



# EMAIL BEST IN SHOW

REAL TESTS TO INSPIRE YOUR NEXT

WINNING CAMPAIGN

# INTRO

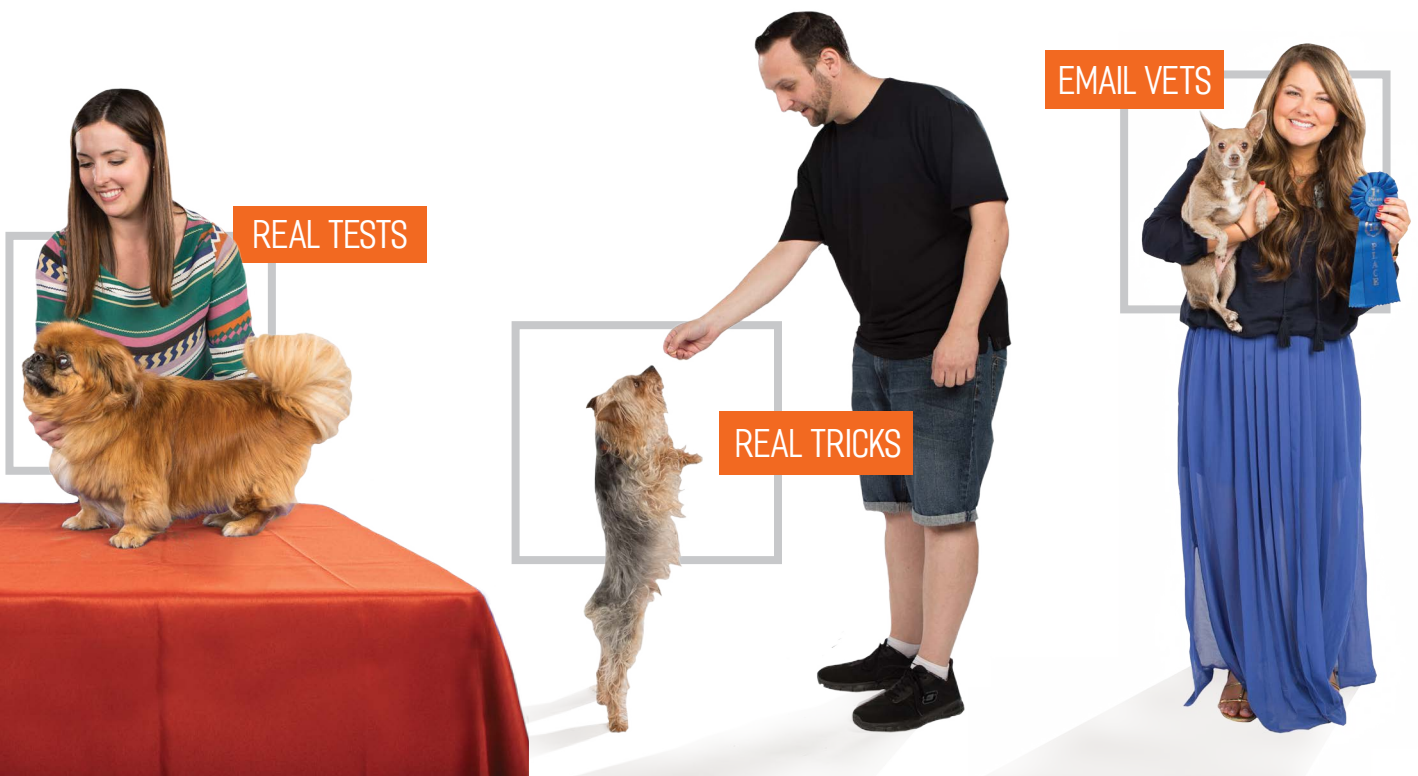
## GROOM YOUR EMAILS FOR SUCCESS

*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*





Let's put these  
pups to the test!

