



# NIO SUMMIT

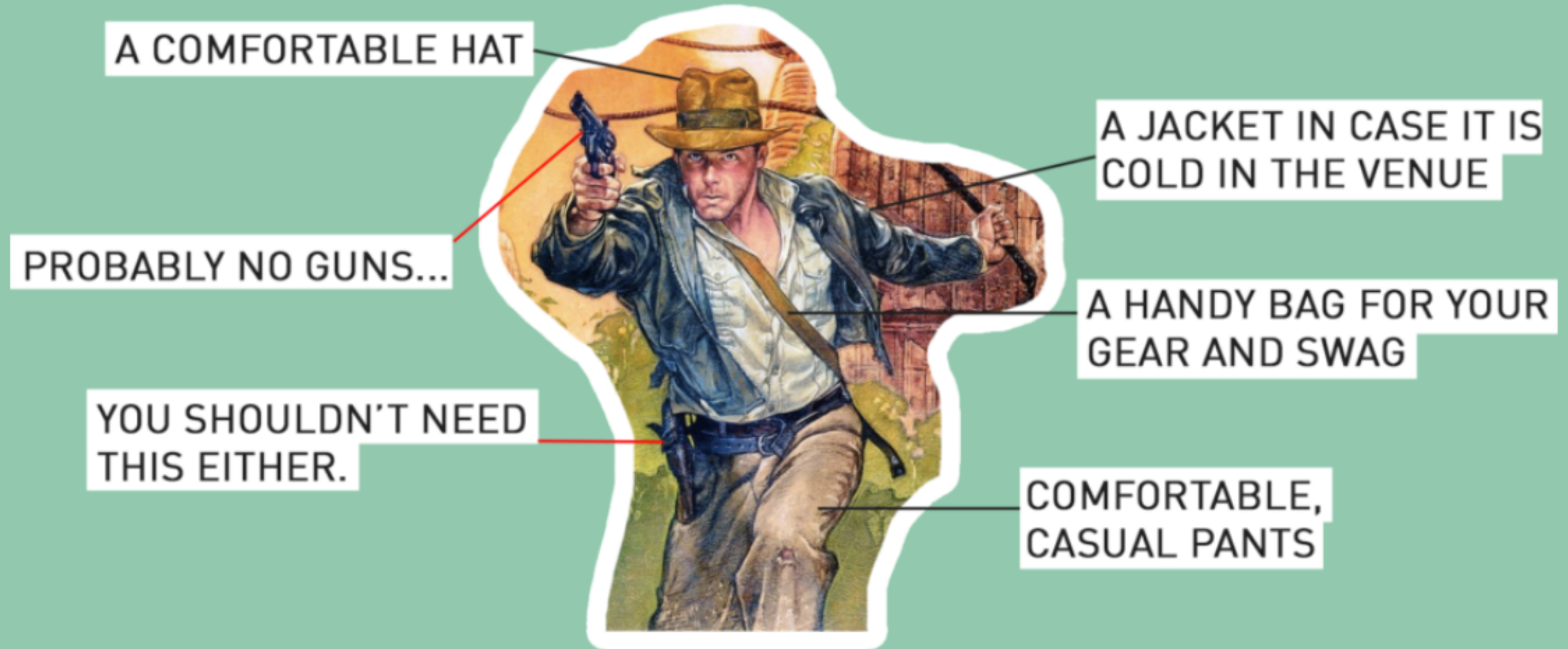
SEPT. 27-28, 2018  
SAN ANTONIO, TX

LEARN MORE AT

[NIOSUMMIT.COM](http://NIOSUMMIT.COM)

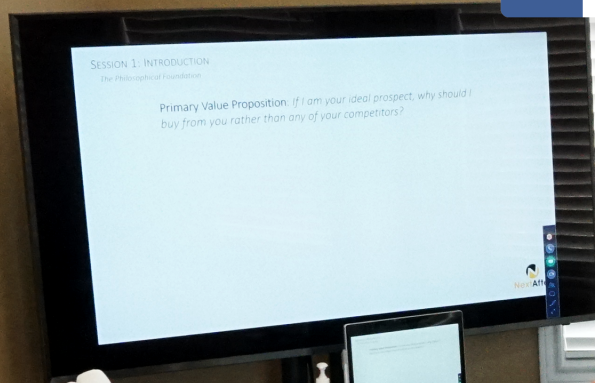
## A VISUAL GUIDE

If you really want to get into the spirit of the conference, I mean... you are going on a grand adventure to the Aztec Theatre. We don't think there are any pitfalls, booby traps, or giant boulders to run away from. But just in case, you may want to bring your adventurer's gear....



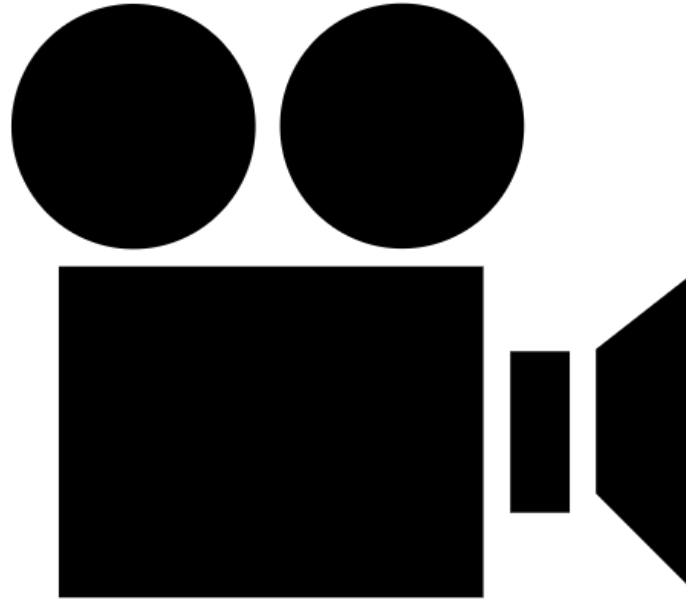
If you have more questions on the dress code, you're probably missing the point. If you decide to email us about it, we'll probably say something like "Wear something comfortable. And don't wear a tie."

# 3 2 1



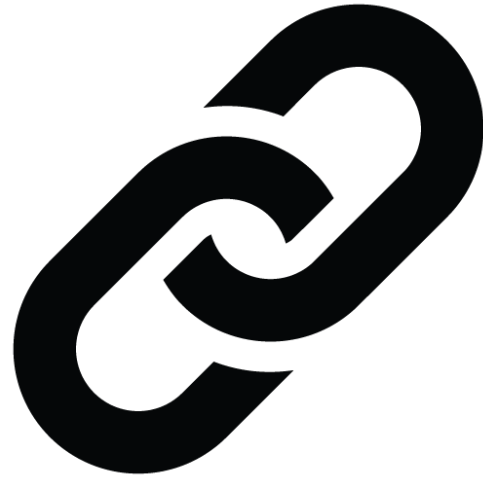
[www.facebook.com/NextAfterInc](https://www.facebook.com/NextAfterInc)

# A Few Quick things...



A video recording of this broadcast will be sent to you afterwards.

# A Few Quick things...



Links to featured resources and experiments will be sent out with the recording.

# A Few Quick things...



We'll send you this handy eBook as well!



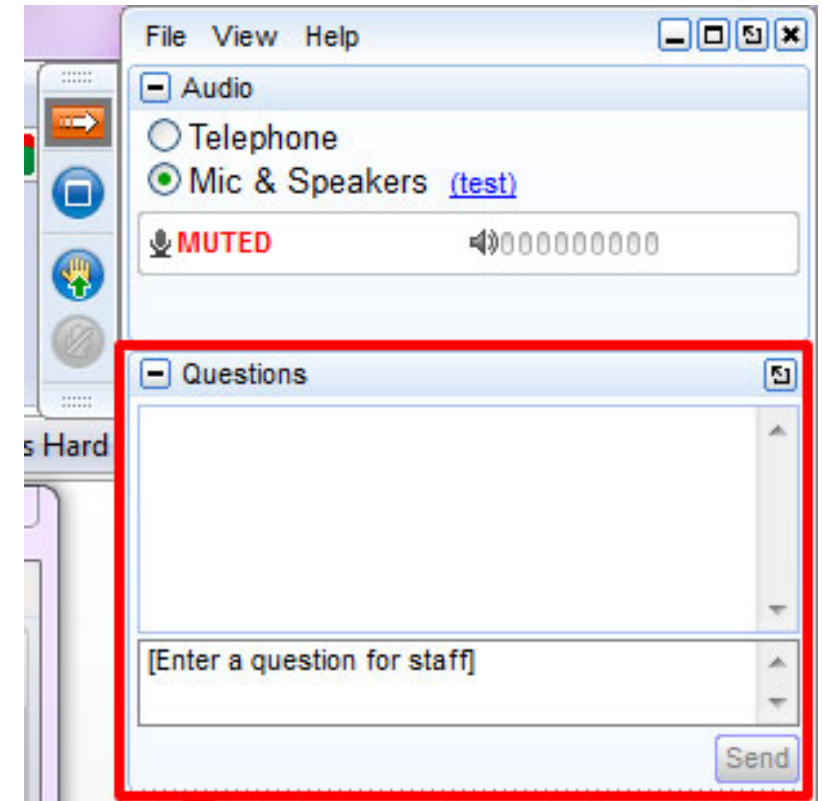
# A Few Quick things...



We want your questions!

# A Few Quick things...

Use the “Questions” tab in GoToWebinar to ask a question.



# Today's Speaker



## Brady Josephson

VP of Innovation & Optimization

[brady@nextafter.com](mailto:brady@nextafter.com)

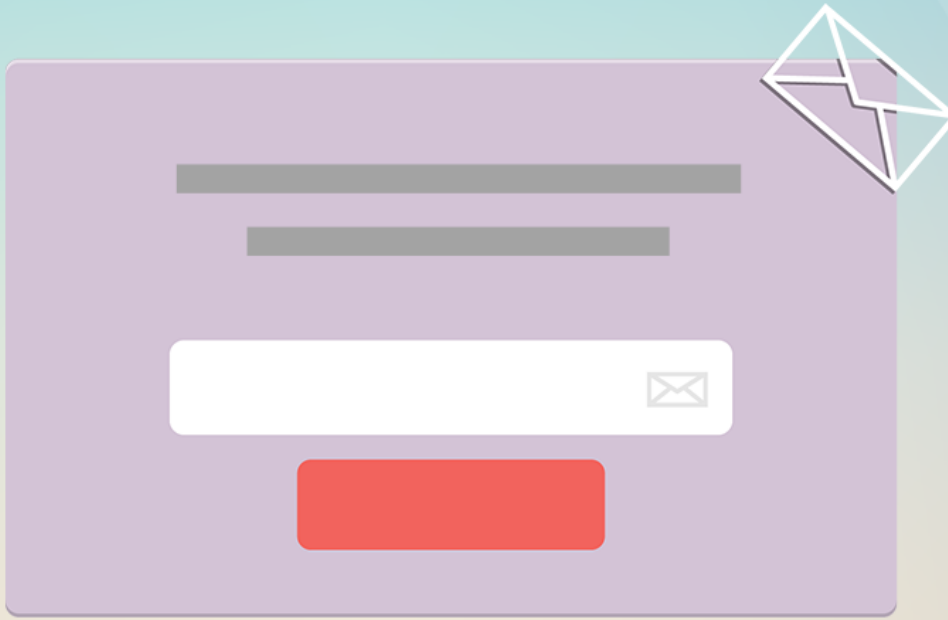
@bradyjosephson

[linkedin.com/in/bradyjosephson](https://linkedin.com/in/bradyjosephson)

## Tips

- Write things down (ideas in particular but ANYTHING)
- Try to walk away with 3 key, tangible, actionable things
  - Something you can do today
  - Something you can look into this week
  - Something to discuss with people next week
  - Something new to try this month





7 PROVEN METHODS TO  
ACQUIRE MORE EMAILS

Why is **GROWING** your  
email list **IMPORTANT**  
anyways?



# First, Let's Consider What They Had to Say...

“Email is nearly **40 times better** than Facebook and Twitter at acquiring customers.”

McKinsey & Company



# First, Let's Consider What They Had to Say...

“Email marketing yields  
an average **4,300%** return  
on investment for  
businesses in the United  
States.”



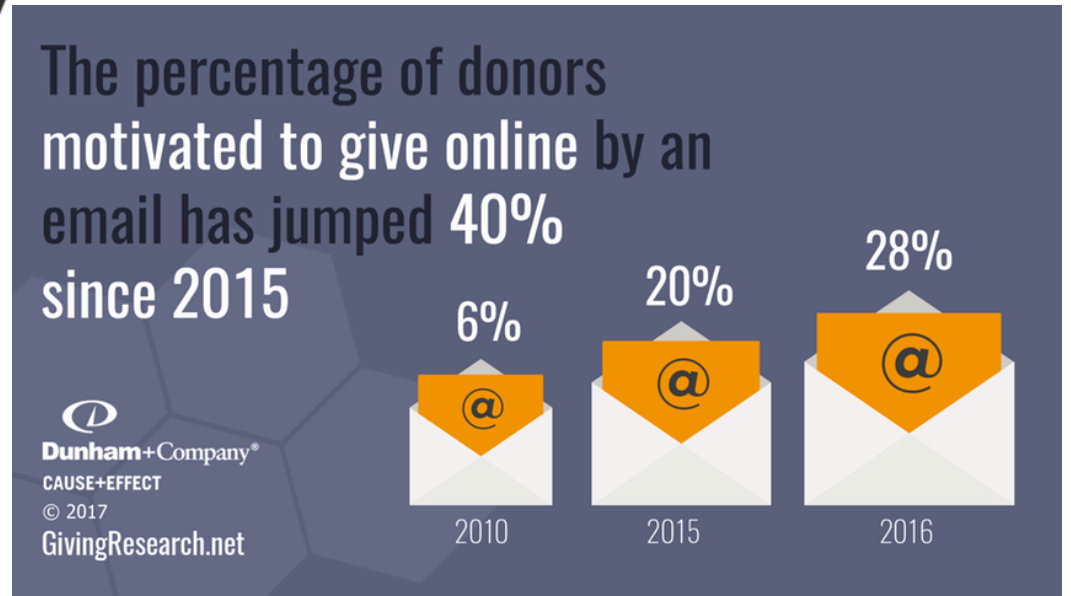
# First, Let's Consider What They Had to Say...

“Marketers consistently ranked email as the **single most effective tactic** for awareness, acquisition, conversion, and retention.”

