



# Want Better Response Rates? Go Mobile!

## Best Practices for the Mobile Era

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# Email Inboxes are Jammed

- Average business user receives 88 emails a day and sends 34
- Average consumer sends/receives 93 emails per day

Source: Radicati Group, Inc. 2015

Inbox (558) - tsbuhr@gm... x

https://mail.google.com/mail/u/0/#inbox

Apps Recipes and Cooking Lighting Bath BECC Paper Big Data Branding CA Websites Cycling Data Sources EE Lighting EE Stuff Eval Tools » Other bookmarks

Google

Tami

4 conversations have been moved to the Trash. [Learn more](#) [Undo](#)

Gmail

COMPOSE

Inbox (558)

Important

Sent Mail

Drafts (1)

Circles

@SaneArchive (5,114)

@SaneLater (2,758)

Notes

Personal

Travel

More

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Floor &amp; Decor®</b>	Lowest Prices. Every Day. Top Quality Floors. Rock Bottom Prices. Find A Store Near You!	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>SmarterTravel Deal Alert</b>	<b>Why Oceania Cruises Is the Best Value in Cruising</b> - Here are 10 ways Oceania Cruises is different than any other cruise you've ever taken. Trouble	3:06 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Fall Classic 5K</b>	<b>Fall Classic 5K - 74% Sold Out!</b> - This message is best viewed with images displayed Spring Classic 5K, April 26, 2015 @ 9:30 AM Hi TAMI	1:32 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Groupon</b>	<b>Ready for Head-to-Toe Relaxation?</b> - View All Deals 51% Off Therapeutic Massage at Spa2Biz Spa2Biz 60-Minute Therapeutic Massage Licensed	1:26 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>ArtFire Discoveries</b>	<b>One of a Kind</b> - ArtFire Discoveries View this email online ArtFire Home page Like No Other Best Friend Necklaces,	1:17 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Orbitz</b>	<b>You have exactly 48 hrs. to save on U.S. Cities</b> - Plus, get an extra 15% off hotels with promo code: 48HRSALE Orbitz Orbitz Hotels Flights Packages	1:09 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>D'Angelo Grilled Sandwich.</b>	<b>Summer Isn't Over Yet. Twin Lobster Rolls For Just \$19.99.</b> - Email not displaying correctly? View it in your browser. CONTACT D'ANGELO GRILLED SANDW	12:34 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Roku</b>	<b>Pack light—you won't need a thing on this Roku adventure...</b> - Travel light and stream on with a Roku® Streaming Stick®—now, \$10 off! View online Roku Tra	12:28 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Planet Cyclery</b>	<b>Take an additional 10% off all shoes!</b> - ACCESSORIES APPAREL COMPONENTS DRIVETRAIN GROUP SETS 10% Off All Shoes. Use the promo code:	11:35 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Groupon Goods</b>	<b>Aduro Facio Bluetooth Speaker, BaByliss Pro Hair Styling Tools, Vizio 40" LED Smart TV ...</b> - For You   August 10, 2015 FREE Shipping with \$34.99 Purchase	11:15 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>The Clymb</b>	<b>Extra 20% Off Mountainsmith Camping Gear + Dragon Sunglasses, Compression Gear, Stohlqu...</b> - Mountainsmith on Sale for 5 Days Only Shop Now » View	11:07 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>CVS Beauty Club</b>	<b>Over \$100 in Beauty Savings!</b> - Get back to beauty with over \$100 in savings, in store and online.* View as Web Page   [+] Rate this	9:19 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Eddie Bauer</b>	<b>Prepare For Departure</b> - Save 25% on high-performance travel styles. View in a browser FREE SHIPPING ON ORDERS OF \$99 OR MORE	8:58 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Travelocity Deals</b>	<b>24 Hour Deals - Expire Soon!</b> - View as a webpage Download our apps today - More Details ? Travelocity Hotels Flights Vacation	8:24 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Groupon</b>	<b>Mani-Pedis and Hand Treatments</b> - Tami's Boston Deals   August 10, 2015   Groupons for Food & Drink, Health & Beauty, and	8:16 am

Windows Taskbar: Outlook, File Explorer, Chrome, Skype, Word, PowerPoint, Excel, Adobe Reader, Download

