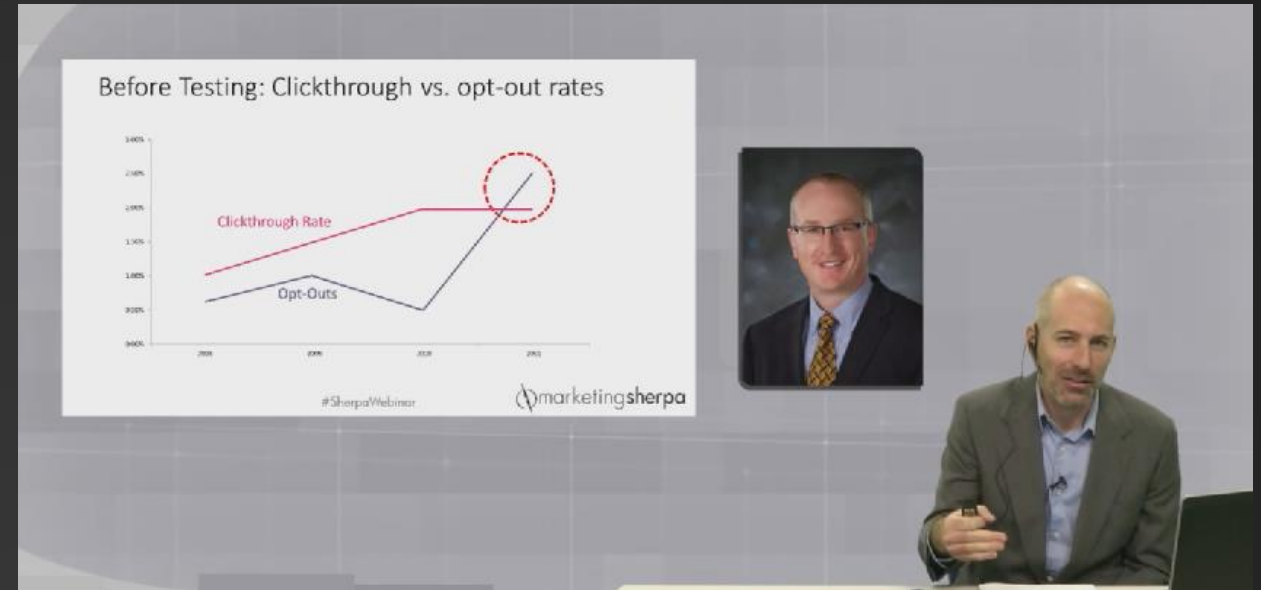


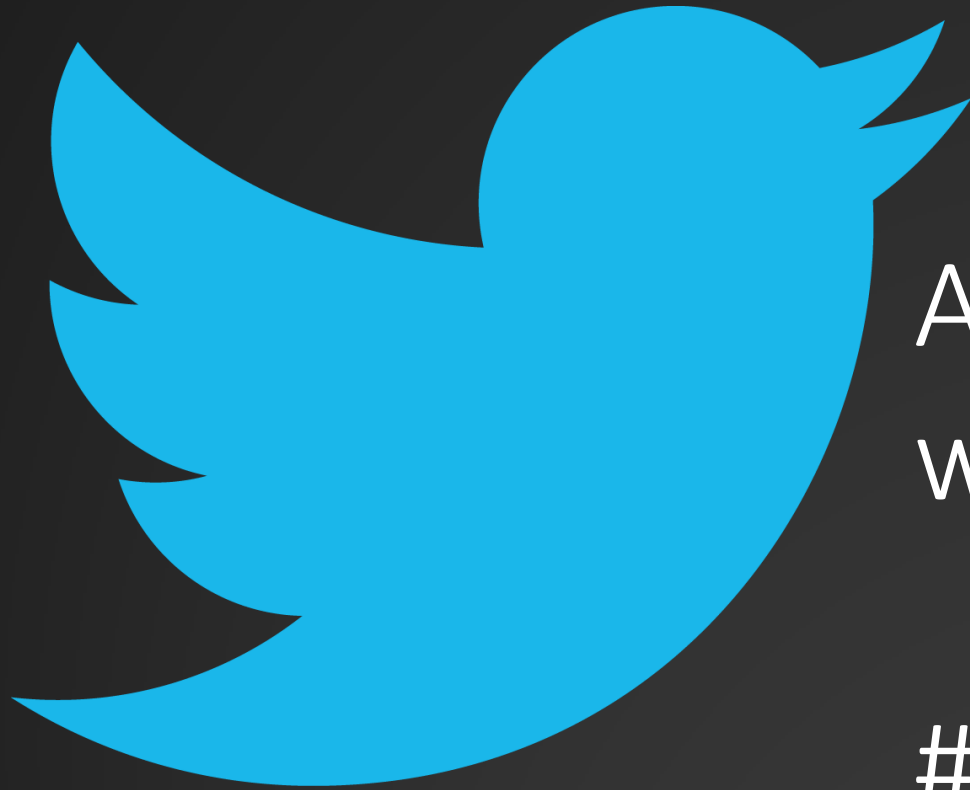
Replay available

In this webinar replay, Daniel Burstein, Director of Editorial Content, MECLABS, and Tom Mender, Senior Database Marketing Manager, Whirlpool, discuss how one test triggered a testing transformation for Whirlpool.



[Watch it now](#)

[Access our other webinars](#)



Ask questions and tell us
what you learned on Twitter!

#SherpaWebinar



Email Marketing

Why One Test Triggered a 180-Degree Turn in How All Whirlpool Brands Direct Market to Consumers

Speakers



Tom Mender

Senior Manager, Database Marketing
Whirlpool

[@TomMender](#)



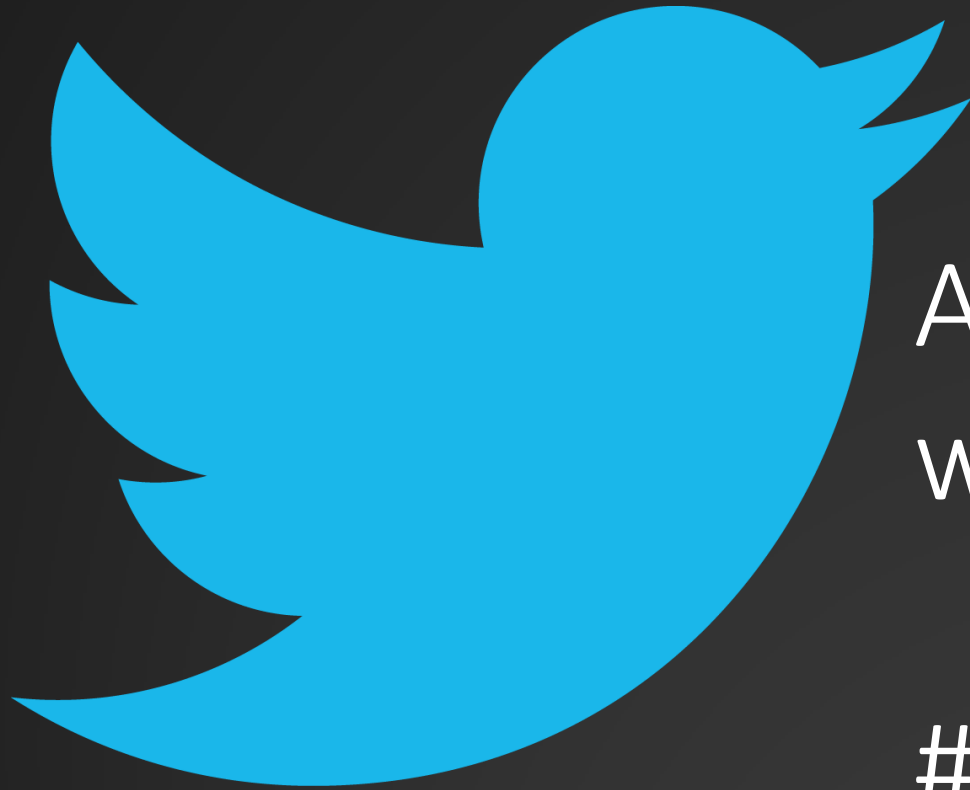
Daniel Burstein

Director of Editorial Content
MECLABS

[@DanielBurstein](#)

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what you learned on Twitter!