**GIGAOM** RESEARCH



# First, Let's Consider What They Had to Say...



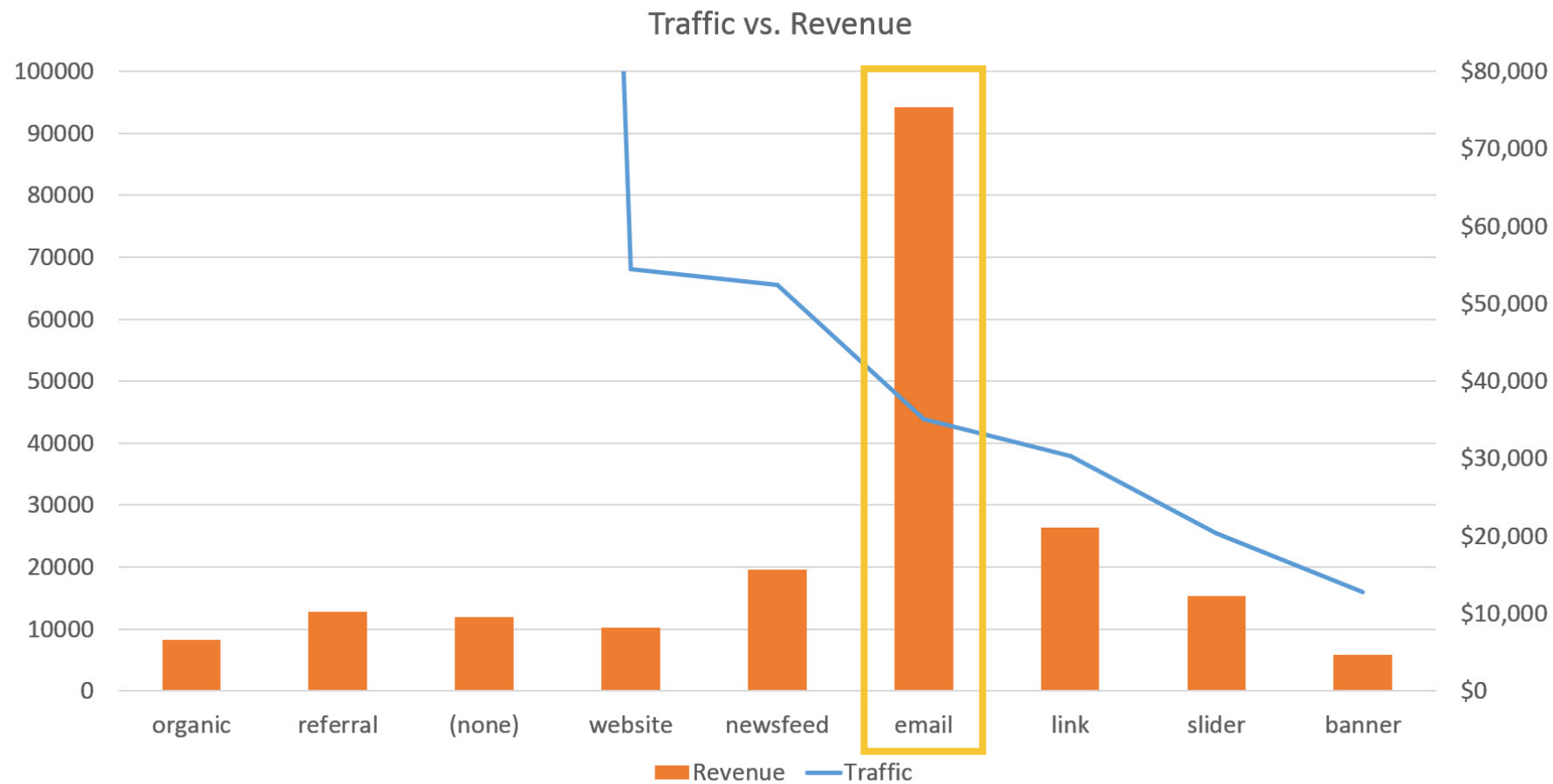
  
**Dunham+Company®**  
CAUSE+EFFECT

# Then, Let's See What Our Data Says...

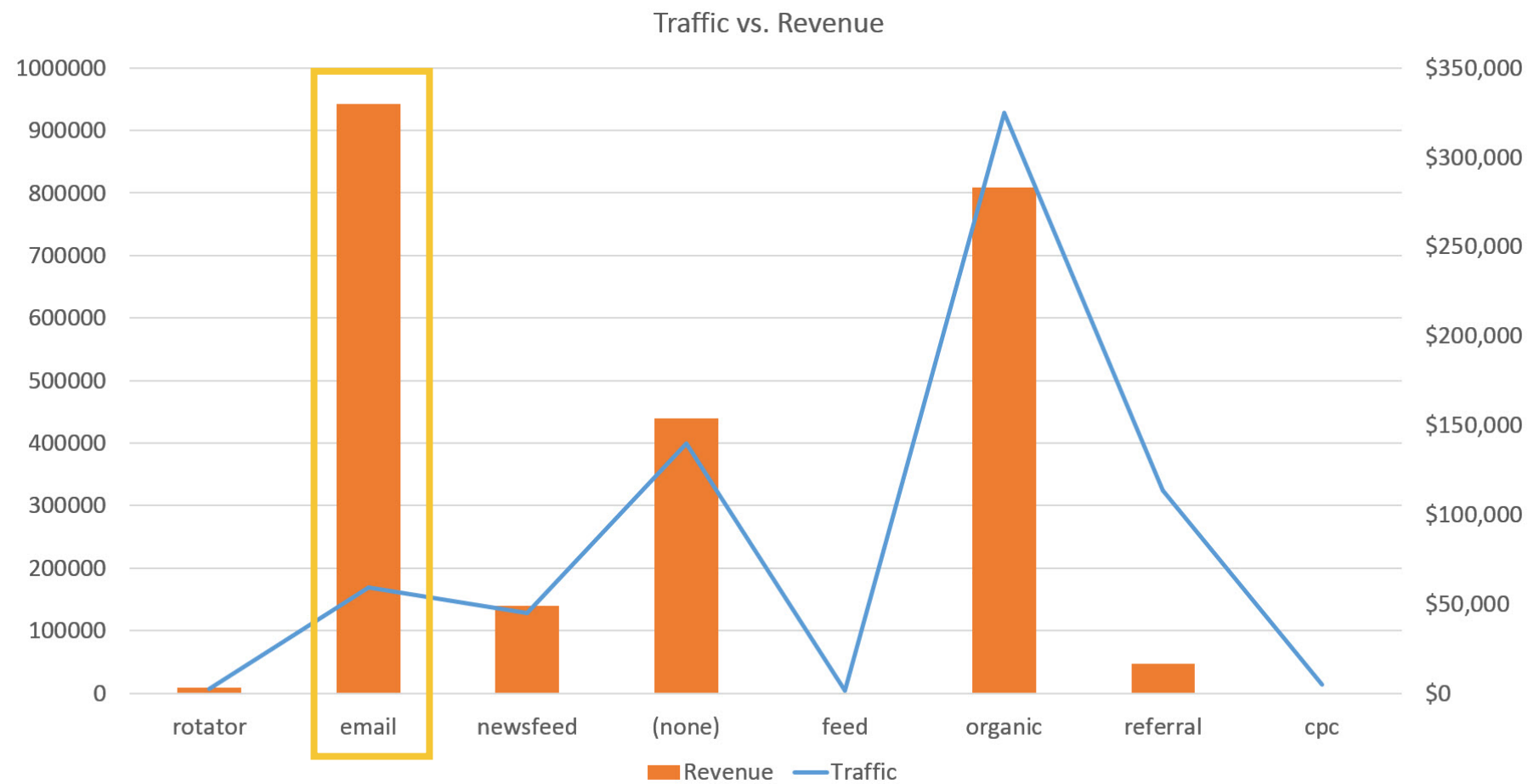
Here's What We  
Learned by Examining  
Google Analytics for  
Four Very Different  
Nonprofit Orgs