System Tray: 8:33 PM 8/10/2015

# Optimizing Email Subject Lines

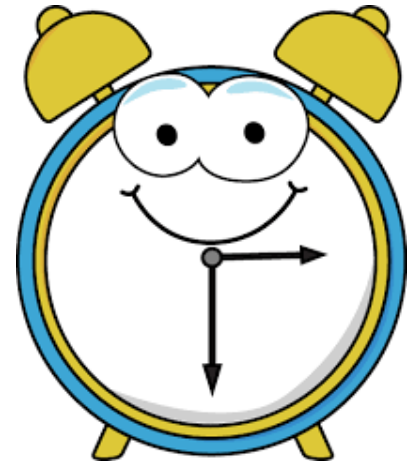
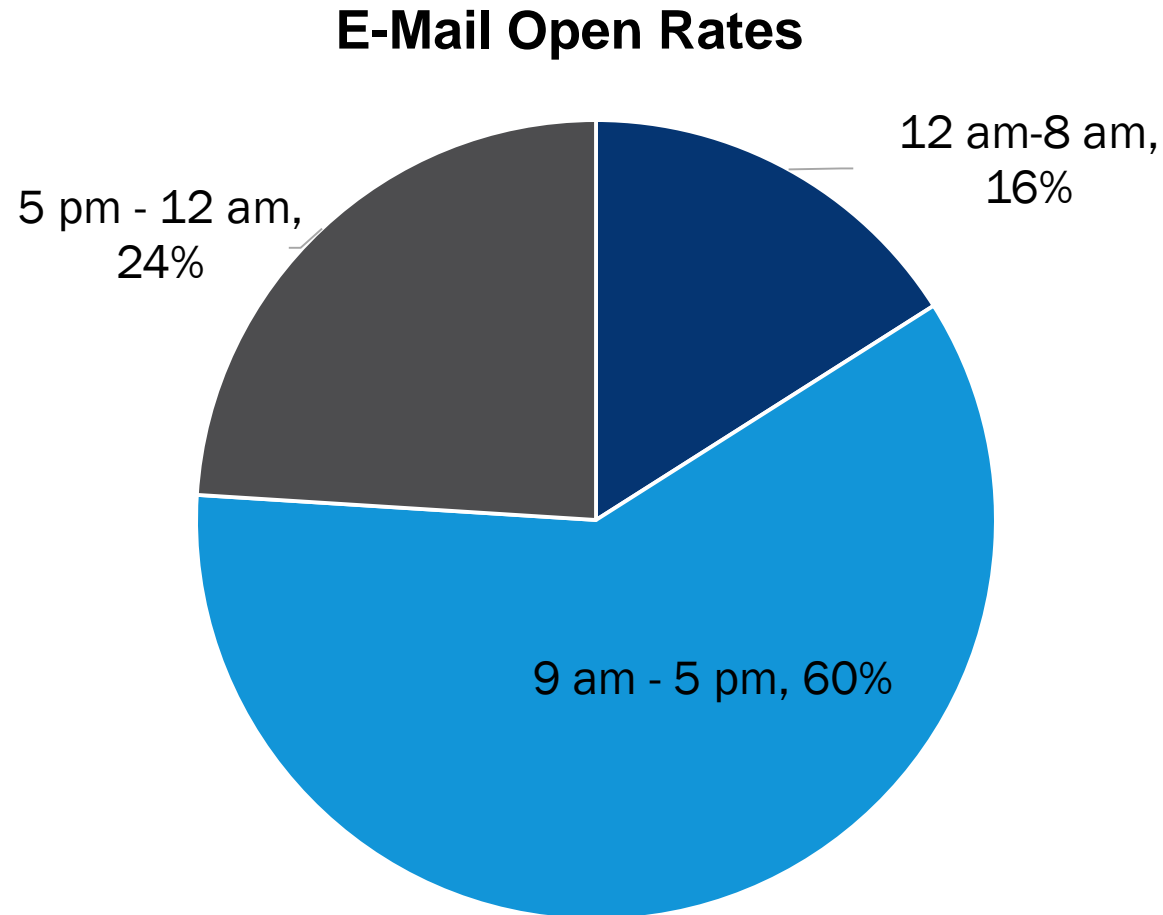
- Keep It Simple
- Avoid large numbers of words
  - Short subject lines can stand out from the rest
  - Mobile devices truncate subject lines
- Include program name for surveys with program participants

# Optimizing Email Subject Lines

- Be careful with incentive wording such as “sweepstakes” or “chance to win”
  - Raises suspicion
  - Include incentive information in body of email
- Words that express time sensitivity can help
  - “Urgent” or “Important”
  - Avoid “last chance” and similar words that convey a sales pitch



# Optimizing Email Timing: Daytime Hours are Best



# Optimizing Email Timing: Weekdays Traditionally Best

- Weekdays have had higher open rates
- Recent research shows first day response rates higher for invitations sent on weekdays but by day six, response rates equal



# Cell Phones Have Taken Over



*"It keeps me from looking at my phone every two seconds."*

Liam Walsh/The New Yorker

- 90% of adults own a cell phone
  - 64% are smartphones
- 40%+ complete internet surveys using mobile devices



# Optimize Internet Survey Formatting

- Use survey software that detects device type and formats survey for platform
- Seen an increase in response rates by 10%



# Optimizing Scale Questions

## PC Internet Survey

How satisfied are you with your experience overall?

1 - Very dissatisfied	2	3	4	5	6	7 - Very satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Mobile Internet Survey

How satisfied are you with your  
experience overall?

☐ 1 - Very  
dissatisfied

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7 - Very  
satisfied

# Optimizing Grid Questions

In the next year, how likely are you to each of the following?

	1 - Not at all likely	2	3	4	5 - Extremely likely
Buy CFL bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy LED bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy Halogen bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the next year, how likely are you to each of the following?

Buy CFL bulbs

- ☐ 1 - Not at all likely
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - Extremely likely

Buy LED bulbs

- ☐ 1 - Not at all likely
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - Extremely likely

# Key Takeaways

- Spend time on the subject lines of email survey invitations
  - The subject line is your introduction
- Send email invitations at times of the day and days of the week when they will get noticed
- Make sure your internet surveys are mobile device friendly

# Questions?

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