

USING DATA TO IMPROVE YOUR EMAIL CAMPAIGNS

American Heart Association

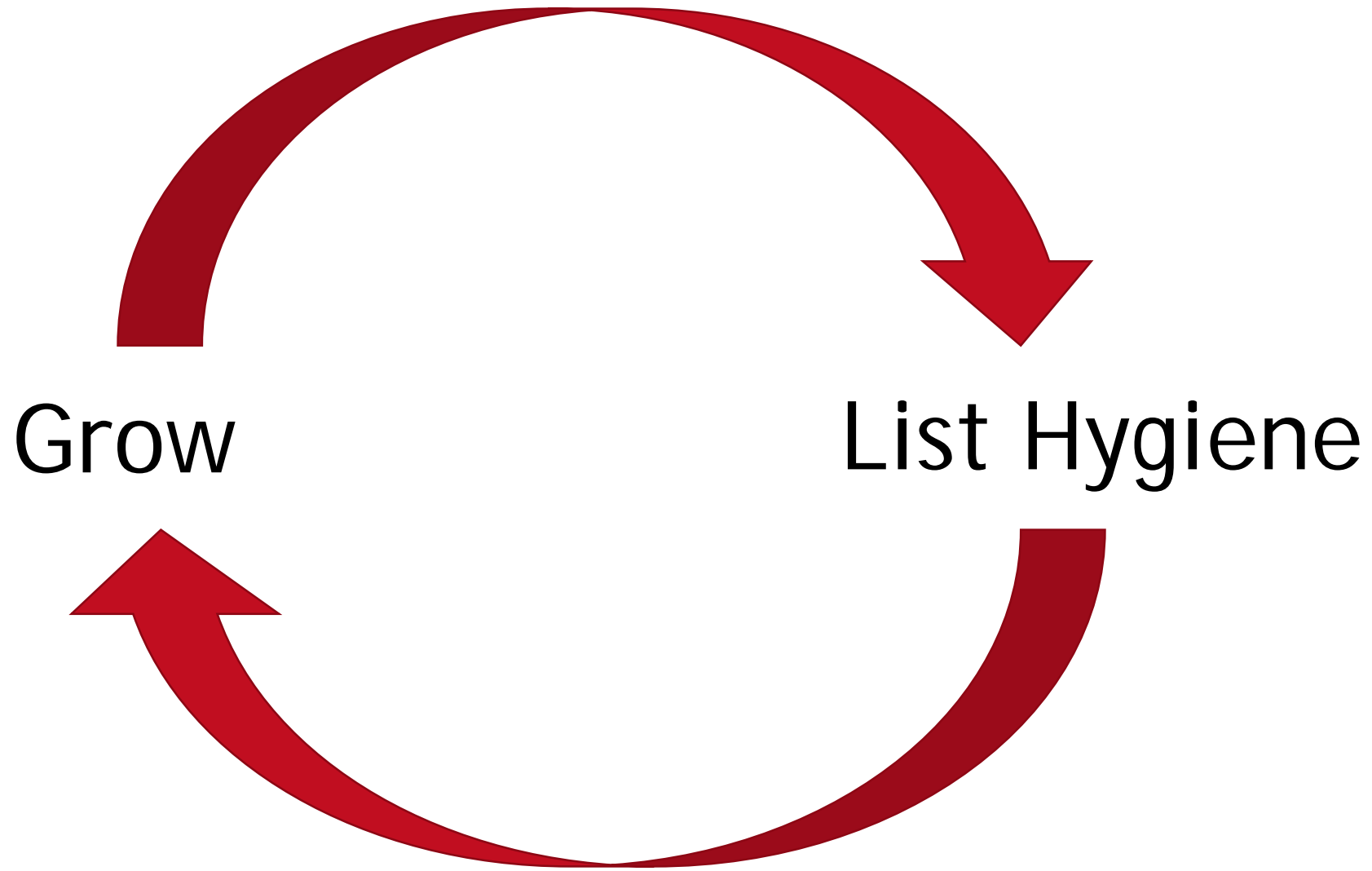
Mark Fisher - Digital Grassroots Manager



ABOUT THE AHA – YOU'RE THE CURE NETWORK

- 350,000 emailable or textable advocates across the country
- Online and Offline activities
- One list used by multiple national and field staff
- Monthly newsletter
- Yearly Summer list clean

YOU'RE THE CURE EMAIL STRATEGY



GROW



American Heart Association: You're the Cure

September 19, 2018 · 🌐



URGENT: Since the passage of the Affordable Care Act in 2010, millions of Americans have gained access to quality healthcare. We can't afford to lose this monumental progress. We need 317 more people to demand Congress protect Americans' access to the medical care they need, but you still haven't signed the petition. Join us and tell Congress: Protect Americans' access to quality healthcare!



