

Email Testing: Going Beyond the Basics

Presented by Trynka Shineman
 Vice President – Retention Marketing
 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



5 Typical Campaigns

#1 Multi-Product Sales Increase Product Awareness

**VistaPrint**
BEST PRINTING. BEST PRICE.

 [My Account](#)
Need design help or have a question?
Call 1-800-514-6591

SEMI ANNUAL
SALE
SAVE UP TO 99%

5 Typical Campaigns

#2 Premium Business Cards Drive Reorders

**VistaPrint**
BEST PRINTING. BEST PRICE.

[My Account](#)
Need design help or have a question?
Call 1-800-514-6591

Save Money... 75% Off!
Reorder your business card today and take 75% off the regular price of \$49.99. 250 cards for only \$4.99!**Save Time.**
Now we've made it easier than ever for you to reorder! Just click the button below your business card and you'll be sent right to check out.

▲ your most recently purchased card ▲

[1 Click to Reorder](#)

5 Typical Campaigns

#3 Dollar Sales Increase Trial

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BEST PRINTING. BEST PRICE.

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Call 1-800-514-6591



THIS MONTH ONLY

DOLLAR DAYS

VISTAPRINT

250 Glossy Business Cards Glossy Regularly \$9.99 Now Only \$1 ONE DOLLAR	140 Return Address Labels Regularly \$7.99 Now Only \$1 ONE DOLLAR	25 Magnets Regularly \$12.99 Now Only \$1 ONE DOLLAR
HURRY - THIS IS A LIMITED TIME OFFER		
10 Folded Note Cards Regularly \$9.99 Now Only \$1 ONE DOLLAR	140 Caricature Address Labels Regularly \$12.99 Now Only \$1 ONE DOLLAR	10 Invitations Regularly \$7.99 Now Only \$1 ONE DOLLAR



5 Typical Campaigns

#4 New Product Introductions Create Awareness


[My Account](#)

Introducing FREE Rubber Stamps!

For address or general-purpose use

- Choose from 10 designs
- Personalize up to 3 lines of text

You talked. We listened.

The #1 requested product!

Order one FREE today!



FAX	Bill and Sandy Jacobs 115 Lakeland Road Petaluma, CA 95558	PAID	M Eileen Moreau 54 Candia Road Hollis, NH 02833	THANK YOU
	Bill and Sandy Jacobs 115 Lakeland Road Petaluma, CA 95558	COPY	Eileen Moreau 54 Candia Road Hollis, NH 02833	Bill and Sandy Jacobs 115 Lakeland Road Petaluma, CA 95558
			Eileen Moreau 54 Candia Road Hollis, NH 02833	


[Click here to e-mail this offer to a friend!](#)

Offer expires February 28, 2006. Shipping and processing, product upgrades and photologo uploads not included unless otherwise specified. Discount not valid on quantities greater than 1. VistaPrint's graphic design services are not available for any free product or for any product discount greater than 25%. Not valid on previous purchases. See web site for details.



5 Typical Campaigns

#5 Lifecycle Campaigns Increase Conversion Rate


[My Account](#)

Your Special Offers

75% Off Premium Business Cards

Your Text Here

250 Reg. \$19.99
Save 75% - Now \$4.99
Get Started!

Free Return Address Labels

Choose My Design Now

Basket Expiration Reminder

Dear daniel,

We noticed that your VistaPrint shopping basket contains the following items.

Item	Name	Quantity

As a courtesy I wanted to let you know that an order has not yet been placed for these items.

