



The Future of Email Newsletters

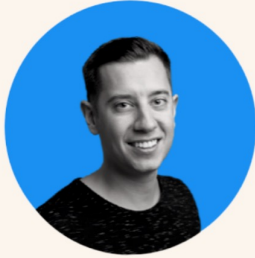
Next-Gen Newsletters for a Chaotic World

Wednesday April 14, 2021



knak.

Speakers



PIERCE UJJAINWALLA

Co-founder & CEO



ANN HANDLEY

Wall Street Journal Best-Selling Author



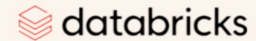
KAREN KNIGHT

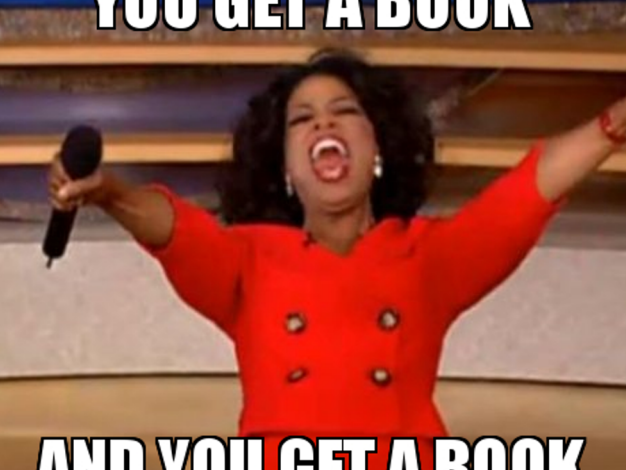
Global CRM Campaign Manager



VISH GUPTA

Marketing Operations Manager





YOU GET A BOOK

AND YOU GET A BOOK

makeameme.org

AND YOU GET A BOOK

makeameme.org

AND YOU GET A BOOK

makeameme.org

We ❤️ email.



Hey (First Name),

We're always working to improve our product roadmap, add value to the Knak platform, and ultimately **make your job easier**.

ICYMI, last year we introduced:

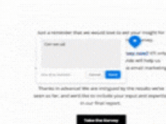
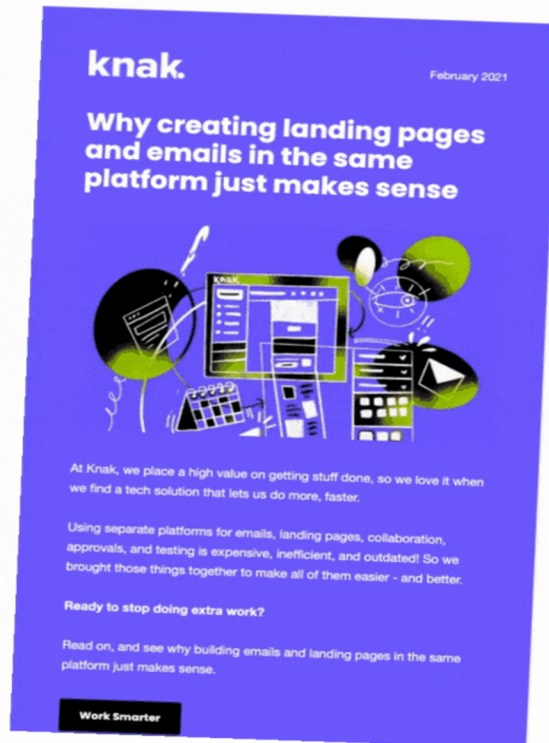
- ✓ 25 new features
- ✓ 4 new products
- ✓ 6 new integrations

Check out all of them right here on our [Products Updates page](#)

And if that wasn't enough, we kicked off 2021 by launching our **most requested feature ever: Knak Pages** - the world's first enterprise landing page creation platform. 🥳

Scroll down to watch the on-demand launch event for Knak Pages, and see what else we've been up to.

Cheers,
Felix Higgs
Senior Customer Success Manager



Collaboration & Annotated Feedback

Collaborate with your team by placing annotations directly on an email. Leave feedback, tag team members, and track edits easily in the platform itself.

[Learn More](#)



Optimize Your Emails with Knak Optimize

No more broken emails! Knak Optimize automatically scans your emails for common issues that impact deliverability, like missing subject lines or broken links.

[Learn More](#)



Create Modules From an Email

Love one of your designs? Turn it into a module that can be used again and again. Build it easily, edit as needed.

[Learn More](#)



Rounded Corners on Columns

Switch up your design by adjusting the corner radius of your columns to make them round.

[Learn More](#)

What makes a great email?



Amazon.com

Your Amazon.com Order (D01-1620085-2928201)

To: pujjainwalla@hotmail.com,

Reply-To: Nobody,

Resent-From: Pierce Ujjainwalla,

Resent-To: Pierce Ujjainwalla

Order placed on: January 24, 2018 at 8:55 PM



YOUR ACCOUNT

Thanks for your order, Pierce Ujjainwalla!

Did you know you can view and edit your orders online, 24 hours a day? Visit [Your Account](#).

Order Information:

E-mail Address:

Billing Address:

Order Grand Total: \$8.99

Order Summary:

Details:

Order #: [D01-1620085-2928201](#)
Subtotal of items: \$8.99

Total before tax: \$8.99
Sales Tax: \$0.00

Grand Total: \$8.99
Gift Certificates: - \$8.99

Total for this Order: \$0.00

The following item is auto-delivered to your Kindle or other device. You can view more information about this order by clicking on the title on the Manage Your Kindle page at [Amazon.com](#).

[Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars \(and More\) That Engage Customers and Ignite Your Business](#), [New Rules Social Media Series](#) [Kindle Edition] \$8.99
Sold By: Amazon Digital Services, Inc.



ANN HANDLEY

Wall Street Journal Best-Selling Author

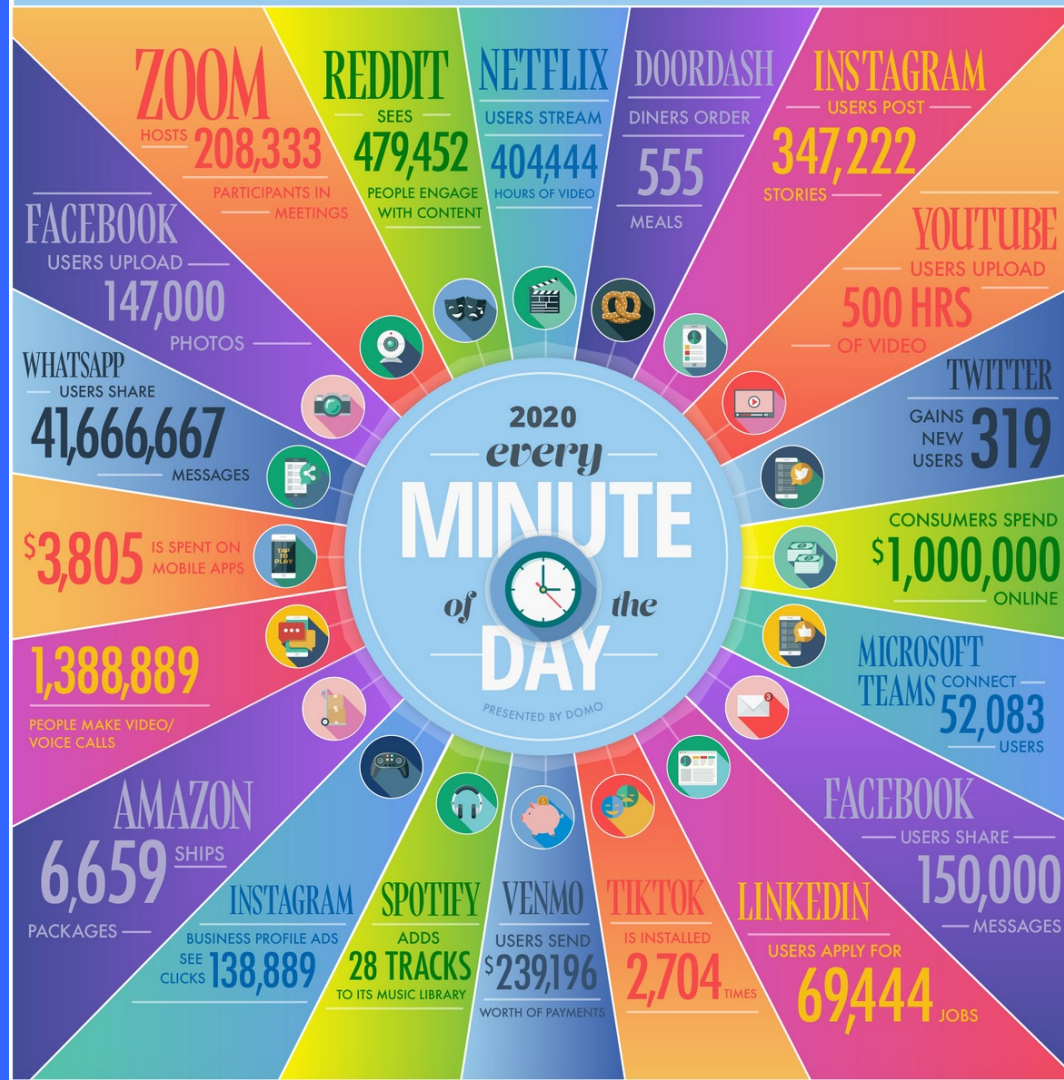


A woman with short brown hair and glasses, wearing a patterned purple and white jacket over a white shirt, stands on a stage with her arms outstretched. She is smiling broadly and has a small microphone clipped to her shirt. In the background, a large audience is seated in a hall, and stage lights are visible.