01

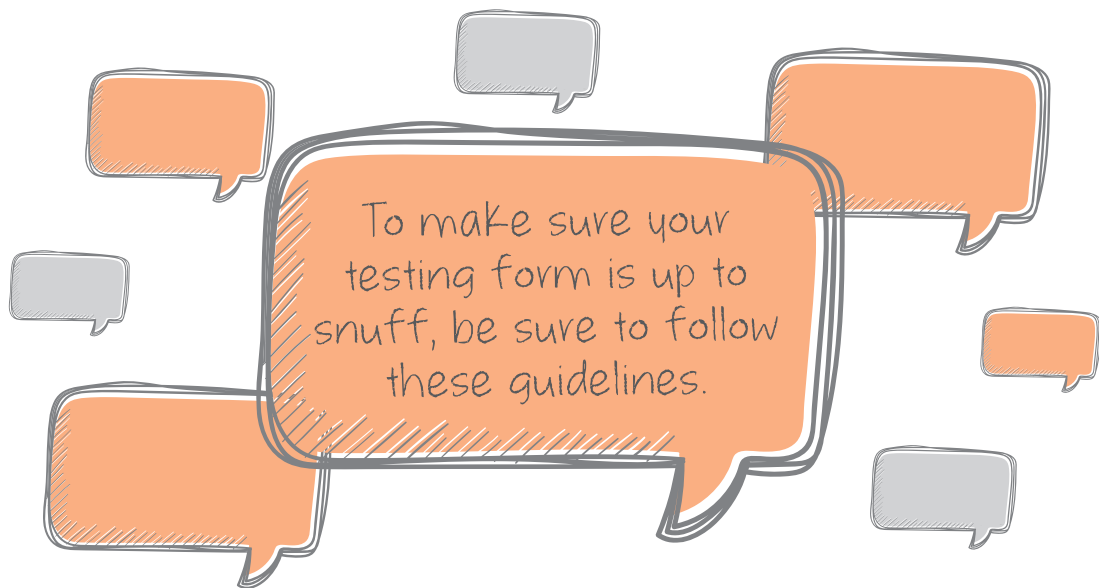
# JUDGE'S CRITERIA

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.

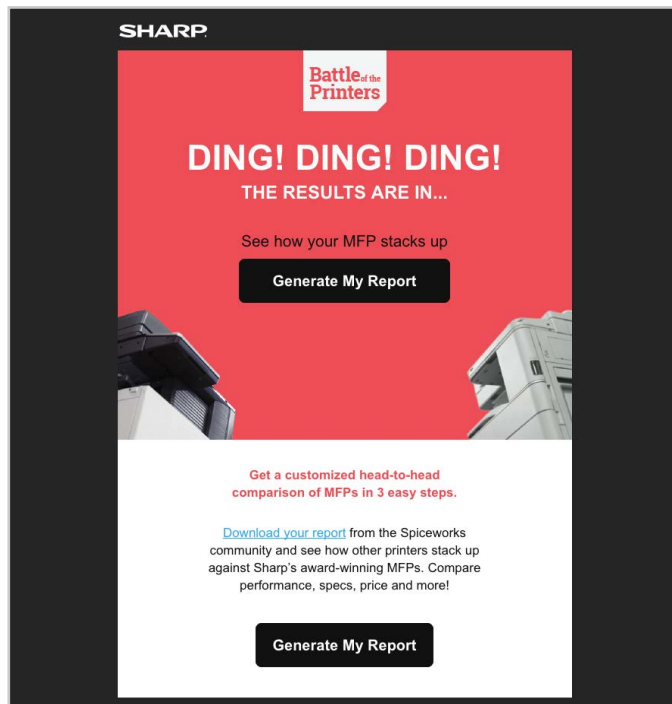


### **EDISON**

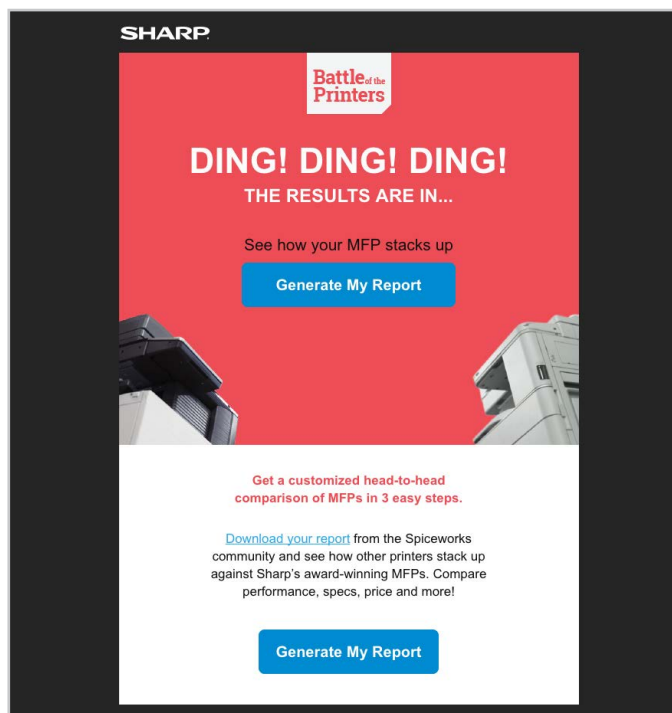
*4 years old  
Heinz 57 Mix*

Loves cats, but they don't love him.