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Related resources

- [Web Optimization Summit 2014](#)
- [Email Marketing: Whirlpool lifts clickthrough rate 42%, creates testing culture](#)
- [B2C Email Marketing: Mobile accessories company boosts revenue-per-email 152% via customer appreciation promotion](#)
- [Email Marketing: Dell lifts revenue 109% via GIF-centric campaign](#)
- [Email Marketing 2013: The top 10 MarketingSherpa articles for your New Year's marketing resolutions](#)

Session speaker



@TomMender

Thomas Mender **Senior Manager, Database Marketing** **Whirlpool**

Thomas has more than 20 years of experience in development and implementation of data warehouses, turn-key applications and business intelligence solutions for a variety of industries.

Currently, he heads the database marketing team at Whirlpool and manages multichannel direct marketing across multiple brands and business units.

Mender is a graduate of Purdue University and is also an Oracle Data Warehouse Certified Professional.

#SherpaWebinar



About



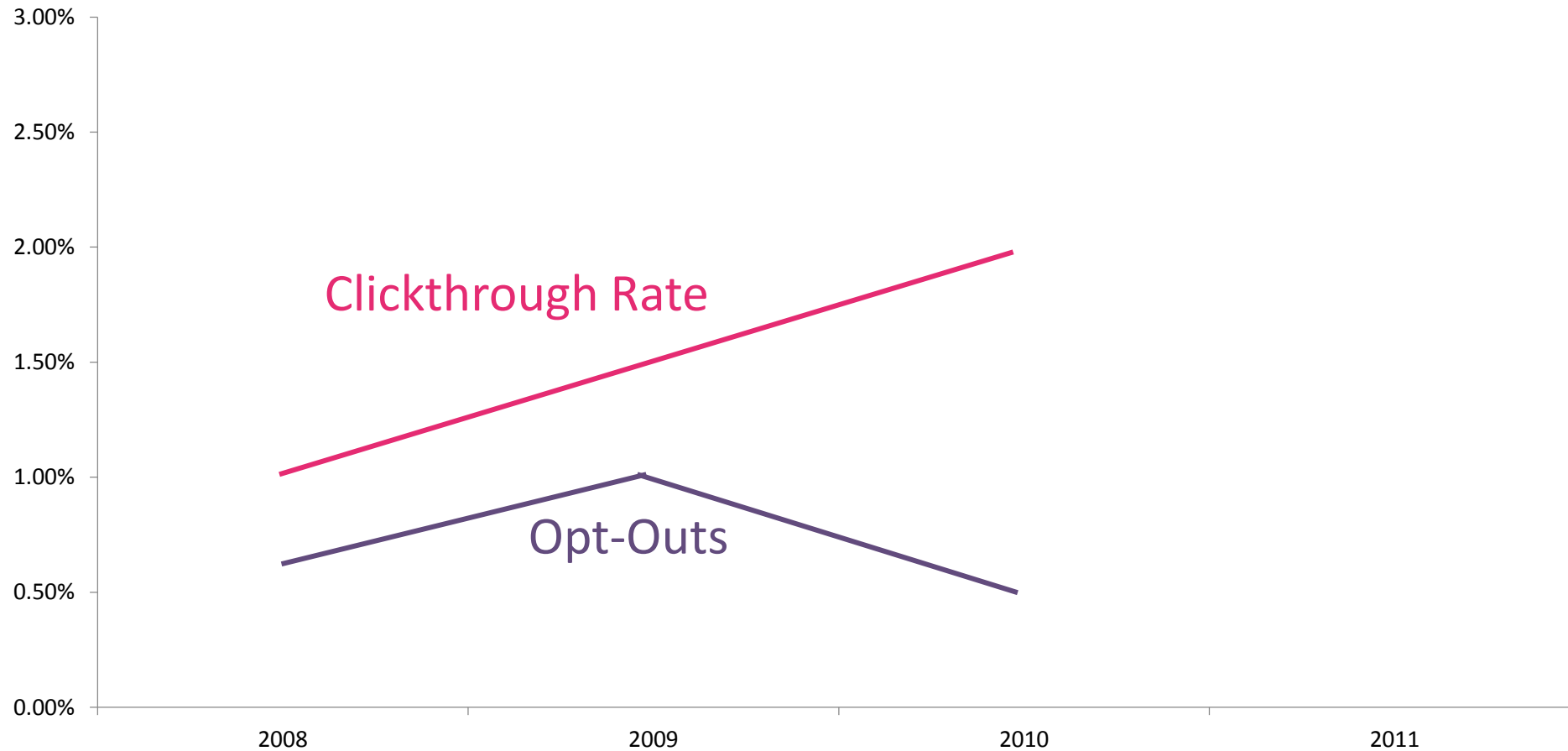
- World's leading global home appliance manufacturer
- \$19 billion annual sales in 2013
- 69,000 employees
- Total of 90 million emails sent
- Rank #154 Fortune 500 company

Customer retention

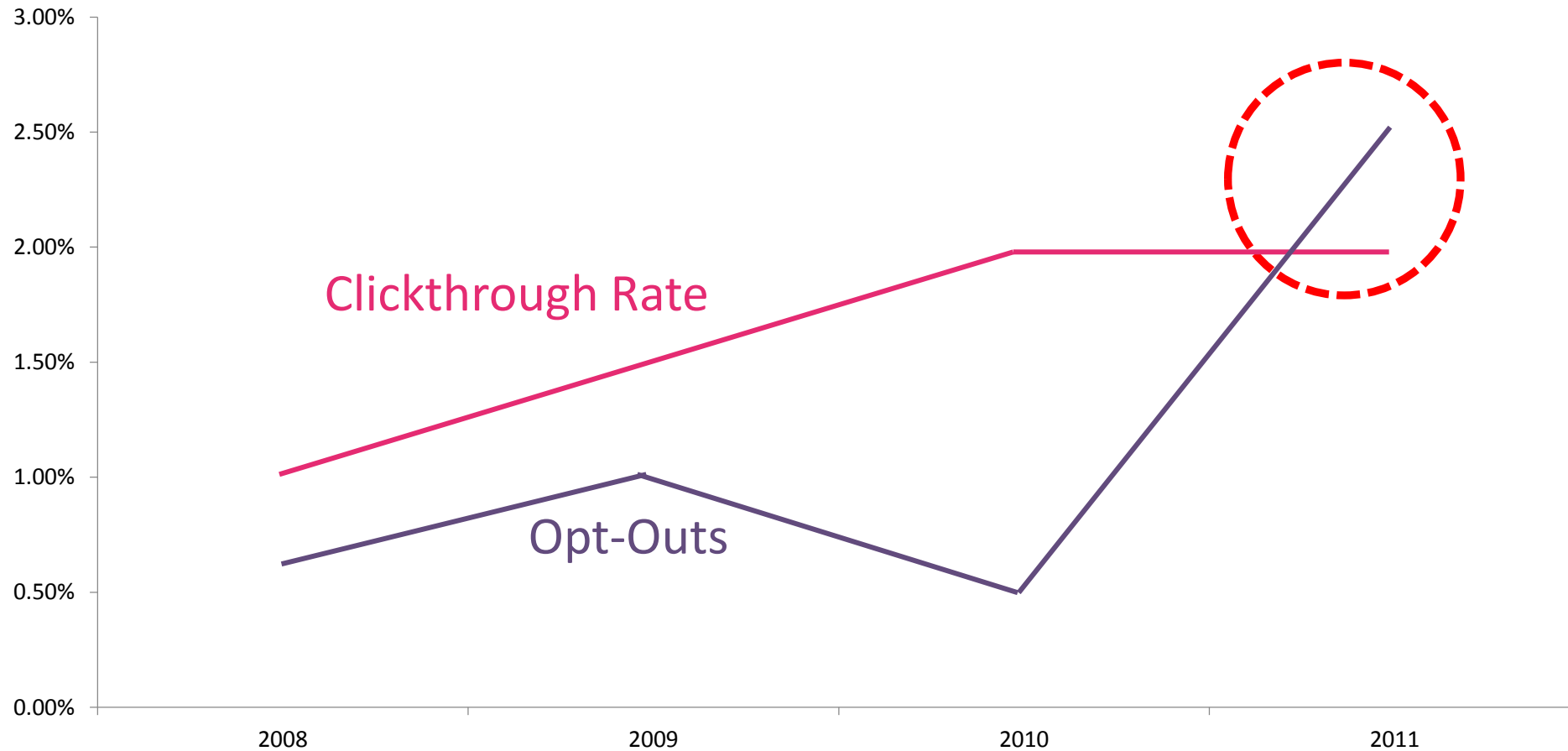
- 14 internal clients
- 5 brands
- Retain those consumers post-purchase
- Keep them engaged
- Keep their consideration



Before Testing: Clickthrough vs. opt-out rates



Before Testing: Clickthrough vs. opt-out rates



Before Testing: Clickthrough vs. opt-out rates

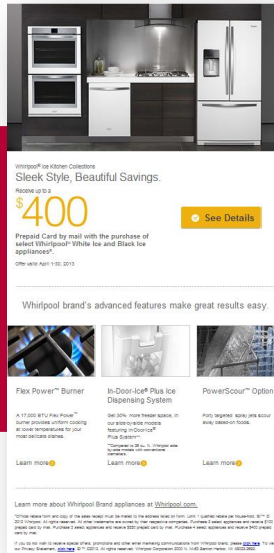


A photograph of a crowded conference or summit. In the foreground, a man with short dark hair, wearing a dark suit jacket over a light-colored checkered shirt, is smiling and looking towards the camera. He has a lanyard with a badge around his neck. To his left, a woman with long brown hair, wearing a purple top and a dark cardigan, is looking off to the side. Another woman with long blonde hair, wearing a teal top, is standing between them. The background is filled with other people, some blurred, suggesting a large gathering. The lighting is warm and indoor.

