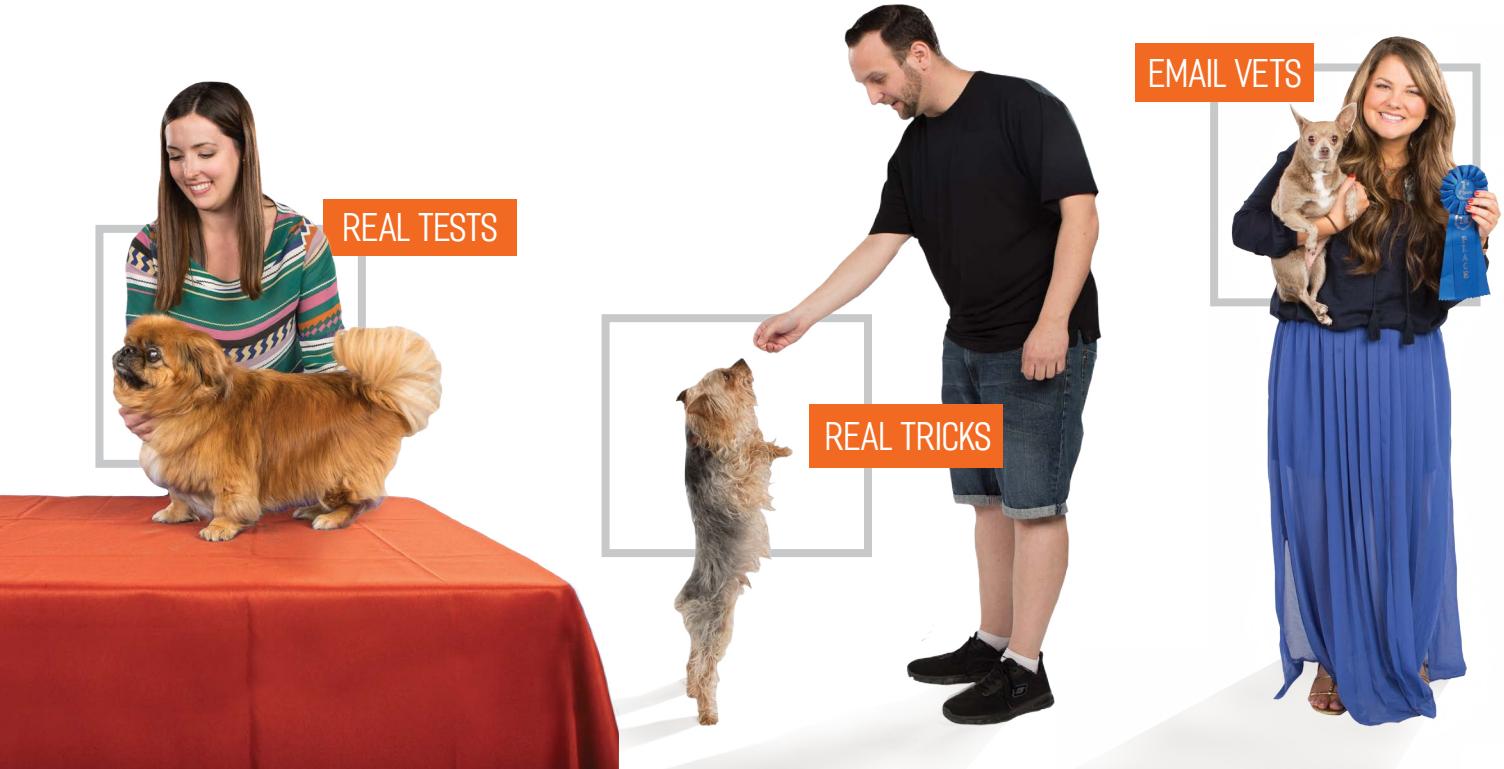
GROOM YOUR EMAILS FOR SUCCESS

Real tests and tricks from email vets.

Whether your emails are already winning blue ribbons or voted out in the first round, the only real way to know what's working (and what's not) is to test.

Every day our team of email experts is reaching out to IT pros through Spiceworks. Plus, we're creating campaigns on behalf of tech vendors like you. As a result, we've learned more than a few tricks along the way.

Our testing manual guides you through real tests we've run to give you inspiration on how to make your next email snag the coveted Best in Show.



SHOW PROGRAM

BEST OF THE TESTS RUN IN SPICEWORKS

01 JUDGE'S CRITERIA
Best-of-breed methods for testing

02 BEST OF CTAS
Call-to-actions of the wild

03 BEST OF PRESENTATION
When we judge on looks

04 BEST OF PERSONALIZATION
Sniff out top greetings

05 BEST OF URGENCY
The Twilight Bark calls

06 BEST OF SEND TIMES
A Pavlov experiment

07 BEST OF WELCOME EMAILS
Cue the tail-wagging

08 BEST OF SUBJECT LINES
Start off on the right paw

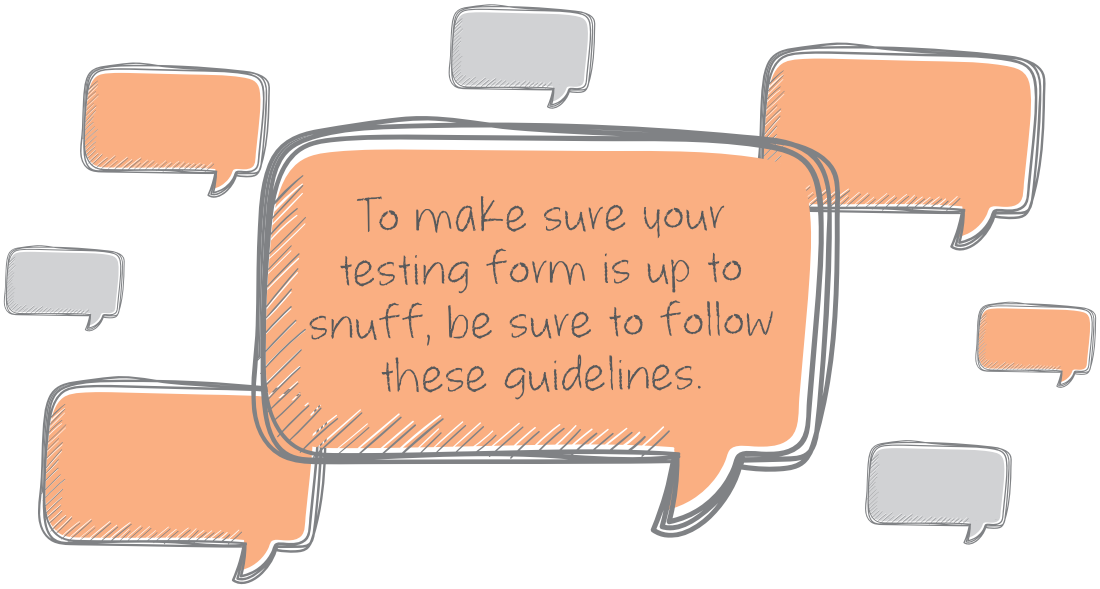
09 WINNER'S CIRCLE
Lead the pack

01

JUDGE'S CRITERIA

BEST-OF-BREED METHODS FOR CREATING TESTS AND DETERMINING WINNERS

MEGAN D.
Email Marketing Manager



01 FORM A HYPOTHESIS

Why am I testing this and what do I hope the outcome will be?

02 DEFINE SUCCESS

Whether it's opens, clicks, conversions, engagement, or just less unsubs — make sure your team is all on the same page.

03 FIND YOUR SAMPLE SIZE

The size of your entire audience determines your sample size — this helps ensure your results are representative (and not just by chance). This online tool will help you find it.

04 FIND OUT IF YOUR RESULTS ARE SIGNIFICANT

Does a 1-point difference in open rate really matter? It all depends. Find out with this simple tool.

05 TEST AGAIN!

Whether it's the next week or the following year, the best way to know if something still works is to test that puppy over and over!

YAYA
Chow Chow

She loves to climb trees and chase squirrels.

02

BEST OF CTAS

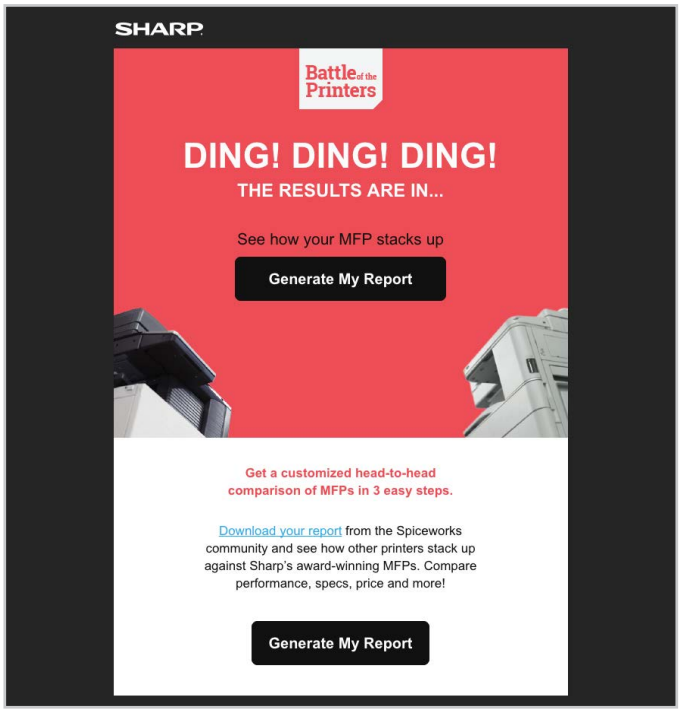
CALL-TO-ACTIONS OF THE WILD

Ready to leap into the world of testing? Your call to action is a sure frontrunner for easiest place to start. As one of the most crucial elements in your email, a winning CTA gives you a leg up with tech buyers.