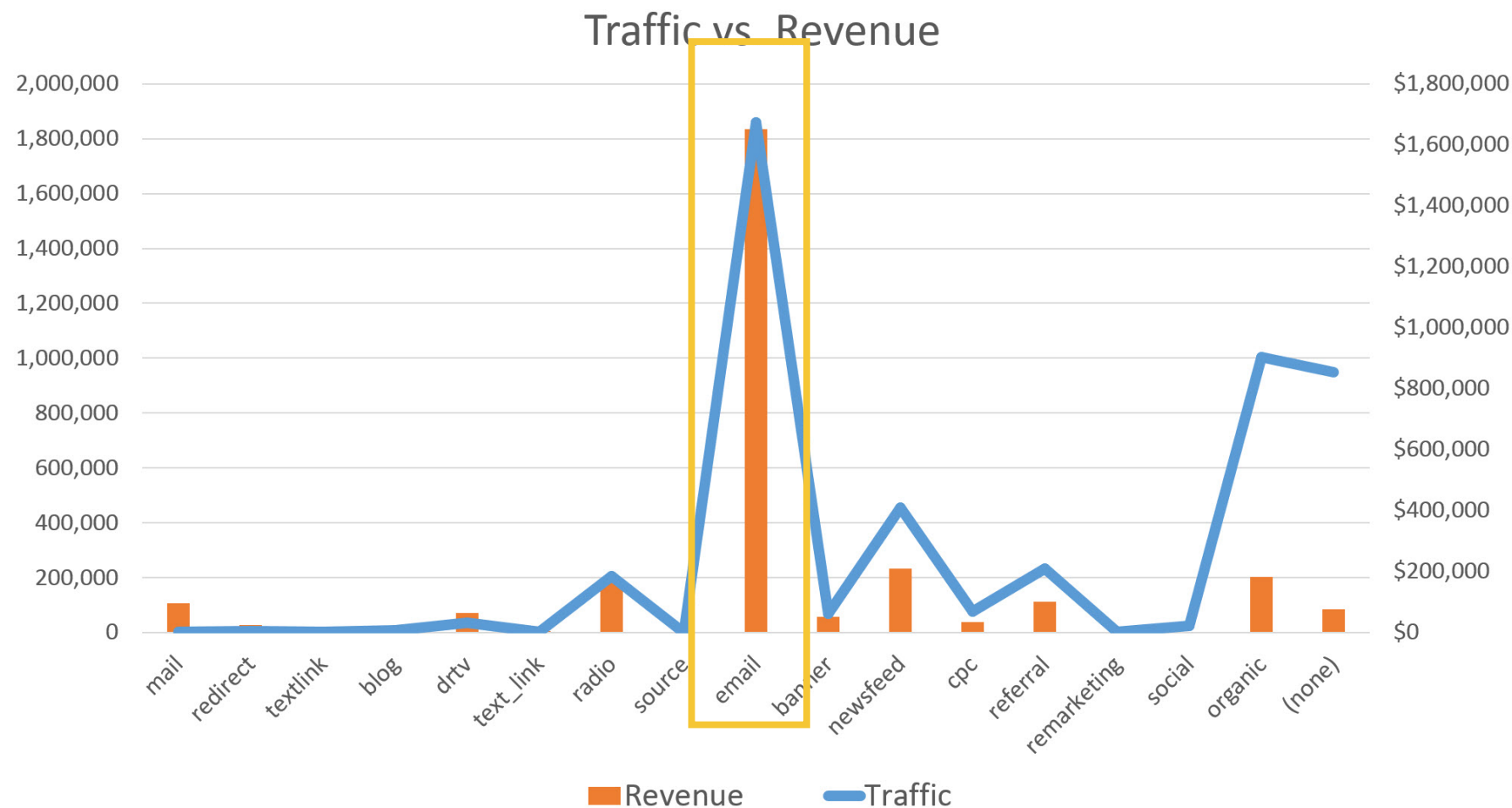
# An Association



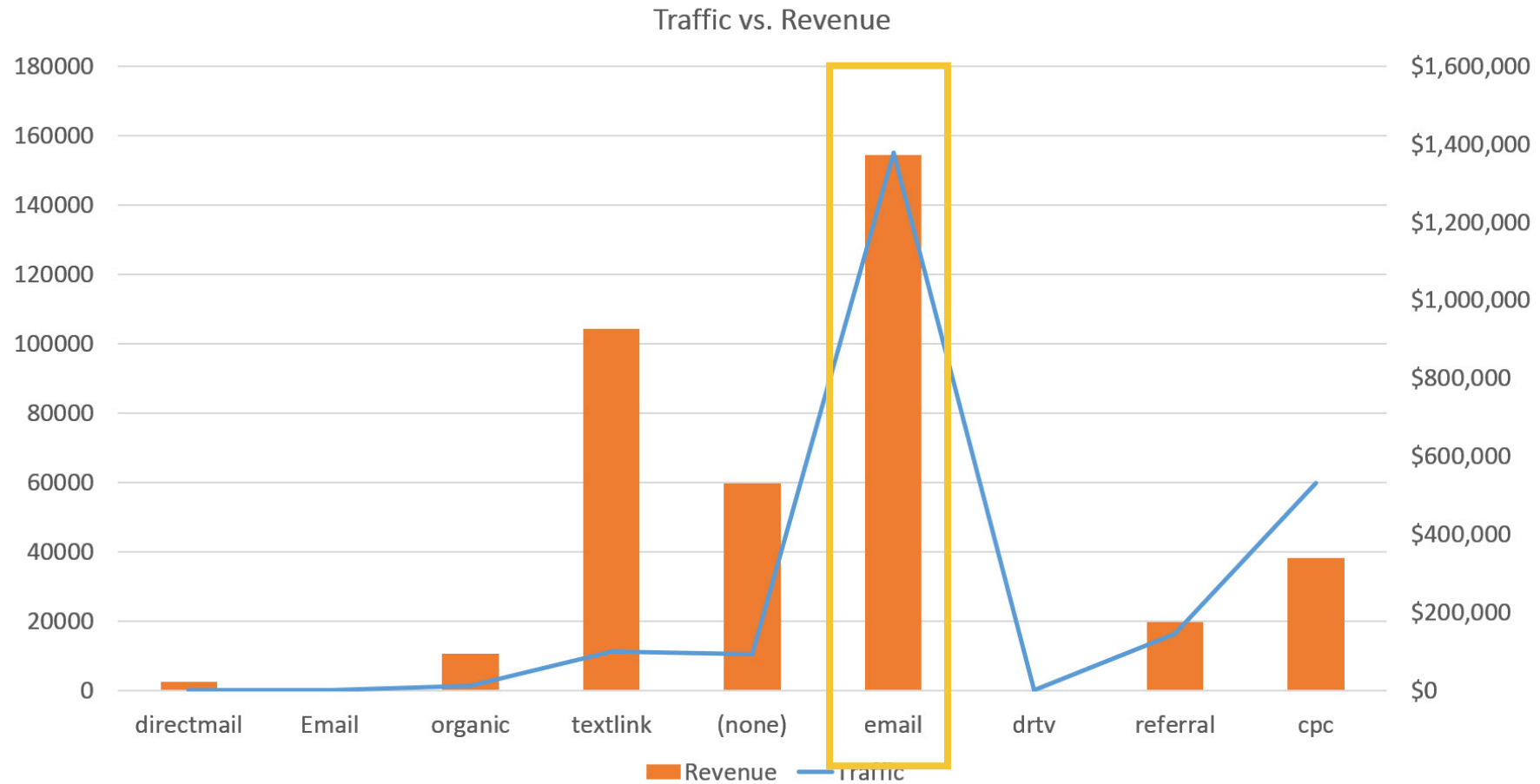
# A Faith Based Organization



# An Education Organization



# An Advocacy Organization



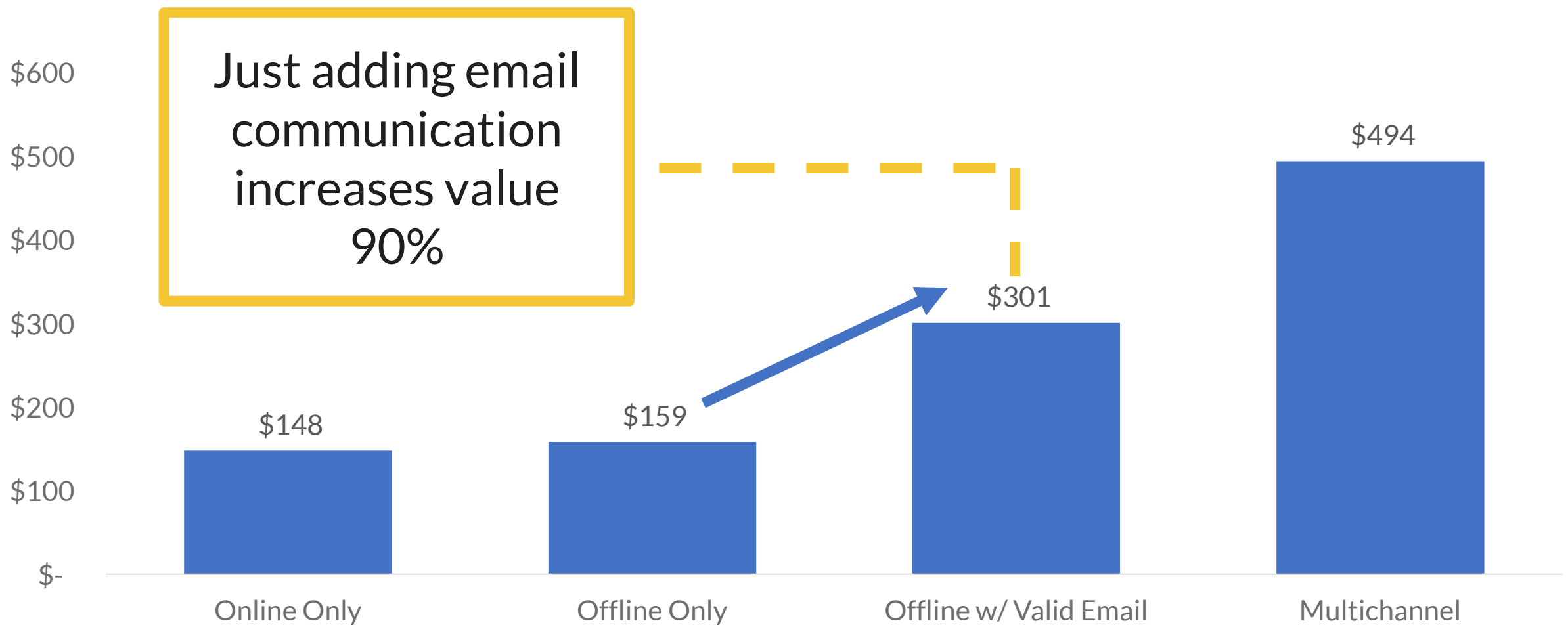
The **SIZE** and the **QUALITY** of your **EMAIL LIST** is the **MOST IMPORTANT** factor that will influence your ability to **RAISE MONEY ONLINE.**



And It's Not JUST About  
Money ONLINE.



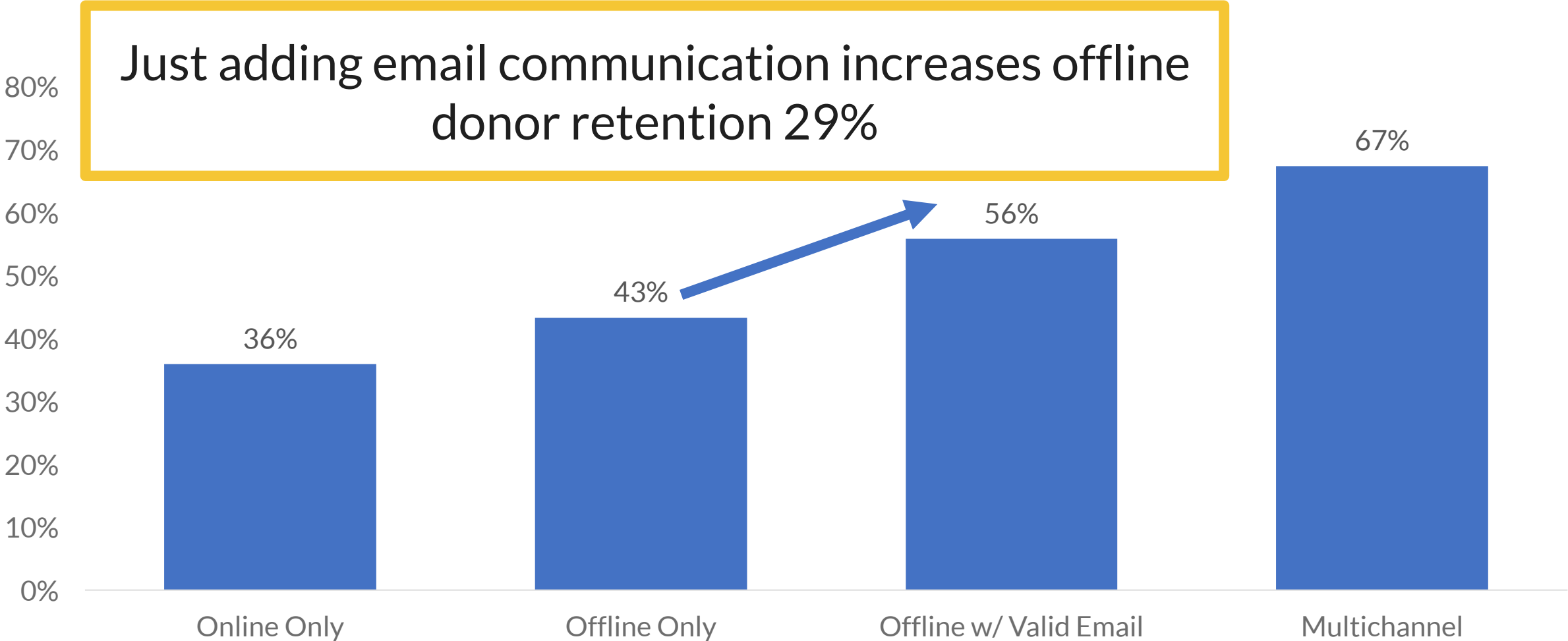
# Average Revenue Per Donor by Cohort



Source: Provided constituent and transaction data for 2015-2016 (excluding corporate and and \$10k+HPC donors)



# Average Retention by Cohort



Source: Provided constituent and transaction data for 2015-2016 (excluding corporate and and \$10k+HPC donors)



The **SIZE** and the **QUALITY** of your **EMAIL LIST** is the **MOST IMPORTANT** factor that will influence your ability to **RAISE MONEY ONLINE** (*and it even helps with offline revenue*).



But **WHY** Is It So **HARD** To  
Get Emails?



People come online to **GET**  
not to **GIVE**.

So **YOU** need to give before  
**YOU** can get.



# About this Test



HILLSDALE COLLEGE

## Partner Background


Founded in 1844, Hillsdale College is an independent liberal arts college with a student body of about 1,400. Hillsdale's educational mission rests upon two principles: academic excellence and institutional independence. The College does not accept federal or state taxpayer subsidies for any of its operations.


As part of their service, they offer free courses, such as Constitution 101, as a service to the public. Like other not-for-profits, **they need donations to survive.**

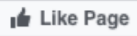


# Experiment


## Version A



**Hillsdale College**  
Sponsored · 

 Like Page


Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.





**Make your donation now »**


Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

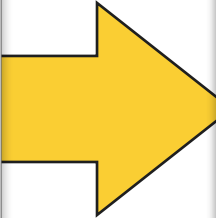
[SECURE.HILLSDALE.EDU](#) [Learn More](#)

 Like

 Comment

 Share

 Buffer



**Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.**

Since Hillsdale does not accept even one penny of state or federal taxpayer funding—even indirectly in the form of student grants or loans—your gift ensures that:

- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. Hillsdale educates these bright and ambitious students—our future leaders—on the principles of liberty that made America great, and are necessary for freedom and free enterprise to flourish.
- Hillsdale can continue to educate all Americans who wish to learn about the Declaration of Independence, the Constitution, free-market economics, the Western and American Heritage, the Great Books, and more through its free online courses which reach hundreds of thousands of people each year.
- Hillsdale can continue to publish Imprimis, its influential speech digest that shapes American opinion. Imprimis reaches more than 2.5 million people with each mailing, is offered completely free of charge, and features great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events; and
- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

**MY GIFT AMOUNT**

\$25

\$50

\$100

\$250

\$500

\$

Other Gift Amount

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. See an example.

Gift Designation \*

Area of Greatest Need

**BILLING INFORMATION**

First Name \*

Last Name \*

Email Address \*

Country \*

United States

Address \*

City \*

State \*

Zip Code \*

Phone

**CREDIT CARD INFORMATION**

Card Number \*


Exp. Month \*

Exp. Year \*

CVV \*

(What's this?)

[Make My \\$50 Gift](#)

  
311 E. College St. Hillsdale, MI 49124 | Phone: (517) 437-1341 | Fax: (517) 437-8923 | Privacy Policy



# Experiment

## Version B

Billy Gray and Matt Schlientz like Hillsdale College Online Courses.

**Hillsdale College Online Courses**  
Sponsored (demo) · 🌐

Grow your understanding of America's most important founding document in Hillsdale's free "Constitution 101" course.



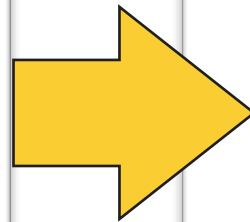
**Activate your free course now »**

Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

HILLSDALE.EDU [Learn More](#)

👍 10 3 Shares

👍 Like 💬 Comment ➦ Share 📱 Buffer



**HILLSDALE COLLEGE**

### Study the document that secures your God-given rights.

The U.S. Constitution is the key to securing liberty for all Americans -- yet very few know exactly what it says, and what freedoms it protects. Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

Hillsdale's course, Constitution 101: The Meaning and History of the Constitution, features the same professors who teach this course on Hillsdale College's campus. Hillsdale is one of the only colleges in America -- outside of the military academies -- that requires every student to take a course on the Constitution to graduate.

The course is delivered via email, with one lesson per week for 10 weeks. Each lesson features lively teaching and discussion boards, suggested readings, weekly quizzes, and more.

#### Activate your free Constitution 101 course now!

Fill out the form below and we'll *immediately* send your first lesson by email.

**Step 1 of 2**

Title \*

First Name \*

Last Name \*

Email \*

[Activate my course!](#)

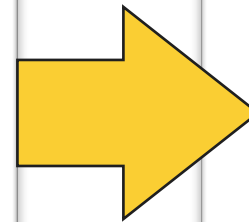
#### What students say

"Hillsdale College's online offerings have deepened my education and enriched my life."  
-- Fred D.

"There aren't enough words to explain. I started with "The Federalist Papers" with a vague interest; now it seems there aren't enough classes. . . . These classes have truly changed and matured my life."  
-- Danny G.

"Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge."  
-- John C.

**HILLSDALE COLLEGE**  
33 E. College St. Hillsdale, MI 49842 | Phone: (517) 437-7341 | Fax: (517) 437-3923 | [Privacy Policy](#)



**Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!**

You'll receive your first lecture in your inbox in just a few minutes (it takes a second to send it to you).

**We are often asked -- why does Hillsdale offer this course for free?**

Here are three important reasons:

- It is concerning that most Americans complete their education with little to no knowledge of America's foundational principles.
- Every American must understand the Constitution, the Declaration of Independence--these set forth America's founding principles.
- By educating millions of Americans on our founding principles of liberty, America can begin to turn around and restore her liberty.

Hillsdale refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans) to remain truly independent.

That's why the College counts on the generosity of people like you that help to underwrite the costs of developing, producing, and distributing these courses so that more Americans can learn to understand and appreciate what made America the freest and most prosperous nation in human history.

Will you make a tax-deductible donation today to help produce and promote more free online courses?

Not only will your gift help the College cover our costs, but it will also help reach more people just like you about the underlying principles of liberty in the Constitution.

**Special offer:** For a gift of \$100 or more, you will receive a copy of Hillsdale's online course companion textbook, *The U.S. Constitution: A Reader*.

**Yes! I want to help Hillsdale produce more free online courses and ensure more citizens are educated about America's founding principles of liberty.**

**MY GIFT AMOUNT**

\$25	\$50	\$100
\$250	\$500	

\$  Other Gift Amount

All gifts above \$250 will receive a personalized, engraved book on Hillsdale's Liberty Walk. See our website.

**BILLING INFORMATION**

First Name \*  Last Name \*

Email Address \*

Country \*

Address \*

City \*

State \*  Zip Code \*

Phone

**CREDIT CARD INFORMATION**

Card Number

Exp. Month \*  Exp. Year \*



CVV \*  (What is this?)

[Make My \\$50 Gift](#)




# Side-by-Side

## Version A

**Hillsdale College**  
Sponsored · 

Like Page

Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.



**Make your donation now »**

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

SECURE.HILLSDALE.EDU [Learn More](#)

Like

Comment

Share

Buffer

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Since Hillsdale does not accept even one penny of state or federal taxpayer funding, every individual in the form of student grants or loans, your gift ensures that:

- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. Hillsdale educates these bright and ambitious students on the future leaders on the principles of liberty that made America great, and are necessary for freedom and free enterprise to flourish.
- Hillsdale can continue to educate all Americans who wish to learn about the Declaration of Independence, the Constitution, free market economics, the Western and American Heritage, the Great Books, and more through its free online courses, which reach hundreds of thousands of people each year.
- Hillsdale can continue to publish *Insights*, its influential speech digest that shapes American opinion. *Insights* reaches more than 3.5 million people with each mailing, a different complexity than of change, and features your speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events, and
- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Albert R. Kohn, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

**MY GIFT AMOUNT**

\$25	\$50	\$100
\$250	\$500	

Other Gift Amount:

Gift Designation:

**BILLING INFORMATION**

First Name:  Last Name:

Email Address:

Country:

United States

Address:

City:

State:  Zip Code:

Phone:

**CREDIT CARD INFORMATION**


Card Number:

Exp. Month:  Exp. Year:

CVV:

[Make My \\$50 Gift](#)

## Version B

**HILLSDALE COLLEGE**

Study the document that secures your God-given rights.

The U.S. Constitution is the key to securing liberty for all Americans — yet very few know exactly what it says, and what freedoms it protects. Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

Hillsdale's course, *Constitution 101: The Meaning and History of the Constitution*, features the same professors who teach this course on Hillsdale College's campus. Hillsdale is one of the only colleges in America — outside of the military academies — that requires every student to take a course on the Constitution to graduate.