ACT.YOURETHECURE.ORG

Tell Congress: Protect Americans' access to quality healthcare!

Join the thousands of people who have spoken up to protect Americans'...



**American
Heart
Association.**



16203 Signatures

Tell Congress: Protect Americans' access to healthcare!

[Show less information](#)

Ensuring Americans have access to healthcare should be a top priority, but we're still facing threats to the Affordable Care Act and its protections for preexisting conditions. We need to preserve access to high-quality healthcare for millions of people who rely on it.

Speak out now and tell Congress to protect Americans' access to healthcare!

Enter your information and sign the petition!

Full Name *

Zip * city and state not required

Phone

Email *

Submit →

- ☒ Send me emails about this campaign
- ☐ Send me text messages about this campaign

By clicking on the Submit button above, I am agreeing to the terms of the AHA's [Privacy Policy](#), the [Mobile User Agreement](#), and the [Terms of Use](#) for this website.

*By checking the "Send me text messages" checkbox below, I agree to receive no more than 5 texts per month from the AHA's Advocacy program to the mobile number I have provided in the above form. I understand that I am not required to provide my consent to receive text messages as a condition to participating in this program. Reply HELP for help, Reply STOP to unsubscribe. Message and data rates may apply.

GROW



Advocacy Survey

0% complete

Thanks for taking action! We can't protect access to healthcare without people like you. Every voice is critical, and we'd love to hear more from you. Will you take another minute to answer a few questions about your thoughts on healthcare access?

abe@annelewislls.com

With millions of people uninsured across the country, how important is it to you that Congress preserves Americans' access to quality, affordable healthcare?

- ☐ Extremely important
- ☐ Very important
- ☐ Somewhat important
- ☐ Not at all important

PREV

NEXT



Advocacy Survey

67% complete

Please share your stories of encouragement and survival with us below for the American Heart Association Survivor Story Portal:

PREV

NEXT



LIST HYGIENE – WHAT IS IT?

DAY-TO-DAY HYGIENE EFFORTS

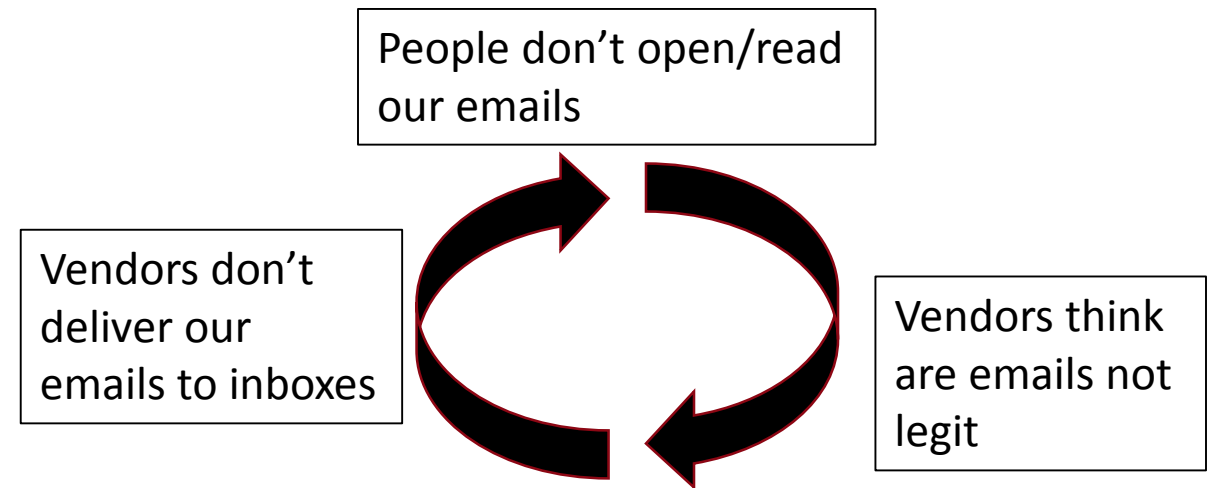
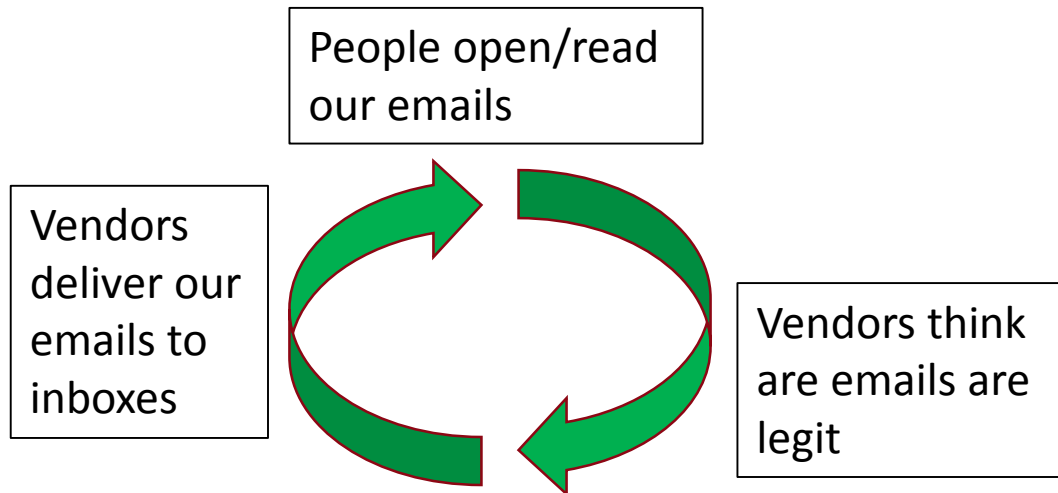
- Daily process
- Proper segmentation
- Identifying interest areas and serve the right content
- Testing!
- Cultivate new records