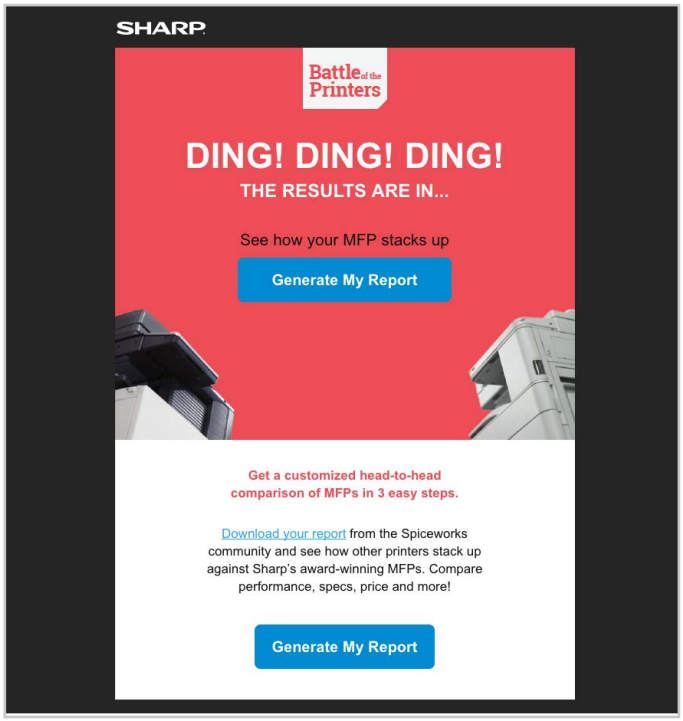
EDISON

4 years old
Heinz 57 Mix

Loves cats, but they don't love him.



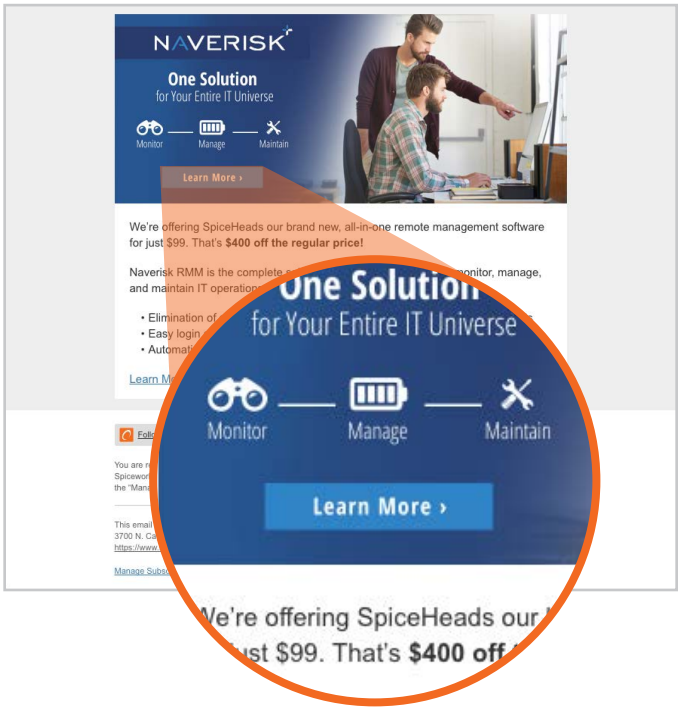
ENTRY:
DARK BUTTON



ENTRY:
BRIGHT BUTTON

CHAMPION:

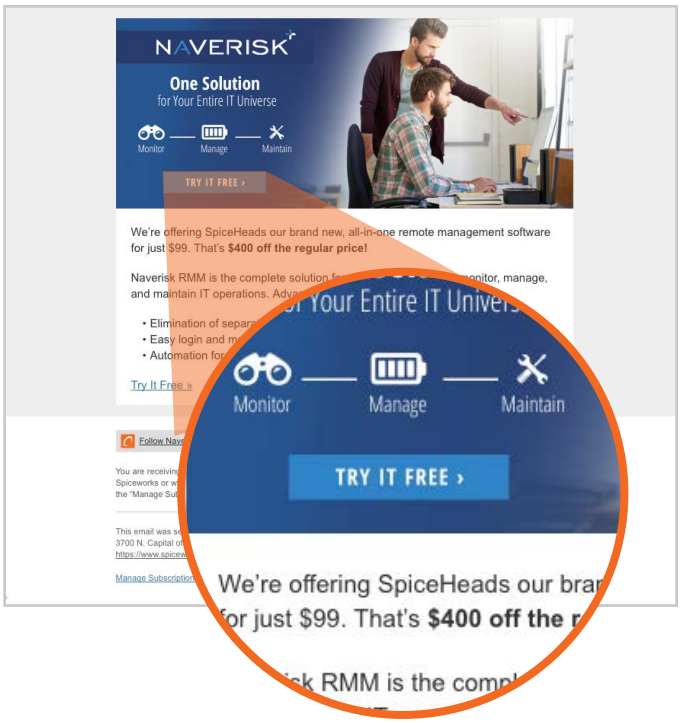
We've found there's no top dog when it comes to button color, but this test crowned contrast as the victor! A button color that blends with the email color scheme is no match for one that pops.



ENTRY: LEARN MORE

CHAMPION:

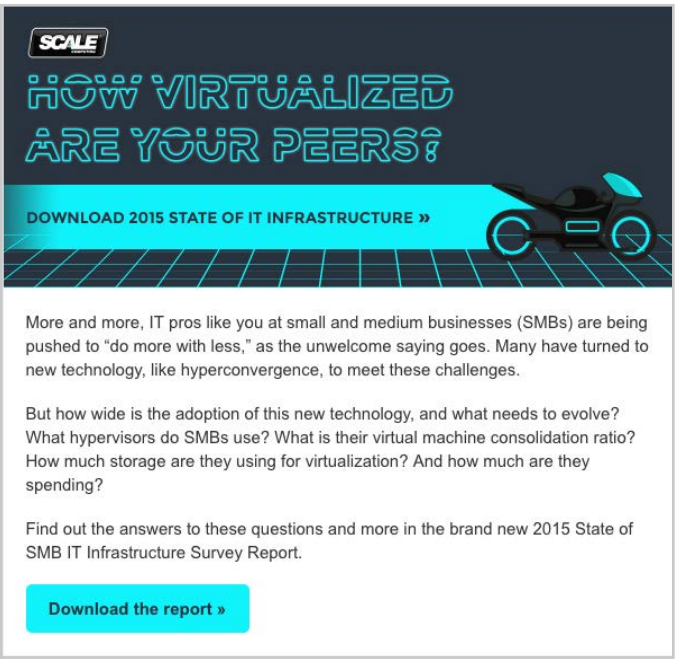
Always on the hunt for a better click-through rate? Your CTA wording could be keeping clicks at bay. In this case, “Learn More” gave IT buyers a better lead-in to the deal.



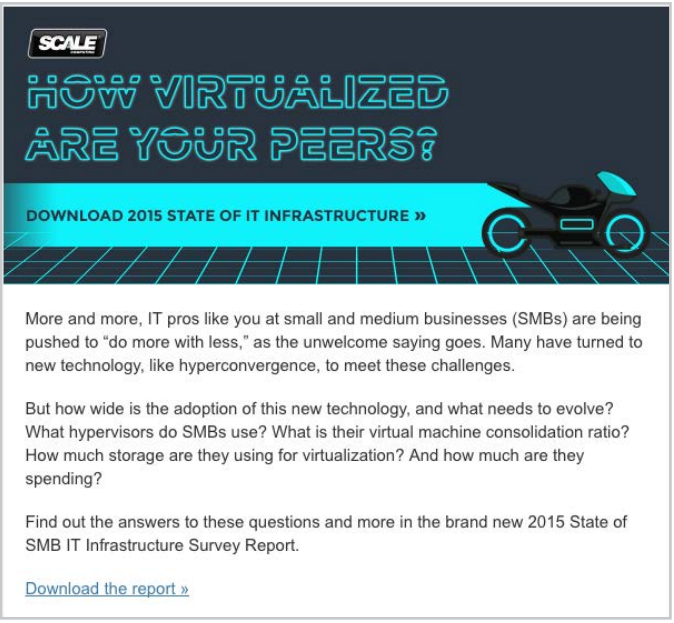
ENTRY: TRY IT FREE

SOPHIE (+ EDISON)

Email Marketing Coordinator



ENTRY: BUTTON



ENTRY: TEXT LINK

CHAMPION:

It's a tie! Text links may be the underdog when it comes to looks, but this test proves that good CTAs come in all shapes and sizes. Even without a clear winner, you can still earn major points in the learning category.

JUDGE'S TABLE

We've been conditioned to click on blue, underlined links — so don't discount them!

EDISON

4 years old

Heinz 57 Mix

Gives sweet high fives
and lives for shredded cheese.