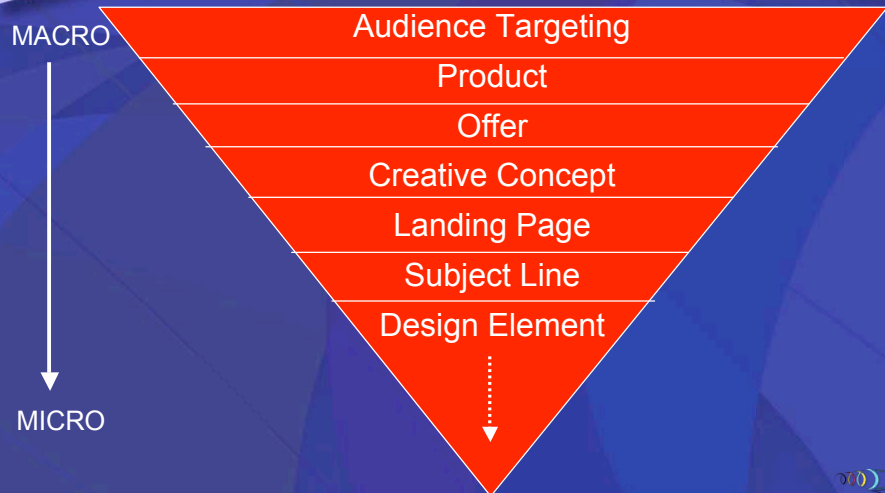
To order now and receive these additional special offers, [Click Here](#)

Sincerely,
Lori Holt
Director of Customer Benefits

[Refer A Friend and Get \\$\\$\\$](#)



Email Testing Approach: Iterative & Exhaustive

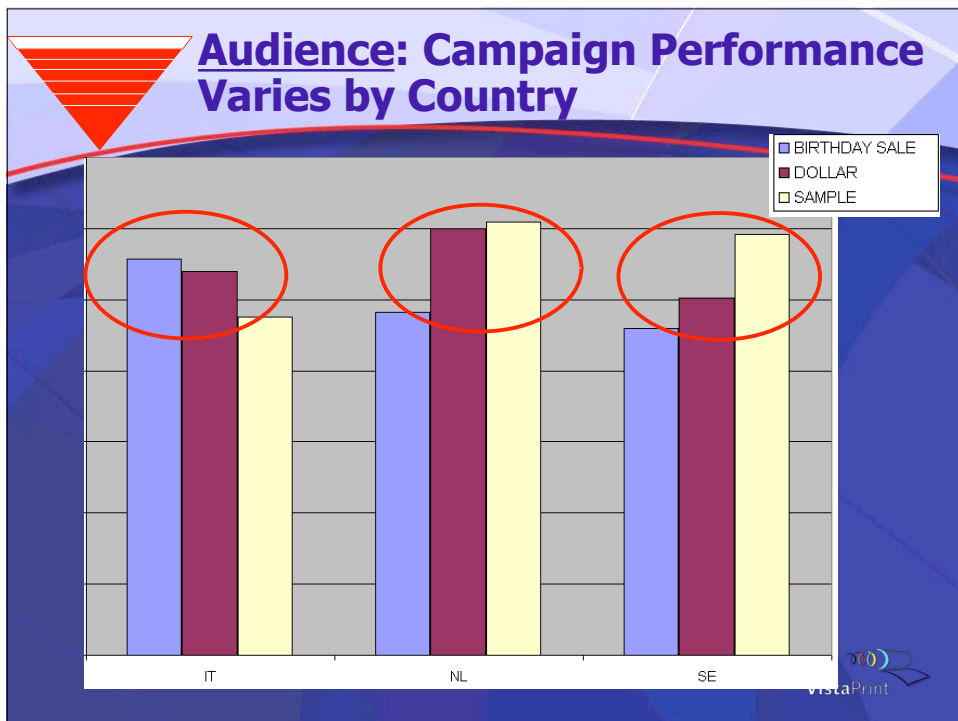


Top Tests in '06

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

VistaPrint



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

Control Version

You're invited to join our Product Sampling Board this week only!

Dear Customer,

We at VistaPrint take our customers' feedback seriously. That's why we're cordially inviting you to participate in our exclusive Product Sampling Board.

Sample any of the products shown here for FREE (see only for shipping and processing). Then give us your honest opinion of the products you tried when we contact you at a later date. It's that simple!

Thanks to customer feedback, we've introduced many new products lately. For example, we are now able to offer you a beautiful selection of Holiday Cards that you can customize with your own personal text and photos. Many of our designs even come with a full accent, giving your cards an extra sparkle that leaves a sophisticated, lasting impression on those who receive them.