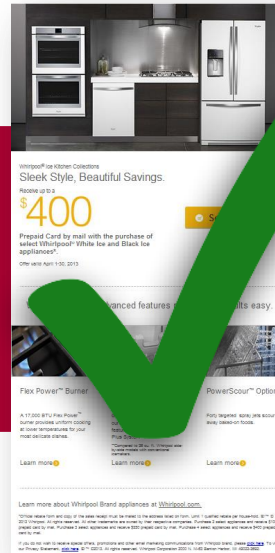
Email Summit 2013

Previous process

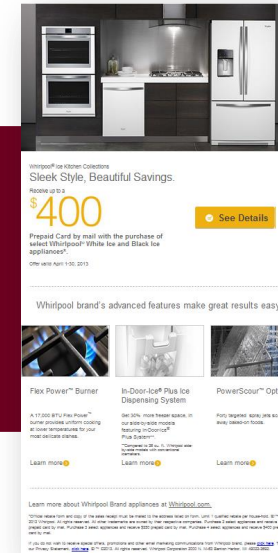
Agency builds
creative



Marketing team
approves



Creatives are
published



Send

Testing: Calls-to-action



Experiment ID: Summit Experiment – Calls-to-Action

Location: Whirlpool Testing Library

Campaign Focus: Ice email campaign

Research Notes:

Background: Applying what was learned about minimizing CTAs in email sends at Email Summit 2013.

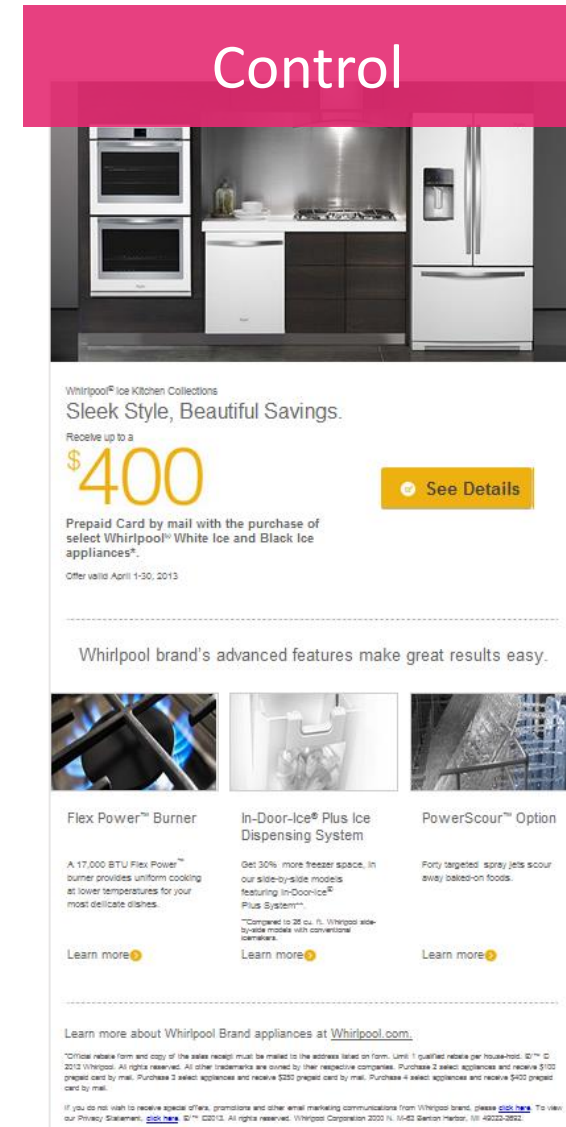
Objective: To achieve a higher clickthrough rate.

Primary Research Question: Will having a single CTA be more effective than multiple CTAs?

Test Design: Single variable A/B split test

Testing: Calls-to-action

- Primary goal of the campaign is to promote one-time promotional email (\$400 off)
- Recipients: Total of 700,000 of current customers
 - Hand-raisers
 - Recent purchasers (≤ 5 years)
 - Old purchasers (> 5 years)
 - Current Ice product owners






Control

Whirlpool® Ice Kitchen Collections
Sleek Style, Beautiful Savings.
Receive up to a
\$400
Prepaid Card by mail with the purchase of select Whirlpool® White Ice and Black Ice appliances*.
Offer valid April 1-30, 2013

[See Details](#)

Whirlpool brand's advanced features make great results easy.

 Flex Power™ Burner A 17,000 BTU Flex Power™ burner provides uniform cooking at lower temperatures for your most delicate dishes. Learn more	 In-Door-Ice® Plus Ice Dispensing System Get 30% more freezer space in our side-by-side models featuring In-Door-Ice® Plus System™. <small>*Compared to 35 cu. ft. Whirlpool side-by-side models with conventional dispensers.</small> Learn more	 PowerScour™ Option Forty targeted spray jets scour away baked-on foods. Learn more
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Learn more about Whirlpool Brand appliances at Whirlpool.com.

*Official rebate form and copy of the sales receipt must be mailed to the address listed on form. Limit 1 qualified rebate per household. © 2013 Whirlpool. All rights reserved. All other trademarks are owned by their respective companies. Purchase 2 select appliances and receive \$100 prepaid card by mail. Purchase 3 select appliances and receive \$200 prepaid card by mail. Purchase 4 select appliances and receive \$400 prepaid card by mail.
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Control email

Top

Bottom



Whirlpool® Ice Kitchen Collections
Sleek Style, Beautiful Savings.


Receive up to a
\$400

Prepaid Card by mail with the purchase of select Whirlpool® White Ice and Black Ice appliances*.

Offer valid April 1-30, 2013

[See Details](#)


Whirlpool brand's advanced features make great results easy.



Flex Power™ Burner

A 17,000 BTU Flex Power™ burner provides uniform cooking at lower temperatures for your most delicate dishes.

[Learn more >](#)

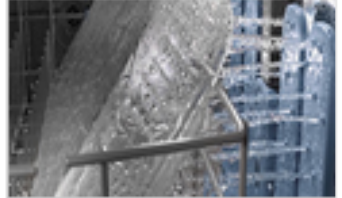


In-Door-Ice® Plus Ice Dispensing System

Get 30% more freezer space, in our side-by-side models featuring In-Door-Ice® Plus System**.

**Compared to 28 cu. ft. Whirlpool side-by-side models with conventional icemakers.

[Learn more >](#)



PowerScour™ Option

Forty targeted spray jets scour away baked-on foods.

[Learn more >](#)

[Learn more about Whirlpool Brand appliances at Whirlpool.com.](#)

*Official rebate form and copy of the sales receipt must be mailed to the address listed on form. Limit 1 qualified rebate per household. ©/™ © 2013 Whirlpool. All rights reserved. All other trademarks are owned by their respective companies. Purchase 2 select appliances and receive \$100 prepaid card by mail. Purchase 3 select appliances and receive \$250 prepaid card by mail. Purchase 4 select appliances and receive \$400 prepaid card by mail.

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Testing: Calls-to-action

Control

CTA



Whirlpool® Ice Kitchen Collections

Sleek Style, Beautiful Savings.

Receive up to a

\$400

Prepaid Card by mail with the purchase of select Whirlpool® White Ice and Black Ice appliances*.

Offer valid April 1-30, 2013.

See Details

Whirlpool brand's advanced features make great results easy.



Flex Power™ Burner

A 17,000 BTU Flex Power™ burner provides uniform cooking at lower temperatures for your most delicate dishes.