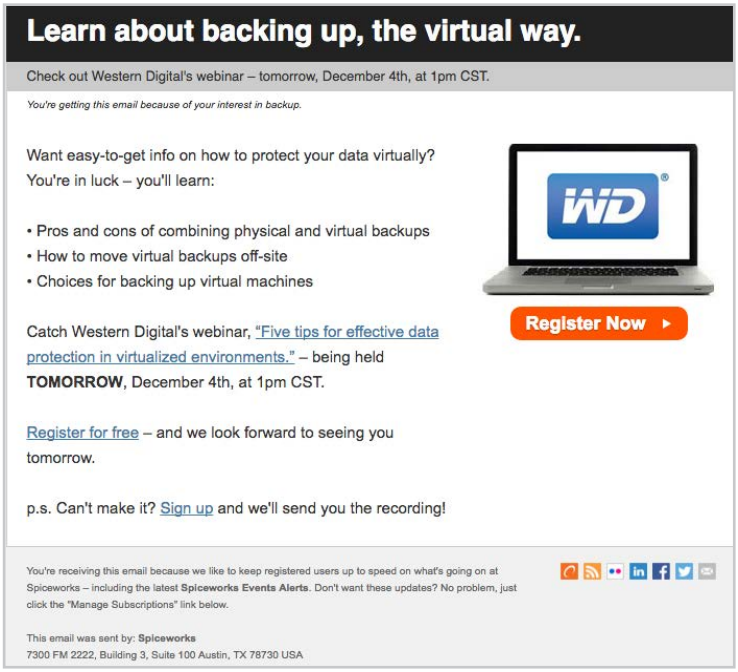
03

BEST IN PRESENTATION

WHEN WE JUDGE ON LOOKS...

Writing up a champion CTA is just the first round. If your email's really going to win over tech buyers, you need a well-groomed presentation. See how a few simple tests can help you break away from the pack.

MADELINE B.
Sales Enablement Coordinator



Learn about backing up, the virtual way.

Check out Western Digital's webinar – tomorrow, December 4th, at 1pm CST.

You're getting this email because of your interest in backup.

Want easy-to-get info on how to protect your data virtually? You're in luck – you'll learn:

- Pros and cons of combining physical and virtual backups
- How to move virtual backups off-site
- Choices for backing up virtual machines

Register Now

Catch Western Digital's webinar, "Five tips for effective data protection in virtualized environments." – being held **TOMORROW**, December 4th, at 1pm CST.

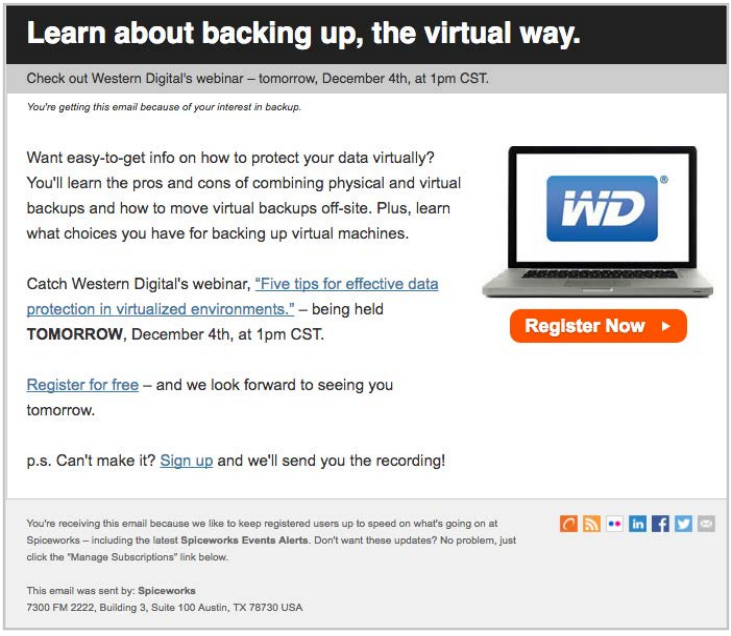
Register for free – and we look forward to seeing you tomorrow.

p.s. Can't make it? Sign up and we'll send you the recording!

You're receiving this email because we like to keep registered users up to speed on what's going on at Spiceworks – including the latest **Spiceworks Events Alerts**. Don't want these updates? No problem, just click the "Manage Subscriptions" link below.

This email was sent by: **Spiceworks**
7300 FM 2222, Building 3, Suite 100 Austin, TX 78730 USA

ENTRY:
BULLETS



Learn about backing up, the virtual way.

Check out Western Digital's webinar – tomorrow, December 4th, at 1pm CST.

You're getting this email because of your interest in backup.

Want easy-to-get info on how to protect your data virtually? You'll learn the pros and cons of combining physical and virtual backups and how to move virtual backups off-site. Plus, learn what choices you have for backing up virtual machines.

Register Now

Catch Western Digital's webinar, "Five tips for effective data protection in virtualized environments." – being held **TOMORROW**, December 4th, at 1pm CST.

Register for free – and we look forward to seeing you tomorrow.

p.s. Can't make it? Sign up and we'll send you the recording!

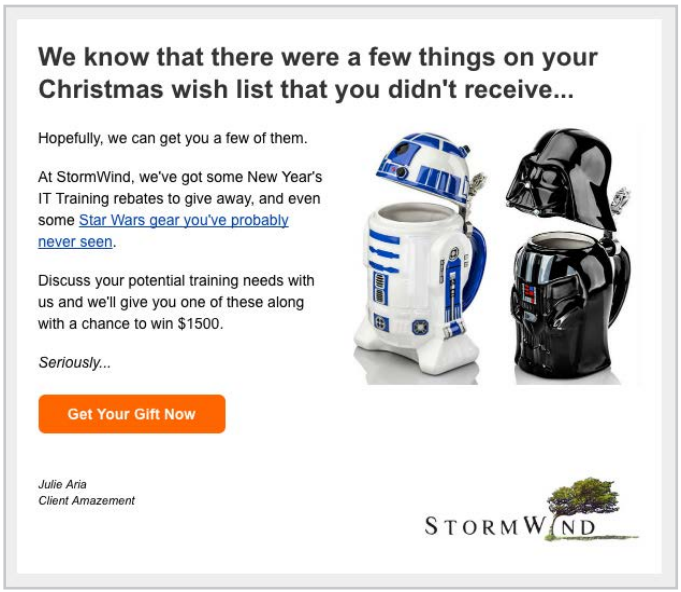
You're receiving this email because we like to keep registered users up to speed on what's going on at Spiceworks – including the latest **Spiceworks Events Alerts**. Don't want these updates? No problem, just click the "Manage Subscriptions" link below.

This email was sent by: **Spiceworks**
7300 FM 2222, Building 3, Suite 100 Austin, TX 78730 USA

ENTRY:
PARAGRAPHS

CHAMPION:

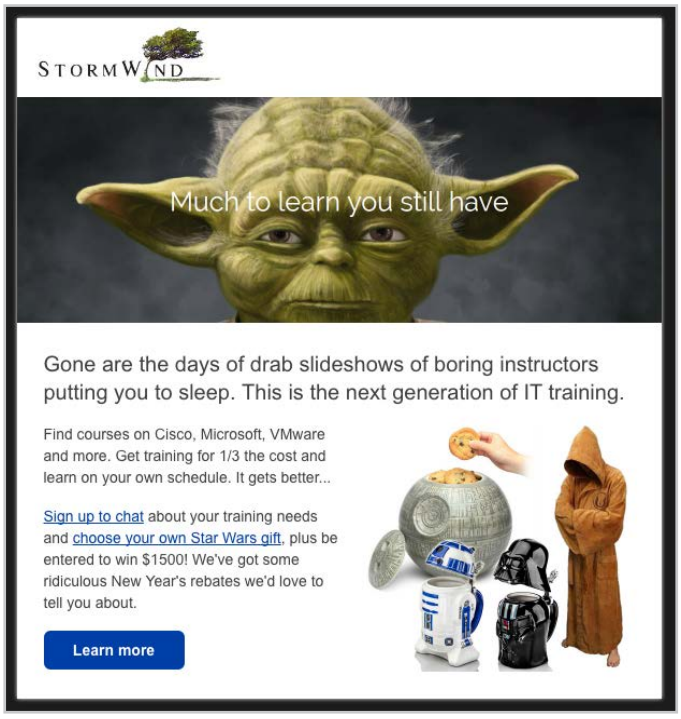
All marketers (including us) know that bulleted lists are pure gold... or so we thought. It's important to test even the things you *know* to be true — sometimes those marketing instincts aren't so killer.



ENTRY: SIMPLE

CHAMPION:

Have you ever gotten carried away with a theme? In this case... it was best to let sleeping dogs lie. A fancy look couldn't beat a simple, to-the-point message.



ENTRY: DETAILED

MADELINE (+ JEFFY)

Pekingese
10 years old

Loves to sunbathe on the porch and is obsessed with BBQ.