HELLO,
knak.

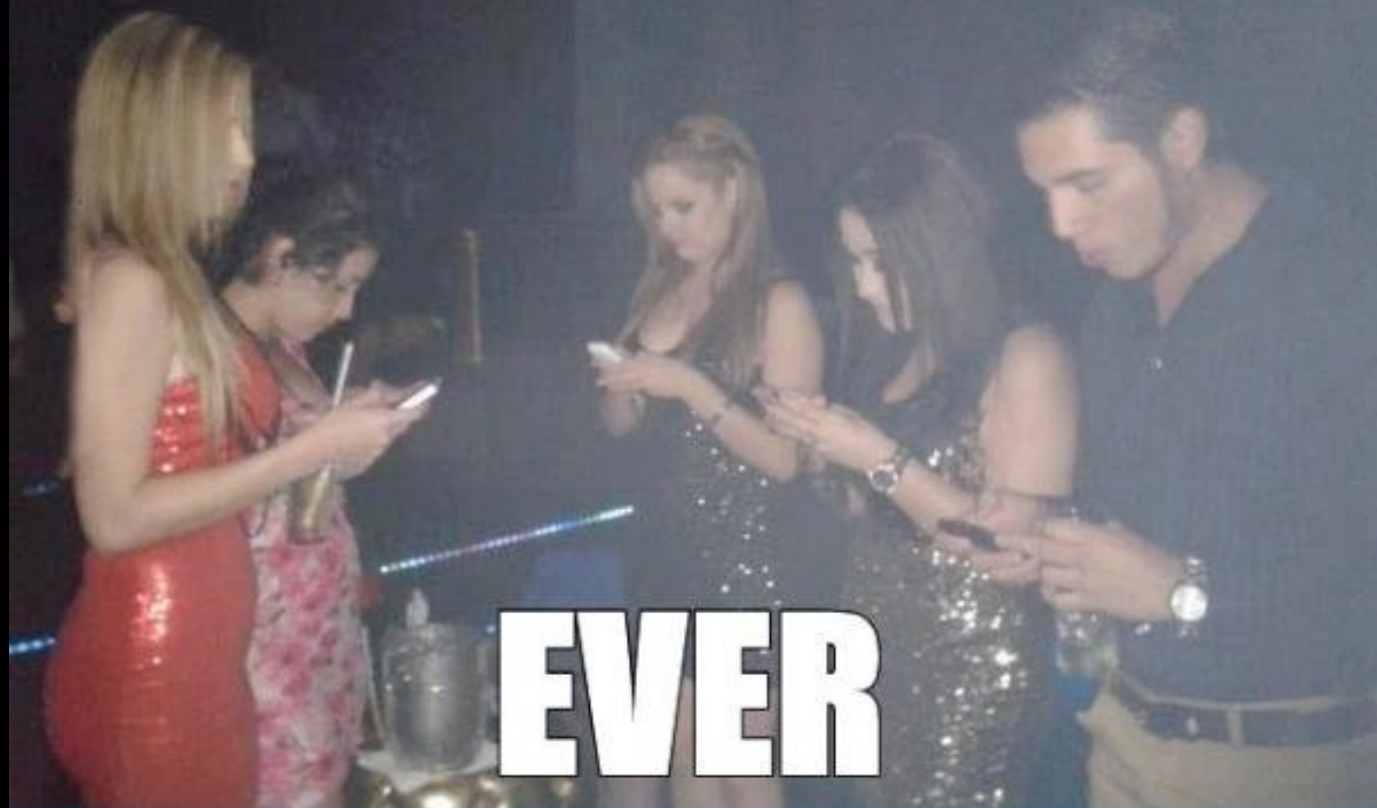
I'm **Ann Handley**.
Best-selling author.
World's 1st Chief Content Officer.
Ridiculously happy to be here!

NEXT-GEN NEWSLETTERS FOR A CHAOTIC WORLD



[via Domo]

Best party



EVER

CAN I HAVE YOUR ATTENTION?

~~CAN I HAVE YOUR ATTENTION?~~

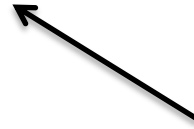
HOW CAN I EARN YOUR TRUST?

TRUST X AFFINITY

“Do they understand
my problems best?”



TRUST X AFFINITY



“Do I like them?”

YOUR EMAIL NEWSLETTER IS  TO
BUILDING TRUST x AFFINITY.

(ESPECIALLY RIGHT NOW.)

Ann Handley

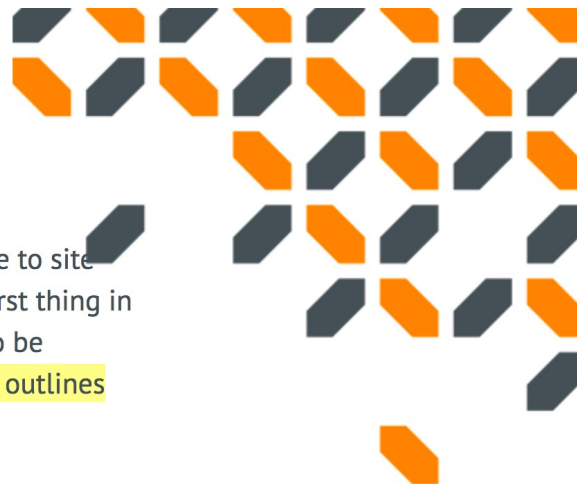
Date published

November 1, 1999

[Digital Marketing](#) > [Email Marketing](#) > [Introducing Email Marketing](#)

Introducing Email Marketing

Think about your own online use. How much time do you really spend surfing the web, hopping from site to site searching for new content? Now think about the time you spend reading and processing email. It's the first thing in the morning and the last thing at night, right? Your customers are no different. Online marketers need to be precisely where most people spend the most time - in their emailboxes. [ClickZ introduces a column that outlines the art and science of email marketing.](#)

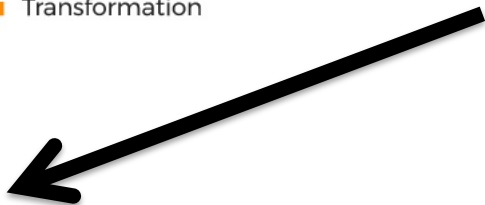


Ann Handley

Date published

November 1, 1999

LOL



[Digital Marketing](#) > [Email Marketing](#) > [Introducing Email Marketing](#)

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A NEWSLETTER FROM



ANN HANDLEY

Subscribe to Total ANNARCHY

Name

Email Address

SUBSCRIBE!

2018: 2,700

2021: 47K (+1640%)



Jason Skinner

@jasonaskinner



One of the few marketing newsletters worth giving up your email address for.



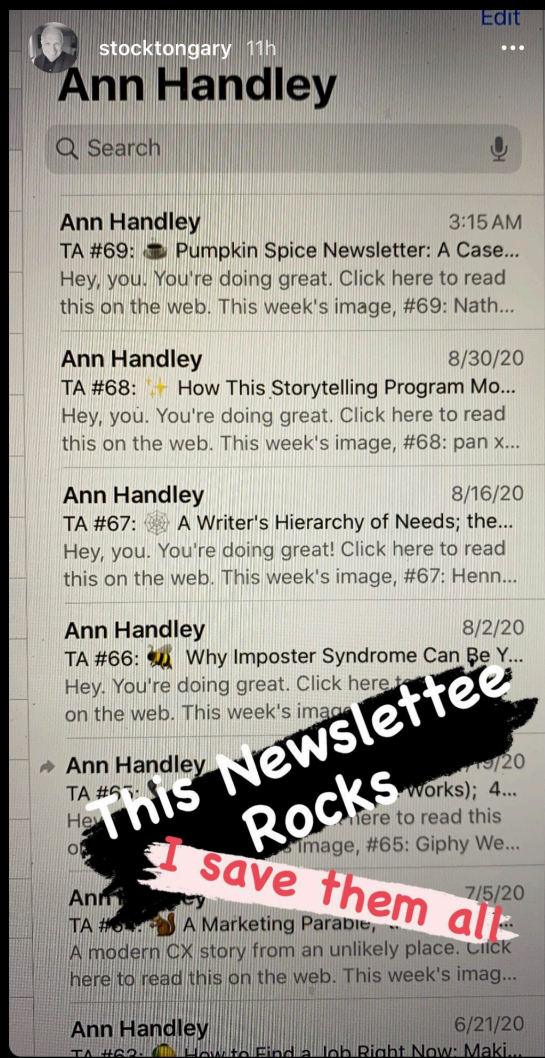
Ann Brennan

@BrennanAnnie



I am currently reading Everybody Writes by the amazing, [@annhandley](#). If you are not getting her bi weekly newsletter and you are in marketing, stop what you are doing and subscribe today. I have learned more from this newsletter than the hundred books I have read on marketing.