The course is delivered via email, with one lesson per week for 10 weeks. Each lesson features lively teaching and discussion boards, suggested readings, weekly quizzes, and more.

**Activate your free Constitution 101 course now!**

Fill out the form below and we'll immediately send your first lesson by email.

**Step 1 of 2**

Title \*  
Select:

First Name \*

Last Name \*

Email \*

[Activate my course!](#)

**What students say**

"Hillsdale College's online offerings have deepened my education and enriched my life."  
— Fred D.

"There aren't enough words to explain. I started with 'The Federal Papers' with a vague interest, now it seems there aren't enough classes. ... These classes have truly changed and matured my life."  
— Danny C.

"Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge."  
— John C.

HILLSDALE.EDU [Learn More](#)

Like

Comment

Share

Buffer

3 Shares

20 E. College St., Hillsdale, MI 49242 | Phone (517) 427-7341 | Fax (517) 427-3823 | [Privacy Policy](#)

Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!

You'll receive your first lesson in your inbox in just a few minutes. It will be sent to the email you provided.

**We can't afford to — why does Hillsdale offer this course for free?**

Here are three important reasons:

- It is important that most Americans complete their education with little to no knowledge of America's founding principles.
- It is important that our students understand the Constitution, the importance of individual liberty, and the role of the federal government in our lives.
- It is important that our students understand the principles of liberty and the role of the federal government in our lives.

Hillsdale College is a private, non-profit institution. We do not receive state or federal funding. We rely on the generosity of our donors to support our mission.

We are grateful for your support. We will continue to offer this course for free to all who wish to learn about the Constitution.

Special offer: a gift of \$100 to help you with your education. This is a limited-time offer. Use code: **CON101**.

**Yes! I want to help Hillsdale produce more free online courses and ensure more citizens are educated about America's founding principles of liberty.**

**MY GIFT AMOUNT**

\$25	\$50	\$100
\$250	\$500	

Other Gift Amount:

Gift Designation:

**BILLING INFORMATION**

First Name:  Last Name:

Email Address:

Country:

United States

Address:

City:

State:  Zip Code:

Phone:

**CREDIT CARD INFORMATION**

Card Number:

Exp. Month:  Exp. Year:

CVV:

[Make My \\$50 Gift](#)



# Experiment Results



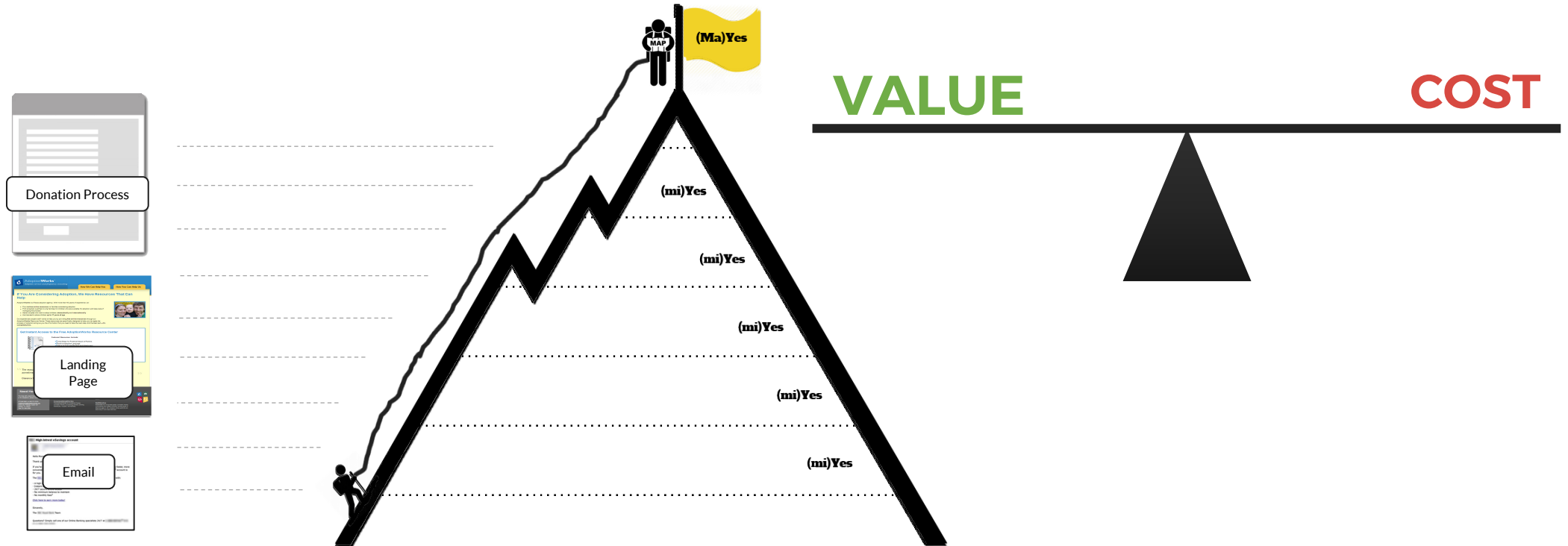
$\infty\%$  Increase in  
**DONATIONS**

*You earn trust by offering value.*

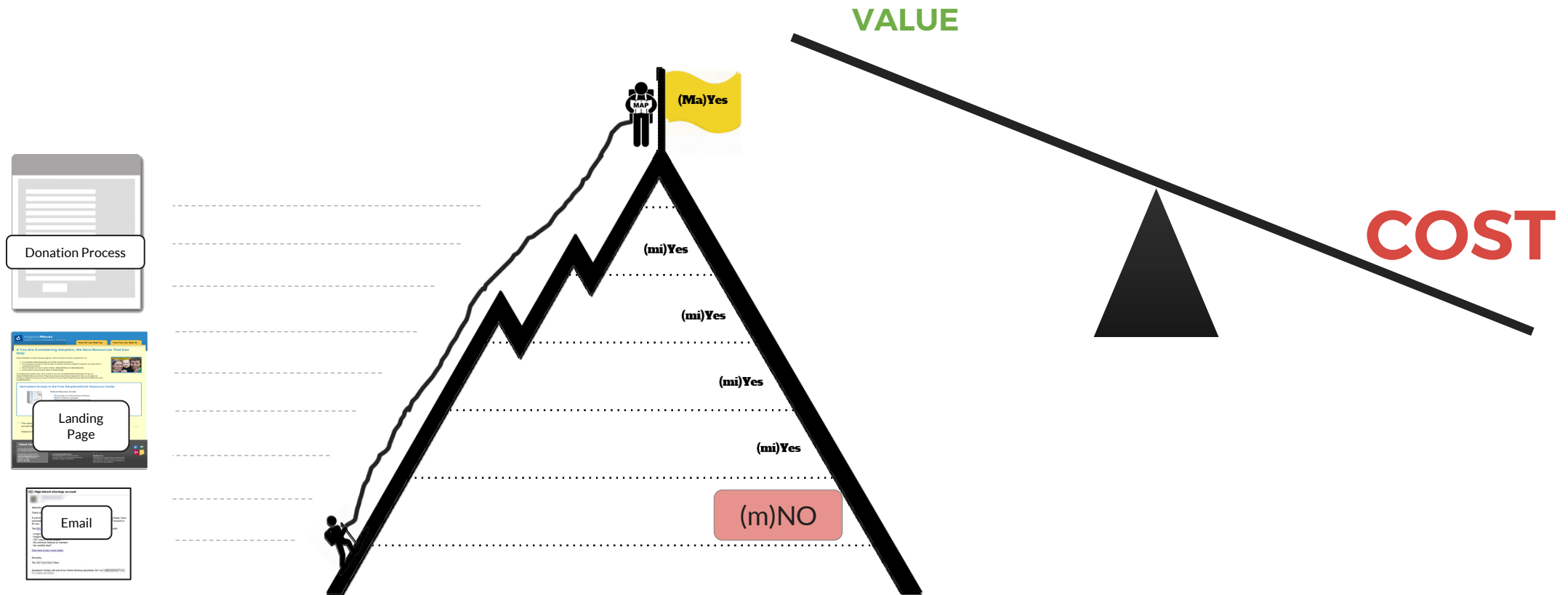
Version	51 Click Rate	Donation Rate	Avg. Gift
Version A (2-Step)	0.41%	0.000%	\$0
Version B (3-Step)	1.26%	1.18%	\$58.33
Relative Difference	209%	$\infty$	$\infty$



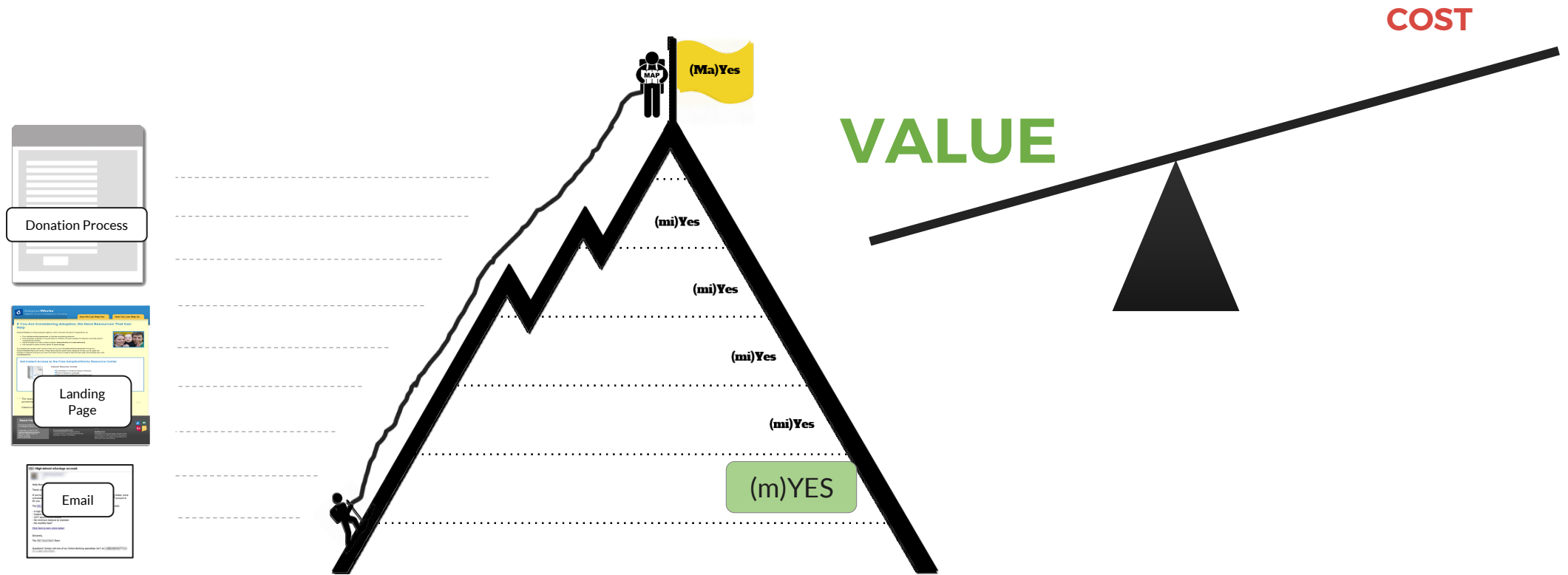
# Optimizing Each Micro-Yes



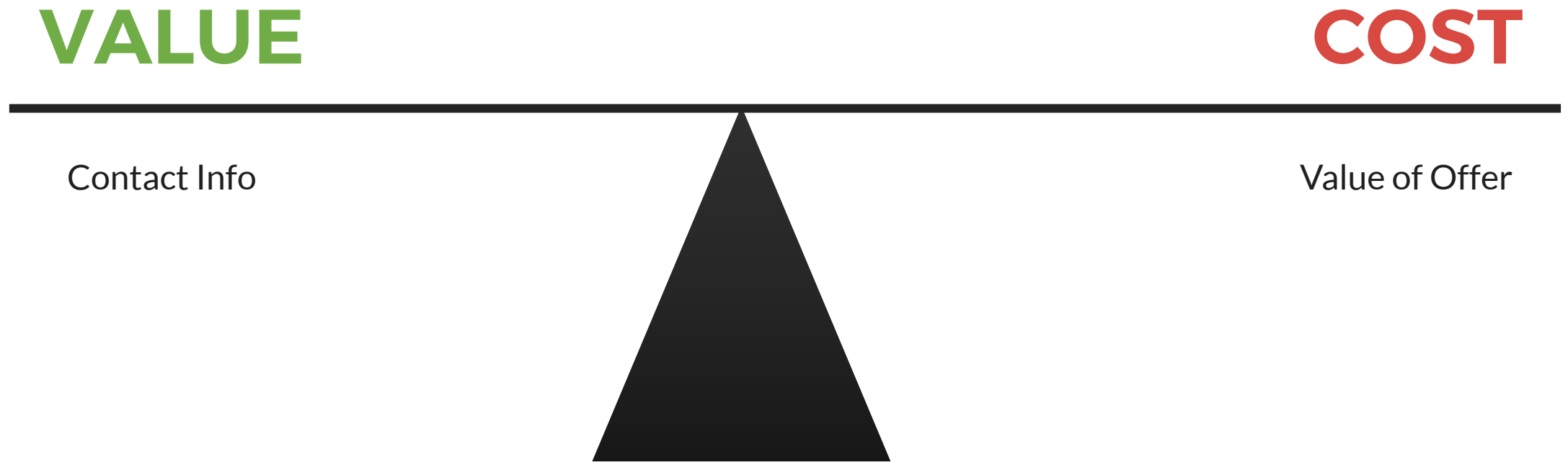
# Optimizing Each Micro-Yes



# Optimizing Each Micro-Yes



# Understanding the Value Exchange



VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i - f) - 2a$$

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

# VALUE

## The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

### ***Desire***

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

### ***Exclusivity***

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

1. Rank the ideal customer's **desire** level for the offer associated with the email capture.
2. Rank the **exclusivity** of the offer associated with the email capture.
3. Multiply the two integers.
4. If the total is less than 2, re-craft your offer.

# VALUE

## The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

### ***Desire***

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

### ***Exclusivity***

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

1. Rank the ideal customer's **desire** level for the offer associated with the email capture.
2. Rank the **exclusivity** of the offer associated with the email capture.
3. Multiply the two integers.
4. If the total is less than 2, re-craft your offer.

So what are you  
**OFFERING?**





“An email newsletter!  
Wow! Where do I  
sign up!”

# Email Signup Offer: Example 1

[Home](#) | [Action Needed!](#) | [Give Now](#) | [Blog](#) | [FAQs](#) | [En español](#) | [My](#) [Login](#) | [Careers at](#) [\[blurred\]](#)

[About Us](#) | [Get Involved](#) | [for You](#) | [Business Solutions](#)



### Action Alert!

Tell Congress to keep key job training programs in fiscal cliff discussions

[ [Take Action!](#) ]



### Find Your Local

Find  job training centers and donation sites in your community.

[ [Advanced Search](#) ]

facebook

### Subscribe

We offer two newsletters.