BIG LIST HYGIENE EFFORTS

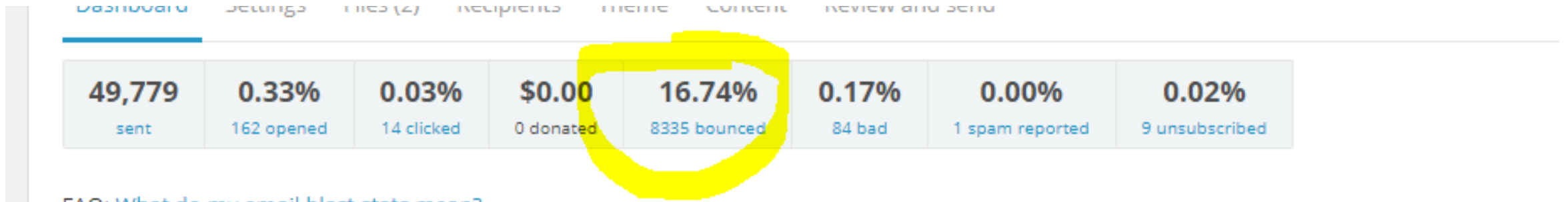
- A few times per year or yearly
- Re-engagement campaigns
- Sunset records based on:
 - Email deliverability
 - Inactivity
 - Undesirable actions

LIST HYGIENE – WHY IS IT IMPORTANT?

- Keep our email deliverability in good standing
- Prevent messages from being blocked by email vendors
- Improve our open and engagement rates



LIST HYGIENE – WHAT CAN GO WRONG?