2/4/21, 9:04 AM



via Gary Stockton

LET'S TALK ABOUT OUR IMMENSE OPPORTUNITY

1

YOUR NEWSLETTER
IS THE OG + YOUR MVP.

“We are here for you in these
unprecedented times.”

–THE 2020 COVID SCRIPT FOR
EVERY BRAND EVERYWHERE

65% OF US SAY THAT A BRAND'S
RESPONSE IN A CRISIS WILL HAVE A
HUGE IMPACT ON LIKELIHOOD OF
PURCHASING IN THE FUTURE.

[source: Edelman Brand Trust and the Pandemic]



CONTENT, CONNECTION, COMPASSION
IS KEY TO BUILDING TRUST

EMAIL IS THE ONLY PLACE
WHERE PEOPLE (NOT
ALGORITHMS) ARE IN CONTROL.

Twitter acquires newsletter platform Revue

Anthony Ha @anthonyha / 7:00 AM EST • January 26, 2021

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Anthony Ha @anthonyha / 7:00 AM EST • January 26, 2021

Facebook said to be building a newsletter product after Twitter buys into the space



Maggie Tillman, Contributing editor ✉ • 29 January 2021 • Rumour

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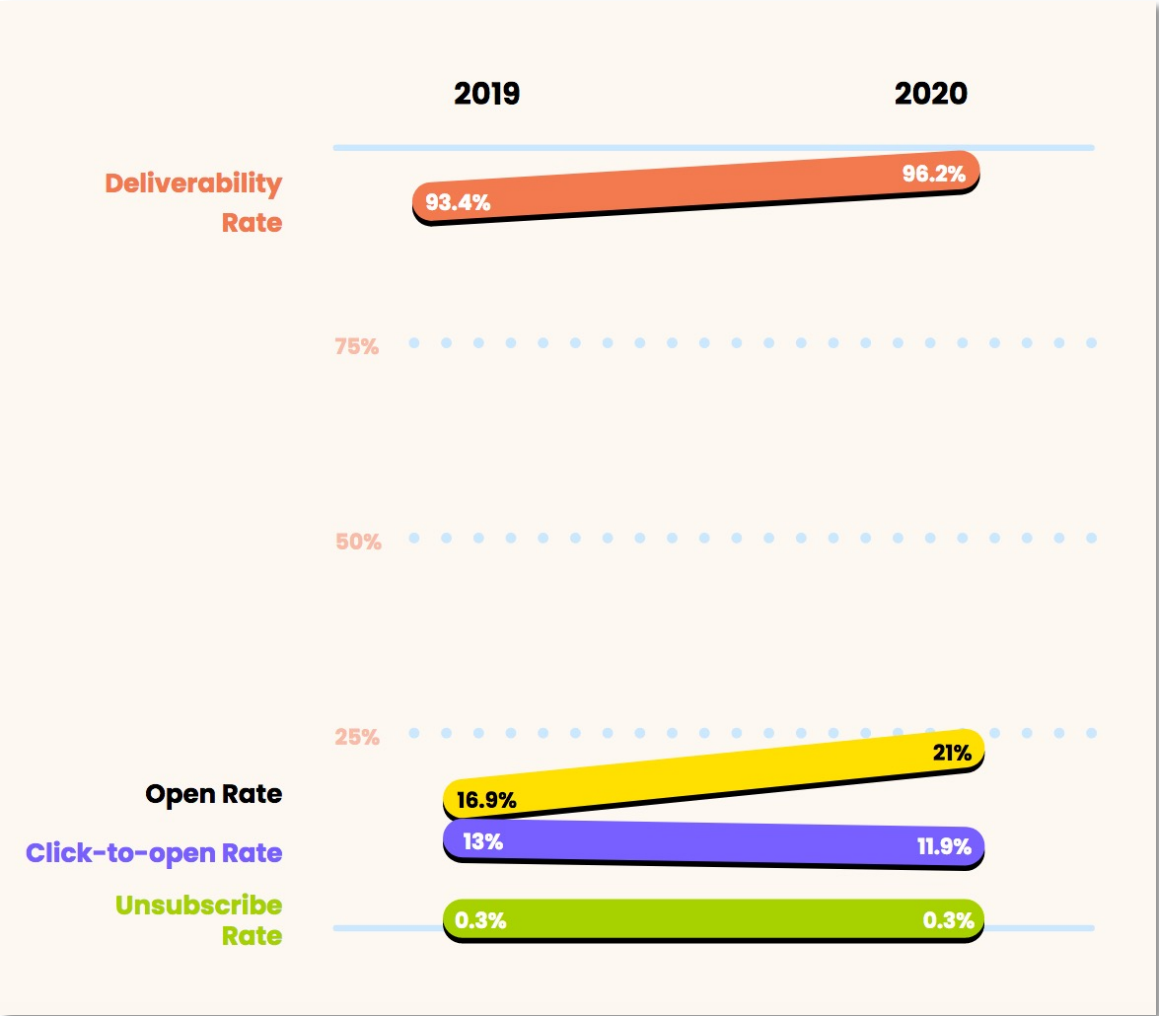
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Maggie Tillman, Contributing editor ✉ • 29 January 2021 • Rumour

LinkedIn Hidden Feature: Create a Newsletter on LinkedIn

By [Stefanie M. Marrone](#) on December 3, 2020





Newsletter

Newsletter

**CORONAVIRUS: CHECK HERE FOR LATEST TESTING INFORMATION, VISITOR
RESTRICTIONS + SERVICE CHANGES. >**



How to Overcome Mask Anxiety

From: **Cleveland Clinic** <updates@ccf.org>

Date: Tue, Aug 18, 2020 at 2:33 PM

Subject: Visiting us? Here's what you need to know

KNOW BEFORE YOU GO

YELLOW

ORANGE

RED

PURPLE

OHIO

YELLOW

ORANGE

RED

PURPLE

FLORIDA

A note from our CEO and President

Tomislav Mihaljevic, MD

Masking: a simple act of caring

I'm proud to share a video we recently released called, "I Wear Because I Care." It demonstrates how wearing a face covering is something simple we can do to protect our loved ones and those around us. You can watch the video on [YouTube](#).

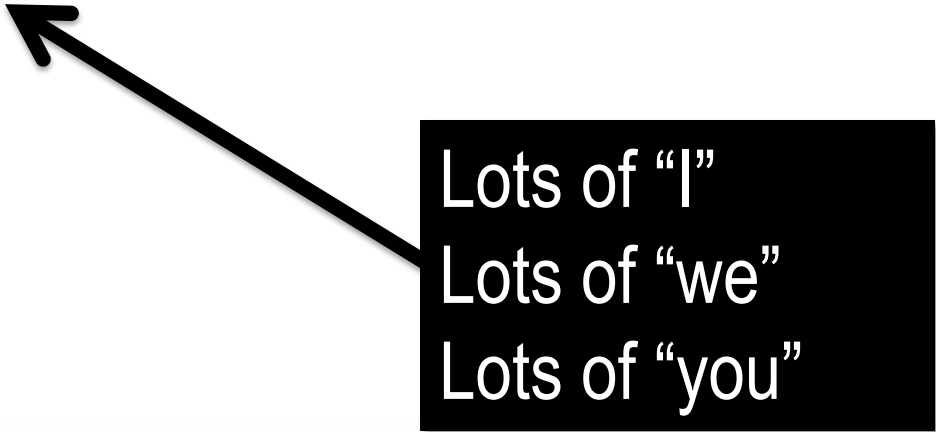
In times like these, it's important that we all make efforts to take care of each other and of ourselves. Thank you for being part of our Cleveland Clinic family.



Tomislav Mihaljevic, MD

CEO and President

Cleveland Clinic



Lots of "I"
Lots of "we"
Lots of "you"

PEER-TO-PEER *vs.* BRAND-TO-TARGET

Trust, affinity are grounded in
pathological empathy for an
audience.



From: "Tyler (On the Line)" <tyler.cumella@toasttab.com>
Subject: **Dust yourself off – we've got an industry to rebuild**
Date: May 20, 2020 at 4:45:04 PM EDT
To: ann@marketingprofs.com
Reply-To: ontheline@toasttab.com

On the Line

"Dust yourself off -
We've got an
industry to rebuild"

With reopening here or on the horizon, it's
time to get the band back together



What's happening?