You can also choose from a broad range of notepads, desk calendars, postcards, note cards, large calendar magnets and more - just in time for the Christmas season. Just for loyal customers such as you.

So go ahead - click on any of the product images here and enjoy your free samples. I can't tell you how excited we are to receive your feedback!

Sincerely,
Lynne Hall
Director of Client Services

Notepads
2 req. \$9.99
Now Free

Desk Calendar
2 req. start at \$9.99
Now Free

Postcards
100 req. start at \$9.99
Oversized Postcards
50 req. start at \$9.99
Now Free

Holiday Cards
10 req. start at \$9.99
Now Free

Note Cards
10 req. start at \$9.99
Now Free

Calendars
10 req. start at \$9.99
Now Free

Segment Test

You're invited to join our Product Sampling Board this week only!

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Notepads
2 req. \$9.99
Now Free

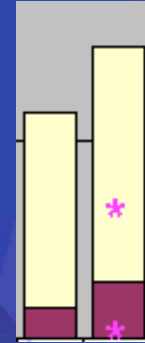
Desk Calendar
2 req. start at \$9.99
Now Free

Postcards
100 req. start at \$9.99
Oversized Postcards
50 req. start at \$9.99
Now Free

Brochures
25 req. start at \$9.99
Now Free

Datasheets
25 req. start at \$9.99
Now Free

Calendar Magnets
10 req. start at \$9.99
Now Free



VistaPrint

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

To ensure the continued delivery of important VistaPrint promotions, we suggest adding customers@vistaprint.com to your address book.

VistaPrint
BEST PRINTING. BEST PRICE.

Business Cards | Letterhead | Flyers | Folders | And Much More!

SPECIAL TRIAL OFFERS

Build a better business with some of our very best products.

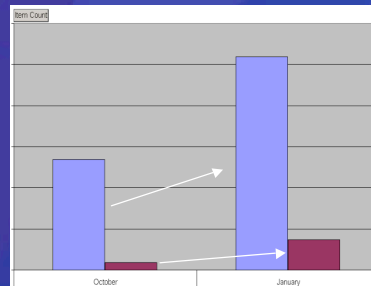
Painting by Design
KIMBER ALLEN'S DESIGN

100 FREE Standard Postcards
Mail postcards on a regular basis and ask your target audience to pass these along to friends and business contacts.
SHOP NOW

25 FREE Brochures
Use brochures to showcase your work in full-color splendor and communicate why you have better products and services than the competition.
SHOP NOW

50 FREE Oversized Postcards
Make an even bigger splash with oversized postcards, which are just right for coupons and sales as well as invitations.
SHOP NOW

Click here to email this offer to a friend!



VistaPrint



Concept: Repositioning Free Campaign Drove 40% Lift in Revenue

FREE Custom Printing & Graphic Design Services This Week Only!

250 Business Cards **FREE**
Great Value Order Now

140 Return Address Labels **FREE**
Regularly \$7.99 Now **FREE** Order Now

25 Magnets **FREE**
Regularly \$12.99 Now **FREE** Order Now

10 Invitations **FREE**
Regularly \$7.99 Now **FREE** Order Now

140 Caricature Return Address Labels **FREE**
Regularly \$12.99 Now **FREE** Order Now

VistaPrint Graphic Design Services
1-888-316-7155 Call today!

Who is VistaPrint and why are these free?
With more than 5,000,000 customers worldwide, VistaPrint is the leading online provider of custom printing. Our incredible promotion allows you to sample some of our products for free. This week, order this week and receive more design ideas, more design ideas, more design ideas.

VistaPrint

VistaPrint
BEST PRINTING. BEST PRICE.

Need design help or have a question?
Call 1-800-514-6591

FREE SAMPLES!
You're invited to join our Product Sampling Board this month.

How does it work?
▶ Sample a product shown here (pay only for shipping and processing).
▶ When we ask you about the product you sampled, give us your honest opinion.