Learn more



In-Door-Ice® Plus Ice Dispensing System

Get 30% more freezer space, in our side-by-side models featuring In-Door-Ice® Plus System™.

*Compared to 25 cu. ft. Whirlpool side-by-side models with conventional dispensers.

Learn more



PowerScour™ Option

Forty targeted spray jets scour away baked-on foods.

Learn more

Learn more about Whirlpool Brand appliances at Whirlpool.com.

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Treatment

CTA



Whirlpool® Ice Kitchen Collections

Sleek Style, Beautiful Savings.

Receive up to a

\$400

Prepaid Card by mail with the purchase of select Whirlpool® White Ice and Black Ice appliances*.

Offer valid April 1-30, 2013

See Details

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Results: Testing calls-to-action



42% increase in clickthrough rate

The treatment increased CTR for each of the segments below.

Calls-to-action tested	Hand-raisers	Purchasers (≤ 5 years)	Purchasers (> 5 years)	Current Ice owners	Avg.
Control	1.23%	0.35%	0.40%	2.77%	1.19%
Treatment	1.55%	0.54%	0.57%	4.34%	1.75%
Relative Difference	+26%	+53%	+43%	+57%	+42%

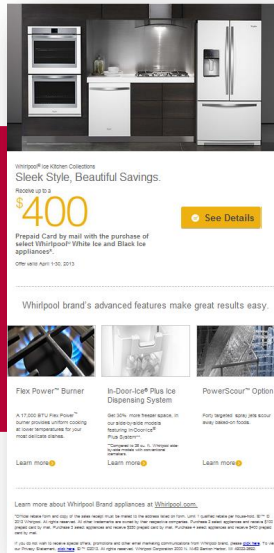


What the data tells us

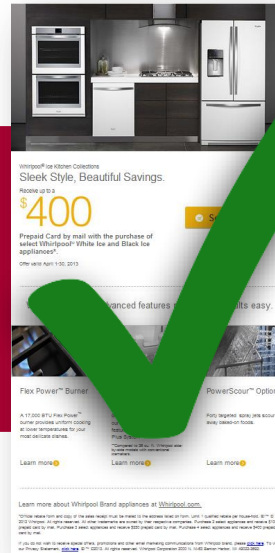
- Even **subtle changes** can have a huge impact on customer behavior
- Presenting customers with a **single objective** increased engagement
- The results increased effectiveness **across all segments**

Previous process

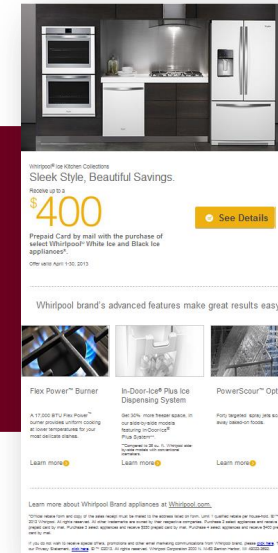
Agency builds
creative



Marketing team
approves

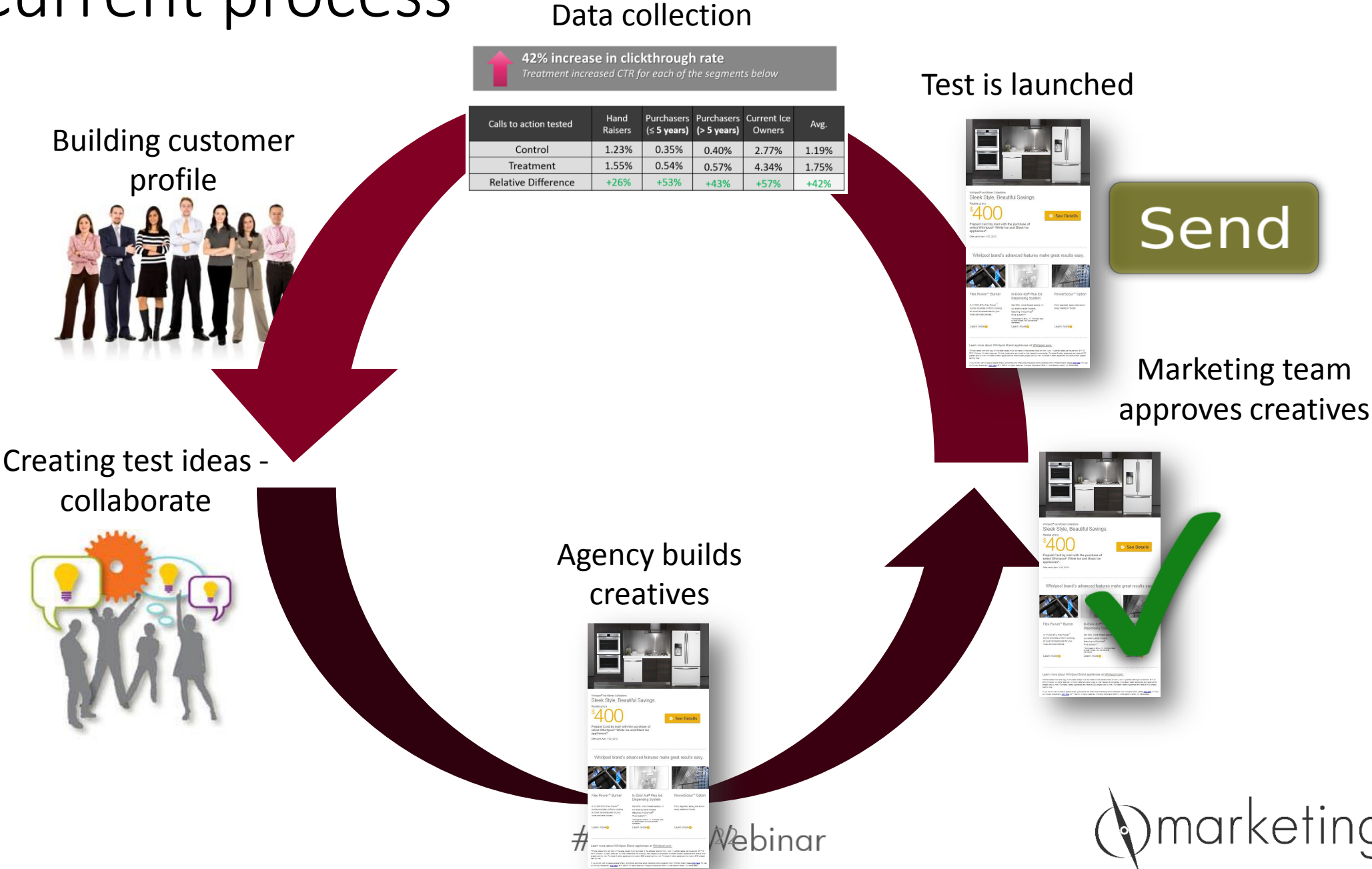


Creatives are
published



Send

Current process



Whirlpool testing roadmap

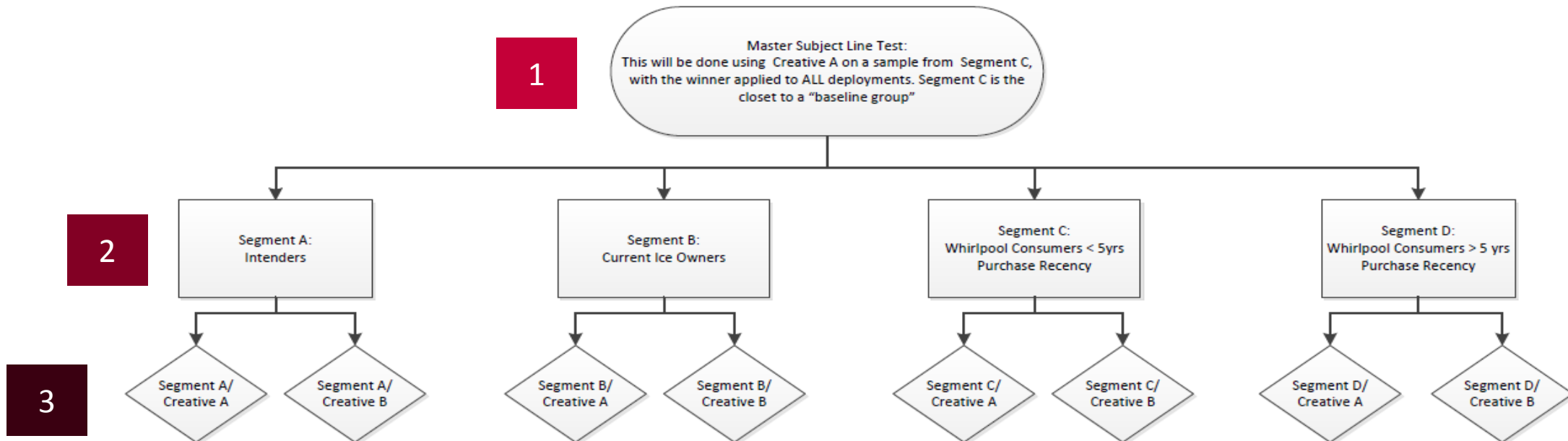
BACKGROUND

Whirlpool brand wishes to use one-to-one marketing to drive sales of its Ice product line via a rebate offer located on a landing page.