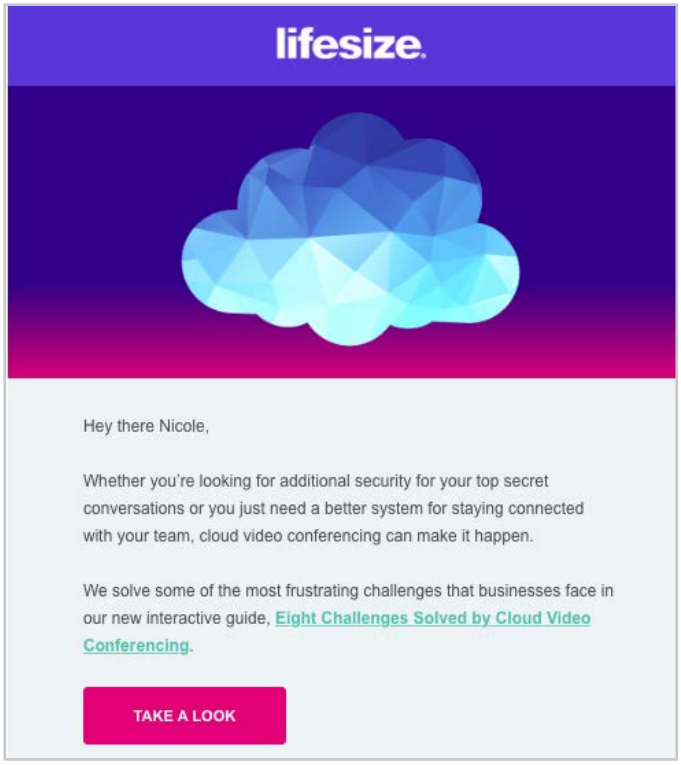
04

BEST IN PERSONALIZATION

SNIFF OUT TOP GREETINGS

When done right, personalization can be a marketer's best friend. Whether you're a seasoned handler or you're about to debut your first personalized email, testing can always teach you some new tricks.

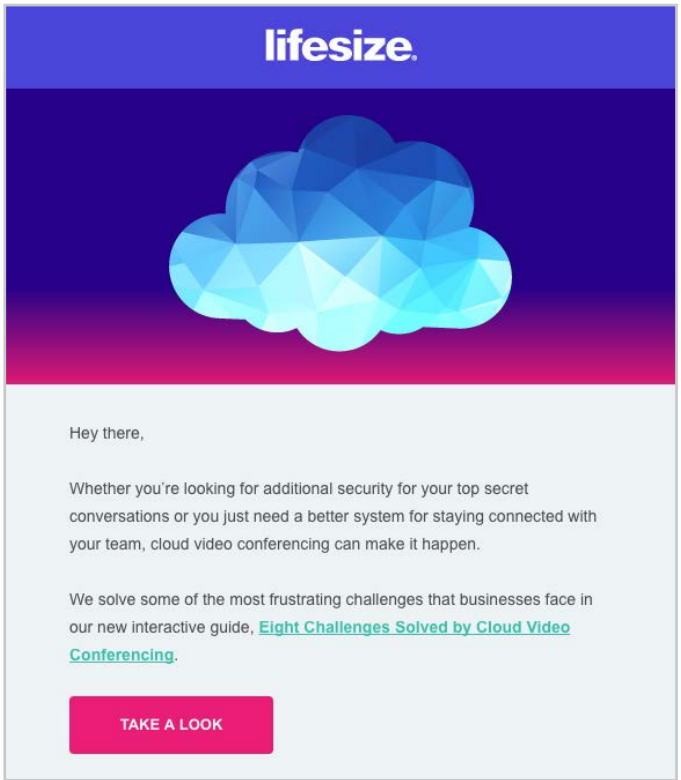
JENNIFER C.
Email Marketing Associate



ENTRY:
FIRST NAME

CHAMPION:

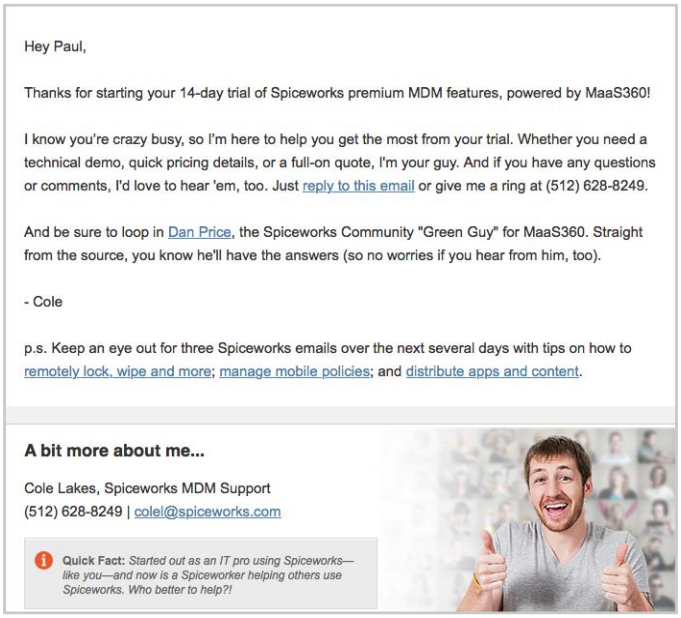
Personalized greetings may be a common breed, but they still score some big points with readers. For this test, a first-name greeting (with a friendly "hey there") proved a fan favorite.



ENTRY:
NO FIRST NAME

JUDGE'S TABLE

Just because something worked in the past... doesn't mean it still works. We frequently repeat tests to make sure our emails stay top of class.



Hey Paul,

Thanks for starting your 14-day trial of Spiceworks premium MDM features, powered by MaaS360!

I know you're crazy busy, so I'm here to help you get the most from your trial. Whether you need a technical demo, quick pricing details, or a full-on quote, I'm your guy. And if you have any questions or comments, I'd love to hear 'em, too. Just reply to this email or give me a ring at (512) 628-8249.

And be sure to loop in Dan Price, the Spiceworks Community "Green Guy" for MaaS360. Straight from the source, you know he'll have the answers (so no worries if you hear from him, too).

- Cole

p.s. Keep an eye out for three Spiceworks emails over the next several days with tips on how to remotely lock, wipe and more; manage mobile policies; and distribute apps and content.

A bit more about me...

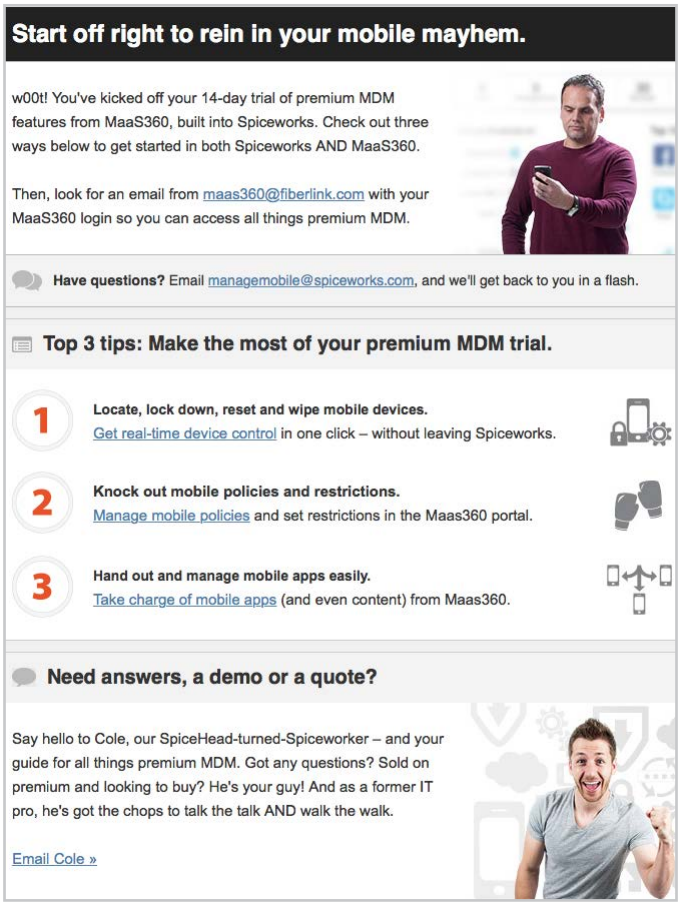
Cole Lakes, Spiceworks MDM Support
(512) 628-8249 | colel@spiceworks.com

Quick Fact: *Started out as an IT pro using Spiceworks—like you—and now is a Spiceworker helping others use Spiceworks. Who better to help?!*

ENTRY: PERSONALIZED LETTER

CHAMPION:

"Hi, it's nice to meet you." Introducing a new product is all about the approach. We saw the best engagement with a personalized letter (even though the other version had a better overall CTR). The human approach made our audience warm up to interacting.



Start off right to rein in your mobile mayhem.

w00t! You've kicked off your 14-day trial of premium MDM features from MaaS360, built into Spiceworks. Check out three ways below to get started in both Spiceworks AND MaaS360.

Then, look for an email from maas360@fiberlink.com with your MaaS360 login so you can access all things premium MDM.

Have questions? Email managemobile@spiceworks.com, and we'll get back to you in a flash.

Top 3 tips: Make the most of your premium MDM trial.

1. **Locate, lock down, reset and wipe mobile devices.** Get real-time device control in one click – without leaving Spiceworks.
2. **Knock out mobile policies and restrictions.** Manage mobile policies and set restrictions in the Maas360 portal.
3. **Hand out and manage mobile apps easily.** Take charge of mobile apps (and even content) from Maas360.

Need answers, a demo or a quote?