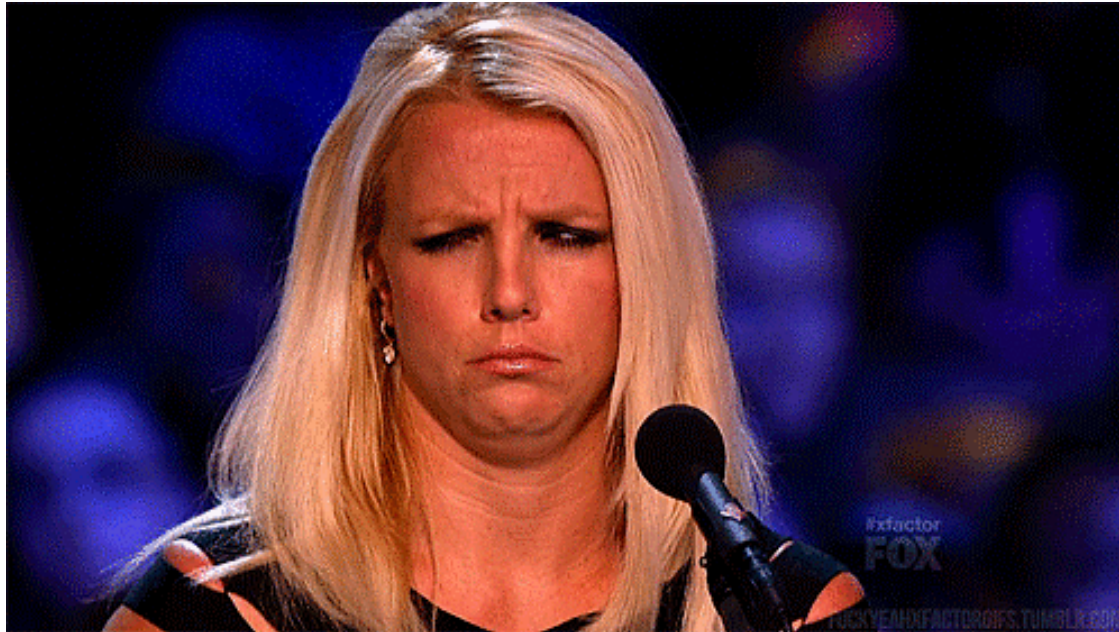
49,779	0.33%	0.03%	\$0.00	16.74%	0.17%	0.00%	0.02%
sent	162 opened	14 clicked	0 donated	8335 bounced	84 bad	1 spam reported	9 unsubscribed

What happened?

- GMAIL was suspicious of this email and blocked all our emails to those with GMAIL accounts
- Too large of an audience that hadn't received a lot of emails from us.

LIST HYGIENE – SEGMENTATION

When someone tells me this email should “go to everyone on the list.”



DAY-TO-DAY HYGIENE – SEGMENTATION

- Interest areas
- Previous actions
- Entry into the program
- Key takeaways:
 - Use the data you already have.
 - Send the email to those who want it!

Today		
Amy Shope Manzi, A...	Defending health care	10:23 AM
<hr/>		
You're the Cure, Ame...	Defending health care	10:22 AM
<hr/>		

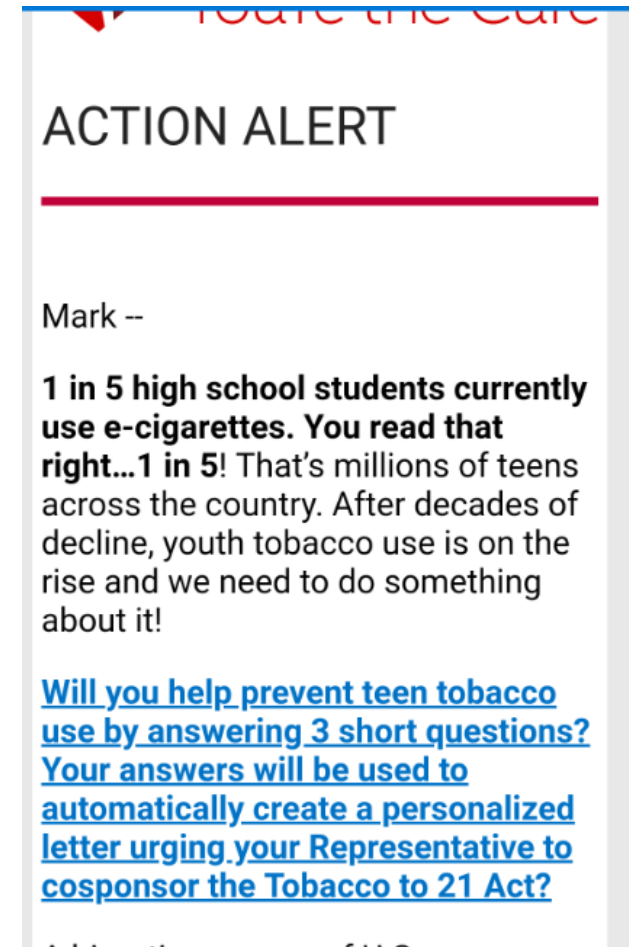
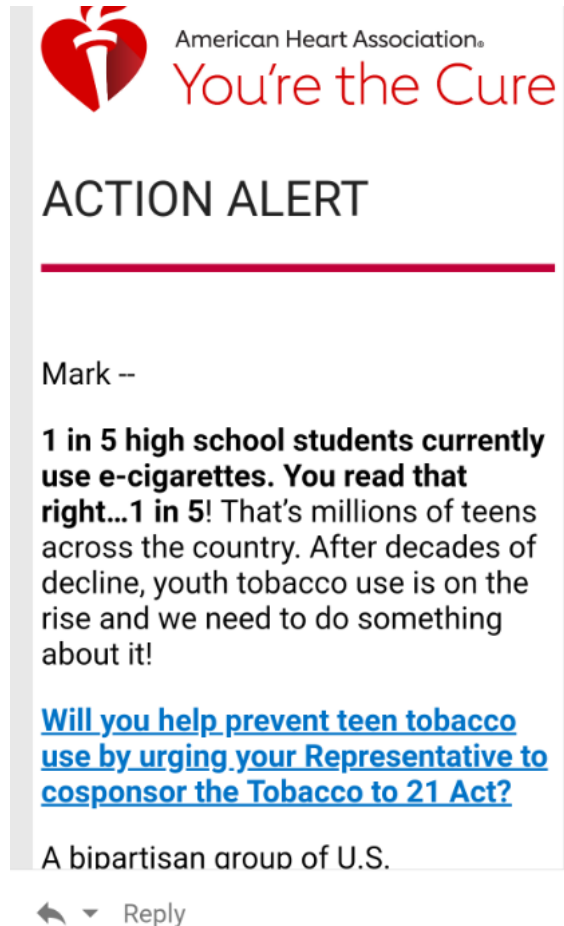
PRIMARY