**ENTRY:**  
DARK BUTTON



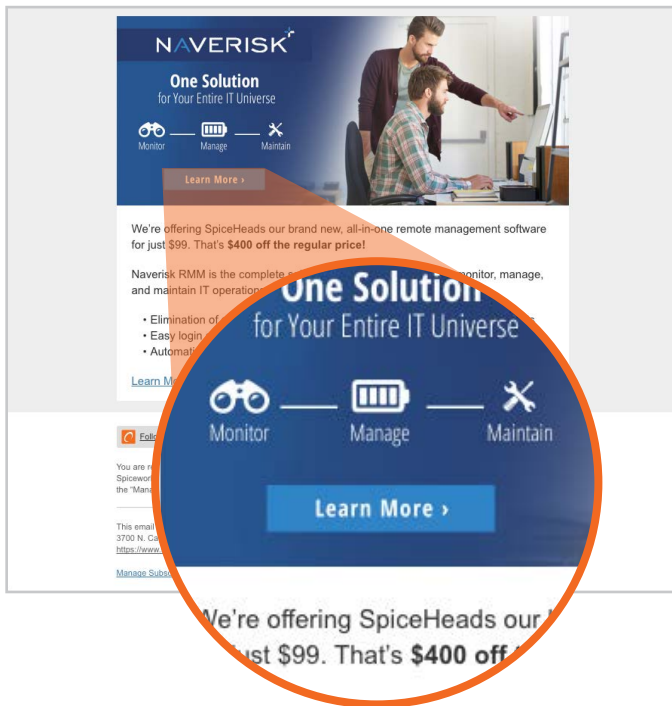
**ENTRY:**  
BRIGHT BUTTON



**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.



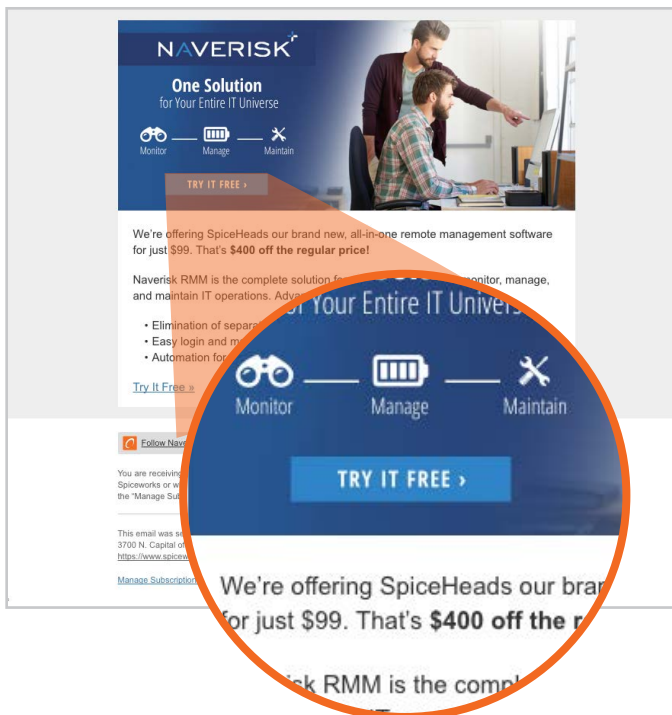


**ENTRY:**  
LEARN MORE



**CHAMPION:**

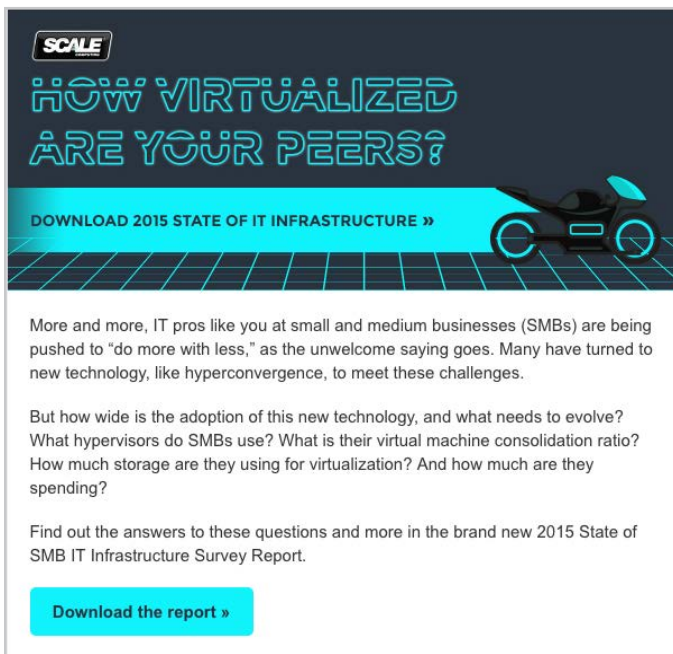
Always on the hunt for a better click-through rate? Your CTA wording could be keeping clicks at bay. In this case, "Learn More" gave IT buyers a better lead-in to the deal.