250 Business Cards **NOW FREE**

Return Address Labels **NOW FREE**

Magnets **NOW FREE**

Invitations **NOW FREE**

Caricature Return Address Labels **NOW FREE**

40% Higher Click%

Click here to e-mail this offer to a friend!



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

This Month Only!
Save **80%** On Premium Business Cards!
250 Cards Now Just \$3.99
More than 300 design choices **Order Now!** No VistaPrint logo on backside

VistaPrint
BEST PRINTING. BEST PRICE.

Need design help or have a question?
Call 1-800-514-6591

Save Money... 80% Off!
Reorder your business card today and take 80% off the regular price of \$19.99. 250 cards for only \$3.99!

Save Time.
Now we've made it easier than ever for you to reorder! Just click the button below your business card and you'll be sent right to check out.

1 Click to Reorder

VistaPrint
BEST PRINTING. BEST PRICE.

Home | Services | Contact Us | My Account | Cart

Premium Business Cards - Browse or Search Design Templates

Enter any keyword

Most Popular

Page 1 of 5

VistaPrint
BEST PRINTING. BEST PRICE.

Home | Services | Contact Us | My Account | Cart

Your Business Card
Reorder your business card now and save 80%!

Reorder Business Card

1 Click to Reorder





Creative: Creative Execution Improved Revenue 5%-20%

2

Note Pads
1 reg. \$7.99
FREE

Postcards
Reg. starting at \$4.99
FREE

Small Magnets
25 reg. \$4.99
FREE

48 HOUR SALE

Don't wait till the last second!

Offers Expire November 8, 2006

0179
Seconds until the sale ends

Holiday Cards
10 reg. start at \$7.99
FREE

Calendars
Reg. starting at \$6.99
FREE

3

Note Pads
1 reg. \$7.99
FREE

Holiday Cards
10 reg. start at \$7.99
FREE

Postcards
Reg. starting at \$4.99
FREE

2007 Calendars
Reg. starting at \$6.99
FREE

48 HOUR SALE

Offers Expire November 8, 2006

1 So many FREE offers.
SO LITTLE TIME!

- Note Pad – 1 FREE
- Holiday Cards – 10 FREE
- Standard Postcards – 100 FREE
- Oversized Postcards – 50 FREE
- Desk Calendar – 1 FREE
- Calendar Magnets – 10 FREE
- Small Business Magnets – 25 FREE
- Invitations 4" x 8" – 10 FREE

48 HOUR SALE

Offers Expire November 8, 2006





Design Elements: No Product Images Drove 8% Higher Sales



\$\$\$ CAUTION

FALLING PRICES BELOW

ALL ROADS LEAD TO OUR BIGGEST SALE EVER!

THE FOLLOWING PRODUCTS ARE NOW AVAILABLE FOR FREE!

NEW! Sticky Notes 1 FREE GREAT VALUE	Postcards 100 reg. start at \$24.99 NOW FREE	Large Magnets 10 reg. \$10.99 NOW FREE	Note Pads 1 reg. \$7.99 NOW FREE	Oversized Postcards 50 reg. \$19.99 NOW FREE
Small Magnets 25 reg. \$10.99 NOW FREE	Free Rubber Stamps 1 FREE GREAT VALUE	Note Cards 10 reg. start at \$7.99 NOW FREE	Return Address Labels 140 reg. \$7.99 NOW FREE	NEW! Pocket Stamps 1 FREE GREAT VALUE
Invitations 10 reg. start at \$7.99 NOW FREE	NEW! Lower Quantity Letterhead 10 sheets FREE GREAT VALUE	Brochures 25 reg. \$10.99 NOW FREE	Desk Calendars 1 reg. \$6.99 NOW FREE	Announcements 10 reg. \$7.99 NOW FREE

THE FOLLOWING PRODUCTS ARE NOW AVAILABLE AT A DISCOUNT!