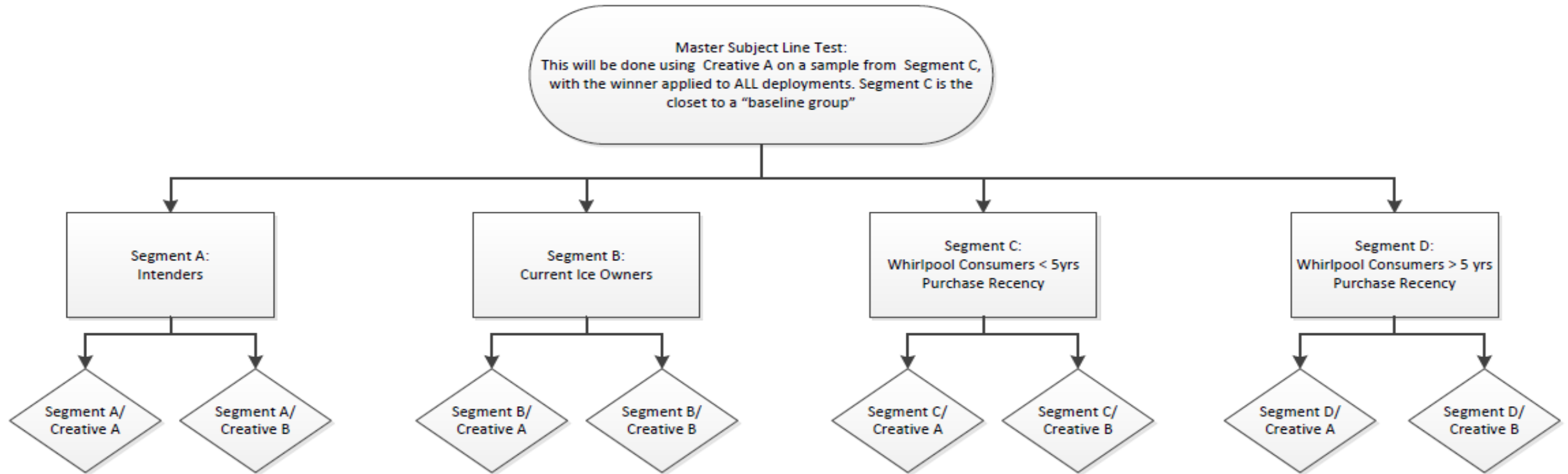
Whirlpool testing roadmap

GOALS

- 1 Maximize email open rate – get consumers “in the door”
- 2 Understand database segment performance – (A) intenders, (B) owners of an Ice product, (C) owners of a newer product and (D) owners of an aging product
- 3 Understand what triggers CTA engagement

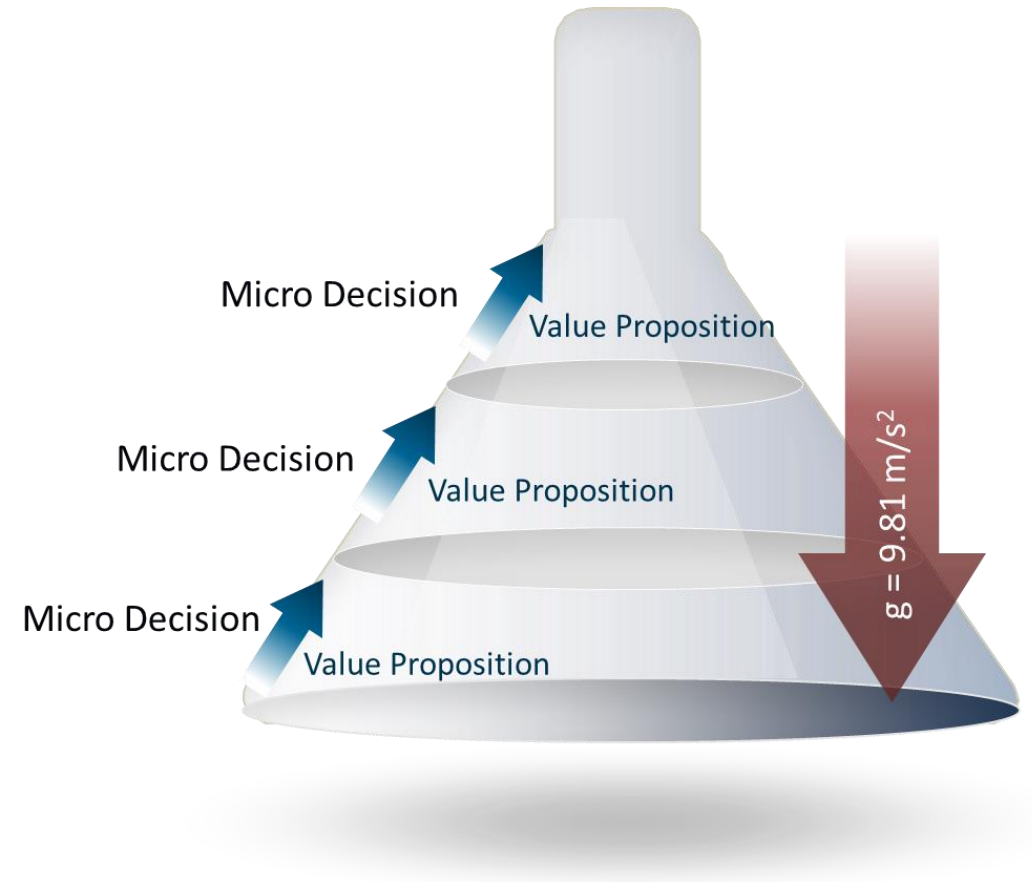


Whirlpool testing roadmap



The inverted funnel

- Customers are not “falling” into your funnel, they are “climbing” up.
- Every micro-decision is a place to test.
 - Every channel
 - Every touch point in each channel



Subject line testing

A

Doing Laundry Just Got Loads Easier

B

Perfect Laundry is Now Perfectly Simple

C

Download This App: Lighten Your Laundry Load

D

3 Great Ways to Lighten Your Laundry Load

Subject line testing

A	13.30%	Doing Laundry Just Got Loads Easier
B	17.07%	Perfect Laundry is Now Perfectly Simple
C	17.93%	Download This App: Lighten Your Laundry Load
D	14.47%	3 Great Ways to Lighten Your Laundry Load

Subject line testing

Creative A	A	Want to Make Doing Laundry Loads Easier?
	B	Introducing an App That Makes Laundry Fun. Seriously!
	C	Conquer Laundry: Enlist the WashSquad

Creative B	A	Doing Laundry Just Got Loads Easier
	B	Perfect Laundry is Now Perfectly Simple
	C	Download This App: Lighten Your Laundry Load
	D	3 Great Ways to Lighten Your Laundry Load

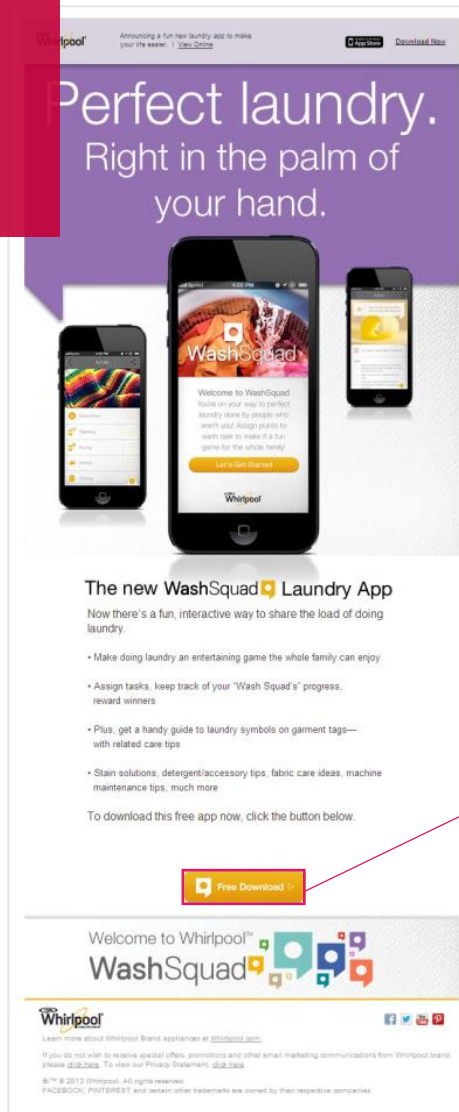
Subject line testing

Creative	A	Want to Make Doing Laundry Loads Easier?
	B	Introducing an App That Makes Laundry Fun. Seriously!
	C	Download This App: Lighten Your Laundry Load
	D	3 Great Ways to Lighten Your Laundry Load

Action-oriented subject lines got higher open rates

Value proposition testing

Version A: Application theme



Whirlpool

Announcing a fun new laundry app to make your life easier. [View Online](#)

Perfect laundry.
Right in the palm of
your hand.

