

AllPosters.com emails have arrived!

Online retailer sees 100 percent of Gmail emails arriving into inbox

Overview

Art.com Inc. is a leading authority in wall décor and the world's largest online retailer of posters, prints, and framed art, as well as professional custom framing and mounting services at affordable prices. AllPosters.com (one of three Art.com brands) currently engages both customers and prospects with a promotional email campaign highlighting a broad array of products and services along with a special offer. Their mailing reports indicated a percentage of their Gmail subscribers were not receiving emails in their inbox. Working diligently with their Experian CheetahMail Account team, they identified and implemented a series of initiatives that significantly improved their deliverability success, resulting in 100 percent of AllPosters.com Gmail emails arriving safely in subscribers' inboxes.

Challenges

- Successfully deliver emails to the inboxes of opt in Gmail customers and prospects
- Increase open, click and transaction rates for Gmail subscribers
- Maintain high deliverability rates

Solution

Ensuring that emails are delivered to the Gmail inbox is often a challenge for email marketers. Due to Gmail's ever-evolving filtering criteria, about 56 percent of AllPosters.com emails were ending up in the bulk or "spam" folder. In order to achieve optimal email engagement during the holiday season, it was critical that this issue be solved in a timely manner.

"We knew we were missing great opportunities to communicate relevant and rich content to our opt-in Gmail customers and needed a solution, especially with holiday right around the corner. With the help of Experian CheetahMail, we were able to approach the issue from multiple angles and raise Gmail inbox placement to 100 percent. The insight of the dedicated Deliverability team coupled with the AllPosters.com team's diligence in implementing the solution was key to resolving the issue."

Jared Coelho, Email Marketing and Promotions Manager, Art.com

"Experian CheetahMail's expertise in the area of deliverability has helped us to significantly improve our Gmail deliverability and insure that the emails our customers expect from us are delivered directly to their inbox. We look forward to working with them in the future to continue to monitor and improve all aspects of our email programs."

Jared Coelho
Email Marketing and
Promotions Manager
AllPosters.com

To improve both inbox deliverability and email engagement metrics, AllPosters.com followed the recommendations of CheetahMail's Deliverability team:

- Removed Gmail hard bounces from file
- Drilled down into email behavior to identify the subscribers
Gmail considered to be active
- Mailed only to 3 month active Gmail population
- Moved unsubscribe link for Gmail subscribers to the top of mailing
- Used a slower flow rate (10k/hr) for Gmail segments

Results

By working closely with Experian CheetahMail, AllPosters.com was able to improve their deliverability to Gmail inboxes from 56% to 100% — a 44% increase in successful delivery! Higher open, click to open, and transaction rates also resulted from this strategy.

AllPosters.com customers:

- 22% open rate increase
- 15% click to open rate increase
- .03% increase in transaction rate resulting in incremental revenue

AllPosters.com prospects:

- 5% open rate increase
- Click to open rate increase of 15%
- .03% increase in transaction rate resulting in incremental revenue



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