With the shuttering of restaurants and an on-again, off-again switch to off-premise due

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Subject: **Dust yourself off – we've got an industry to rebuild**
Date: May 20, 2020 at 4:45:04 PM EDT
To: ann@marketingprofs.com
Reply-To: ontheline@toasttab.com

On the Line

No matter your business's size or concept, things are going to be different. It's oddly comforting to know that no one really knows what comes next, but we're all in this together. You'll have to navigate a new world where safety and social distancing rule, and making sure you're prepared to reopen for on-premise dining involves much more than just revisiting your cleaning protocol.



PATHOLOGICAL
EMPATHY

2

A REASON + A TELL.



**pizza
Hut®**

Pizza Hut

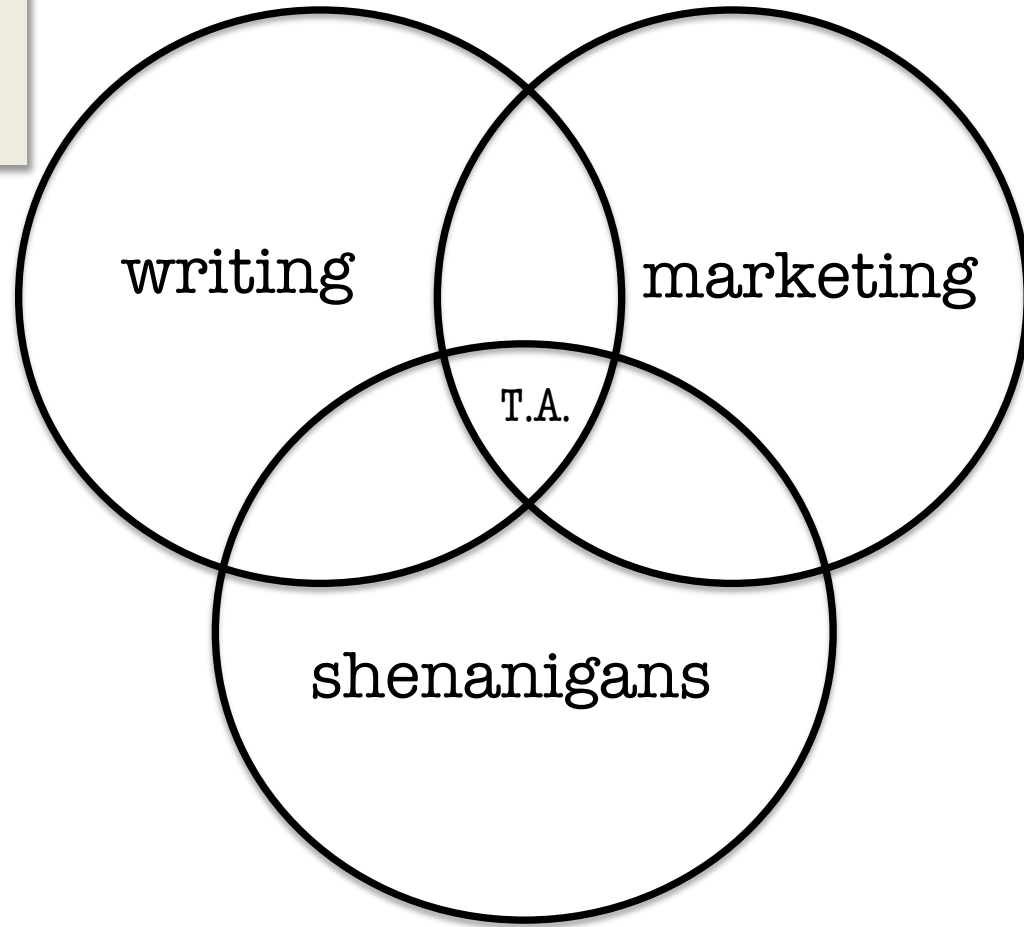
**WE HAVE
PIZZA**

BOO: “We need a newsletter for
_____”

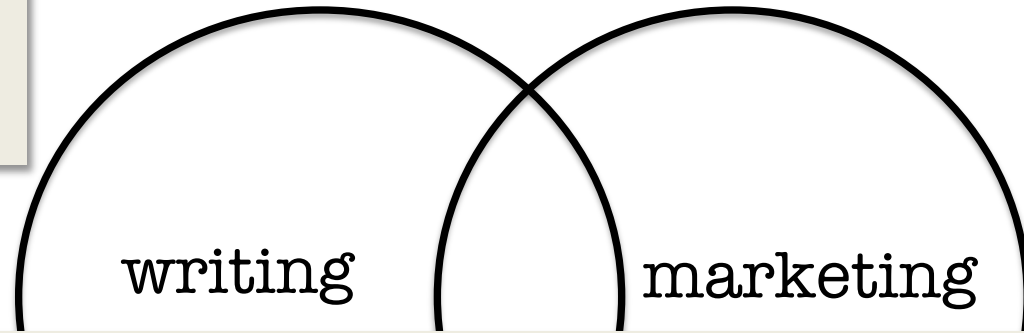
BOO: “We need a newsletter for
_____.”

YAY: “Our audience needs
_____. And only we provide
that.”

Total Annarchy:
Reason



Total Annarchy:
Tell



Personal narrative / storytelling

Relatable, obvious voice (never neutral)

Long-form (white space / puns / emojis 🍷)

Reason



Recruiting Brainfood

By Hung Lee

It's recruiting brainfood for the week ahead

19655 SUBSCRIBERS

173 ISSUES



A trusted resource for how the digital world
is changing HR, Recruiting.

Tell



Recruiting Brainfood

By Hung Lee

It's recruiting brainfood for the week ahead

19655 SUBSCRIBERS

173 ISSUES



Personal + Political + Quirky

Your email address...

Subscribe now

Tell



Recruiting Brainfood

By Hung Lee

It's recruiting brainfood for the week ahead

19655 SUBSCRIBERS

173 ISSUES



“Politics and world events cannot be separated from a topic like recruiting.” –*Hung Lee*

3

NOT JUST A WRITER:
AN ANCHOR-HOST.

June 2020

The New York Times



“My name is David Leonhardt.”

Hello from The New York Times.



My name is David Leonhardt. Each weekday, you will be receiving an email from me – called “The Morning” – that will help you make sense of the day’s biggest news. The email is meant to provide you with clarity, context and, ideally, some delight.

The New York Times

The Morning

September 11, 2020



By David Leonhardt

Good morning. More than 10 percent of Oregon residents have evacuated their homes. Wall Street has its first major female C.E.O. And the debate continues about the U.S. virus response.





“But they’re the NY
Times, *fer-Pete’s-sake!*”

Anand Sanwal

To: Ann Handley

Reply-To: Anand Sanwal



Friends don't let friends give into hype

Hi there,

In tech, it's easy to do what the cool kids are doing.

Best practices and all that jazz. I talked about it in a presentation on our [68 screwups as a SaaS company](#). It was screwup #20.

This type of pseudo-science, best practice chasing happens in product, engineering, marketing, sales, HR — in every function.

Marek Kirejczyk breaks down the anatomy of hype in software development. Check it out in The Blurb below.

Anand Sanwal

To: Ann Handley

Reply-To: Anand Sanwal



I love you.

Anand

[@asanwal](#)

P.S. Join us on September 6 for a briefing about CPG industry disruption.
[Sign up here.](#)

Anand Sanwal

To: Ann Handley

Reply-To: Anand Sanwal



2010 = 1,400 SUBS

2021 = 700,000 SUBS

Anand Sanwal

✓ anand.sanwal@cbinsights.com

To: Ann Handle

Reply-To: Anar

how to make pe

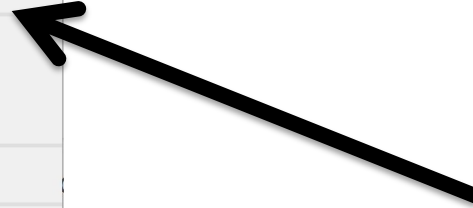
Copy Address

Add to VIPs

New Email

Add to Contacts

Search for "Anand Sanwal"



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Anand Sanwal

✓ anand.sanwal@cbinsights.com

To: Ann Handle

Reply-To: Anar

how to make pe

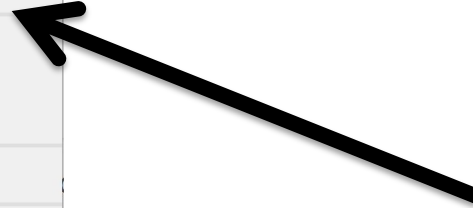
Copy Address

Add to VIPs

New Email

Add to Contacts

Search for "Anand Sanwal"



2010 = 1,400 SUBS

2021 = 700,000 SUBS

IF YOUR BRAND IS TO THRIVE IN 2020,
YOU'VE GOT TO SHOW YOUR FACE.

4

A NON-NEUTRAL VOICE.

Lose the “marketing voice.”

(We all have one.)



BERKSHIRE HATHAWAY INC.