WashSquad

Welcome to WashSquad
You're on your way to perfect laundry done by people who want your. Assign points to each task to make it a fun game for the whole family.

Get the app now

The new WashSquad Laundry App

Now there's a fun, interactive way to share the load of doing laundry.

- Make doing laundry an entertaining game the whole family can enjoy
- Assign tasks, keep track of your "Wash Squad's" progress, reward winners
- Plus, get a handy guide to laundry symbols on garment tags—with related care tips
- Stain solutions, detergent/accessory tips, fabric care ideas, machine maintenance tips, much more

To download this free app now, click the button below.

Free Download

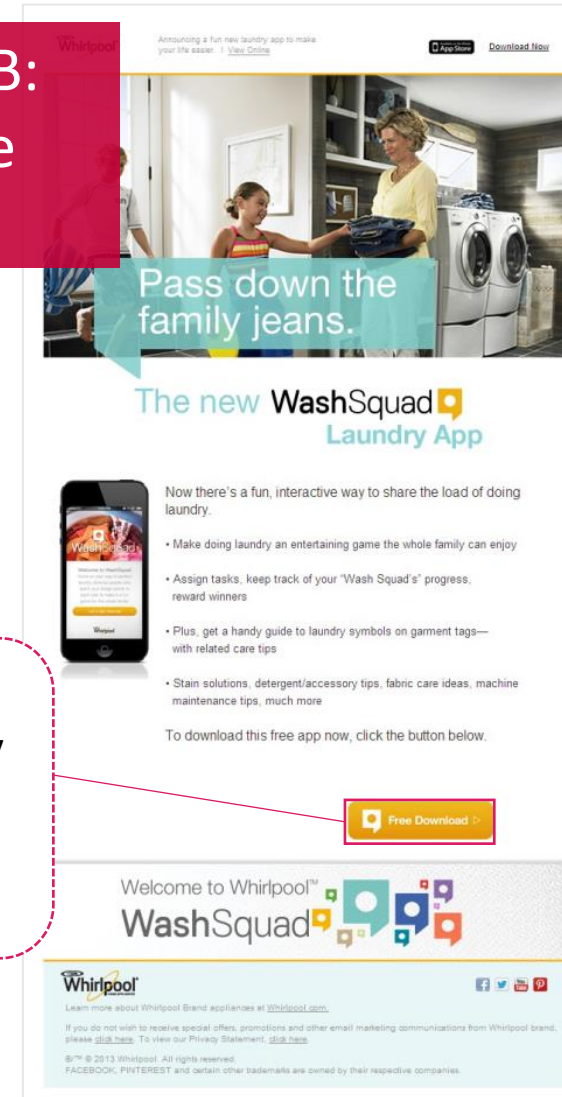
Welcome to Whirlpool™ WashSquad

Learn more about Whirlpool Brand appliances at [Whirlpool.com](#).

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Version B: Lifestyle theme



Whirlpool

Announcing a fun new laundry app to make your life easier. [View Online](#)

Download Now

Pass down the family jeans.

The new WashSquad Laundry App

Now there's a fun, interactive way to share the load of doing laundry.

- Make doing laundry an entertaining game the whole family can enjoy
- Assign tasks, keep track of your "Wash Squad's" progress, reward winners
- Plus, get a handy guide to laundry symbols on garment tags—with related care tips
- Stain solutions, detergent/accessory tips, fabric care ideas, machine maintenance tips, much more

To download this free app now, click the button below.

Free Download

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FREE DOWNLOAD
CTA drives users directly
to Apple Store for
download – minimize
number of clicks

Value proposition testing

Whirlpool

Announcing a fun new laundry app to make your life easier. [View Online](#)

[App Store](#) [Download Now](#)

Perfect laundry. Right in the palm of your hand.

The new WashSquad Laundry App
Now there's a fun, interactive way to share the load of doing laundry.

- Make doing laundry an entertaining game the whole family can enjoy
- Assign tasks, keep track of your "Wash Squad's" progress, reward winners
- Plus, get a handy guide to laundry symbols on garment tags—with related care tips
- Stain solutions, detergent/accessory tips, fabric care ideas, machine maintenance tips, much more

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Whirlpool

Announcing a fun new laundry app to make your life easier. [View Online](#)

[App Store](#) [Download Now](#)

Pass down the family jeans.

15.3%
**Increase in
clickthrough rate**
*Tuesday deployment generated 19.2%
more unique opens than Wednesday

To download this free app now, click the button below.

[Free Download](#)

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WashSquad

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Value proposition testing

A lifestyle theme got higher
open rates




Value proposition testing



Version A: Control

This message contains graphics. If you do not see the graphics, [click here to view](#). Designed to Simplify™ Whirlpool®

Whirlpool® French Door Refrigerators
Flexible Storage, Fabulous Savings.




Receive a
\$200 MasterCard® Prepaid Card with the purchase of select French Door Refrigerators.*
Offer good May 31 – June 25, 2013

Get Details on Your Desktop  Get Details on Your Mobile Device 



Version B: Treatment

This message contains graphics. If you do not see the graphics, [click here to view](#). Designed to Simplify™ Whirlpool®


French Door Refrigerators
Flexible Storage, Fabulous Savings.



Receive a
\$200 MasterCard® Prepaid Card with the purchase of select French Door Refrigerators.*
Offer good May 31 – June 25, 2013

Get Details on Your Desktop  Get Details on Your Mobile Device 


We love this refrigerator!

Rating  5.0 out of 5.0

"We love this refrigerator! It holds more fresh food than any fridge I've ever had. I love all of the drawers for produce and the fact that you can see everything that's in the refrigerator."
– Mercy18

MODEL: WRF989SDAM

Spacious Size

Rating  5.0 out of 5.0

"...it is very stylish with its stainless steel handles on white exterior, which really helps to brighten up our kitchen. It's spacious size gives us the opportunity to store more than enough groceries for our growing family."
– Butchy

TESTING USER-
GENERATED CONTENT
FROM RATINGS AND
REVIEWS

Value proposition testing



151% increase in clickthrough rate in intenders

CTR for intenders was significantly higher than other segments.


Value prop testing	CTR	Relative difference
Intenders	0.64%	151.04%
Old refers	0.27%	26.05%
All general	0.39%	-10.51%



What You Need to Understand: Customer reviews added a significant increase for intentional buyers, but not across all segments.

Whirlpool testing impact


42% CTR




Whirlpool® Ice Kitchen Collections
Sleek Style, Beautiful Savings.
Receive up to a **\$400**
Prepaid Card by mail with the purchase of select Whirlpool® White Ice and Black Ice appliances*.
Offer valid April 1-30, 2013.

[See Details](#)


Whirlpool brand's advanced features make great results easy.



Flex Power™ Burner
A 17,000 BTU Flex Power™ burner provides uniform cooking at lower temperatures for your most delicate dishes.
[Learn more](#)



In-Door-ice® Plus Ice Dispensing System
Get 30% more freezer space, in our space-to-side™ freezer featuring In-Door-ice® Plus System™.
[Learn more](#)



PowerScout™ Option
Forty targeted spray jets scour away stubborn foods.
[Learn more](#)

Learn more about Whirlpool Brand appliances at [Whirlpool.com](#).

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15.3% CTR



Pass down the family jeans.

The new WashSquad Laundry App

Now there's a fun, interactive way to share the load of doing laundry.