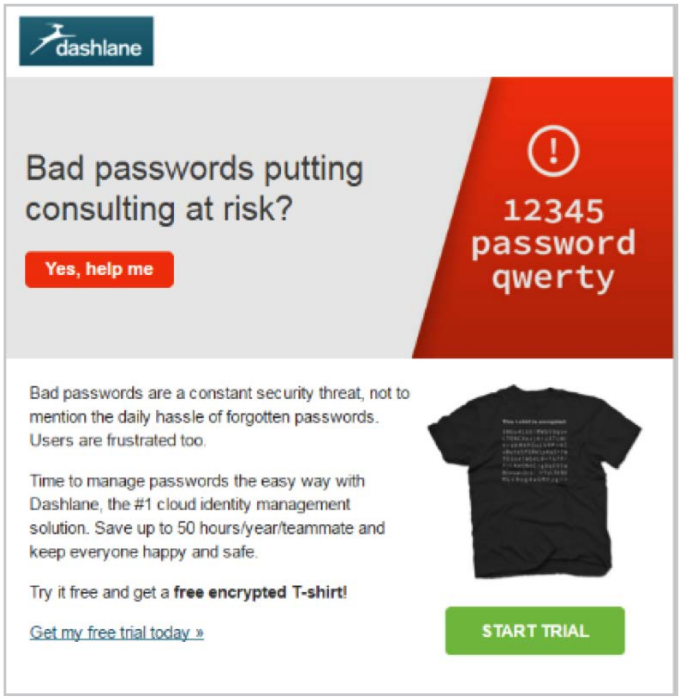
Say hello to Cole, our SpiceHead-turned-Spiceworker – and your guide for all things premium MDM. Got any questions? Sold on premium and looking to buy? He's your guy! And as a former IT pro, he's got the chops to talk the talk AND walk the walk.

Email Cole »

ENTRY: INTRODUCTION

TORCHY
4 1/2 years old
Boxer

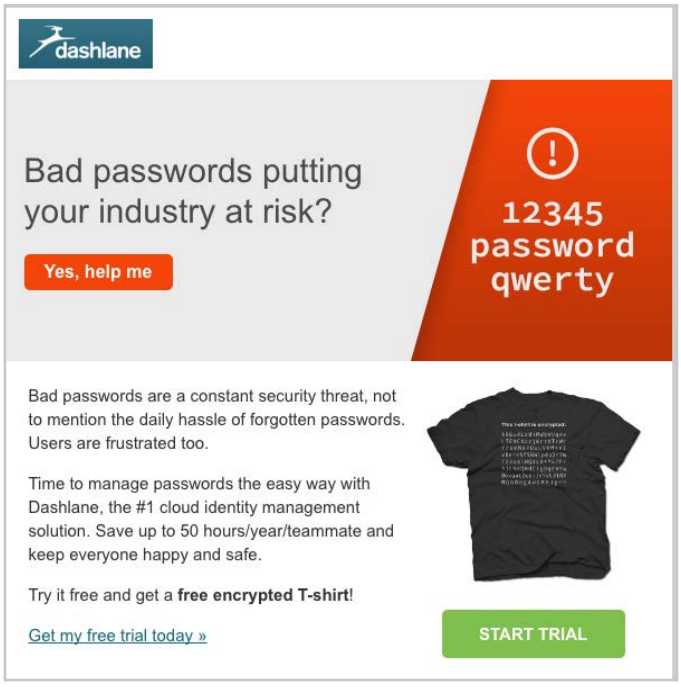
He's named after his favorite local taco joint.



ENTRY: INDUSTRY PERSONALIZATION

CHAMPION:

Ready to take your personalization to the next level? Try moving beyond the first name. We tried industry personalization and got a 55% uplift in CTR. Now that's something to bark about!



ENTRY: YOUR INDUSTRY

JUDGE'S TABLE

Sometimes it takes a couple of tests to find out what works. We used industry personalization in different sentences and locations before getting the winning combo.

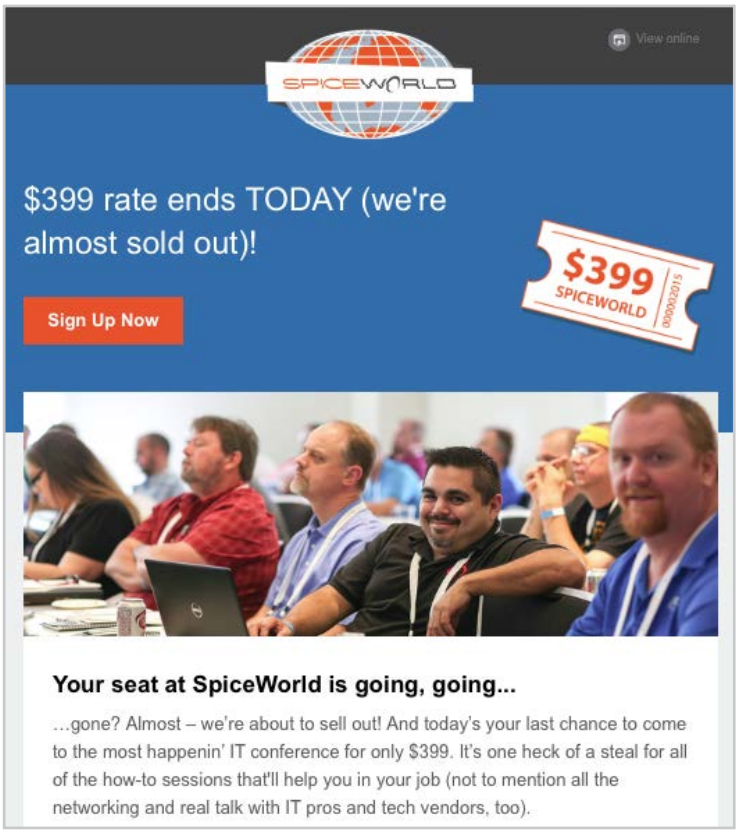
05

BEST IN URGENCY

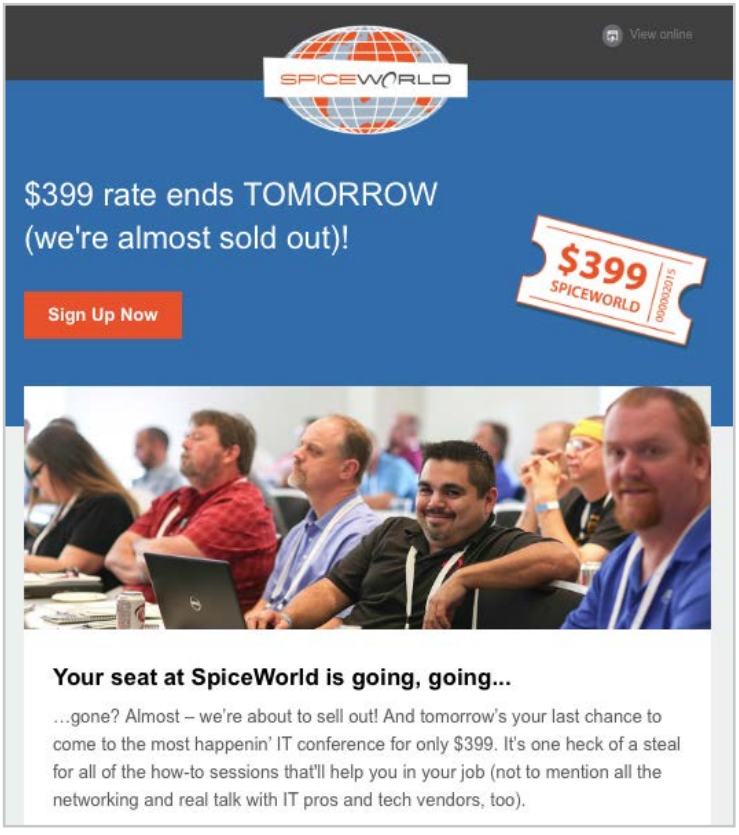
THE TWILIGHT BARK CALLS

A few good tricks definitely helps marketers get their buyers' attention. Urgency is a crowd favorite for making emails stand out from the pack — but it's all about how you use it. Try out these tests to find your top pick.

JACK
Yellow Labrador / Collie Mix
4 years old



ENTRY:
TODAY



ENTRY:
TOMORROW

CHAMPION:

Knowing when to promote your event can get a bit hairy. You want to drive immediate action, but also give your audience enough time to jump in. In our test we found "tomorrow" to be the sweet spot.

ENTRY: EVEN NUMBER

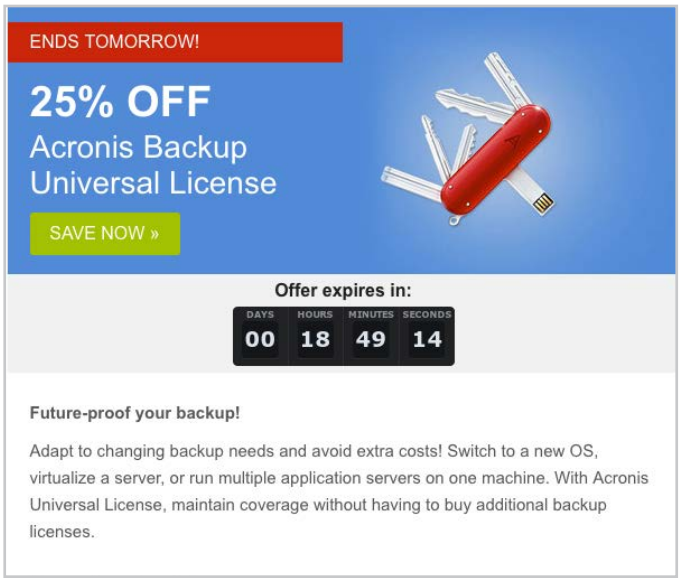
ENTRY: ODD NUMBER

CHAMPION:

The way you present your message can having a surprising impact on urgency. The winning email made no bones about exactly how many spots were left — and it paid off.

