MarketingSherpa
EM@IL SUMMIT '07
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Email Testing: Going Beyond the Basics

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VistaPrint
Monday, March 5, 2007

About VistaPrint

- Founded in 1999
- Target SOHO market
- $152.1 MM Revenue FY 2006, 100% Online, 67% Y/Y Growth
- 17 Local Websites including US, Spain, UK
- Over 8 Million Customers Worldwide

Retention Email Goals

- Improve Net Contribution/Impression

$$\frac{(\text{Campaign Revenue} * \text{GM\%} - \text{Marketing Cost})}{\text{Mailable Population}}$$

- Improve Customer Life Time Value

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5 Typical Campaigns

#1 Multi-Product Sales Increase Product Awareness

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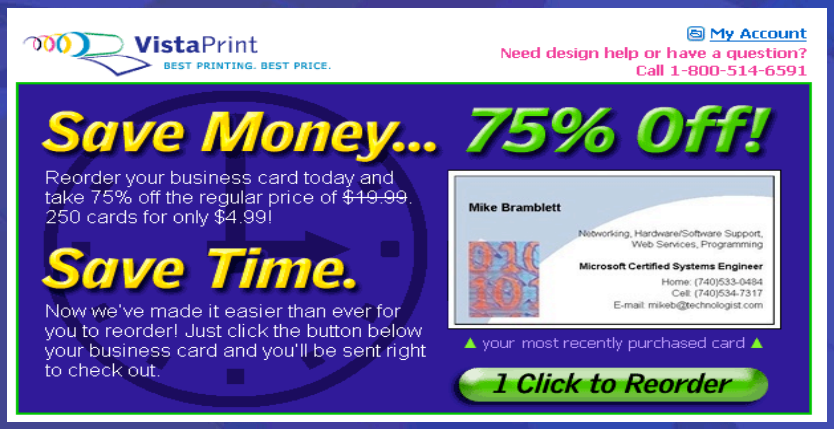
5 Typical Campaigns

#2 Premium Business Cards Drive Reorders



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5 Typical Campaigns

#3 Dollar Sales Increase Trial

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5 Typical Campaigns

#4 New Product Introductions Create Awareness

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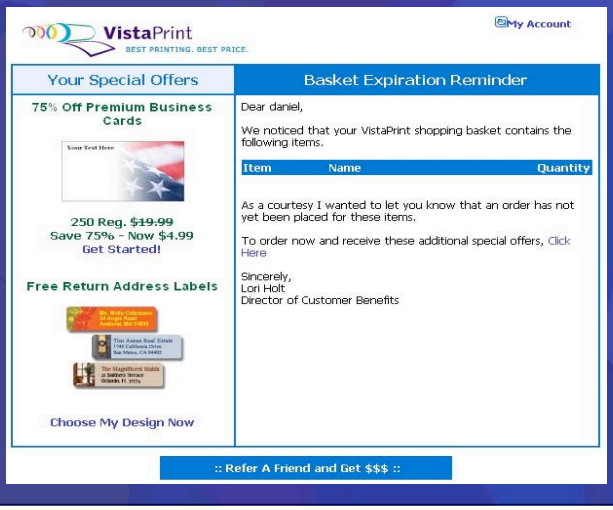
5 Typical Campaigns