- Make doing laundry an entertaining game the whole family can enjoy.
- Assign tasks, keep track of your "Wash Squad's" progress, reward winners.
- Plus, get a handy guide to laundry symbols on garment tags—with related care tips.
- Stain solutions, detergent/accessory tips, fabric care ideas, machine maintenance tips, much more.

To download this free app now, click the button below.

[Free Download](#)

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15% Open Rate

Current A/B testing metrics

Subject Line Test	Sent	Whirlpool
A: An exclusive offer on KitchenAid refrigerators	3841	
B: Just for existing KitchenAid customers	3830	
C: %%FIRST_NAME%%, don't miss the KitchenAid Cool Savings Event	3799	
D: Save up to \$350 on KitchenAid refrigerators now	3840	

*The metrics in this table continue to be updated based on contact actions

151% CTR



Whirlpool® French Door Refrigerators
Flexible Storage, Fabulous Savings.

Receive a **\$200** MasterCard® Prepaid Card with the purchase of select French Door Refrigerators.*
Offer good May 21 – June 25, 2013.

[Get Details on Your Desktop](#) [Get Details on Your Mobile Device](#)

We love this refrigerator!

Rating: **★★★★★** 5.0 out of 5.0


"We love this refrigerator! It holds more fresh food than any fridge I've ever had. I love all of the drawers for produce and the fact that you can see everything that's in the refrigerator."
— Marcy18

MODEL: WHFR50DAM

Spacious Size
Rating: **★★★★★** 5.0 out of 5.0

"It is very stylish with its stainless steel handles on white exterior, which really helps to brighten up our kitchen. It's spacious size gives us the opportunity to store more than enough groceries for our growing family."
— Butchy

30% CTR



KitchenAid®

COOL SAVINGS EVENT

Exclusive offer
Save up to \$350
on select KitchenAid® Refrigerators.

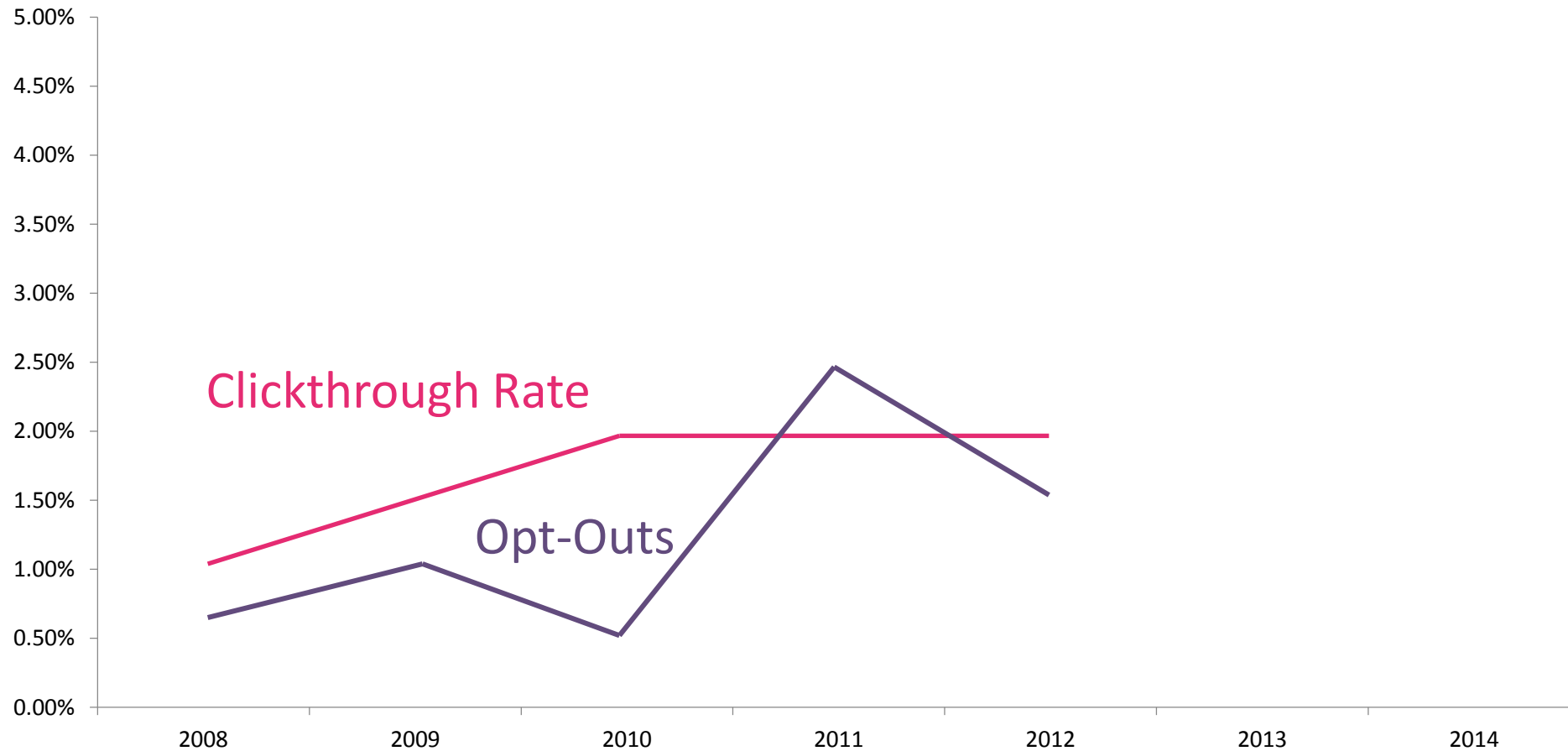
Receive up to \$350 on a MasterCard® Prepaid Card by mail with the purchase of select KitchenAid® refrigerators. Which means incredible offers on some of our finest refrigerators.

[VIEW OFFER DETAILS >>](#)

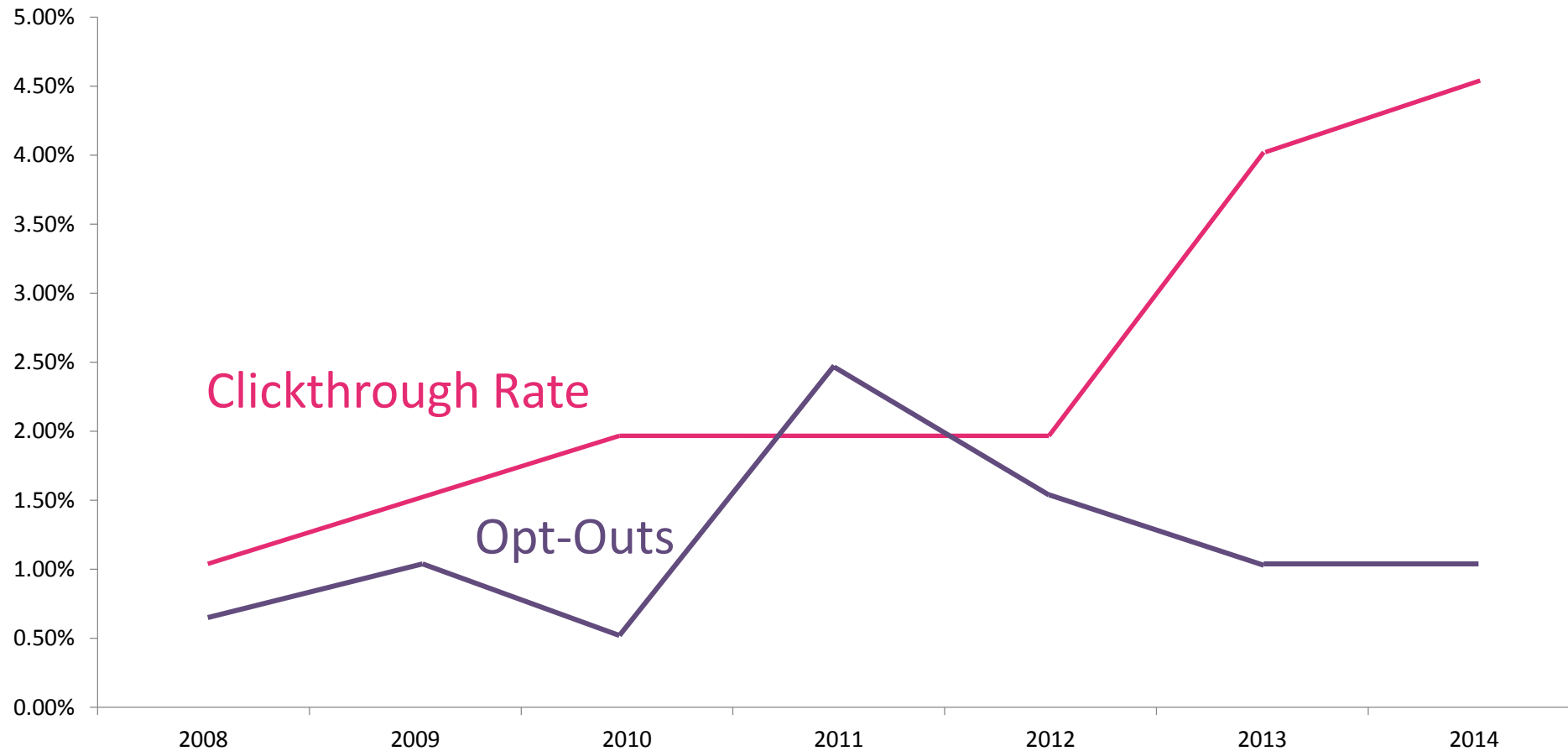
[DOWNLOAD REBATE FORM >>](#)