**ENTRY:**  
TRY IT FREE



**SOPHIE (+ EDISON)**  
*Email Marketing Coordinator*



**SCALE**

## HOW VIRTUALIZED ARE YOUR PEERS?

**DOWNLOAD 2015 STATE OF IT INFRASTRUCTURE »**

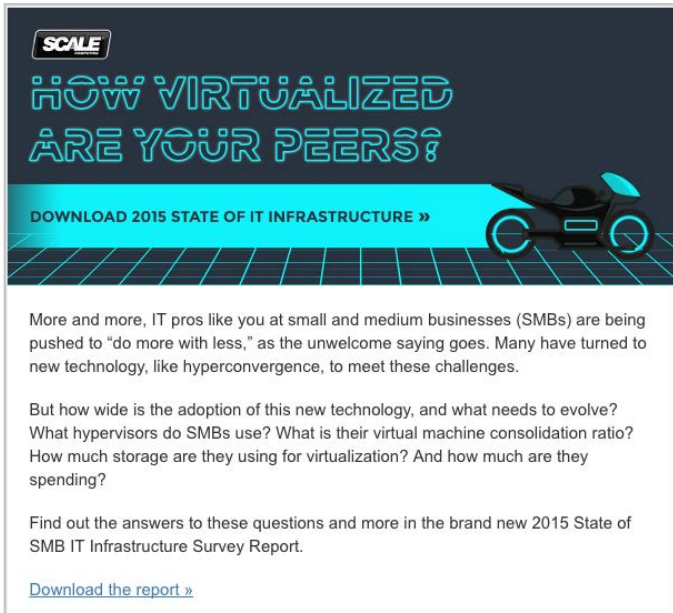
More and more, IT pros like you at small and medium businesses (SMBs) are being pushed to “do more with less,” as the unwelcome saying goes. Many have turned to new technology, like hyperconvergence, to meet these challenges.

But how wide is the adoption of this new technology, and what needs to evolve? What hypervisors do SMBs use? What is their virtual machine consolidation ratio? How much storage are they using for virtualization? And how much are they spending?

Find out the answers to these questions and more in the brand new 2015 State of SMB IT Infrastructure Survey Report.

**Download the report »**

### ENTRY: BUTTON

**SCALE**

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[Download the report »](#)

### 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.**

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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.



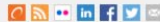
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7300 FM 2222, Building 3, Suite 100 Austin, TX 78730 USA

**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.



**We know that there were a few things on your Christmas wish list that you didn't receive...**

Hopefully, we can get you a few of them.

At StormWind, we've got some New Year's IT Training rebates to give away, and even some [Star Wars gear you've probably never seen](#).

Discuss your potential training needs with us and we'll give you one of these along with a chance to win \$1500.

Seriously...

[Get Your Gift Now](#)

Julie Aria  
Client Amazement

STORMWIND

**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.

STORMWIND

Much to learn you still have

Gone are the days of drab slideshows of boring instructors putting you to sleep. This is the next generation of IT training.

Find courses on Cisco, Microsoft, VMware and more. Get training for 1/3 the cost and learn on your own schedule. It gets better...

[Sign up to chat](#) about your training needs and [choose your own Star Wars gift](#), plus be entered to win \$1500! We've got some ridiculous New Year's rebates we'd love to tell you about.

[Learn more](#)

**ENTRY:**  
DETAILED

IT buyers love a straight  
forward message (and  
a fluffy dog!)




**MADELINE (+ JEFFY)**

*Pekingese  
10 years old*

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







Adding a  
human touch  
is Key!

04

# BEST IN PERSONALIZATION

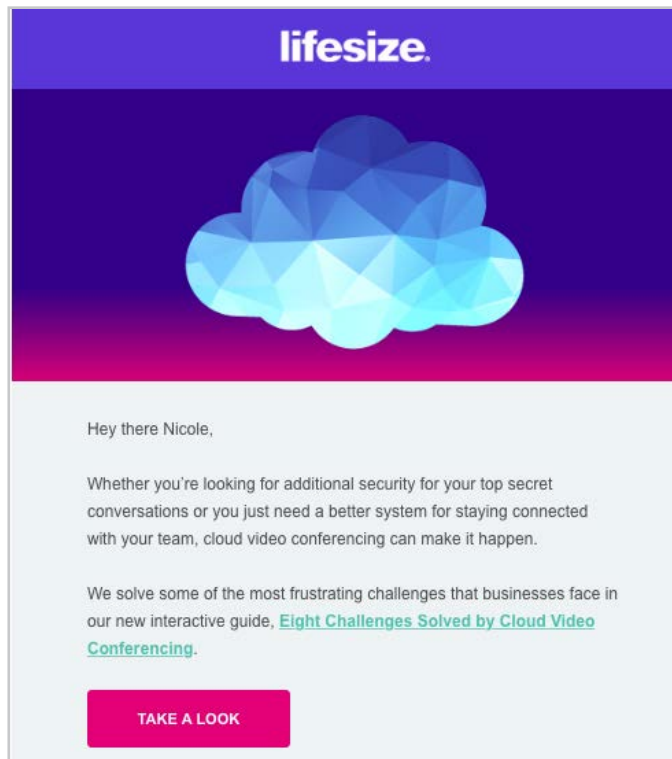
## SNIFF OUT TOP GREETINGS

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.

