Want Better Response Rates? Go Mobile!
Best Practices for the Mobile Era

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Opinion Dynamics

2015 IEPEC Conference — Long Beach, California
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
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

E-Mail Open Rates

- 9 am - 5 pm, 60%
- 5 pm - 12 am, 24%
- 12 am - 8 am, 16%

Source: Campaign Monitor, 2014
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

Source: Campaign Monitor, 2014
Cell Phones Have Taken Over

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

“It keeps me from looking at my phone every two seconds.”

Liam Walsh/The New Yorker
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?

<table>
<thead>
<tr>
<th>1 - Very dissatisfied</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7 - Very satisfied</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>1 - Not at all likely</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 - Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy CFL bulbs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy LED bulbs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy Halogen bulbs</td>
<td></td>
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</tr>
</tbody>
</table>

In the next year, how likely are you to:

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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