To the Shareholders of Berkshire Hathaway Inc.:

Berkshire's gain in net worth during 2017 was \$65.3 billion, which increased the per-share book value of both our Class A and Class B stock by 23%. Over the last 53 years (that is, since present management took over), per-share book value has grown from \$19 to \$211,750, a rate of 19.1% compounded annually.*

The format of that opening paragraph has been standard for 30 years. But 2017 was far from standard: A large portion of our gain did not come from anything we accomplished at Berkshire.

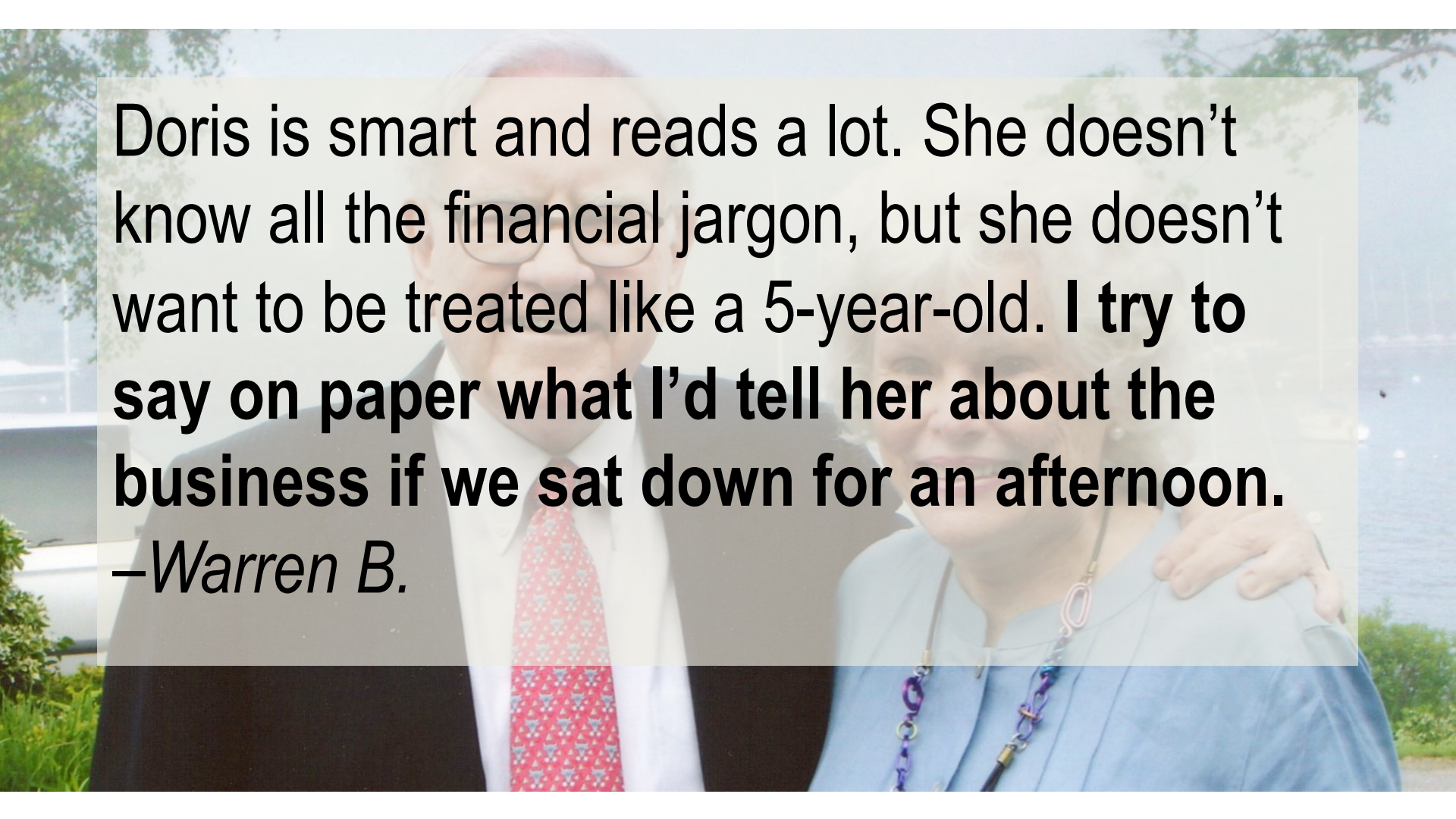
Simple. Accessible. Playful.

in still another interruption, I must first tell you about a new accounting rule – a generally accepted accounting principle (GAAP) – that in *future* quarterly and annual reports will severely distort Berkshire's net income figures and very often mislead commentators and investors.

The new rule says that the net change in *unrealized* investment gains and losses in stocks we hold must be included in all net income figures we report to you. That requirement will produce some truly wild and capricious swings in our GAAP bottom-line. Berkshire owns \$170 billion of marketable stocks (not including our shares of Kraft Heinz), and the value of these holdings can easily swing by \$10 billion or more within a quarterly reporting period. Including gyrations of that magnitude in reported net income will swamp the truly important numbers that describe our operating performance. For analytical purposes, Berkshire's "bottom-line" will be useless.

The new rule compounds the communication problems we have long had in dealing with the *realized* gains (or losses) that accounting rules compel us to include in our net income. In past quarterly and annual press releases,



A photograph of Warren Buffett and Doris Buffett. Warren is on the left, wearing a dark suit, white shirt, and a red tie with a small geometric pattern. He has his arm around Doris's shoulder. Doris is on the right, wearing a light blue jacket and a colorful necklace. They are both smiling. The background is a blurred outdoor scene with trees and a body of water.

Doris is smart and reads a lot. She doesn't know all the financial jargon, but she doesn't want to be treated like a 5-year-old. **I try to say on paper what I'd tell her about the business if we sat down for an afternoon.**

–Warren B.

WRITING TO DORIS IS AN
EMAIL SUPERPOWER.

#WRITETODORIS: THE YOU TEST

NOPE: DEAR *VALUED CUSTOMERS...*

YAY: YOU YOU YOU YOU YOU YOU YOU
YOU YOU YOU YOU YOU YOU YOU YOU
YOU YOU YOU YOU YOU YOU YOU YOU

#WRITETODORIS: CONTEXT

NOPE: THIS IS A THING WE'RE BLASTING THIS
SEGMENT ABOUT.

YAY: THIS IS AN USEFUL THING I WANT TO TELL
YOU ABOUT THAT COULD COME ONLY FROM
ME.

More **specific** writing = more **relatable** marketer.

ELEVATING AVIATION

BLUE SKY NEWS

A PUBLICATION OF  PITTSBURGH INTERNATIONAL AIRPORT

Week of February 15, 2021



PITTSBURGH
INTERNATIONAL AIRPORT

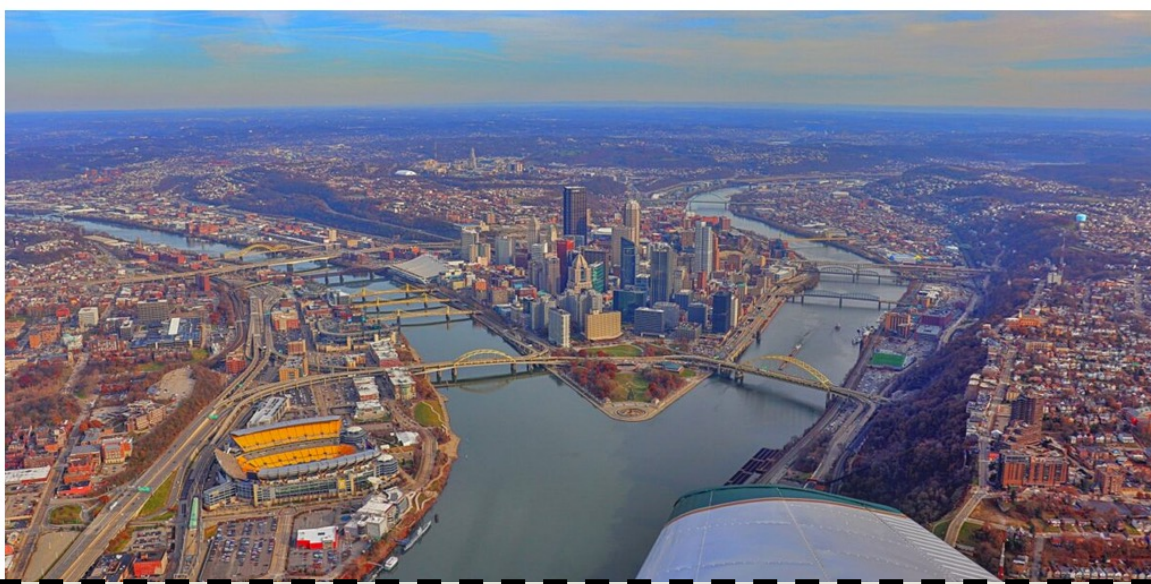


Pittsburgh as seen from a Piper Warrior in November 2019.