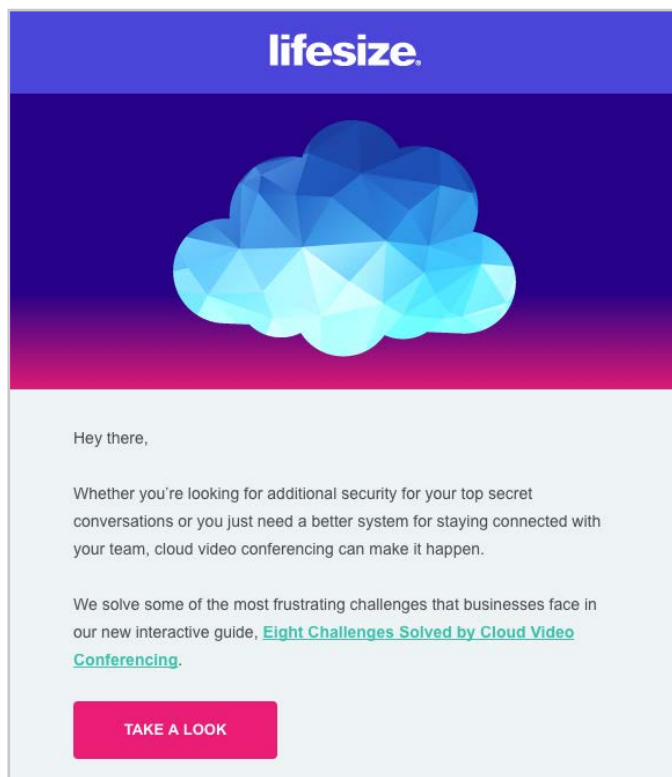
**JENNIFER C.**

*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](mailto: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](mailto:maas360@fiberlink.com) with your MaaS360 login so you can access all things premium MDM.



**Have questions?** Email [managemobile@spiceworks.com](mailto: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 »](#)



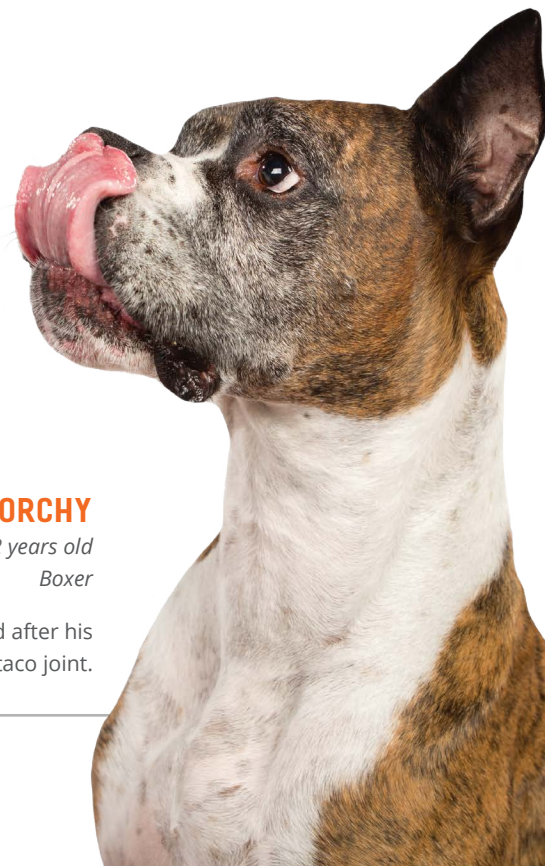
## ENTRY:


### INTRODUCTION

## TORCHY

4 1/2 years old  
Boxer

He's named after his favorite local taco joint.





**Bad passwords putting consulting at risk?**


[Yes, help me](#)

Bad passwords are a constant security threat, not to mention the daily hassle of forgotten passwords. Users are frustrated too.

Time to manage passwords the easy way with Dashlane, the #1 cloud identity management solution. Save up to 50 hours/year/teammate and keep everyone happy and safe.

Try it free and get a **free encrypted T-shirt!**


[Get my free trial today »](#)



**START TRIAL**

**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!



**Bad passwords putting your industry at risk?**


[Yes, help me](#)

Bad passwords are a constant security threat, not to mention the daily hassle of forgotten passwords. Users are frustrated too.