[Offers Resources for People Devastated by Hurricane Sandy »](#)

#### Donate Goods



#### Give a Financial Gift



#### Find a Job




[Blog](#) | [Press Releases](#)

DIY Project: Create Stockings from Thrifted Holiday Sweaters  
November 30 | In: Shop

Tell Congress to Remember Key Job Training Programs in Fiscal Cliff Discussions  
November 29 | In: Advocate

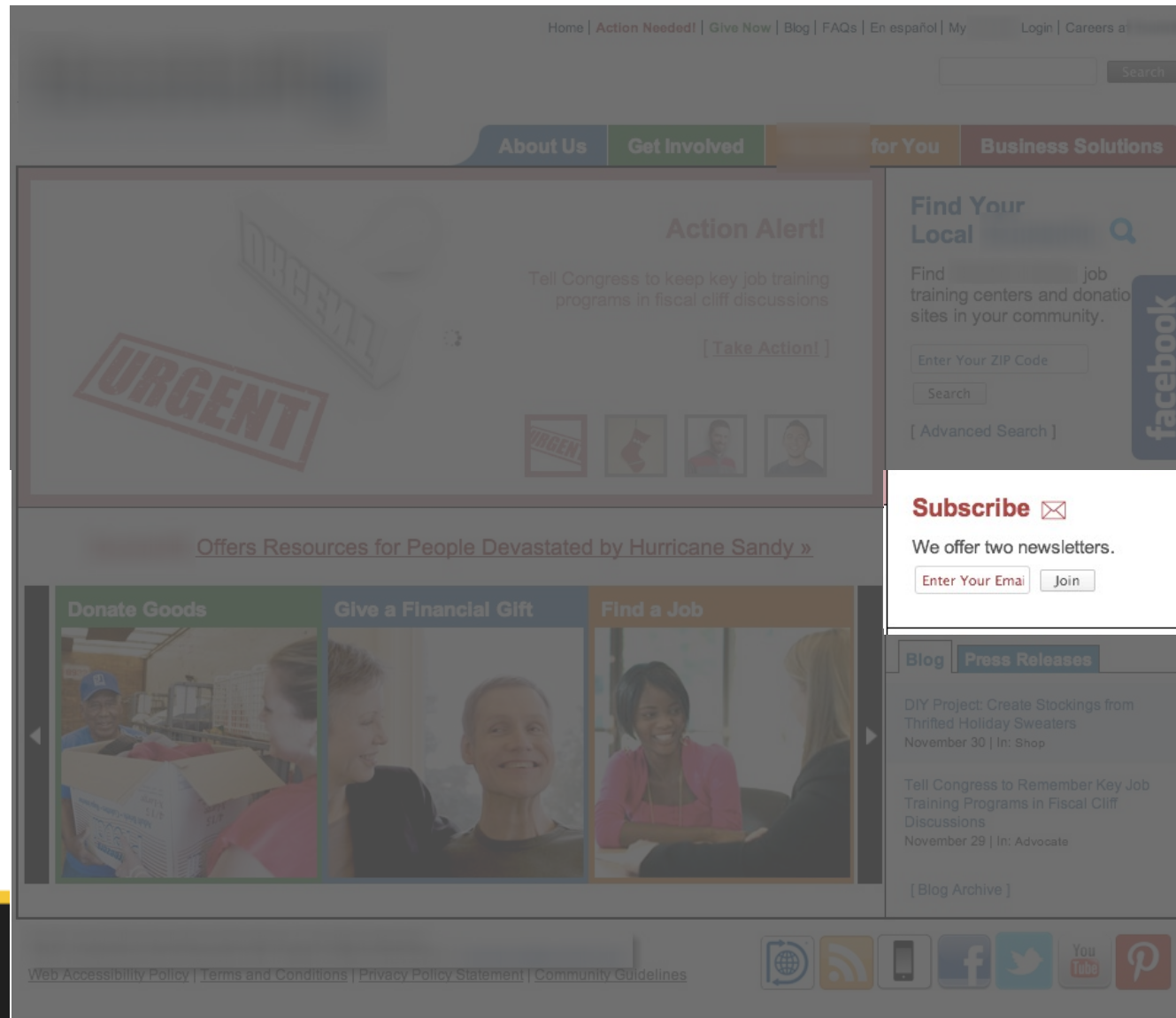
[ [Blog Archive](#) ]

[Web Accessibility Policy](#) | [Terms and Conditions](#) | [Privacy Policy Statement](#) | [Community Guidelines](#)

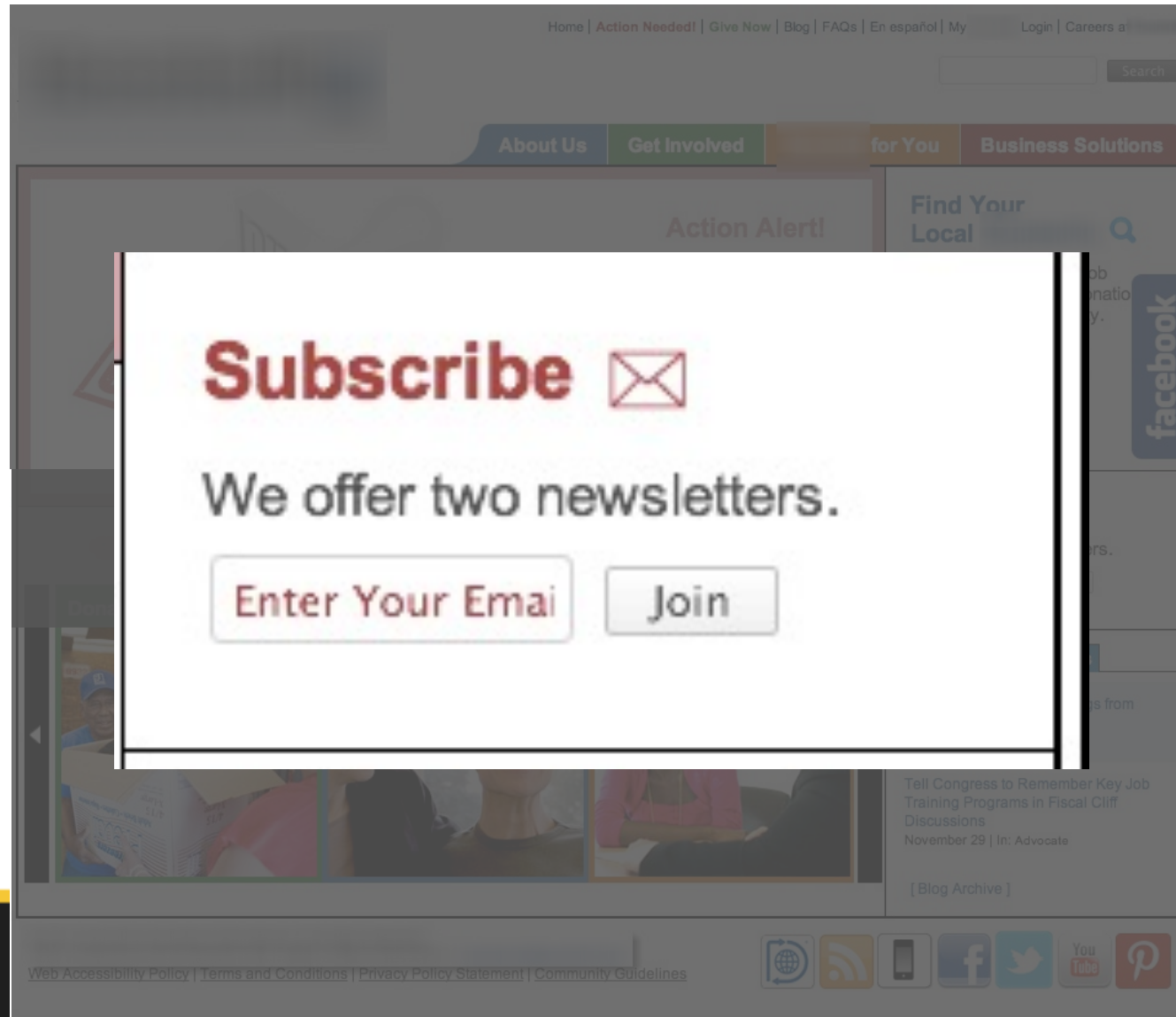




# Email Signup Offer: Example 1



# Email Signup Offer: Example 1



The image shows a screenshot of a website with a modal form for email signups. The modal is white with a black border and is centered on the screen. It contains the following text and elements:

- Subscribe** followed by an envelope icon.
- We offer two newsletters.**
- A text input field with the placeholder text **Enter Your Email**.
- A **Join** button.

The background of the website is dark gray. At the top, there is a navigation bar with links: [Home](#), [Action Needed!](#), [Give Now](#), [Blog](#), [FAQs](#), [En español](#), [My](#), [Login](#), and [Careers at](#). Below the navigation bar is a search bar with a **Search** button. The main content area has a **Action Alert!** section and a **Find Your Local** section. On the right side, there is a **facebook** button. At the bottom, there is a footer with links: [Web Accessibility Policy](#), [Terms and Conditions](#), [Privacy Policy Statement](#), and [Community Guidelines](#). There are also social media icons for RSS, Facebook, Twitter, YouTube, and Pinterest.

# Email Value Proposition Assessment

## ***Desire***

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

## ***Exclusivity***

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

1. Rank the ideal customer's **desire** level for the offer associated with the email capture.
2. Rank the **exclusivity** of the offer associated with the email capture.
3. Multiply the two integers.
4. If the total is less than 2, re-craft your offer.



# Email Signup Offer: Example 2

[Contact Us](#) [Check TV Listings](#)

**Cross  
examine** [Cross Examine Insider](#) [How True is Your View?](#) [Social Spheres](#) [Resources](#) [About](#) [Donate](#)

**The Business of Abortion**



00:00 28:31

[Buy Now](#)

[Like](#) 7 likes. Sign Up to see what your friends like.



**New *How True Is Your View?* DVD now available**

Get a sneak peek of this Exclusive new teaching DVD with Dr. Del Tackett.

**BECOME A CROSS EXAMINE INSIDER**

[SIGN UP TODAY! It's free.](#)

**How True is Your View?**



Discover how what you believe influences what you do

► EXPLORE YOUR WORLDVIEW

**Become An Insider**

Get instant **FREE** access to past episodes and extended teaching, when you sign up to become a Cross Examine Insider.

► SIGN UP TODAY

**Help Transform Our World**



Learn how your partnership can make a difference

► PARTNER WITH US

**Connecting Real Life to Biblical Truth**

Do you see the world the way Christ sees the world? That's the question Cross Examine helps you answer each week as it brings you stories that link real life to biblical truth. The goal is "to help viewers examine everything in life through the lens of the cross of Jesus Christ," says Cross Examine co-host John Rabe.

The problem is that so few of us look at life that way. Just 9 percent of Americans have a biblical worldview, according to Barna Research. And that's the crisis

**CONNECT WITH US**



**Updates from Del's blog**

**The "Nonsense" of the Risen Jesus**

23 APR 2011

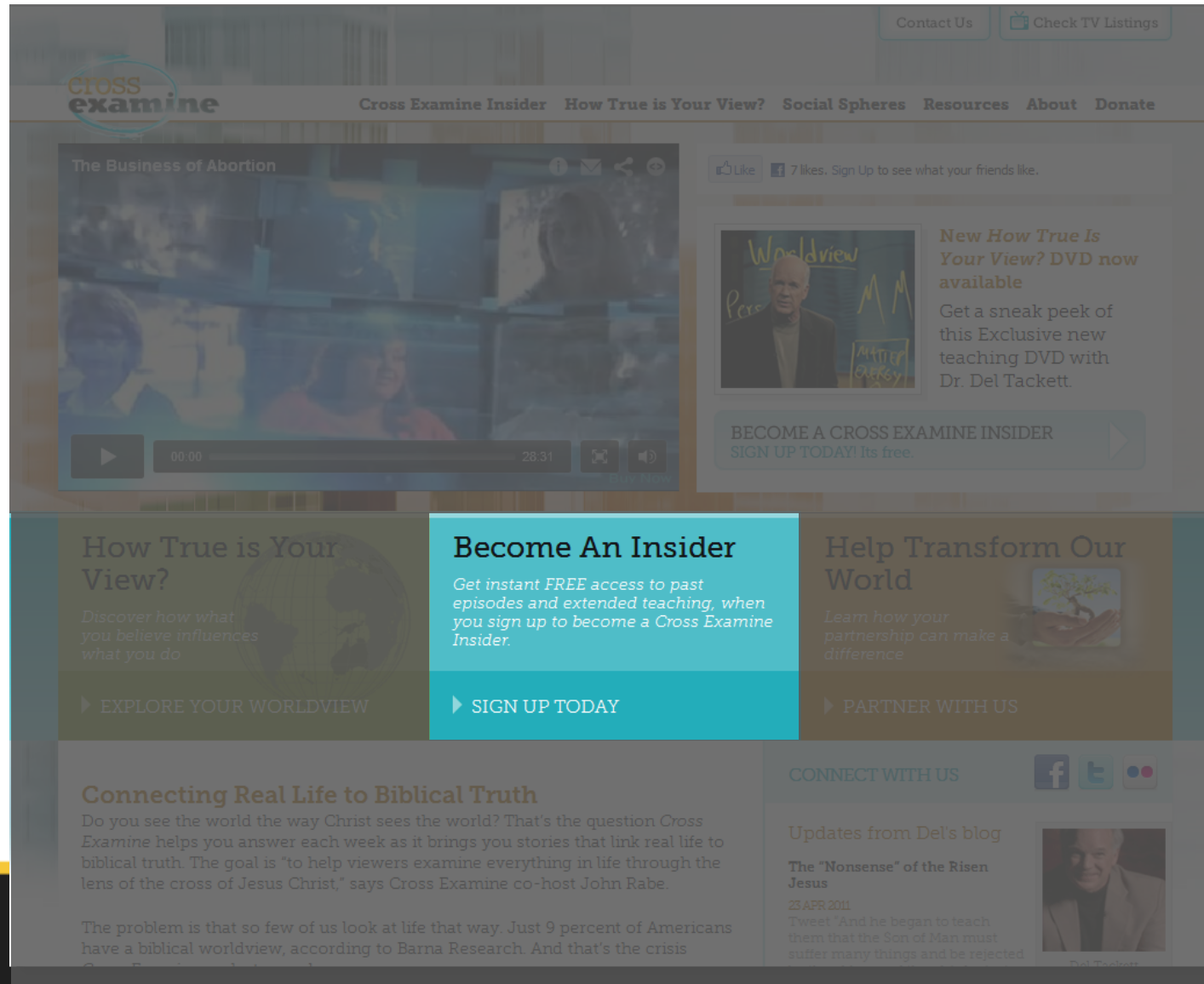
Tweet "And he began to teach them that the Son of Man must suffer many things and be rejected



Del Tackett



# Email Signup Offer: Example 2



# Email Signup Offer: Example 2

## Become a Cross Examine Insider!

Want more Cross Examine and Del Tackett? Signup to become a Cross Examine Insider today and get instant FREE access to exclusive worldview content you won't find anywhere!