- **> Amy Shope Manzi, Ameri...** 9:59 AM
Health Care Update [Action Needed]
american heart association Action Aler... ☆
- **> Amy Shope Manzi, Ameri...** 9:59 AM
Block Low-Quality Health Plans
american heart association Action Aler... ☆

LIST HYGIENE – BEYOND A/B SUBJECT LINE TESTING

First, let's not downplay subject line testing, but you can also try:

- Sender name
- Time of day
- Day of week
- Content
- Action type



BIG LIST HYGIENE – SUNSETTING RECORDS



LARGE LIST HYGIENE – SPRING 2019 PLAN

1. List clean criteria

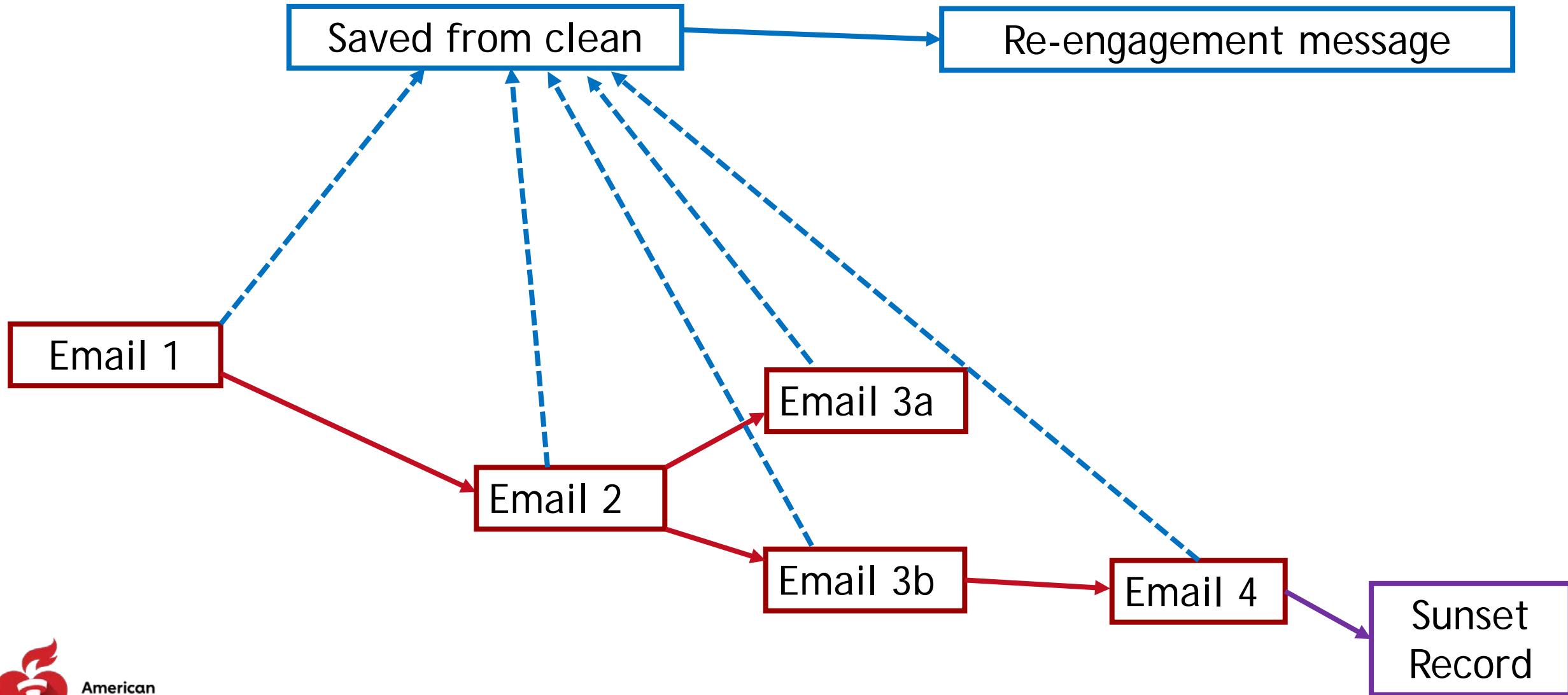
Sunset records who haven't done anything (open/clicked email or taken action) over a certain time period.