(Submitted by Matt Grossman)

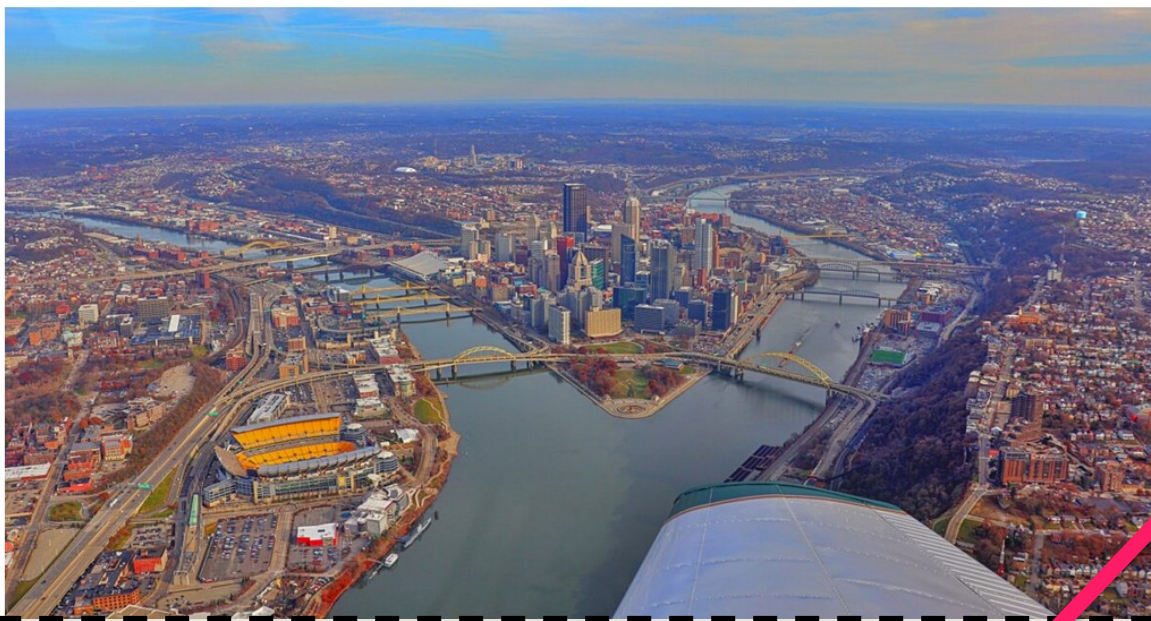
Photos of the Week: Close Encounters of the 'Burgh Kind

By Matt Neistein



“For our initial entry, we readily admit to our hometown bias in choosing Matt Grossman’s photo of our beautiful Steel City, taken from a Piper Warrior that took off from Butler Regional Airport (just north of PIT). We hope yinz understand.”

By Matt Neistein



“For our initial entry, we readily admit to our hometown bias in choosing Matt Grossman’s photo of our beautiful Steel City, taken from a Piper Warrior that took off from Butler Regional Airport (just north of PIT). We hope yinz understand.”

By Matt Neistein



yinz

/yinz/



Learn to pronounce

pronoun DIALECT • US

pronoun: yinz; pronoun: yunz

(in western Pennsylvania) you (used to refer to more than one person).
"how yinz guys doing?"

Origin

ENGLISH

you-uns → yinz
1980s

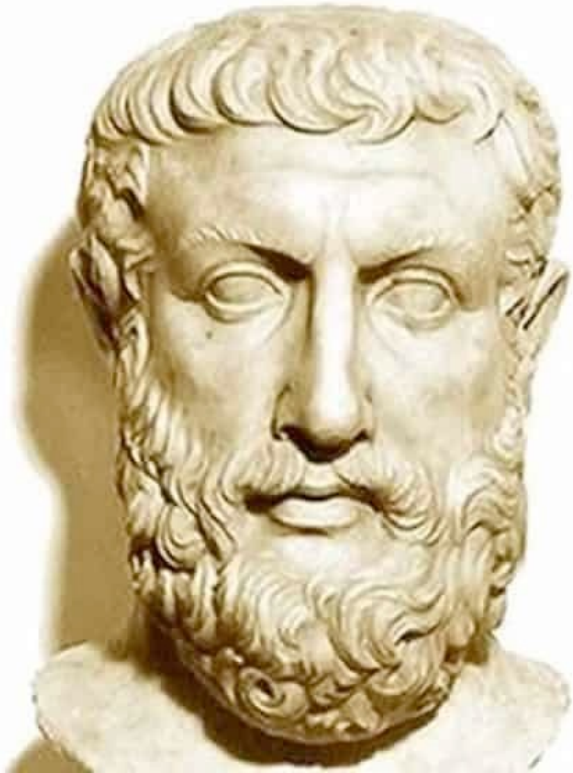
1980s: representing a regional pronunciation of *you-uns*, a plural form appearing in Appalachia and the Midwest from the early 19th century.

IF THE FROM LINE FALLS OFF...
WOULD YOU KNOW IT'S YOURS?

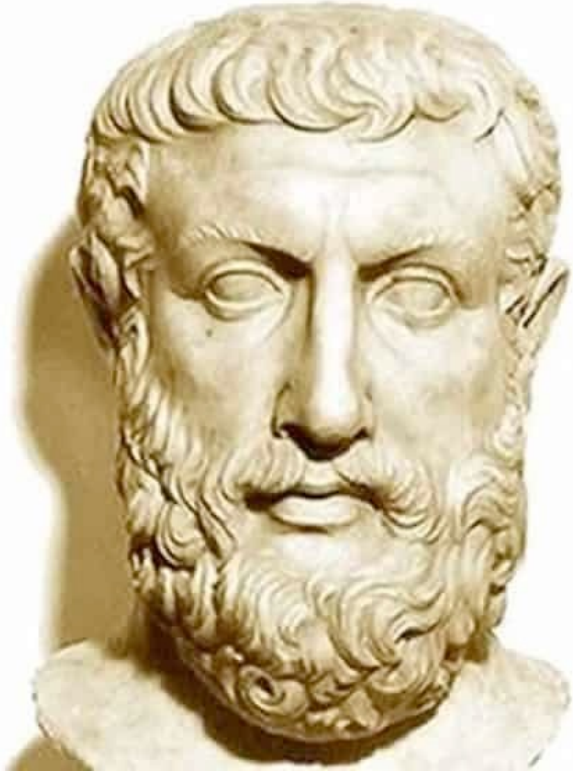
5 EXPECTATIONS AND BELONGING.

“You never get a second chance to
make a first impression.”

—*Pinterest, Greek philosopher*



57.7% of brands send **Welcome** emails

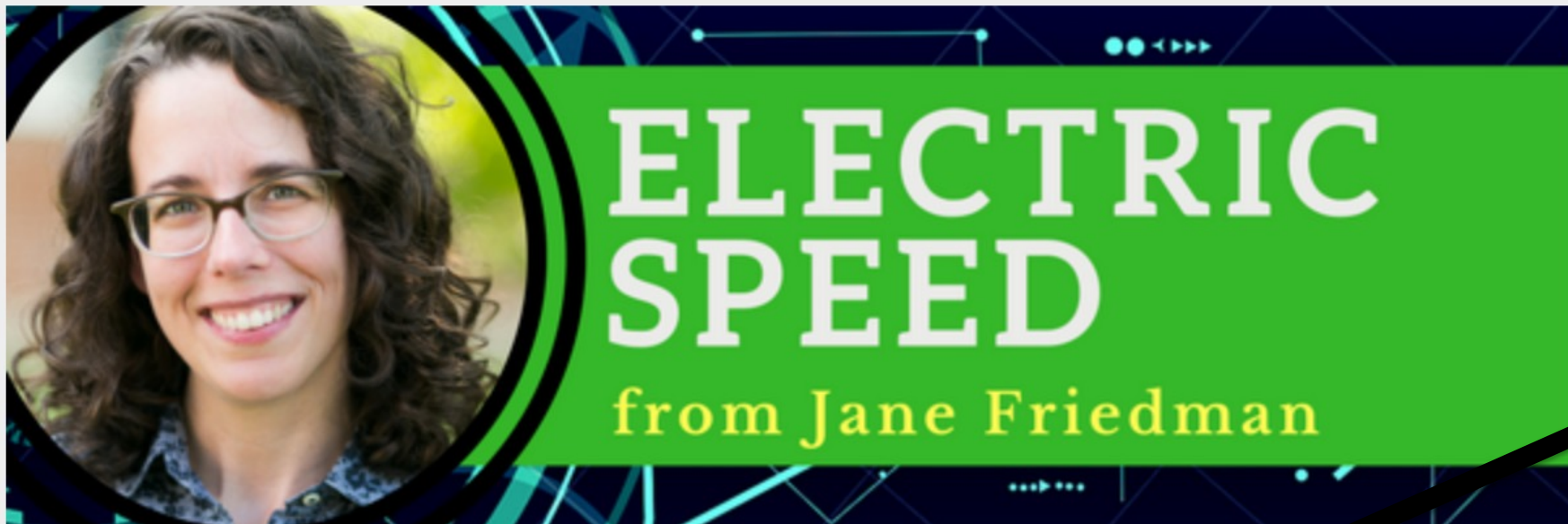


Yet they generate:

4x more opens

3x more transactions

Source: Invesp



Thank you for subscribing! **You'll start out with my three-message welcome series;** look for that first message shortly.