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**START TRIAL**

**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*



View online

\$399 rate ends TODAY (we're almost sold out!)


[Sign Up Now](#)



**Your seat at SpiceWorld is going, going...**

...gone? Almost – we're about to sell out! And today's your last chance to come to the most happenin' IT conference for only \$399. It's one heck of a steal for all of the how-to sessions that'll help you in your job (not to mention all the networking and real talk with IT pros and tech vendors, too).



**ENTRY:**  
TODAY



View online

\$399 rate ends TOMORROW (we're almost sold out!)

[Sign Up Now](#)



**Your seat at SpiceWorld is going, going...**

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**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.

## What's happening in the Spiceworks Community?

### Grab the last few spots at SpiceWorld (and save £100!).

*Less than 50 spots left - £149 rate ends 30 March*

Claim your spot at SpiceWorld London (13-14 May) and see why IT pros are saying, "No wonder I've already booked next year!" With a brilliant mix of sessions, vendors and partying, it's packed with useful (and fun!) know-how that'll make your IT life easier. But don't linger – your savings end 30 March.

[Register now »](#)

p.s. Is convincing your boss holdin' you back? We've got you covered – use [this helpful info](#) to seal the deal!

[f](#) [t](#) [in](#) [Spice](#) Share This



[Register Now ▶](#)

**ENTRY:**  
EVEN NUMBER

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[Register Now ▶](#)


**ENTRY:**  
ODD NUMBER



**CHAMPION:**

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





Find what  
works best and  
use it to help  
you stand out!

**LAUREN Z. (+ JACK)**

*Email Operations Specialist*

Looks like he's chasing  
animals when he sleeps.

ENDS TOMORROW!

**25% OFF**  
Acronis Backup  
Universal License

SAVE NOW »

Offer expires in:

DAYS	HOURS	MINUTES	SECONDS
00	18	49	14

**Future-proof your backup!**

Adapt to changing backup needs and avoid extra costs! Switch to a new OS, virtualize a server, or run multiple application servers on one machine. With Acronis Universal License, maintain coverage without having to buy additional backup licenses.

ENDS TOMORROW!

**25% OFF**  
Acronis Backup  
Universal License

SAVE NOW »

**Future-proof your backup!**

Adapt to changing backup needs and avoid extra costs! Switch to a new OS, virtualize a server, or run multiple application servers on one machine. With Acronis Universal License, maintain coverage without having to buy additional backup licenses.

**Any system. Any data.**

Acronis Universal License protects *any* system type—servers or VMs—by unlocking all Acronis Backup Advanced capabilities, including:

- Multi-system backup managed with a single, easy-to-use console
- Easy granular recovery & full system restores in minutes
- Easy auto-backup to the ultra-secure Acronis cloud
- Flexible destination recovery (even to different hardware/OS)