LAUREN Z. (+ JACK)
Email Operations Specialist

Looks like he's chasing animals when he sleeps.

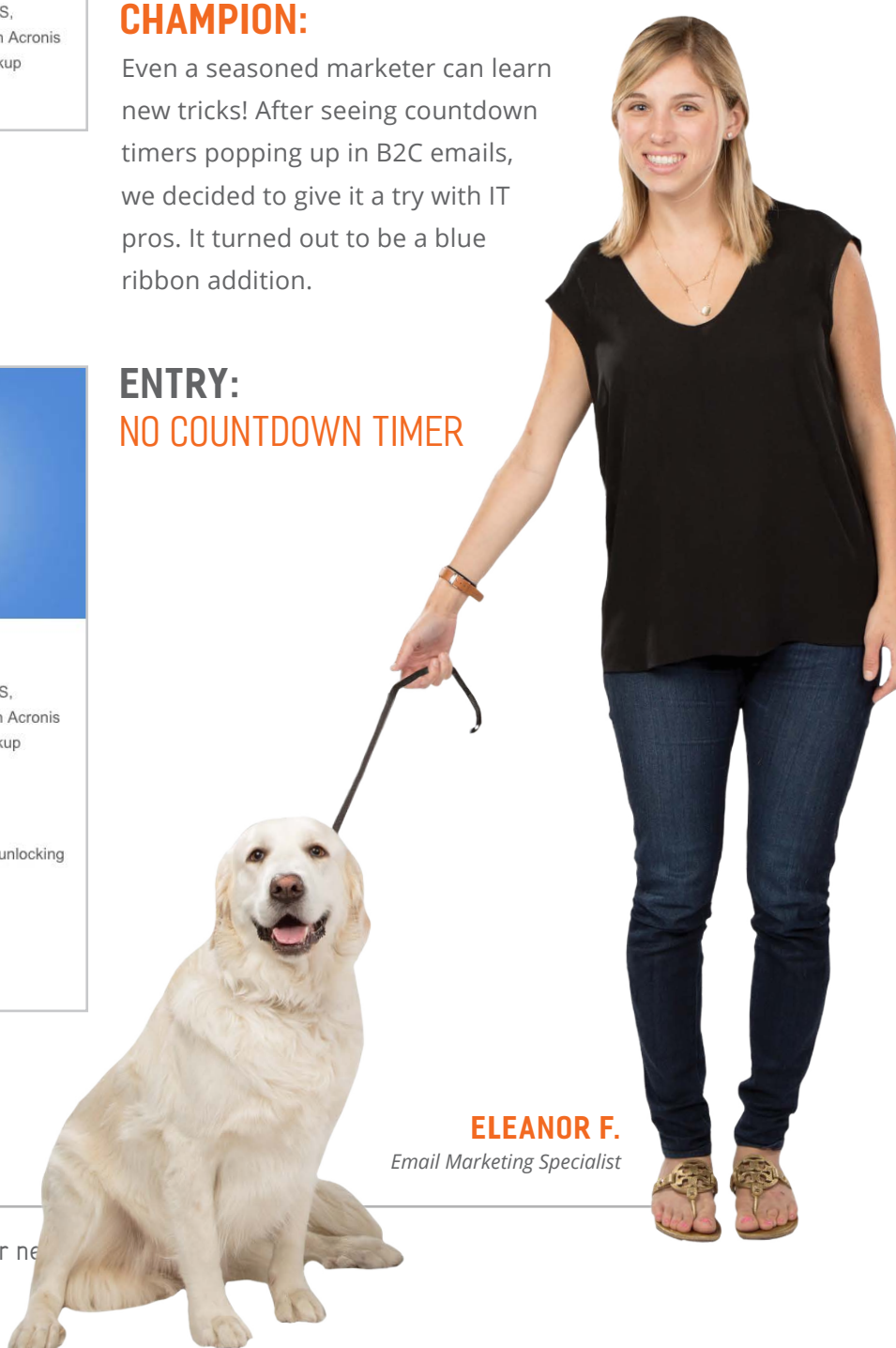


ENTRY: COUNTDOWN TIMER

CHAMPION:

Even a seasoned marketer can learn new tricks! After seeing countdown timers popping up in B2C emails, we decided to give it a try with IT pros. It turned out to be a blue ribbon addition.

ENTRY: NO COUNTDOWN TIMER



ELEANOR F.
Email Marketing Specialist

ELLIE

Great Pyrenees
4 years old

Loves sneaking into her owner's bed at night.

JUDGE'S TABLE

We tested several different countdown timer designs before finding the one that brought home the bacon.

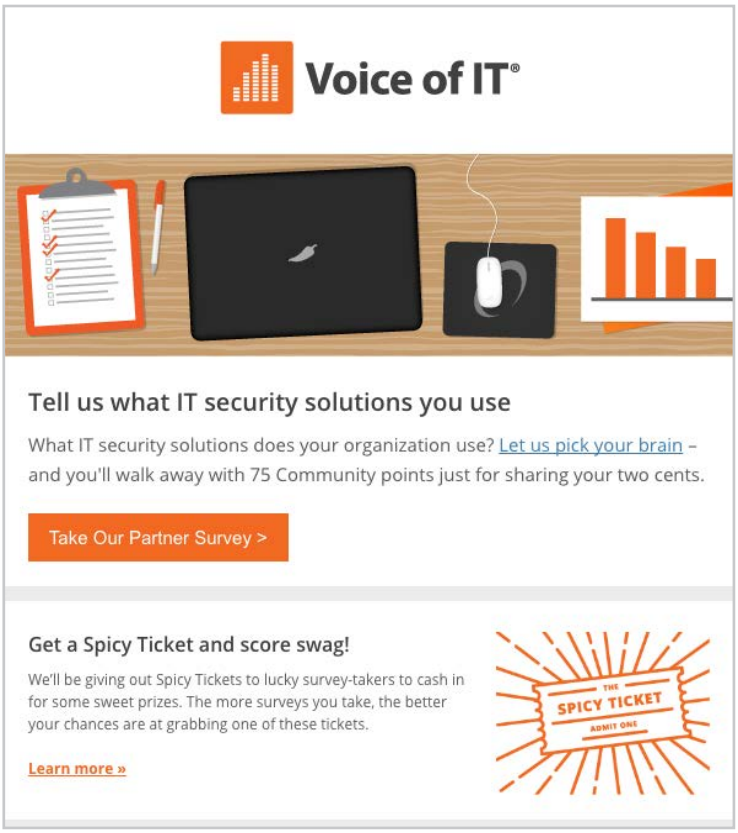
06

BEST IN SEND TIMES

A PAVLOV EXPERIMENT

The time and day you send your email can make or break its performance. Good news: You don't have to change anything about your message to give a different send time a run.

SUMMER M.
Email Marketing Coordinator



ENTRY:
MONDAY SENDS

CHAMPION:

We thought sending the same day every week (Wednesday) was conditioning performance to be great. After testing, we found that sometimes it's better to switch it up. Every dog has his day — in this case, Monday.

ENTRY:
WEDNESDAY SENDS

COCO

Blue Chihuahua
10 years old

Part dog. Part diva. Whatever you do - don't look her in the eyes.

