

**Best Dynamic Content or Personalized Email
Gold B2C
Microsoft Enhanced Hotmail and Messenger Launch!**

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Vendors/Agencies: Yesmail

MarketingSherpa Summary – Why They Won

When Microsoft wanted to announce enhanced mobile versions their Hotmail and Messenger services, they needed to target their email announcement to likely to be mobile users. So they conducted two levels of segmentation and personalization: First, they segmented the database mobile users, non-mobile users, and previous but not active mobile users. Then, they customized and co-branded messages according to the subscriber's mobile carrier, such as AT&T. The result:

- o 26% of users that clicked through from the email completed the desired end action
- o Cobranding provided a 12% lift in conversions vs. non-cobranding creative (as high as 43% lift in certain segments)
- o Mobile users converted at rate 433% higher than non-mobile users, achieving goal of driving significant engagement among current users
- o Lapsed mobile users converted at a 311% higher rate than non-mobile users, driving overall active user growth more efficiently than acquiring new customers

From their Nomination Form:

The Microsoft Enhanced Hotmail and Messenger Launch! campaign is an industry leading example of how to do email marketing right by offering very relevant content to a targeted audience with a very clear message and call to action.

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- Enhanced interface for easier messaging
- Store your password for quick login

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- Faster page loading & easier navigation
- HTML support for viewing graphics and photos

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On the go? Use Messenger to IM from your phone

- Search your buddy list for contacts
- Have multiple conversations at one time
- Send emoticons like you do on the PC

Try Messenger on my Phone 



Microsoft

Created data enter your name. Check with your mobile provider for more information.