Premium Business Cards Save 80% 250 reg. \$19.99 NOW \$3.99	Glossy Business Card Upgrade* Half Price Reg. \$4.99 NOW \$2.49	Flyers Half Price 25 reg. \$29.99 NOW \$14.99	Presentation Folders Save 33% 250 reg. \$49.99 NOW \$25.49	Photo/ Logo Uploads Half Price Reg. \$4.99 NOW \$2.49
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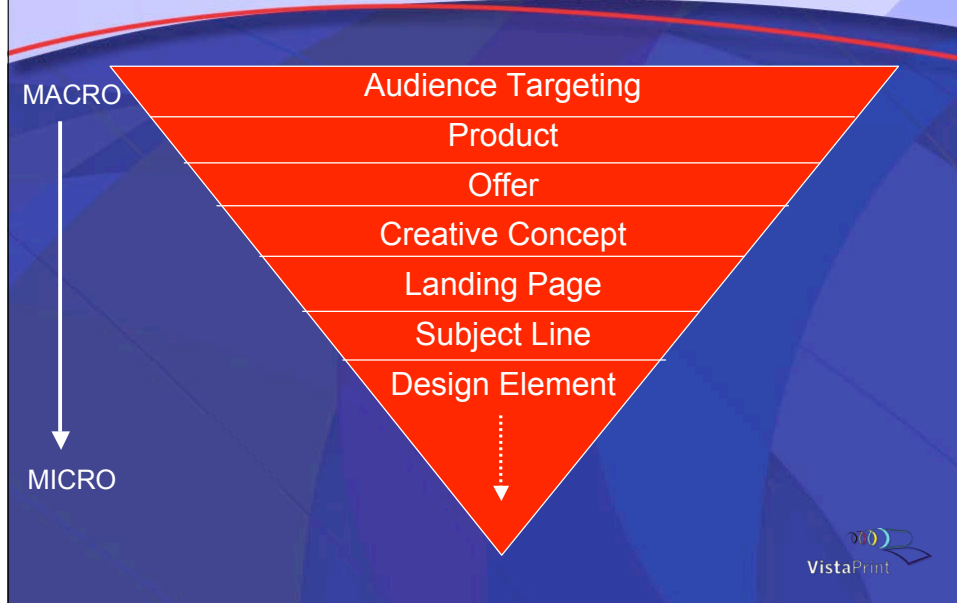
NEW! Sticky Notes 1 FREE GREAT VALUE	Postcards 100 reg. start at \$24.99 NOW FREE	Large Magnets 10 reg. \$10.99 NOW FREE	Note Pads 1 reg. \$7.99 NOW FREE	Oversized Postcards 50 reg. \$19.99 NOW FREE
Small Magnets 25 reg. \$10.99 NOW FREE	Free Rubber Stamps 1 FREE GREAT VALUE	Note Cards 10 reg. start at \$7.99 NOW FREE	Return Address Labels 140 reg. \$7.99 NOW FREE	NEW! Pocket Stamps 1 FREE GREAT VALUE
Invitations 10 reg. start at \$7.99 NOW FREE	NEW! Lower Quantity Letterhead 10 sheets FREE GREAT VALUE	Brochures 25 reg. \$10.99 NOW FREE	Desk Calendars 1 reg. \$6.99 NOW FREE	Announcements 10 reg. \$7.99 NOW FREE

THE FOLLOWING PRODUCTS ARE NOW AVAILABLE AT A DISCOUNT!

Premium Business Cards Save 80% 250 reg. \$19.99 NOW \$3.99	Glossy Business Card Upgrade* Half Price Reg. \$4.99 NOW \$2.49	Flyers Half Price 25 reg. \$29.99 NOW \$14.99	Presentation Folders Save 33% 250 reg. \$49.99 NOW \$25.49	Photo/ Logo Uploads Half Price Reg. \$4.99 NOW \$2.49
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Comprehensive Testing Drives Results



 **EM@IL SUMMIT '07**
+ Bootcamp, Awards & Expo

Credit/Thank You

Trynka Shineman

VistaPrint

617-890-8434

tshineman@vistaprint.com

Special Thanks to:

Cheetah Mail