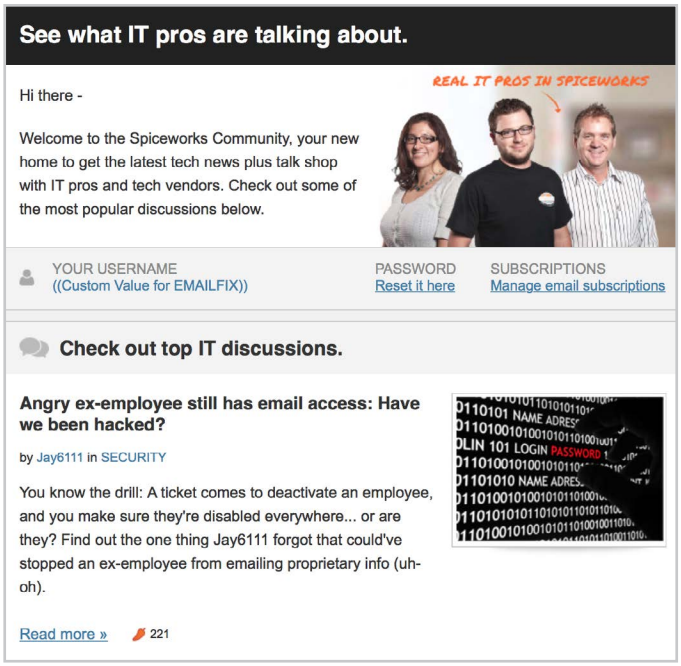
07

BEST IN WELCOME EMAILS

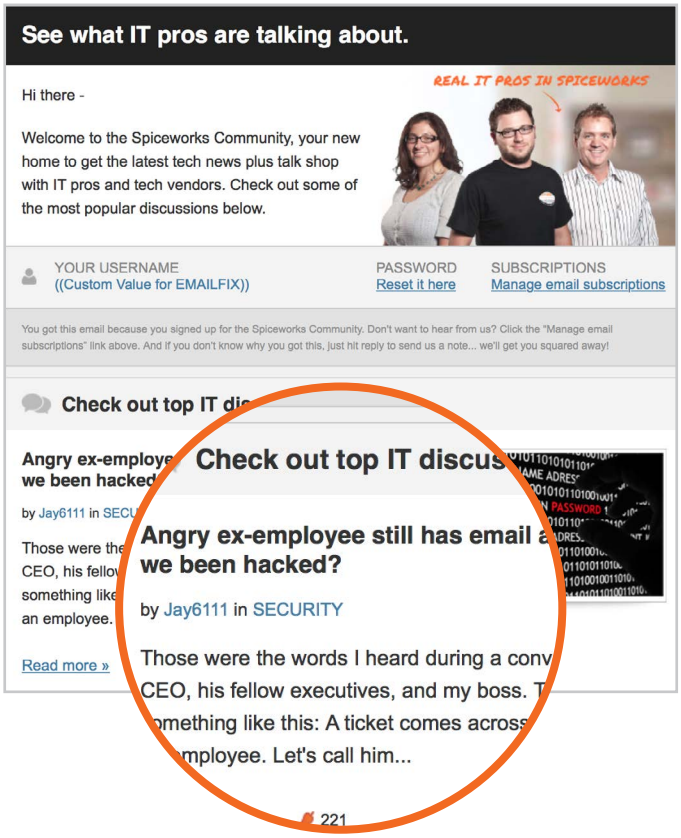
CUE THE TAIL-WAGGING

First impressions count. Because your welcome email reaches the largest number of your audience, it needs to wow them right out the gate. Refine your message with testing so you don't start off... with your tail between your legs.

ERIC J.
Email Developer



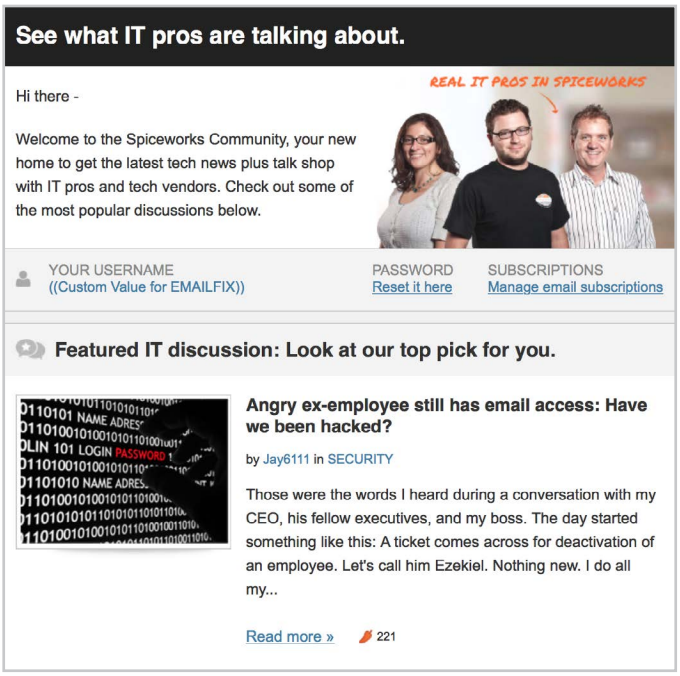
ENTRY: SUMMARY



ENTRY: EXCERPT

CHAMPION:

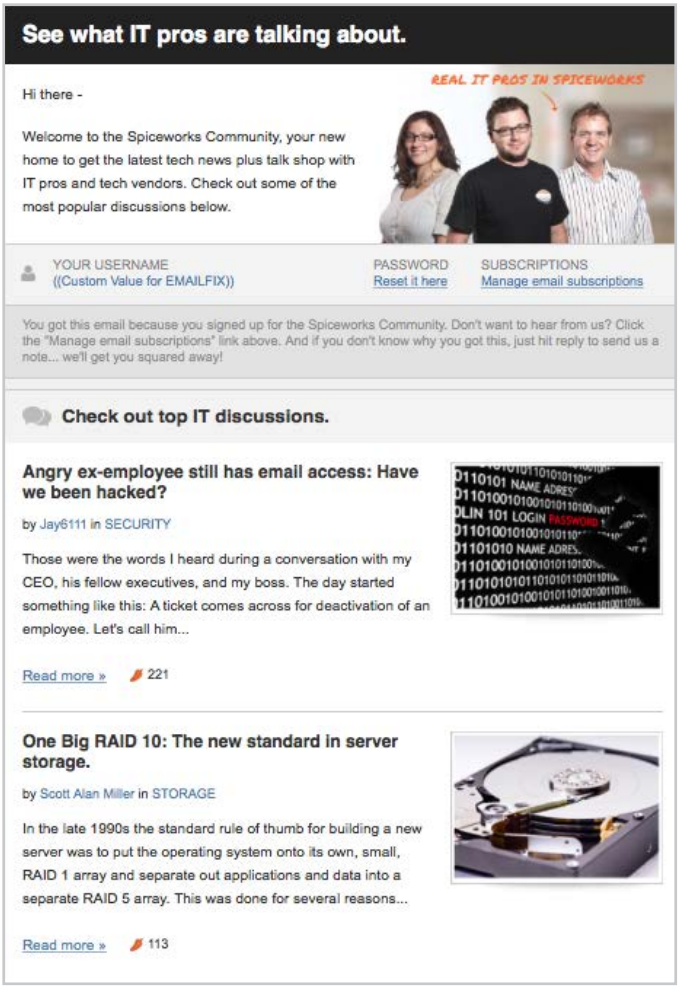
The first email to a new audience needs to draw them in. So it was important to test the best way to introduce new IT pros to our great content. The ellipsis ended up driving more clicks... it was just too enticing to pass up.



ENTRY:
FEATURED CONTENT

CHAMPION:

Once you sniff out where your audience is clicking most, make it easy for them! When we made one section a feature, the CTR went up even more. Not only that, IT pros engaged more with all the content in the email.

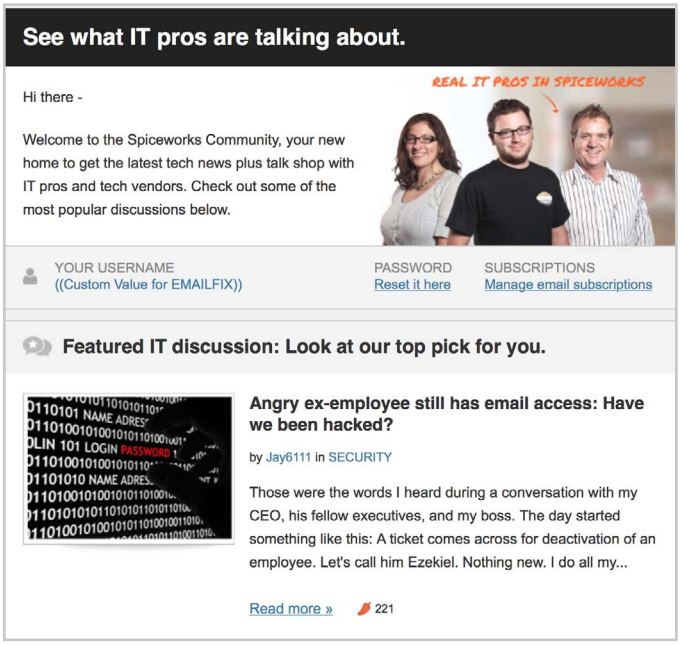


ENTRY:
NO FEATURE

POPPY

Yorkshire Terrrier
8 years old

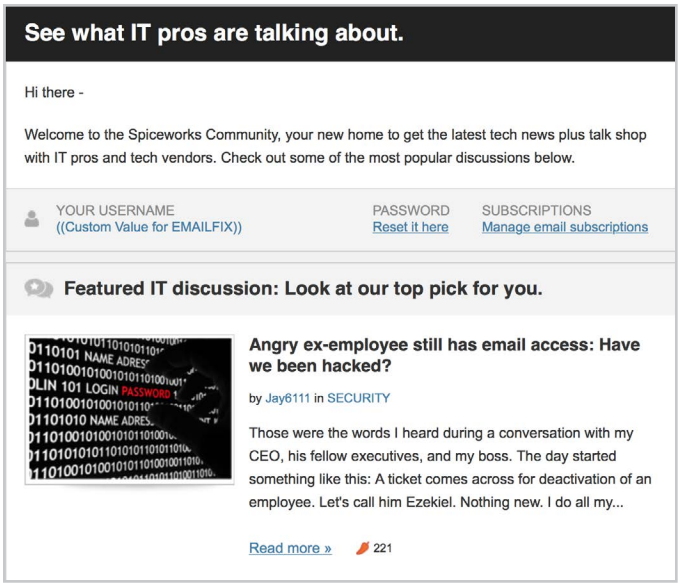
The world's most vicious dog. He attacks with kisses and shows no mercy.