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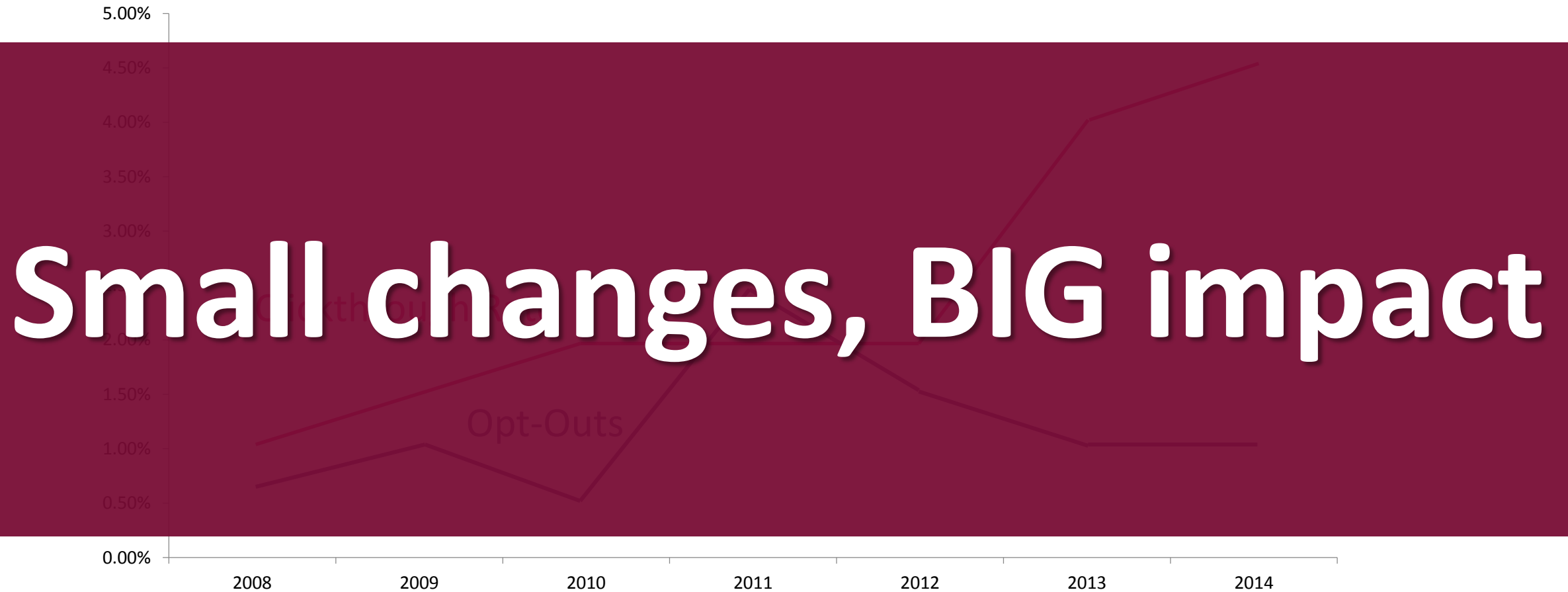
Before Testing: Clickthrough vs. opt-out rates



Before Testing: Clickthrough vs. opt-out rates

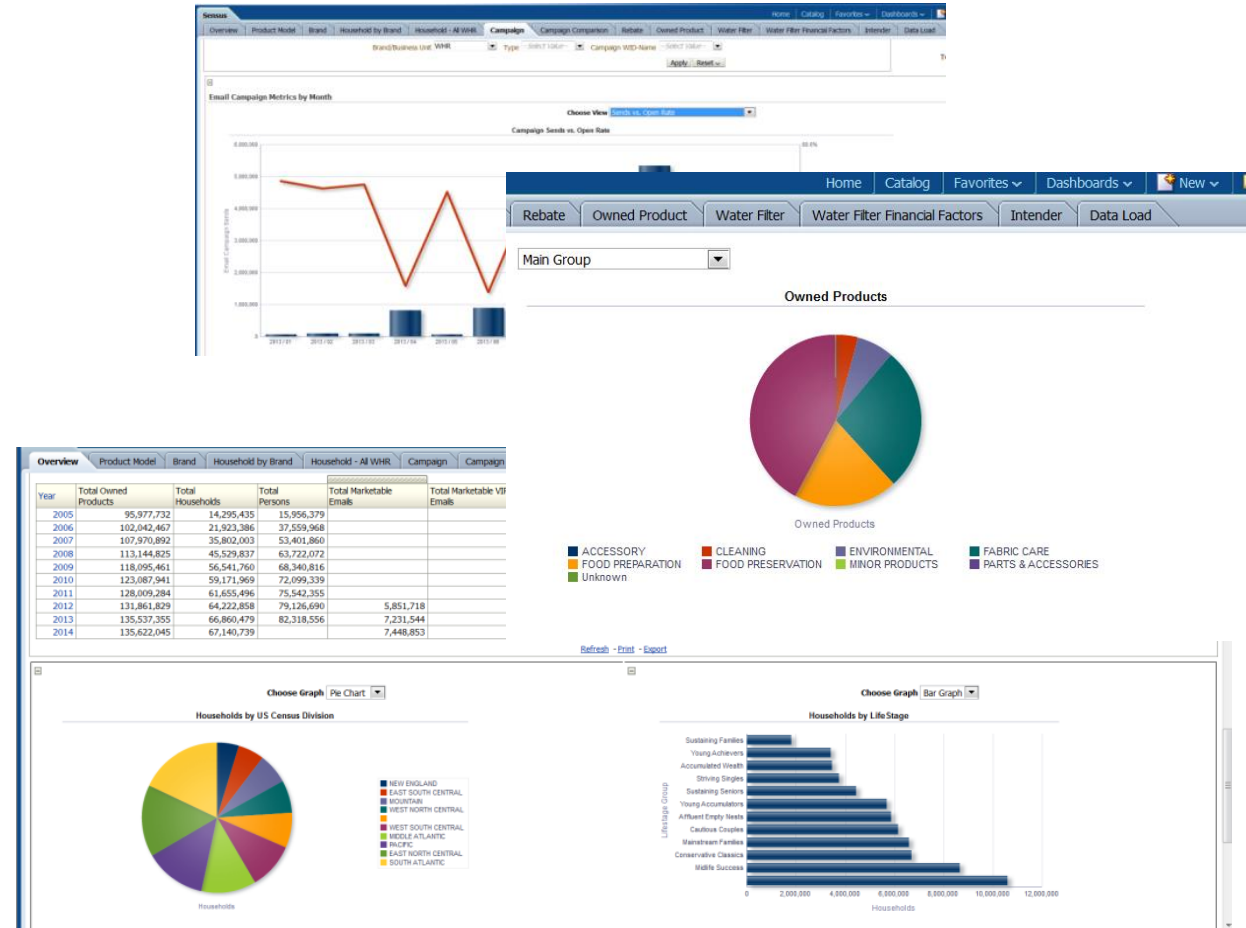


Before Testing: Clickthrough vs. opt-out rates



Whirlpool's Testing Dashboard

- Whirlpool's Dashboard provides **at-a-glance results**
- **Saves time and effort** for more testing
- **Gives credit** where it's due



Top takeaways



Even small changes can make a big difference



It's not all about the numbers – it's about the culture



Let consumers make the decisions

Thank you



Tom Mender

Senior Manager, Database Marketing
Whirlpool

[@TomMender](#)



Daniel Burstein

Director of Editorial Content
MECLABS

[@DanielBurstein](#)

#SherpaWebinar