{👓}
A NEWSLETTER FROM
ANN HANDLEY

Hi Friend!

Congrats on being Total Annarchy's newest subscriber! Thank you!

📅 Every other Sunday (every two weeks) you'll get new writing, useful ideas, fresh links, and high-spirited meningitis—direct from me to you.

In the meantime, you'll hear all kinds of stuff from me.

Why did you subscribe to my newsletter? What do you hope to learn here?

67% open

43% subscribers click-through

31% subscribers hit Reply

SL: 🖐️ Welcome! I have a question for you...

{ 🧐 }
A NEWSLETTER FROM
ANN HANDLEY

Establishes tone

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Establishes tone

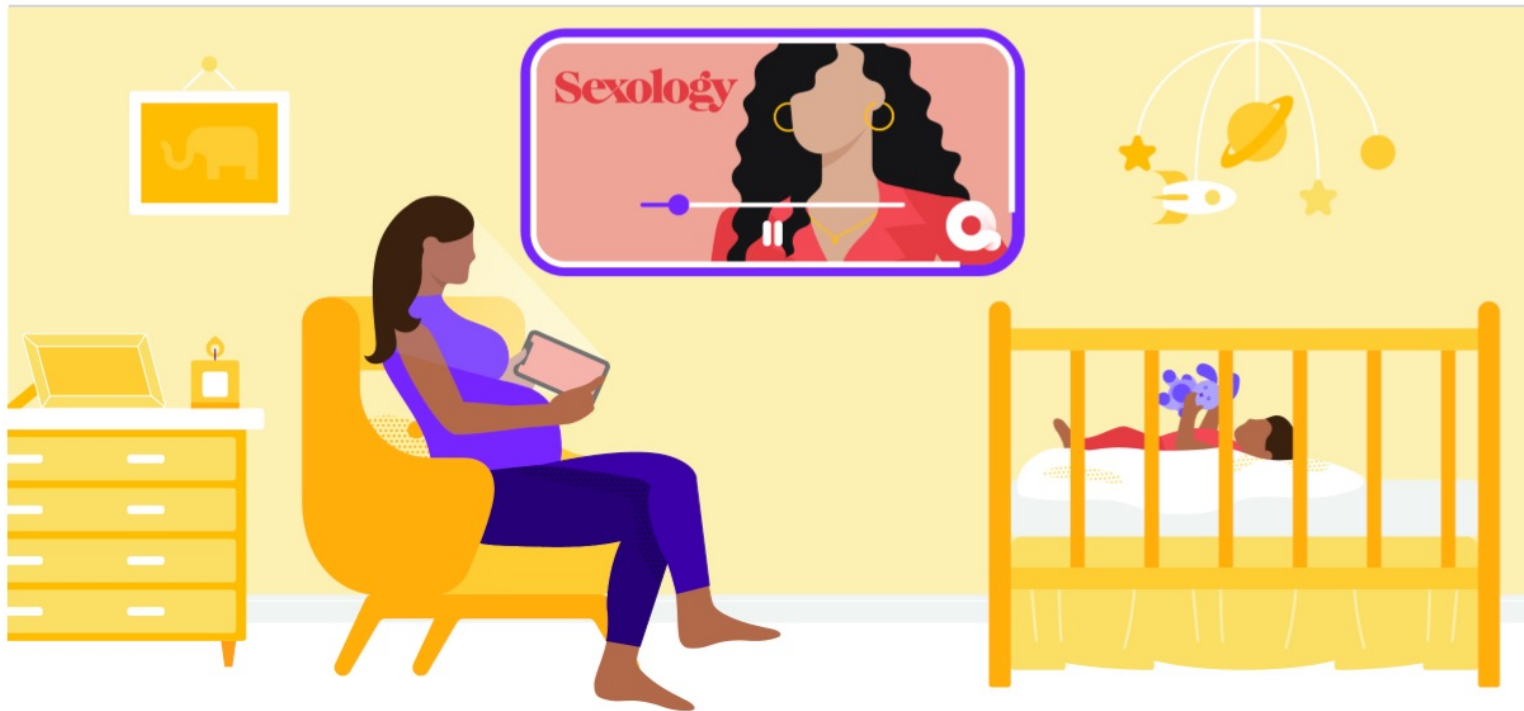
Sets expectations

Easy ask: "Tell me about you."

RELATABLE + RECIPROCAL.

6

BRIDGE NOT A TOWER.



DailySkimm'

Skimm'rs

In times like these, community matters more than ever. Let us know how you (or someone you know) is making an impact by helping others.

Cheering on...Cynthia O (CO). She's cycling across Colorado in remembrance of her sister Gina, who passed away in July and was an avid biker. [Follow her journey here.](#)

The perfect neighbor...Mark G (CA). He works for Food For Thought, an org in Sonoma County that provides food for people living with HIV and other serious illnesses. It recently started a program for people with COVID-19 so they have healthy food as they recover. [Learn more here.](#)

(Some) Birthdays...Jennifer Meyer (NY), Mariah Young (DC), Harmony Myhres (NY), Courtney Neumann (OK), Sonja Kapadia (VA), English Taylor (IL), Stephanie Ramirez (FL), Liz Lin (UT), Stephanie Huston Hill (NY), Nikki Trombetta (CA), Greg Koller (CAN), Alaina Walshe (CA), Leslie Waters (OK), Jordan Coburn (VA), Abby Daws (GA), Elizabeth Lin (UT)

**Paging all members of theSkimm. [Reach out here](#) for a chance to be featured.*



the daily carnage

Get the best dang marketing newsletter in your inbox on the daily.

Group by Carney

The Daily Carnage

🔒 Private group · 13.7K members



+ Invite

FACEBOOK GROUP FRIDAY

Cara asked, “Is there anything out in the interwebs that would allow me to bulk search websites for twitter accounts?”

Courtney wrote, “I would LOVE any ideas y’all have around events during the pandemic.”

Taryn is wondering, “What alternatives to GoDaddy do you like?”

Ceara wants to know, “What’s the best product subscription program tool out there?”

7

NETFLIX-LIKE MOMENTUM. (INTERNALLY AND EXTERNALLY)



“We’re a newsletter
not *Breaking Bad*.”

MOMENTUM: OPEN LOOPS

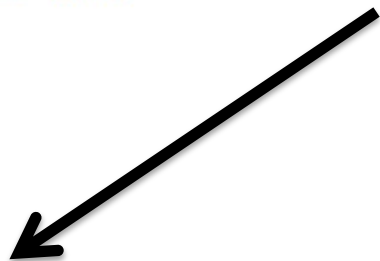
January 29, 2020

[Read in Browser](#)



MORNING BREW

TOGETHER WITH  **commonbond**



Good morning. Today is the 40th anniversary of the Rubik's Cube's international debut, which leads us to the following question: Can you name the six colors on a classic Rubik's Cube?

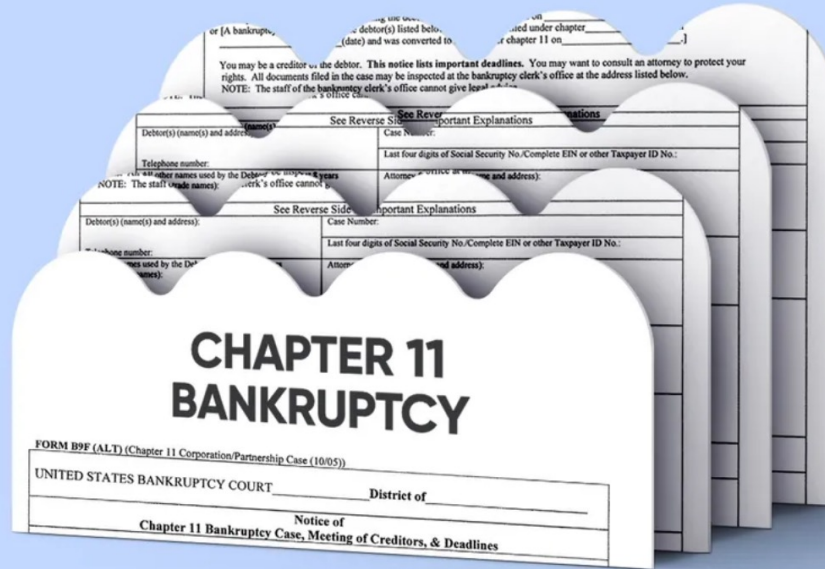
Ponder this as you read through the newsletter—you'll find the answer at the bottom. In the meantime...Apple earnings, historic deficits, and transatlantic squabbles.

MOMENTUM: PATTERN BREAKS

Retail Brew

BANKRUPTCY

The B-Word's Back



Francis Scialabba

Few phenomena can fill the dramatic void KUWTK will leave behind, but dispatches from retail bankruptcy court come close. After an August lull, bankruptcy updates are picking up again.

