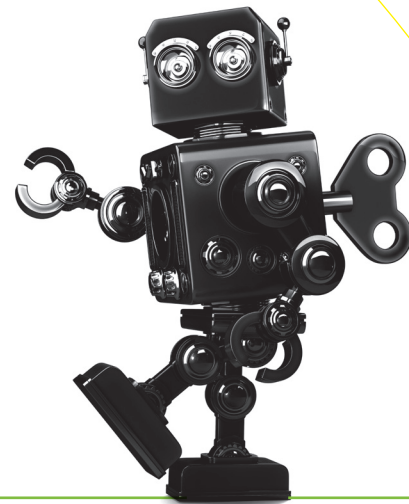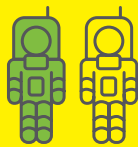# TIPS TO IMPROVE
ENHANCING UTILITY EMAILS

Now that you've learned the basics–and more–of where you stand, it's time to take it to the next level. Check out the latest email best practices and more good advice to continue your success.
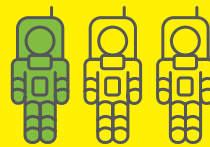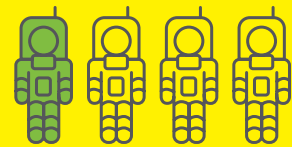
?

DID YOU KNOW?
Throughout the course of a year, promotional emails reach…

1 out of 2
Residential Customers

1 out of 3 Small
Business Customers

1 out of 4 Large
Business Customers

TIPS: DELIVERABILITY RATE

Monitor your bounces. There are two types of bounces – hard bounces and soft bounces/block bounces.

- **Hard bounces.** A send to an email address where there is a permanent reason email can't be delivered. An invalid email address, for example. Questline automatically suppresses hard bounces. If you consistently have a high number, take a look at your email acquisition practices.

- **Soft/block bounces.** These are a result of the customer blocking your email. If this is occurring, look at your sender reputation. Sending to a list full of inactive subscribers can hurt that reputation score and affect email delivery. Look, too, at email content. Large attachments and excessive images can also create these types of bounces.

Be consistent. Double-check branding, "from" names and domains in every call to action (CTA).

Re-engage inactive customers. As customers become inactive, consider segmented re-engagement campaigns. Reaching out with targeted information they've shown an interest in previously is a solid tactic for building back those customer relationships.

This includes customers who mark messages as spam, along with known inactive customers.
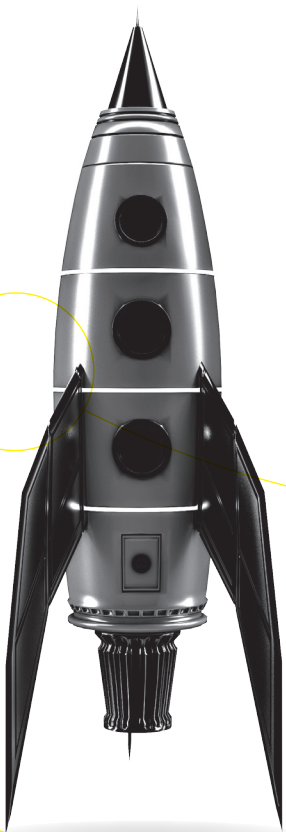
TIPS: OPEN RATE

Stay on point with a concise subject line. Subject lines should be fewer than 50 characters. This year's emails with the highest opens kept character counts closer to 41. In this case, less is more.

- **Write a subject line that stands out.** Try including numbers, catchy alliteration or something unexpected.

- **For emails, like Newsletters that are sent on a regular schedule, consider putting the title in the subject line.** If the customer consistently finds that content valuable, the Newsletter name will stand out.

41

41 CHARACTERS

Your subject line is essential in getting customers to open your email. As your character count increases, email Open Rate decreases. For the top 25 percent of emails based on Open Rate, subject lines had an average of 41 characters.

Be creative with the preheader. Make an email's preheader (text that follows the subject line when the email is previewed) work with the subject line to further entice readers.

Use a "from" name that is recognized and trusted. If an email's "from" name is unknown, customers are less likely to open your email.

Personalize the subject line. Mention a city, region or product your customer is using. Using targeted locations is a popular strategy leading to higher Open Rates.

TIPS: CLICK-TO-OPEN RATE AND CLICK-THROUGH RATE

Send valuable and relevant content. Use targeting and segmentation and tailor your messages to unique audiences.

Design easy-to-read emails. Scannable copy is best. Use inviting images to break up blocks of text. Allow the design and copy to work together to direct users to the CTA.

Mobile-friendly content is a must. As more people use smart mobile devices to communicate, ensuring your content is optimized for mobile viewing is critical. If you aren't yet optimizing emails, you may still want to use a simple design with clear CTAs for mobile accessibility. Both marketers and customers are embracing mobile as we all grow increasingly connected.

TIPS: COMPLAINT & OPT-OUT RATE

- **Create a preference center.** Customers can select what communications they receive instead of unsubscribing from all emails.

- **Use segmentation and targeting.** Make sure your message is relevant to those receiving it.