By becoming a CE Insider, you will receive:

- ✓ Special "Behind the Scenes" footage including *The Making of Cross Examine*
- ✓ Extended teaching and interviews from Del Tackett that are not aired on TV
- ✓ An Insider's sneak peek of the compelling special *How True Is Your View?*
- ✓ A virtual backstage pass to "After Hours with Del and John", an Insider exclusive
- ✓ Complete unlimited access to past episodes of Cross Examine
- ✓ A subscription to our content-packed weekly eNewsletter, *Weekly Worldview*
- ✓ And much more!

### Create a new account

First Name

Last Name

Address

Country

UNITED STATES

City

State

- Select State -

Postal Code

Email Address

☒ Yes, subscribe me to the Cross Examine newsletter

Register



CHECK OUT TV LISTINGS  
*for Cross Examine in your area*



BROWSE OUR  
RESOURCE  
LIBRARY

*To help you  
explore a Biblical  
Worldview*



HAVE FEEDBACK?  
*We'd love to hear from you!*



*A higher standard.  
A higher purpose.*



# Email Value Proposition Assessment

## ***Desire***

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

## ***Exclusivity***

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

1. Rank the ideal customer's **desire** level for the offer associated with the email capture.
2. Rank the **exclusivity** of the offer associated with the email capture.
3. Multiply the two integers.
4. If the total is less than 2, re-craft your offer.

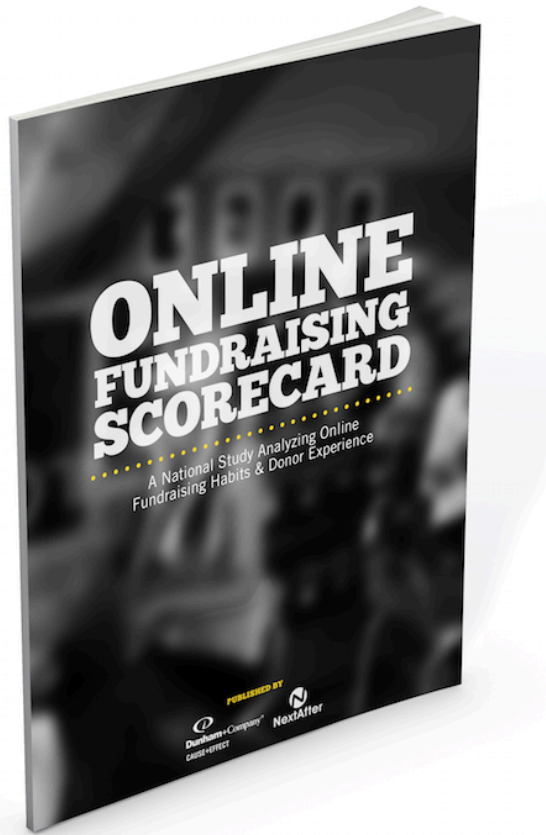


How are **WE** doing?

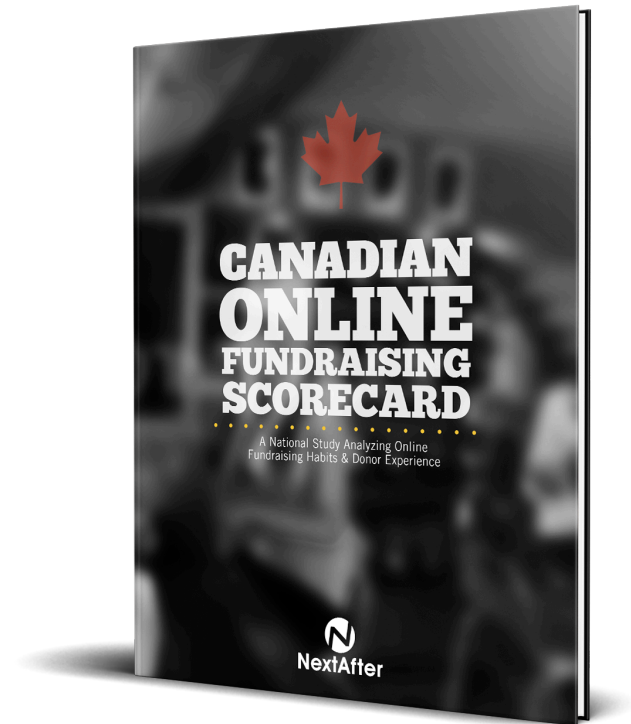


# Online Fundraising Scorecard(s)

USA! USA! USA!



Canada.

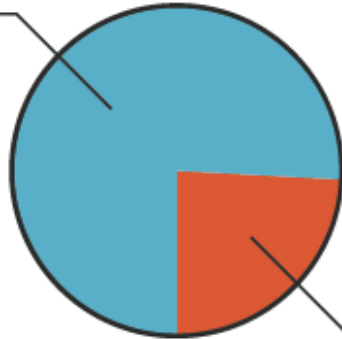


# How Easy Is It to Find?

USA! USA! USA!

**76%**

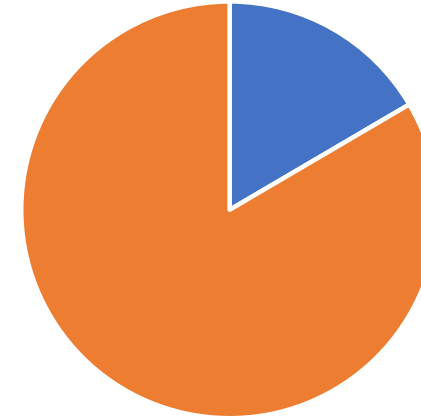
takes less than  
10 seconds to  
find the email  
sign-up



**24%**

Canada.

**17%**



**83%**

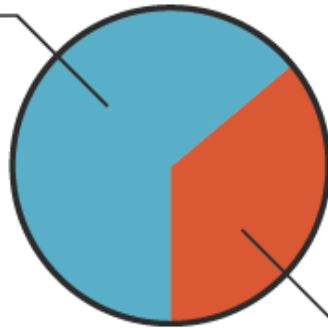
takes less than 10 seconds to find  
the email sign-up



# How Many Steps to Sign Up?

USA! USA! USA!

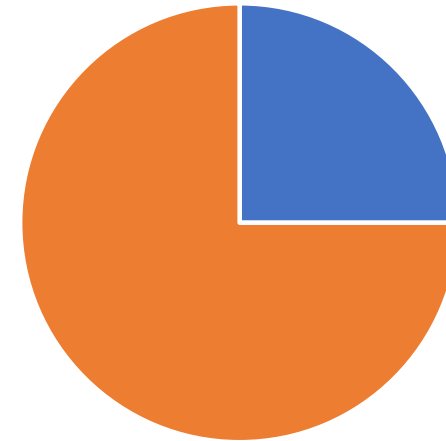
**64%**  
takes less than 2  
clicks to submit  
your email  
address from the  
homepage



**36%**

Canada.

**25%**



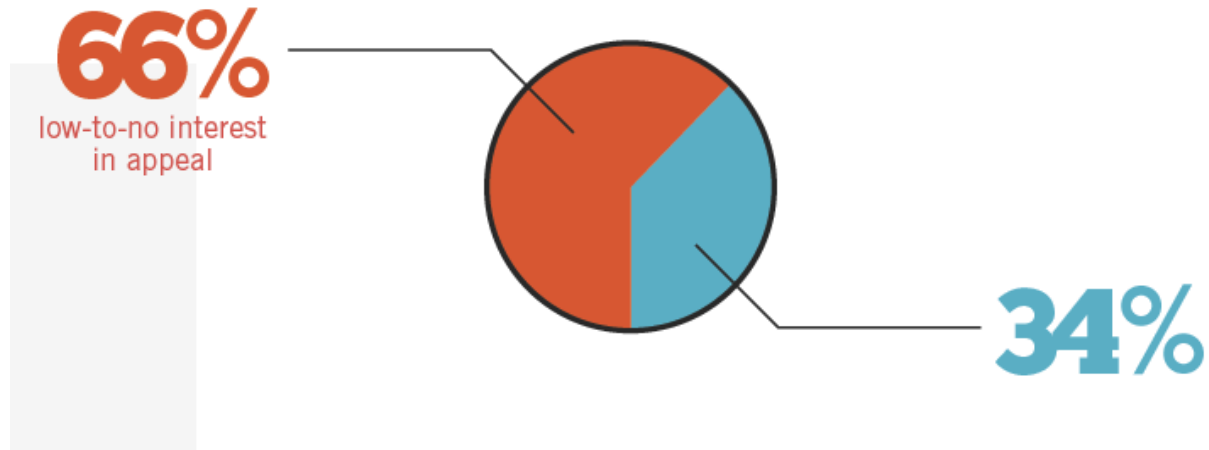
**75%**

takes less than 2 clicks to  
submit your email from  
the homepage

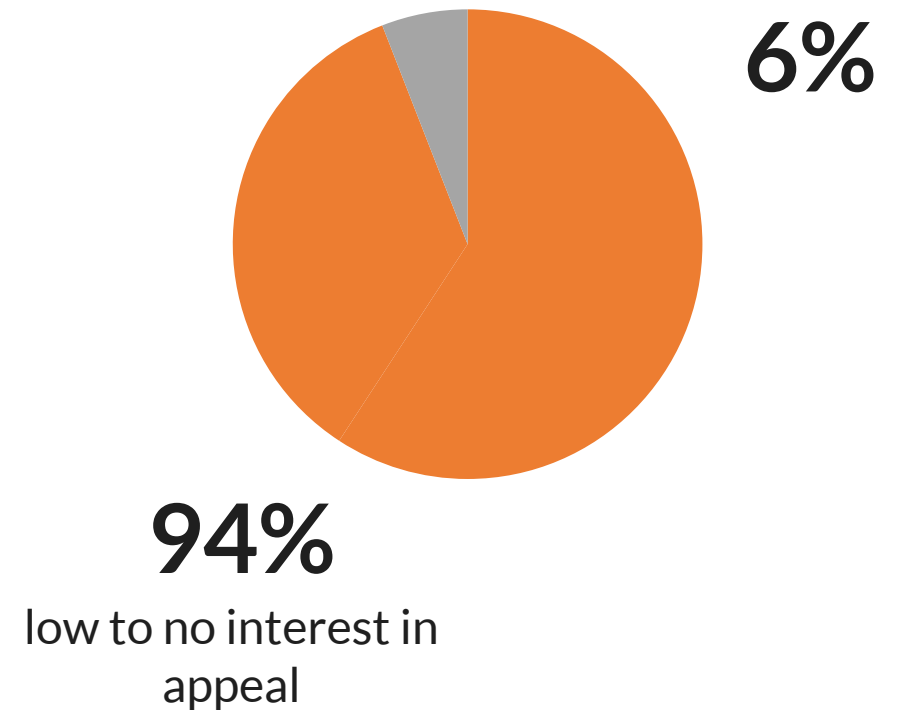


# How Much Would Someone Want It?

USA! USA! USA!



Canada.

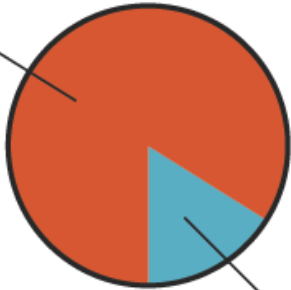


# Can They Get It Anywhere Else?

USA! USA! USA!

**I can get a crappy newsletter anywhere!**

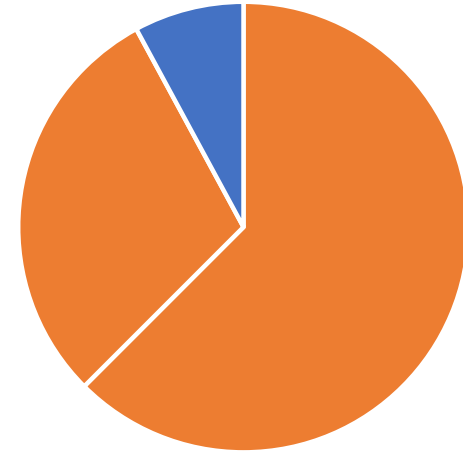
**84%**  
present a non-exclusive offer



**16%**

Canada.

**8%**



**92%**

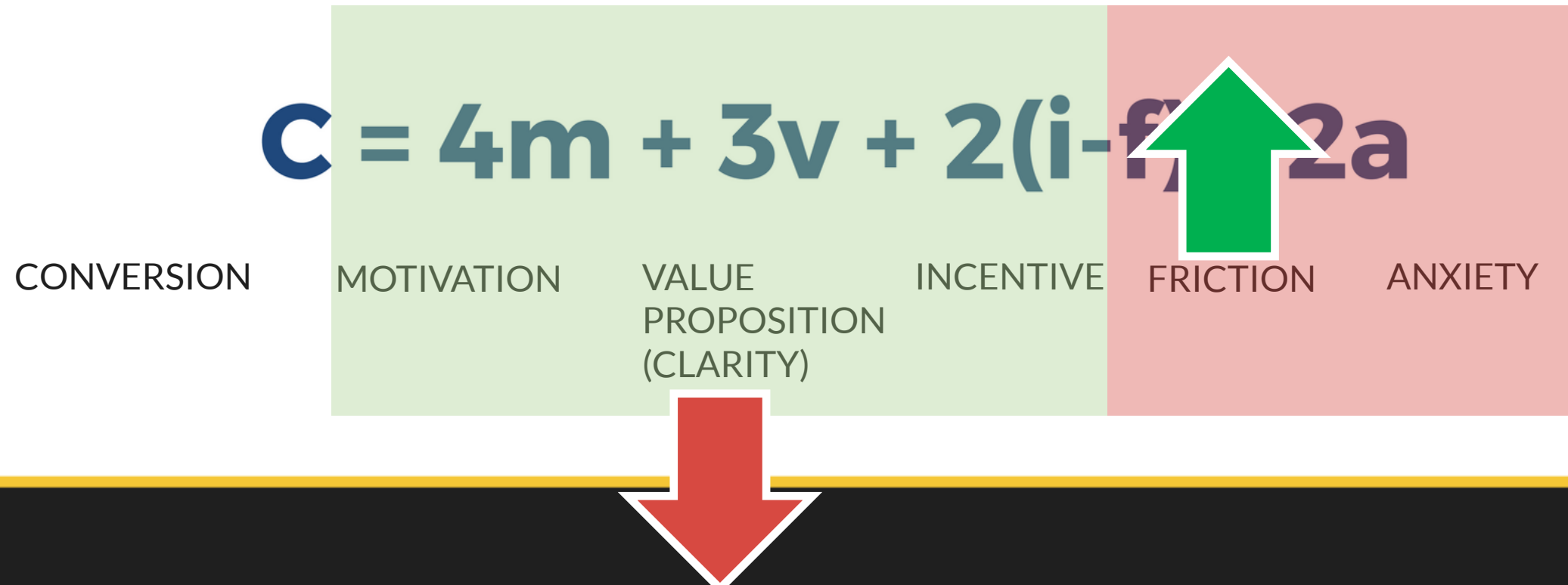
Present a non-exclusive offer

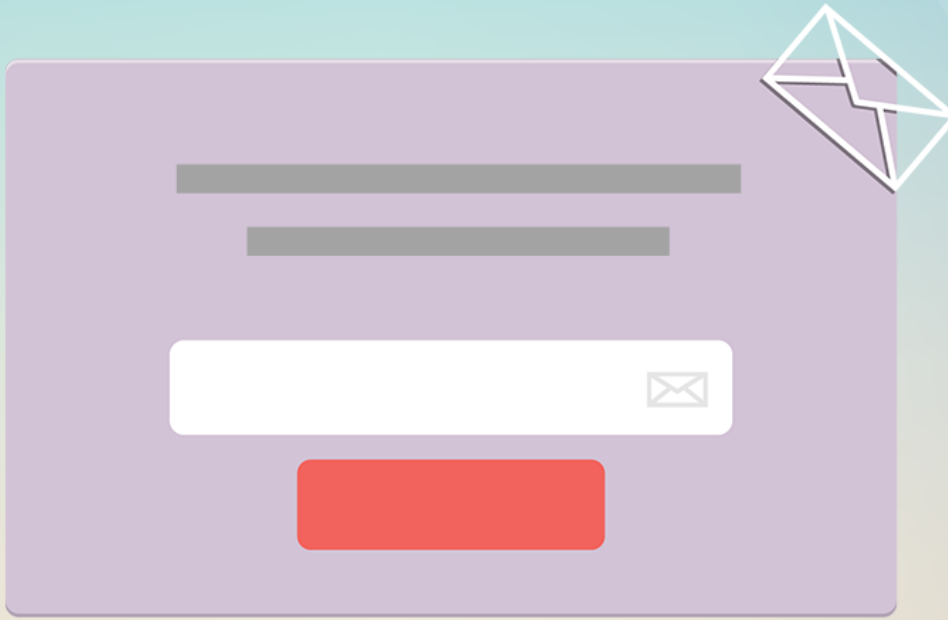
# How Are We Doing?

