Bringing the landing page to the inbox

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Innovation

- What
  - New ideas
  - New concepts
  - New technology
- How
  - Specialise
  - Focus
  - Experiment

Bringing the landing page to the inbox

Currently the main focus of most email campaigns is getting the user to click through to a landing page.
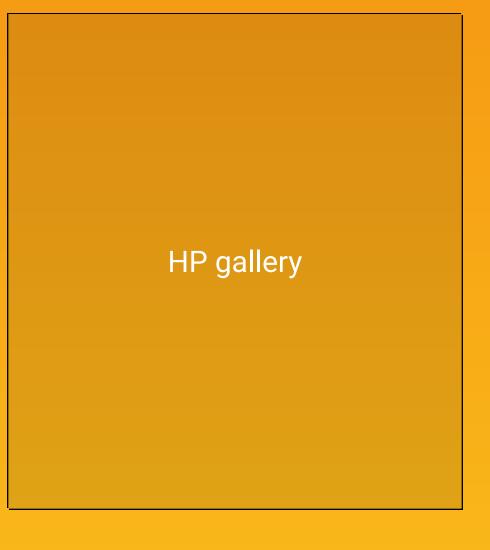
Interactive Email

The focus is for the user to complete an action, in the email. This could be making a more informed decision before visiting the website or could be a full conversion

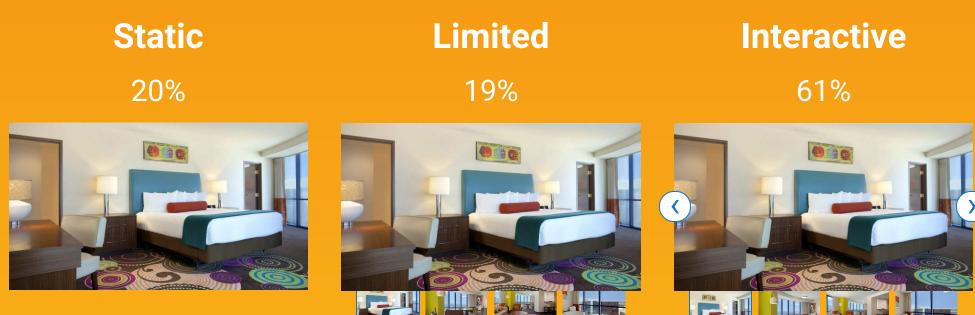*Also known as Also known as 'Kinetic Email' and 'Immediate Action Email'*

Basic example

Image gallery

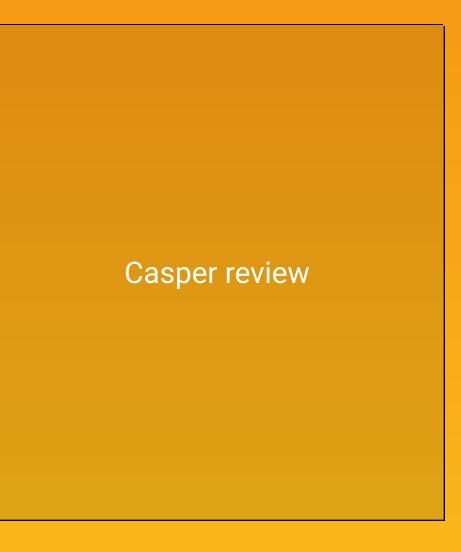- More information in less space
- Informed decision before clicking

HP gallery

Support and fallbacks

Static

20%

Limited

19%

Interactive
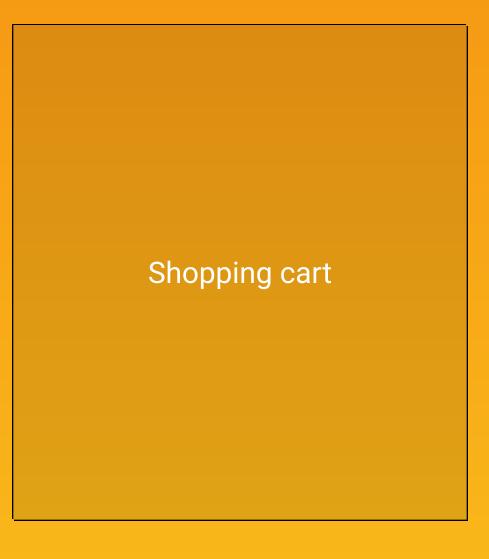
61%

Advanced example

Review in email

- Submit a review without leaving the email

- Track progress in form

- Track rating without submit

Casper review

Advanced example

Shopping cart

- Add/remove items

- Edit quantity, color, size

- See live price information

- Select payment and delivery

- Checkout without leaving the email

Shopping cart

Analytics

- Opens and clicks
- Each version of each module
- What's been interacted with
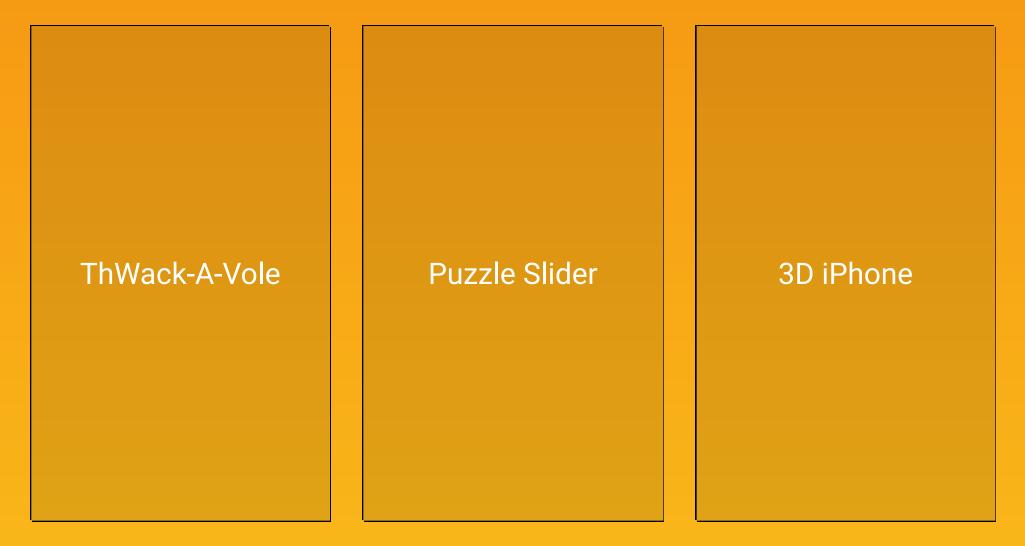
- Clearer engagement
- Detailed breakdowns
- Retargeting

Does it work?

Interactive email reduces CTR!

(But that's ok because it increases conversion)

The problems with interactive

- Time consuming on the design, build and testing
- Specialist skill, easy to break the code
- You need a device lab

Some fun examples

ThWack-A-Vole

Puzzle Slider

3D iPhone

And finally…