ENTRY: TOP IMAGE

CHAMPION:

Sometimes you don't know if your design is a distraction or an attraction. In our case, we wondered if the image was pushing down the "meat" of the email. This test showed our audience preferred seeing real IT pros (like them) right at the top.



ENTRY: NO TOP IMAGE

08

BEST IN SUBJECT LINES

START OFF WITH THE RIGHT PAW

A best-in-show subject line doesn't just draw a crowd. Impress tech buyers before they even open and your whole email is prepped for success. Testing will help you weed out any weak choices on your way to the top.

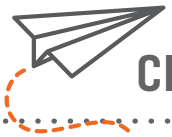
JON P. (+ DUKE)
Senior Marketing Communications Manager

German Shepherd
7 years old

Knows how to high five, shake, and play dead.

SUBJECT LINES

LOSER



CHAMPION

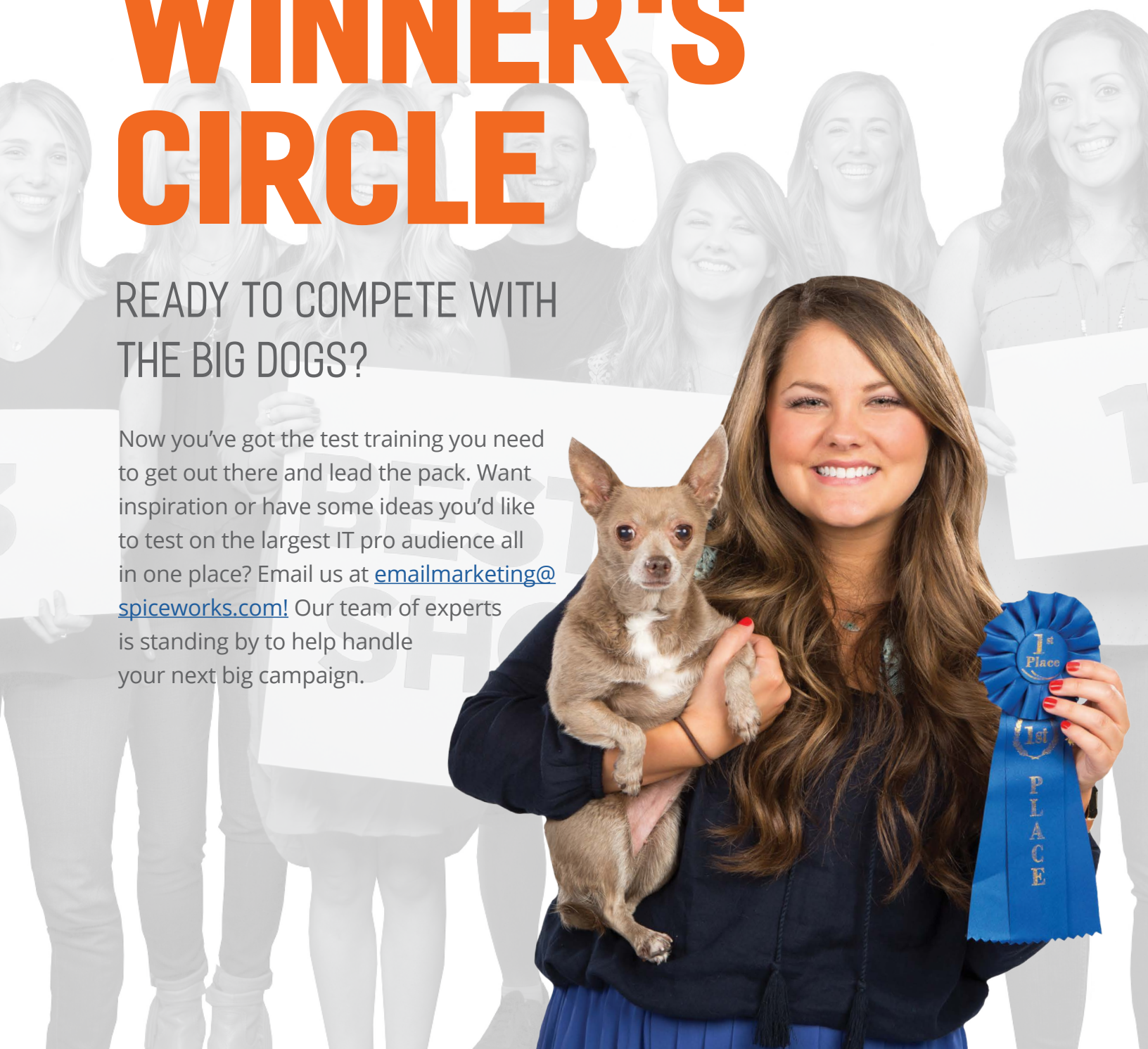
	LOSER	CHAMPION
01	"SAVE $25 ON YOUR AIRONET ORDER – PLUS FREE SHIPPING!"	"WORKING AT YOUR DESK IS SO 1990." *The winner was short and fun — not unlike a puppy.*
02	"JUST HOW SMART ARE YOU?"	"AN IT LEARNING A DAY KEEPS..." *Both subject lines performed well, but the champion really played on our audience's curiosity.*
03	"TOP CYBER SECURITY THREATS"	"2015 THREAT BRIEF REPORT" *We thought anything mentioning "report" would be an underdog, but this topic was timely.*
04	"CUSTOMIZE YOUR STORAGE WITH ONEBLOX"	"SAY "GOODBYE" TO EXPENSIVE STORAGE AND BACKUP" *Speaking to an IT pro's pain points gives you a fast pass to the winner's circle.*

09

WINNER'S CIRCLE

READY TO COMPETE WITH THE BIG DOGS?

Now you've got the test training you need to get out there and lead the pack. Want inspiration or have some ideas you'd like to test on the largest IT pro audience all in one place? Email us at emailmarketing@spiceworks.com! Our team of experts is standing by to help handle your next big campaign.

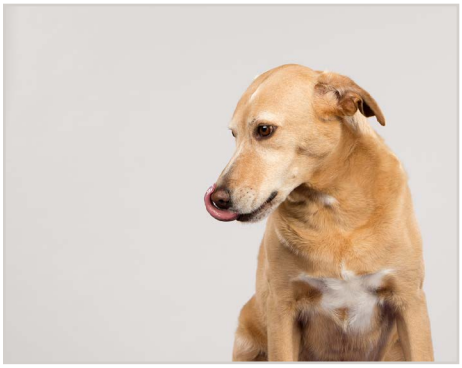


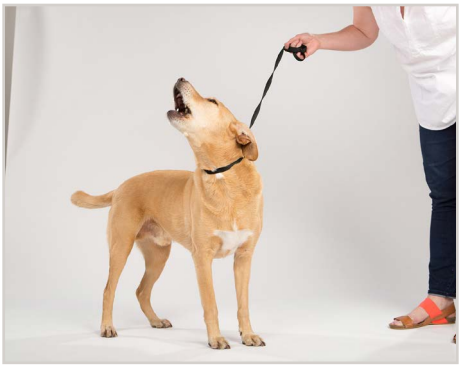
CREDITS

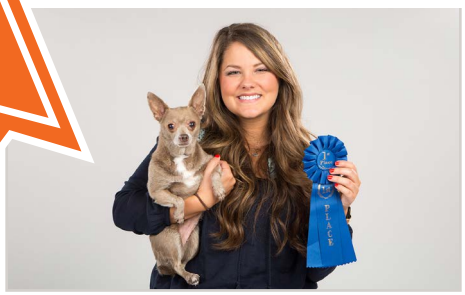
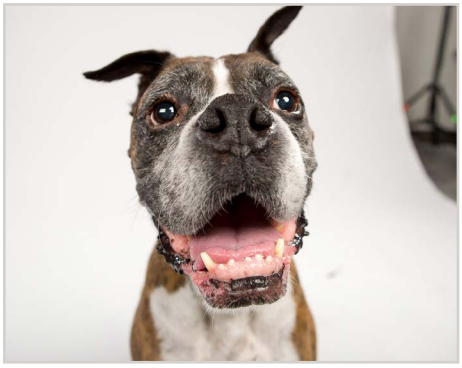
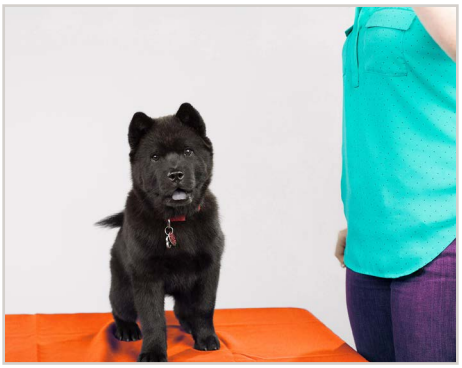
BEST IN SHOW: CAST & CREW

E-mail Experts & their dogs

Megan Dorcey + Yaya the Chow
Sophie Duvall + Edison the "Heinz 57" mix
Madeline Bowen + Jefferson the Pekingese
Jennifer Carter + Torchy the Boxer
Lauren Zlotnik + Jack the Labrador/Border Collie Mix
Eleanor Falgoust + Ellie the Great Pyrenees
Summer Moore + Coco the Divalicious Chihuahua
Melanie Holbrook + Coco the Divalicious Chihuahua
Eric Joffe + Poppy the Yorkshire Terrier
Jon Pafk + Duke the German Shepherd





EMAIL BEST IN SHOW

BEHIND THE SCENES