VALUE

COST

The MECLABS Conversion Sequence Heuristic ©





7 PROVEN METHODS TO  
ACQUIRE MORE EMAILS

# 7 Proven Methods to Acquire More Emails

1. Copy
2. Design
3. Sequence
4. Incentive
5. Form
6. Placement
7. Offline



# **1. Writing Effective Email Acquisition Copy**

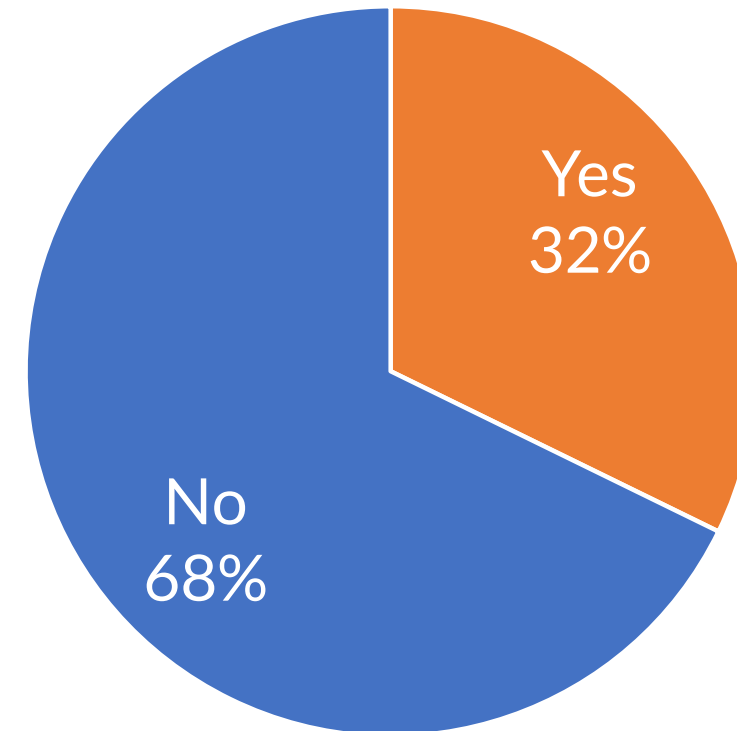


The most important factor that influences conversion is your **VALUE PROPOSITION**. The words you use to communicate that value proposition is your most important tool. In copy, clarity equals persuasion.



## Is there more than one sentence to describe the offer?

Less than 1/3 of organizations use copy to convey value and encourage signups.



# **How communicating value of an email newsletter impacts email acquisition**

Experiment #1621

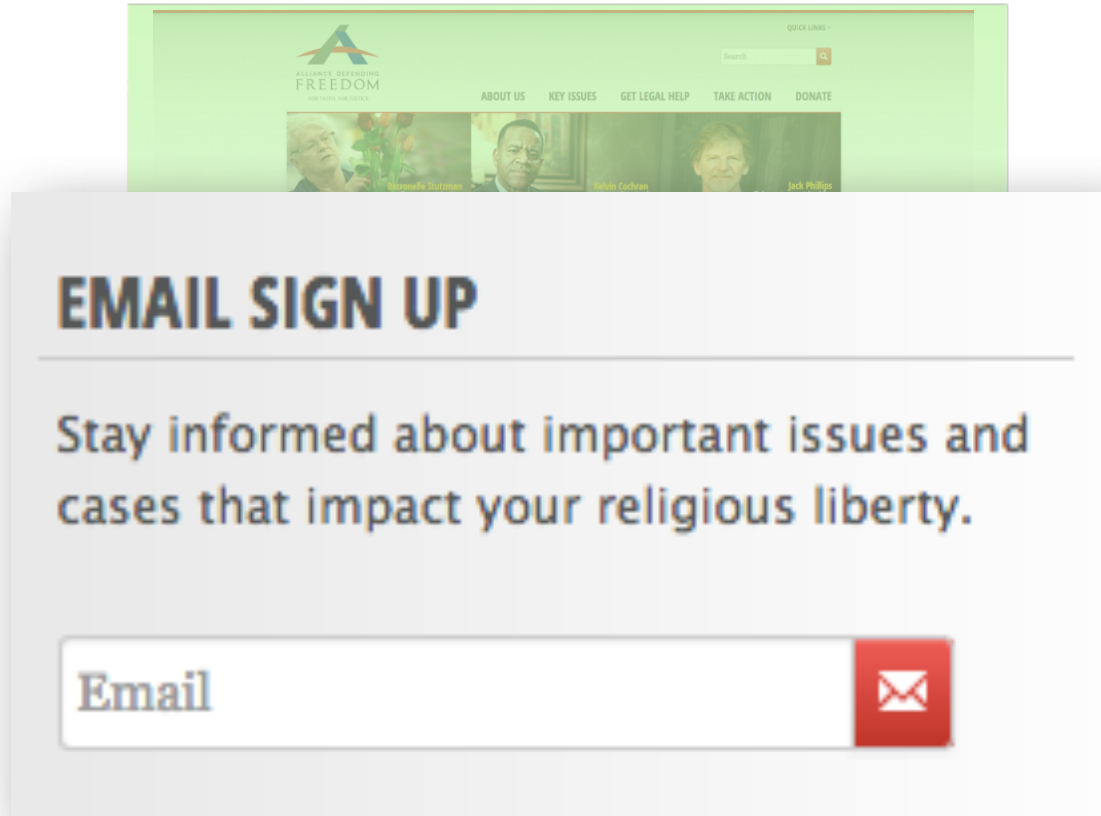


# Communicating Value

## Control

## Background:

- Partner: Alliance Defending Freedom
- Tested email acquisition on the home page
- Home page receives ~12,000 visitors each month with less than 1% giving their email



The image shows a screenshot of the Alliance Defending Freedom website. At the top, there is a navigation bar with the logo and links for 'ABOUT US', 'KEY ISSUES', 'GET LEGAL HELP', 'TAKE ACTION', and 'DONATE'. Below the navigation bar is a banner featuring three portraits of individuals. Overlaid on the page is a white 'EMAIL SIGN UP' form. The form contains the text 'Stay informed about important issues and cases that impact your religious liberty.' and a text input field with the placeholder 'Email'. To the right of the input field is a red envelope icon. Below the form, there is a footer section with various links and social media information.



# Communicating Value

## Treatment

### Treatment Changes:

- Added a call to action to the headline
- Included value proposition language identifying the benefits of giving an email
- Button communicated value

The screenshot shows a sign-up form for Alliance Defending Freedom. It includes a headline, a paragraph explaining the benefits of signing up, a bulleted list of those benefits, an email input field, and a 'Sign Me Up' button. Arrows from the 'Treatment Changes' list point to these elements: the headline, the value proposition text, and the button.

**BE THE FIRST TO KNOW . . .**

When you sign up for email updates from Alliance Defending Freedom, you will begin receiving:

- The latest news on cases that **impact your religious freedoms**
- Opportunities to make a difference in the **protection of your liberties**
- A **FREE** subscription to *Faith & Justice* magazine

Email

**Sign Me Up**


# Communicating Value

## CONTROL

**EMAIL SIGN UP**

---

Stay informed about important issues and cases that impact your religious liberty.

Email 


## TREATMNET

**BE THE FIRST TO KNOW . . .**

---

When you sign up for email updates from Alliance Defending Freedom, you will begin receiving:

- The latest news on cases that **impact your religious freedoms**
- Opportunities to make a difference in the **protection of your liberties**
- A **FREE** subscription to *Faith & Justice*

Email  **Sign Me Up**

44.1  
%

In Emails Acquired



# Communicating Value



44.1% increase in emails acquired

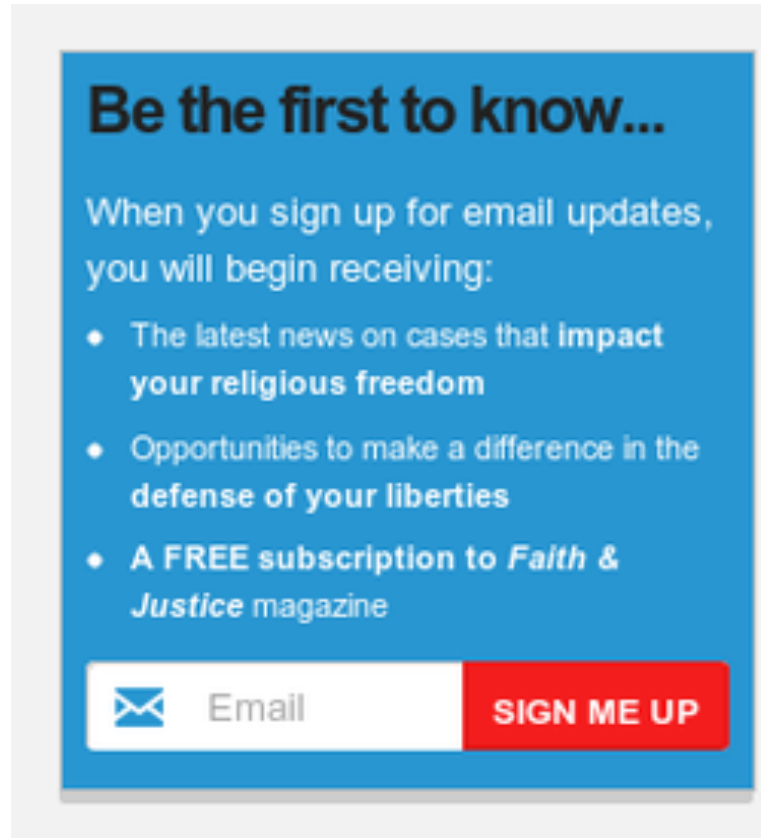
Version	Conv. Rate	Relative Diff	Stat Confidence
C: Simple form	0.9%		
T1: Value proposition form	1.3%	44.1%	99.9%

## Key Learning:

- ✓ Every interaction with a visitor is a potential value exchange. By communicating the benefits and value to the visitor, we increased conversion by 44.1%.

# It's Not Just Copy, But the Right Copy


## CONTROL



Be the first to know...

When you sign up for email updates, you will begin receiving:

- The latest news on cases that **impact your religious freedom**
- Opportunities to make a difference in the **defense of your liberties**
- A **FREE** subscription to *Faith & Justice* magazine

 Email **SIGN ME UP**

## TREATMENT



Stay informed about **your religious freedom**


Get the latest news on important cases and opportunities to make a difference in the **defense of your liberties** delivered straight to your inbox

 En **G**

 **29.5%**  
In Emails Acquired

# Sometimes You Have to Eliminate Copy

## CONTROL



### Get the first chapter of the groundbreaking new book -- for free.

Get an inside look at the life and leadership of the 20th century's greatest statesman

Sir Winston Churchill faced his own death, often and bravely. He led millions of people who did the same. Why did he and they do these things, for doing?

**Lessons from a heroic life**

Active in politics for 55 years that spanned the most traumatic events so far in history: the greatest wars, the greatest depression, the greatest political transformations, the greatest social upheavals, the greatest advancements of technology and therefore of human power, Churchill left one of the richest records about his life and actions. There are lessons to be learned both positive and negative, from Churchill's life and leadership that can help us to live our own lives, cope with our own problems, and serve the cause of our own country as it appears today.

**Get the first chapter for FREE right now!**

Simply fill out the form below and we'll send the first chapter to your email inbox.


First Name \*

Last Name \*

Email Address \*

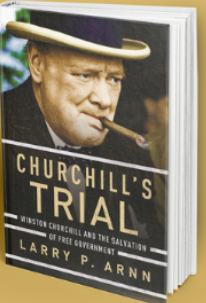
**Send me the first chapter now!**

#### About the author




**Dr. Larry Arnn**  
President  
Hillsdale College

Larry P. Arnn is the president of Hillsdale College. He has been published widely on issues of public policy, history, and political theory, and is the author of *Liberty and Learning* and *The Founders' Key*. He lives in Hillsdale, MI.



## TREATMENT



### Get the first chapter of the groundbreaking new book -- for free.

Get an inside look at the life and leadership of the 20th century's greatest statesman

Sir Winston Churchill faced his own death, often and bravely. He led millions of people who did the same. Why did he and they do these things, things which we still remember and honor them for doing?

**Get the first chapter for FREE right now!**

Simply fill out the form below and we'll send the first chapter to your email inbox.


First Name \*

Last Name \*

Email Address \*

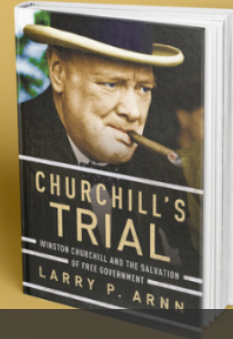
**Send me the first chapter now!**

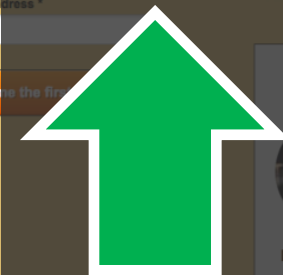
#### About the author



**Dr. Larry Arnn**  
President  
Hillsdale College

Larry P. Arnn is the president of Hillsdale College. He has been published widely on issues of public policy, history, and political theory, and is the author of *Liberty and Learning* and *The Founders' Key*. He lives in Hillsdale, MI.