- **Restaurants.** Flannel season will bring an end to outdoor dining; if a return to indoor meals dovetails with a second wave of COVID-19, eateries of all sizes could lose business and miss rent.
- **Apparel retailers.** J.Jill, Christopher & Banks, and Destination XL rank high on S&P Global Market Intelligence's list of brands approaching bankruptcy territory. Like 2020's bankruptcy veterans, they're selling apparel that's fallen out of Zoom fashion and they're at risk of defaulting on massive debts.

Put it together...and we're due for a record-breaking total by the holidays. This year's retail bankruptcies passed last year's tally in July.

Zoom out: Total commercial bankruptcies slowed down in August, but filings still increased 17% YoY. September is typically a busy month on the bankruptcy circuit, and analysts expect filings to speed up regardless of industry this fall.

- **Restaurants.** Flannel season will bring an end to outdoor dining; if a return to indoor meals dovetails with a second wave of COVID-19, eateries of all sizes

2,000 words doesn't feel like 2,000 words.

- **Apparel retailers.** J.Jill, Christopher & Banks, and Destination XL rank high on S&P Global Market Intelligence's list of brands approaching bankruptcy territory. Like 2020's bankruptcy veterans, they're selling apparel that's fallen out of Zoom fashion, and they're at risk of defaulting on massive debts.

- Sharp headlines

Put it together... and we're due for a record-breaking total by the holidays. This year's retail bankruptcies passed last year's tally in July.

Zooming into the bankruptcy court filings, there were 1,000 in August, but filings still increased 17% YoY. September is typically a busy month on the bankruptcy circuit, and analysts expect filings to speed up regardless of industry this fall.



MOMENTUM: SCROLL MAGNETS!



Artificial intelligence.
Human language.
Awesome.



Hey Ann,

This morning, our CEO walked in wearing a mega eco-friendly 3 piece suit made out of cacti. We gotta admit, **he looked pretty sharp in it!**

Our crack team of linguists recently researched puns – specifically, which ones people find funny. They drew a representative sample of ten puns, and showed them to 1000 people, to see which ones made them laugh. Sadly, no pun in ten did.

**Stay awesome,
Phrasee**

Our crack team of linguists recently researched puns – specifically, which ones you’d find funny. They did a repetitive series of experiments and showed them to 1000 people, to see which ones made them laugh. Sadly, no puns ten did.

Stay awesome,
Phrasee

“Since Covid, we have focused even more on making dumb jokes, because the world is so depressing these days... and everything is so serious... mired in existential doom and gloom...” –*Parry Malm, Phrasee CEO*

THE MOST IMPORTANT PART OF THE NEWSLETTER IS THE LETTER.

STATE A REASON; INFUSE WITH A TELL.

ANCHOR AN ANCHOR-HOST.

NON-NEUTRAL VOICE.

SET EXPECTATIONS, SIGNAL BELONGING.

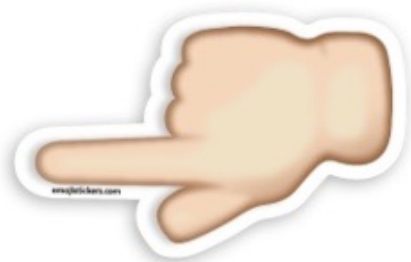
BRIDGE NOT A TOWER.

NETFLIX APPROACH: OPEN LOOPS, SCROLL MAGNETS

TRUTH X TIME =
TRUST AND AFFINITY

THANK YOU! YOU'RE DOING GREAT.

ann@annhandley.com
annhandley.com/newsletter





KAREN KNIGHT


Global CRM Campaign Manager






NEW TRIUMPH TRIDENT MOTORCYCLE REVEAL

CAMPAIGN ASSETS



FOR THE RIDE



TRIDENT

01 11 06 34

DAYS HOURS MINUTES SECONDS

TRIDENT REVEAL DATE ANNOUNCED

The reveal of the new Trident is set to premiere on 30th October 2020 12:00 (GMT)

Subscribe to our YouTube channel to watch the event live.

[SUBSCRIBE](#)

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TRIUMPH TRIDENT

LIVE LAUNCH

PURE MOTORCYCLING FUN. GUARANTEED.

The new Trident 660 introduces an exciting new dimension in fun, performance and style to our motorcycle line-up, with a unique combination of torque rich triple engine, agile confidence-inspiring ride and class leading technology.

[WATCH LAUNCH](#)

AGILE, SPORTY & CONFIDENCE-INSPIRING RIDE



660 CC ENGINE

81 PS PEAK POWER


64 NM PEAK TORQUE

[VIEW SPECIFICATION](#)


GENUINE ACCESSORIES

With over 45 accessories offered, including the My Triumph Connectivity System and an A2 licence conversion kit, you can easily enhance your Trident 660.

[CONSUME](#)



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TRIDENT

THE THRILLING SOUND OF A TRIUMPH TRIPLE

Turn up the volume and discover the distinctive, hair raising sound of the new Triumph Trident 660 triple engine with our exclusive soundbite.

[LISTEN NOW](#)



TAKE A CLOSER LOOK

Take an up-close 360-degree guided walk around the new Trident 660 with our features and benefits video.

[WATCH VIDEO](#)

[f](#) [t](#) [i](#)

CAMPAIGN ENGAGEMENT

Campaign Performance Results

	Opened %	Click Rate %
Trident - Reveal Campaign	38.1%	13.2%
Automotive averages	9.72%	9.48%
Difference	28.38%	3.72%
Trident KMI nurture	Opened %	Click Rate %
	71.5%	48.9%

Industry Averages

This table, from data published as of 9 March 2021, gives the [average email open and clickthrough rates by industry](#). The overall average open rate is 16.97%, with a 10.29% CTR - how do your email rates compare?

Business Type	Open Rate (Total)	Click-Through Rate	Bounce Rate
All Industries - Overall Average	16.97%	10.29%	10.59%
Accommodations (e.g. hotel, inn, B&B, camp grounds)	17.29%	8.76%	8.54%
Accountant	16.94%	9.40%	12.20%
Animal Services	21.23%	9.19%	9.10%
Art, Culture, Entertainment (e.g. galleries, museums, musicians, theatre, film, crafts)	17.79%	9.02%	7.62%
Automotive Services	9.72%	9.48%	6.74%
Child Care Services	22.99%	8.67%	9.60%
Civic/Social Membership (e.g., associations, chambers, clubs)	12.63%	10.64%	6.36%

Source - Smart Insight: <https://www.smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/>



VISH GUPTA

Marketing Operations Manager



databricks

How Simple Self Service and Collaboration allows Databricks to Scale Email Marketing

Vish Gupta

Marketing Operations Manager





Lakehouse

One simple platform to unify all of
your data, analytics, and AI workloads

CUSTOMERS

5000+

Across the globe

ORIGINAL CREATORS



Move fast, but don't break things

Challenge

Allow flexibility and creativity in content creation

Allow go to market teams to move quickly in a rapidly growing market without increasing overhead

Increase collaboration and visibility while reducing friction

Solution

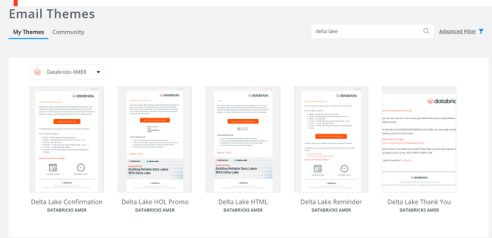
Provide self serve landing page and email creation

Cut SLA for Marketing Ops without increasing headcount

Streamline approval flows while allowing approvers to see what the final email product would look like

Removing roadblocks and creating a smooth send path

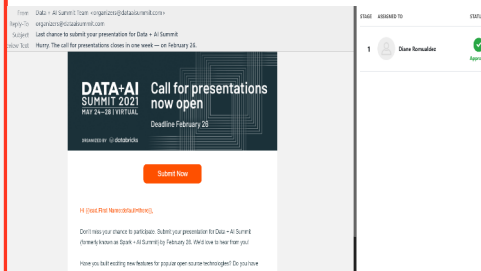
Self-Service



Early success indicators:

- Templated, easy-to-use email, adopted across all GEOs
- Reduction in friction due to last minute changes

Decreasing SLAs



Early success indicators:

- Confident, clear communication and approval flows, removed one headcount from having to manage the workflow
- Reduced SLA 2-4 days depending on program type

Collaboration



Early success indicators:

- Reduced need for multiple tools and tickets
- Custom templates for personalized content

Increase efficiency without increasing costs

#

Understand what's slowing you down

Analyze your tech stack and budget

#

#

Train, collect success stories, and get buy in for the solution

WE HAVE TOO MANY TOOLS!



WE NEED MORE TOOLS!

memegenerator.net



Unconventional wisdom on marketing and technology, and disruptive ideas that go against the grain.

Recording podcast with special guest Ann Handley on April 16th!!!

<https://podcasts.apple.com/us/podcast/unsubscribed>



Thank you!