2. Re-engagement campaign

- Email series
- Facebook re-targeting
- Text message engagement

3. Merge duplicate records

LIST HYGIENE – RE-ENGAGEMENT CAMPAIGN



RE-ENGAGEMENT EXAMPLES



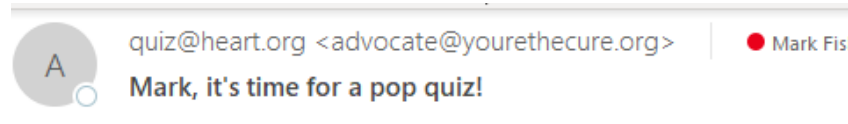
Hi Mark,

We haven't heard from you in a while, so we are wondering if you still want to be part of the American Heart Association's grassroots program, You're the Cure (YTC)?

You can confirm your desire to be a relentless force for longer, healthier lives in as little as 10 seconds, so please click the button below and we'll welcome you back to the team with open arms!

I'm Back In!

No thanks, take me off the list.



Hi Mark --

Want to win a *You're the Cure* bag of goodies to show your friends and family?

All you need to do is take two minutes to [take our short quiz to show how much you know about heart disease, stroke and advocacy.](#)

Five randomly selected winners will be chosen to receive a limited edition *You're the Cure* bag of goodies!

[Take our short quiz to test your knowledge about heart disease, stroke and advocacy!](#)



Once you've taken the quiz, please share it with others so they can learn why increasing awareness of heart and stroke issues is crucial to the health of our country.

Thank you so much for your time and support,

The American Heart Association Team



Dear Tami,

You've been a part of the *You're the Cure* (YTC) community for a long time, and we wanted to show our appreciation by sending you an exclusive YTC sticker!

[Simply tell us where to send it today!](#)



Without you we wouldn't have been able to improve stroke treatment, increase access to health care, or create smoke-free communities across the country. And those are just a few of our successes!

LARGE LIST HYGIENE – RESULTS

Placement Global

	Inbox %	Spam	Missing
You	83.7	10.4	5.9
Others ?	83.7	6.2	10.0

13 campaigns over 60 days

Inbox by Mailbox Provider

My Priority Mailbox Providers

Inbox %	Click to filter campaigns
 11.5	Gmail
 75.7	Microsoft
89.6	Yahoo!
92.6	AOL

[Hide D](#)

Category	Total	Inbox	Spam
Primary	0.9%	100%	0.0%
Social	6.6%	0.0%	100%
Promotional	61.1%	1.7%	98.3%
Updates	27.4%	3.8%	96.2%
Forums	4.0%	0.0%	100%



Placement Global

	Inbox %	Spam	Missing
You	80.6	4.6	14.7
Others ?	83.6	6.8	9.6

8 campaigns over 90 days

Inbox by Mailbox Provider

My Priority Mailbox Providers

Inbox %	Click to filter campaigns
 12.5	Microsoft
 67.9	Gmail
98.0	Yahoo!
100	AOL

[Hide Da](#)

Category	Total	Inbox	Spam
Primary	33.3%	100%	0.0%
Social	12.5%	66.7%	33.3%
Promotional	33.3%	62.5%	37.5%
Updates	16.7%	50.0%	50.0%
Forums	4.2%	100%	0.0%

QUESTIONS?