**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

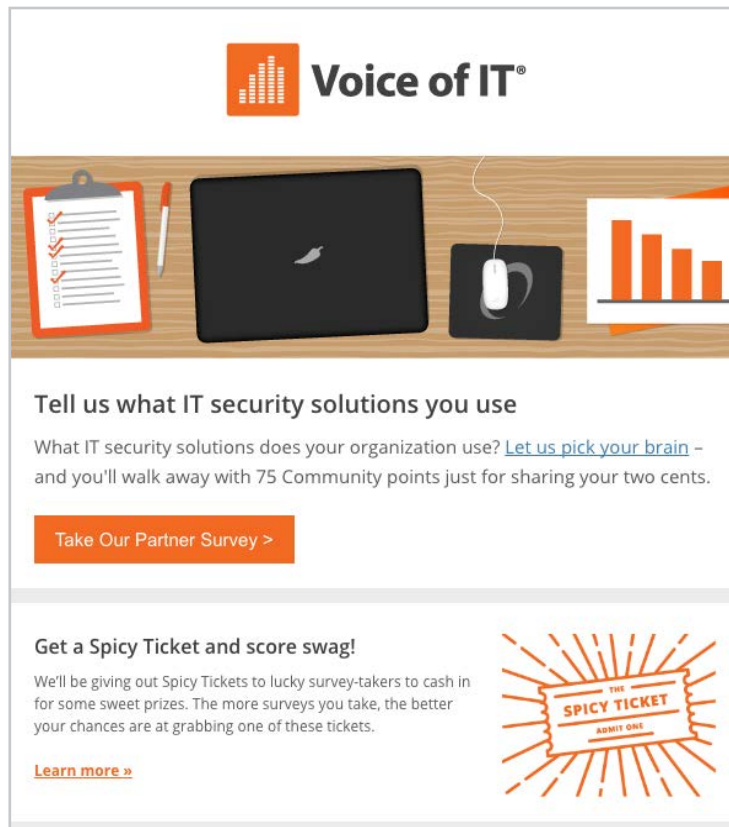
## A PAVLOV EXPERIMENT

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

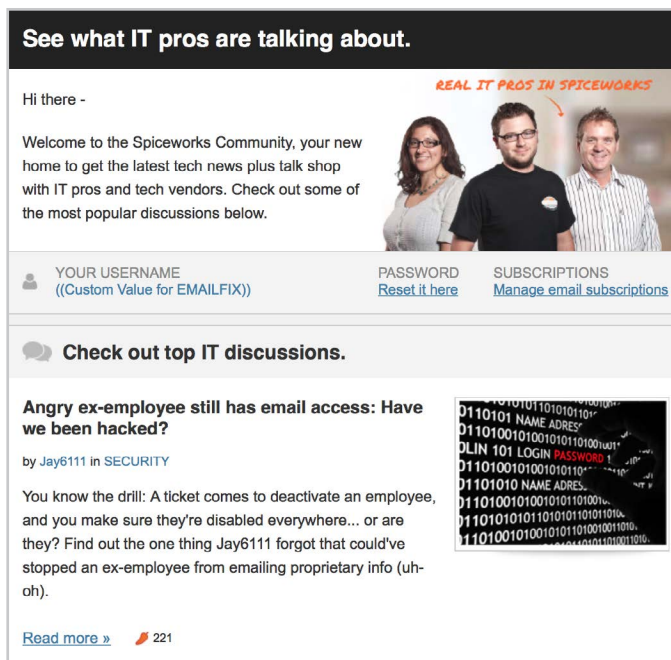
# BEST IN WELCOME EMAILS

## CUE THE TAIL-WAGGING

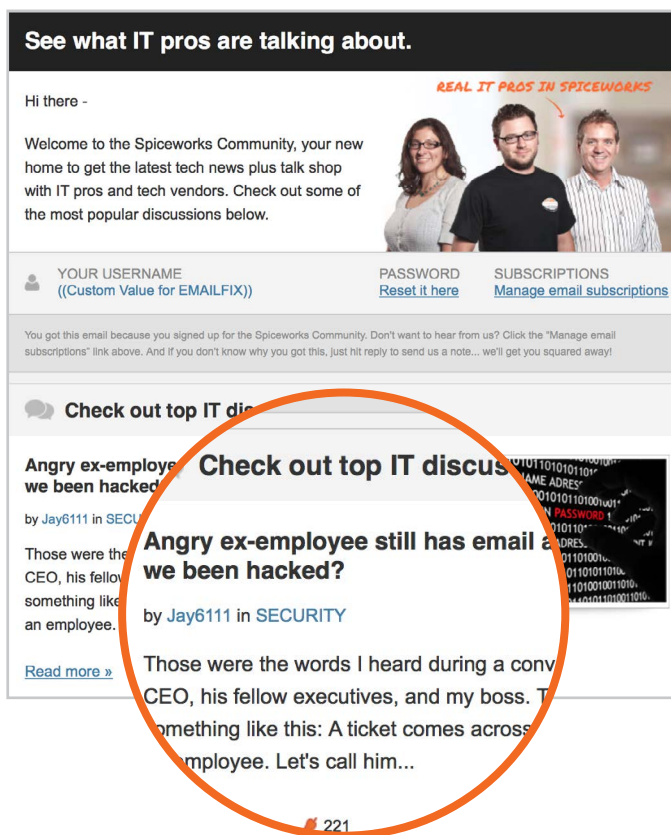
First impressions count. Because your welcome email reaches the largest number of your audience, it needs to wow them right out the gate. Refine your message with testing so you don't start off... with your tail between your legs.

**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.

## See what IT pros are talking about.

Hi there -

Welcome to the Spiceworks Community, your new home to get the latest tech news plus talk shop with IT pros and tech vendors. Check out some of the most popular discussions below.

REAL IT PROS IN SPICWORKS



YOUR USERNAME  
((Custom Value for EMAILFIX))

PASSWORD  
[Reset it here](#)

SUBSCRIPTIONS  
[Manage email subscriptions](#)

## Featured IT discussion: Look at our top pick for you.



### Angry ex-employee still has email access: Have we been hacked?

by Jay6111 in SECURITY

Those were the words I heard during a conversation with my CEO, his fellow executives, and my boss. The day started something like this: A ticket comes across for deactivation of an employee. Let's call him Ezekiel. Nothing new. I do all my...

[Read more »](#) 221

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REAL IT PROS IN SPICWORKS



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PASSWORD  
[Reset it here](#)

SUBSCRIPTIONS  
[Manage email subscriptions](#)

You got this email because you signed up for the Spiceworks Community. Don't want to hear from us? Click the "Manage email subscriptions" link above. And if you don't know why you got this, just hit reply to send us a note... we'll get you squared away!

