

**Best (or Most Dramatic) Test You Learned From  
Gold Consumer  
Capital One Graphics Rendering Test**

Brand/Client Side Team:  
Capital One Team

**MarketingSherpa Summary – Why They Won:**

Going where more of us should go more often, the team at Capitol One decided to test how well their emails work when they aren't working – when the graphics don't display. By running a combination of graphic and html text in various creative iterations, they hit on just the right mix of the two that resulted in a dramatic overall increase in response.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

**From Their Nomination Form:**

By incorporating these new best practices into our email channel creatives, the team realized better than expected results. At first we were surprised to discover that in some cases open and click rates went down while net response rates went up dramatically.

However, by improving the clarity of our messages, we had eliminated openers and clickers by recipients just trying to understand what the message was about, but added openers and clickers by recipients who were really interested in the offer. The results of this test not only taught us to follow the best practices, but also the value of looking past open and click metrics and optimizing for actual response rates.

## Get the info you need in a click or two



Re: Your credit card account ending in [!-\$ACCT\_LAST\_4 \$-]

[!-\$FULL\_NMS-],

You can always call in to get what you need, but did you know that your account info is only a few clicks away? With [Online Banking](#) you don't have to wait—and it's free!

- Check your account balance
- Pay your bill
- View recent activity
- View and print statements
- Add authorized users

The best part is, [Online Banking](#) is safe. We protect your account information with firewalls and site encryption. You can even get your questions answered via secured messaging. [Enroll in Online Banking](#) today!

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- Learn what you can do with Online Banking
- Click through the site with sample account info
- Get answers to frequently asked questions