#5 Lifecycle Campaigns Increase Conversion Rate



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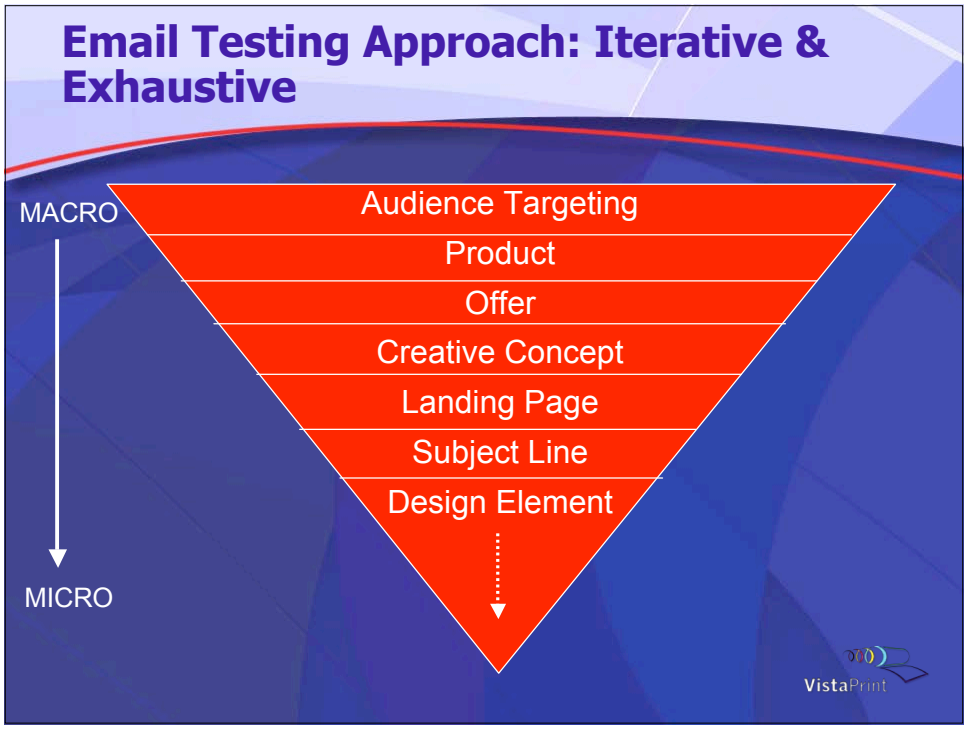
Email Testing Approach: Iterative & Exhaustive



Top Tests in '06

Audience: Reducing List Size by Removing Inactives *Increased* Revenue 10-40%

Segment	Tenure	Result
Non Buyers	0-3 Months	Mail
	3-6 Months	NO Mail
	6-12 Months	NO Mail
	12-24 Months	NO Mail
Buyers	0-3 Months	Mail
	3-6 Months	Mail
	6-12 Months	Mail
	12-24 Months	Mail Some

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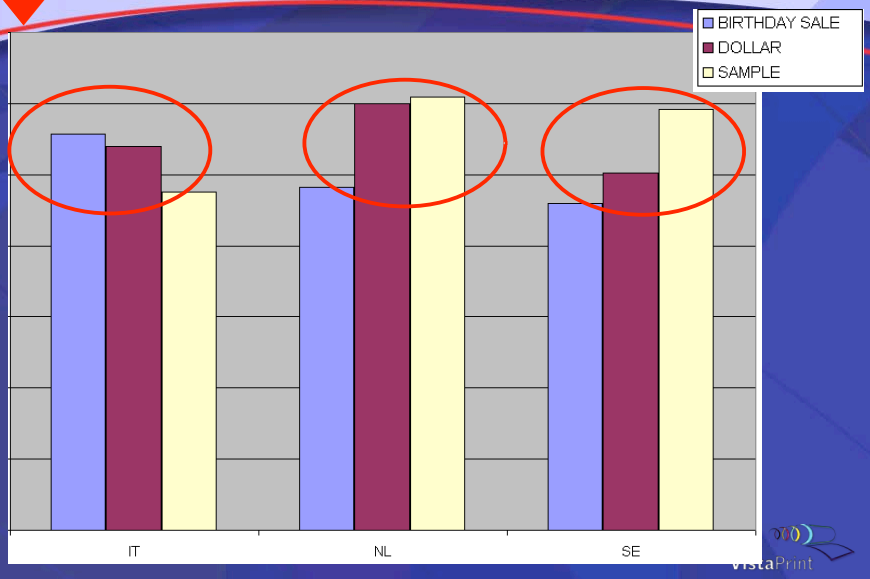
Audience: Campaign Performance Varies by Country



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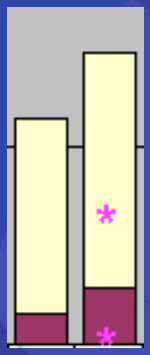
Product: Segment Targeting Grew Revenue 15%; One Segment Improved 50%