## Check out top IT discussions.

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[Read more »](#) 221



### One Big RAID 10: The new standard in server storage.

by Scott Alan Miller in STORAGE

In the late 1990s the standard rule of thumb for building a new server was to put the operating system onto its own, small, RAID 1 array and separate out applications and data into a separate RAID 5 array. This was done for several reasons...

[Read more »](#) 113



## 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.

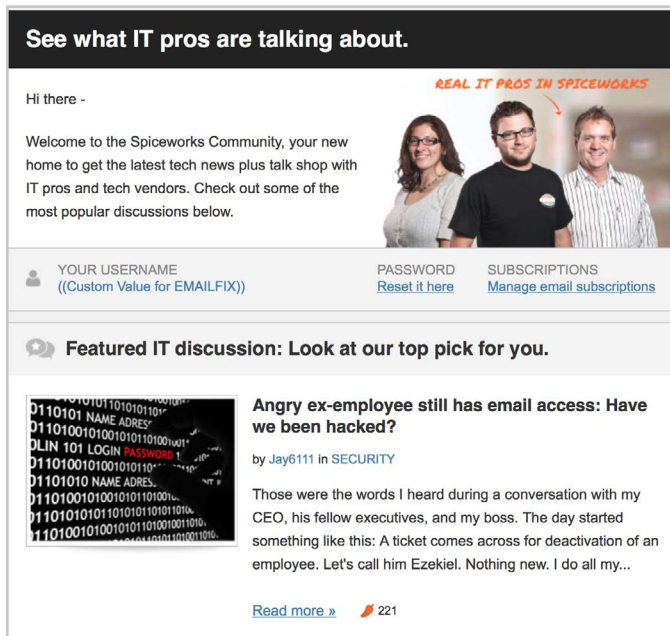
## ENTRY: NO FEATURE

### POPPY

Yorkshire Terrier  
8 years old

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



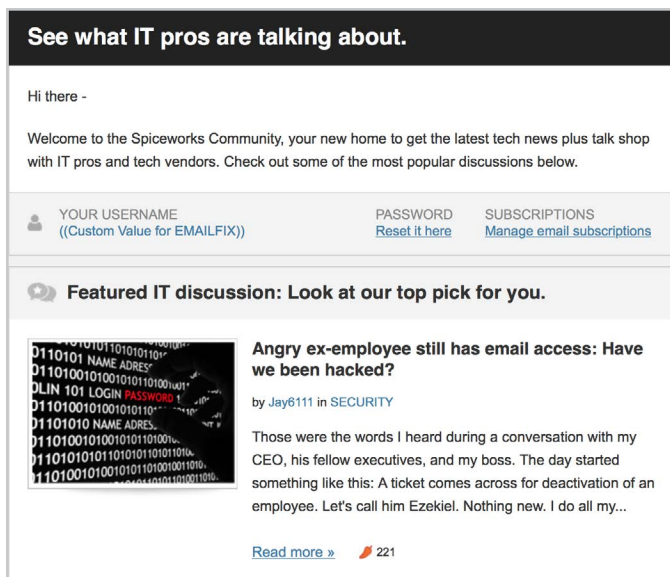


## ENTRY: TOP IMAGE



## 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)**


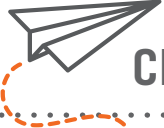
*Senior Marketing Communications Manager*

*German Shepherd  
7 years old*

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



# SUBJECT LINES

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



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](mailto: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*

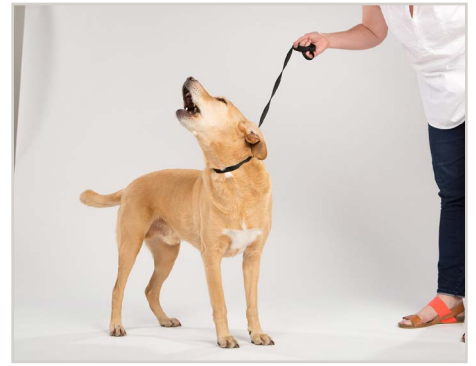
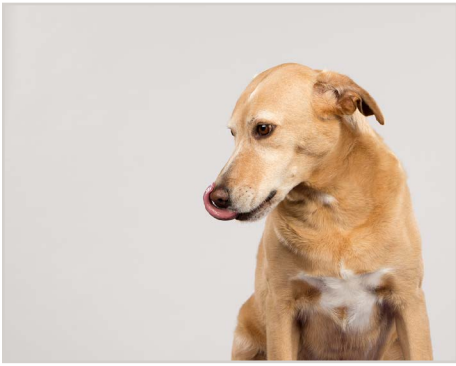
*Summer Moore + Coco the Divalicious Chihuahua*

*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

