

**Best (or Most Dramatic) Test You Learned From
Gold B2B
Dell Subscription Reactivation Test**

Brand/Client Side Team:

Liz Brown Bullock, Kendra Williams, Shawn McCallum

Vendors/Agencies:

T3, Enfatico

MarketingSherpa Summary – Why They Won:

Using Valentines Day as a clever device for acknowledging that nobody likes being spammed with irrelevant emails, Dell introduced their subscription preference center with a message of love for their inactive users. By doing so, they reengaged a significant number of consumers who had previously tuned out. Just goes to show that if you give love, you get love.

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:

Dell Small Business isn't exactly known for having warm and fuzzy messages, much less for using humor. This campaign turned that upside down and got noticed by the community.

The Email Wars blog cited it in the blog: "(Dell) used the holiday as an unexpected date to release the news and give their subscribers MORE control over the types of emails they get from Dell. I appreciated not only the humor, but the fact that Dell like more and more brands are giving the control back to the subscriber."

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LET US TAKE CARE OF IT

With Dell's new e-mail subscription center, if you update your preferences, we'll send you more relevant e-mails customized to your business.

All in the name of love.

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BECAUSE WE HAVEN'T HEARD FROM YOU

With Dell's new e-mail subscription center, you can update your preferences and receive more relevant e-mails customized to your business.

We value our working relationship, but if your feelings have changed, you can also choose to opt out of future Dell marketing e-mails.

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