Control Version

Segment Test



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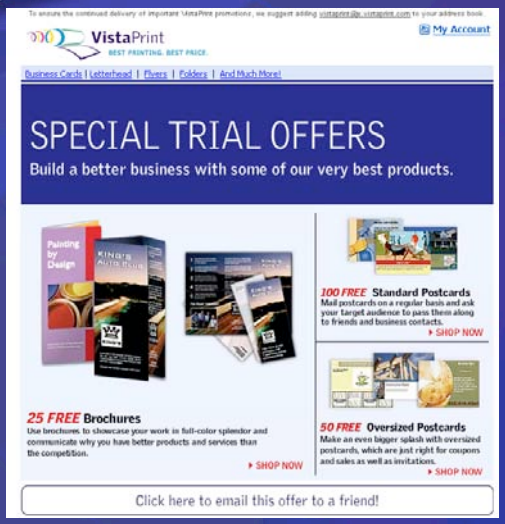
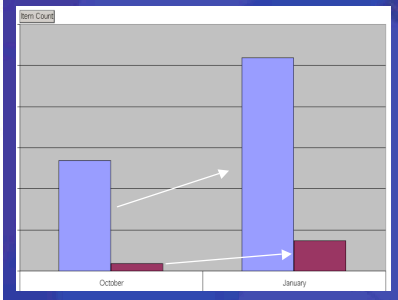
Offer: Introducing FREE Trials of Higher Price Products Drove Product Adoption





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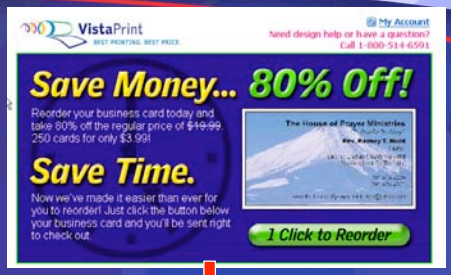
Concept: Repositioning Free Campaign Drove 40% Lift in Revenue

40% Higher Click%!

Landing Page: One-to-One Targeting With "Fast Path" Grew Conversion Rates 15%



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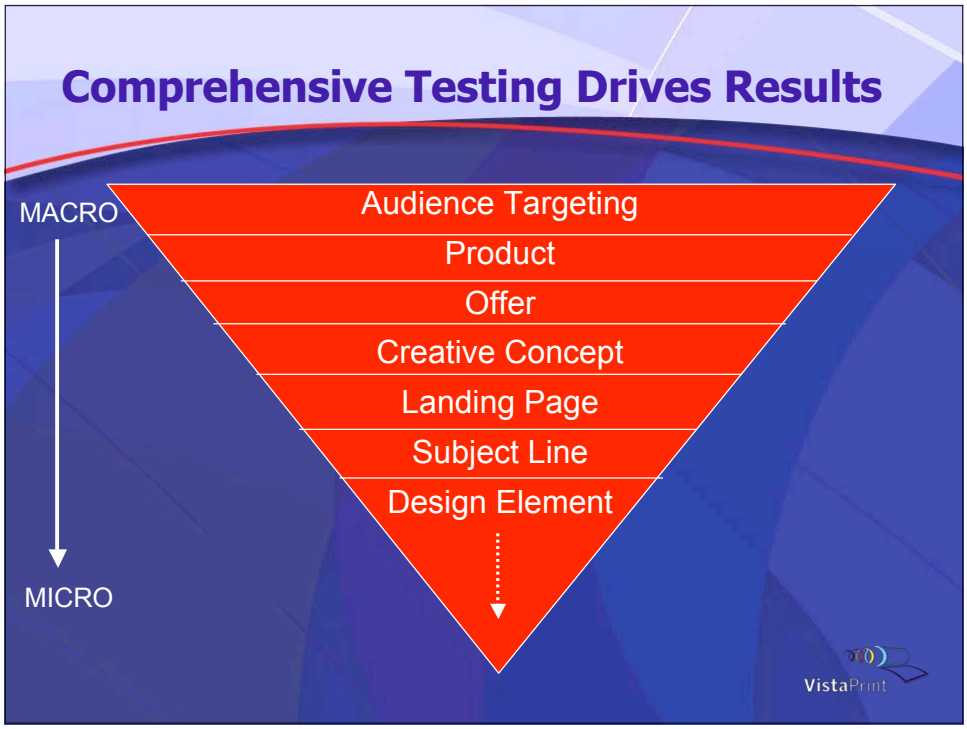
Creative: Creative Execution Improved Revenue 5%-20%

Design Elements: No Product Images Drove 8% Higher Sales



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Credit/Thank You

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Special Thanks to:

Cheetah Mail