26.2%  
In Emails Acquired



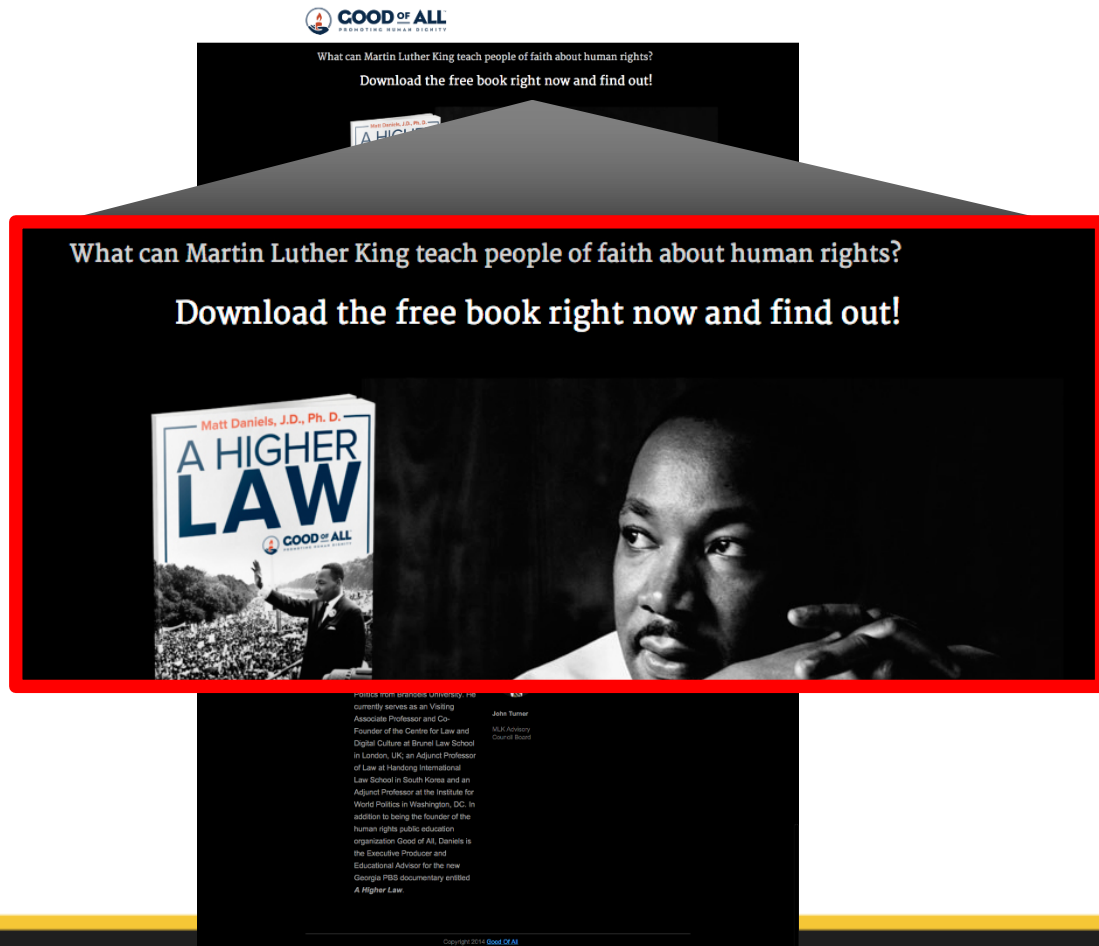
# **How clarifying the process-level value proposition affects email acquisition**

Experiment #833



# Process-Level Value Proposition Test

## Control



## Background:

- Client: Good of All
- Email acquisition campaign with traffic being driven from Facebook
- Call-to-action focuses on what I need to do instead of what I can get



# Process-Level Value Proposition Test

## Tested Elements:

- Copy addresses reader as a “fellow world-changer.”
- Call-to-action focuses on what I can get and when I can get it.

## Treatment

GOOD OF ALL  
REDEFINING HUMAN IDENTITY

His world-changing movement began with his faith. How can today's world-changers learn from the legacy of Dr. Martin Luther King, Jr.?

Get the free book right now.

A HIGHER LAW  
Matt Daniels, J.D., Ph. D.  
GOOD OF ALL

His world-changing movement began with his faith. How can today's world-changers learn from the legacy of Dr. Martin Luther King, Jr.?

Get the free book right now.

John Turner  
MLK Advisory Council Board

Copyright 2014 Good of All

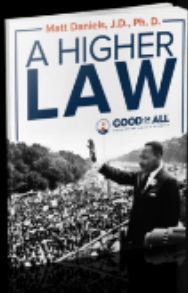


# Process-Level Value Proposition Test

## CONTROL



What can Martin Luther King teach people of faith about human rights?  
Download the free book right now and find out!



Name \*   
Email \*

\*Required Fields

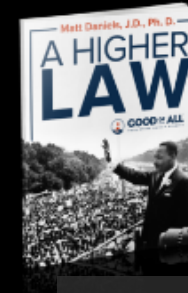
[Get your free book now!](#)



## TREATMENT



His world-changing movement began with his faith. How can today's  
world-changers learn from the legacy of Dr. Martin Luther King, Jr.?  
Get the free book right now.



Name \*   
Email \*

\*Required Fields

[Get your free book now!](#)



# 133.7%

In Conversion Rate



# Process-level Value Proposition Test



133.7% increase in names acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
Control	1.3%		
Treatment	3.1%	133.7%	98.0%

## Key Learning:



By addressing the reader as a fellow “world-changer” and communicating the value of the offer, rather than the action required to receive the offer, the conversion rate improved by 133.7%


# Add Clarity to Action with Copy

Version A

*Early Detection*

Detecting Breast Cancer Earlier

Breast cancer can't be prevented, but you can take three important steps to help detect it earlier. The free resource, *3 Steps to Early Detection*, can increase your chance of finding breast cancer before it spreads.



- Please complete this mandatory field.


Send Me This Guide

Version B

*Early Detection*

Detecting Breast Cancer Earlier

Breast cancer can't be prevented, but you can take three important steps to help detect it earlier. The free resource, *3 Steps to Early Detection*, can increase your chance of finding breast cancer before it spreads.



Where can we send your guide?

Send Me This Guide

100%

↑

In Email Signups

# How visitor-focused language impacts conversion

Experiment #986



# “Enroll” vs. “Activate” Experiment

## Control

HILLSDALE COLLEGE | Online Courses

### THE FEDERALIST PAPERS

There is no better aid to understanding the principles of constitutional government than *The Federalist Papers*. That's why Hillsdale College is offering a new course, "*The Federalist Papers*," for **FREE**.

Written between October 1787 and August 1788, *The Federalist Papers* is a collection of newspaper essays written in defense of the Constitution. Writing under the penname Publius, Alexander Hamilton, James Madison, and John Jay explain the merits of the proposed Constitution, while confronting objections raised by its opponents. Thomas Jefferson described the work as "the best commentary on the principles of government, which ever was written."

**Enroll for FREE in "The Federalist Papers" now!**

Last Name \*

Email \*

Address \*

City \*

State \*

Select a State

ZIP Code \*

**Send me my first lecture!**

Rush Limbaugh and Mark Levin agree:  
"Hillsdale College is the authority on teaching the Constitution."

Copyright 2015, Hillsdale College

## Background:

- Client: Hillsdale
- The sign up page for the new course offering *The Federalist*
- Internal logic was to use “Enroll for...” since it was Hillsdale’s course



# “Enroll” vs. “Activate” Experiment

## Treatment

### Treatment Changes:

- Changed the call-to-action above the signup form
- Remaining copy all stayed the same

The screenshot shows the Hillsdale College website for the 'The Federalist Papers' course. The page features a header with the college's name and 'Online Courses'. Below this is a banner image with the title 'THE FEDERALIST PAPERS' and portraits of Alexander Hamilton, James Madison, and John Jay. The main text describes the course as a free offering to help understand constitutional government. A treatment overlay, a white box with black text, is positioned over the middle of the page, reading: 'Activate your FREE "Federalist Papers" course now!'. Below the overlay is a registration form with fields for First Name, Last Name, Email, Address, City, State (a dropdown menu), and ZIP Code. An orange button labeled 'Send me my first lecture!' is at the bottom of the form. To the right of the form, there is a quote from Rush Limbaugh and Mark Levin: 'Hillsdale College is the authority on teaching the Constitution.' The footer of the page includes the copyright notice 'Copyright 2015, Hillsdale College' and a logo in the bottom right corner.

HILLSDALE COLLEGE | Online Courses

## THE FEDERALIST PAPERS

There is no better aid to understanding the principles of constitutional government than *The Federalist Papers*. That's why Hillsdale College is offering a new course, "The Federalist Papers," for **FREE**.

Written between October 1787 and August 1788, *The Federalist Papers* is a collection of newspaper essays written in defense of the Constitution. Writing under the penname Publius, Alexander Hamilton, James Madison, and John Jay explain the merits of the proposed Constitution, while confronting objections raised by its opponents. Thomas Jefferson described the work as "the best commentary on the principles of government, which ever was written."

**Activate your FREE "Federalist Papers" course now!**

First Name \*

Last Name \*

Email \*

Address \*

City \*

State \*

Select a State

ZIP Code \*

Send me my first lecture!

Rush Limbaugh and Mark Levin agree:

"Hillsdale College is the authority on teaching the Constitution."

Copyright 2015, Hillsdale College

# “Enroll” vs. “Activate” Experiment

## CONTROL



Enroll for **FREE** in "The Federalist Papers" now!

Email \*

Address \*

City \*

State \*

ZIP Code \*

Send me my first lecture!

"Hillsdale College is the authority on teaching the Constitution."

## TREATMENT



Activate your **FREE** "Federalist Papers" course now!

Email \*

Address \*

City \*

State \*

ZIP Code \*

Send me my first lecture!

"Hillsdale College is the authority on teaching the Constitution."

**31.5%**  
In Conversion Rate



# “Enroll” vs. “Activate” Experiment



31.5% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: “Enroll”	26.5%		
T1: “Activate”	34.9%	31.5%	99.9%

## Key Learning:

- ✓ Making the visitors “Enroll” created more mental friction given the perceived work that would be required. “Activate” has the perception of a one-step process which created a 31.5% increase in conversion.

# Elements to Test with Copy

- Add copy
- Subtract copy
- Different value propositions
- Headline
- Body Copy
- Calls-to-actions



## **2. Designing Effective Email Acquisition Pages**



The design of your email signup page has just **ONE GOAL**—facilitate the mental conversation between you and your visitor.



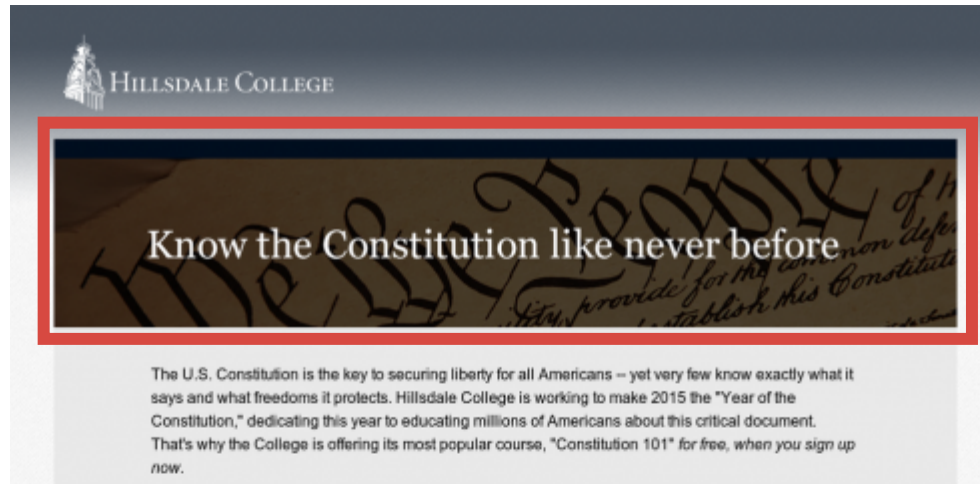
# How clarifying the design of the page header affects email acquisition

Experiment #2684



# Headline Placement Test

## Control



## Background:

- Client: Hillside College
- Email acquisition campaign with traffic being driven from Facebook
- Control uses a traditional page header that contains the headline for the landing page



# Headline Placement Test

## Treatment 1

### Tested Elements:

- Removed the graphical Header
- New Headline



# Headline Placement Test

Treatment

## Tested Elements:

- Removed the graphical Header
- Identical Headline as control →



# Headline Placement Test

## CONTROL



## TREATMENT 1



## TREATMENT 2



**6.6%**  
In Conversion Rate



**9.2%**  
In Conversion Rate



# Headline Placement Test



9.2 % increase in names acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
Control	37.5%		
Treatment 1	40.0%	6.6%	96.3%
Treatment 2	41.0%	9.2%	99.4%

Key Learning:

- ✓ By removing the header graphic and moving the headline into the the content area, we created a tighter connection the value proposition.

# How Do We Get More Names?

## Version A



Exclusively for Texas History Enthusiasts:

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, available exclusively from the Texas State Historical Association, you will learn the stories of many prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War In The Lone Star State* eBook you will find:

- ★ The stories of many prominent figures of the Civil War such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ Links to over 800 additional articles with information on every Confederate unit from Texas and every Texan who held the rank of major or higher.
- ★ One-of-a-kind photos of the battles and prominent individuals
- ★ Plus much more...

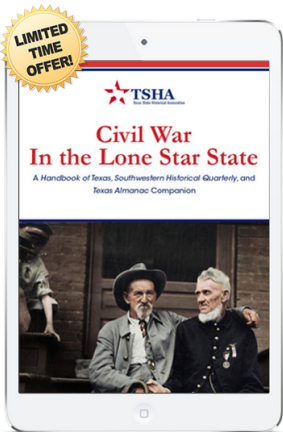
Get YOUR copy of the TSHA's *Civil War In The Lone Star State*!

First Name

Last Name

Email Address

SEND ME MY FREE CIVIL WAR EBOOK



## Version B



The Trusted Source For Texas History

Download Your **FREE** Civil War eBook!

FREE!

For a Limited Time!

Get your copy of TSHA's Civil War

First Name

Last Name

Email Address

SEND ME MY FREE CIVIL WAR EBOOK

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, available exclusively from the Texas State Historical Association, you will learn the stories of prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War In The Lone Star State* eBook you will find:

- ★ A vivid account of the Civil War in Texas
- ★ Exclusive insights into the lives of prominent figures such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ SPECIAL BONUS: Links to over 800 additional articles from the *Southwestern Historical Quarterly*
- ★ Photos, maps, and more


19%  
In Emails

© Copyright 2015 - Texas State Historical Association Privacy Policy



# And just to be sure...

## Version A

 HILLSDALE COLLEGE

### Understand free market economics like never before.

Free markets have been the driving force behind America's economic growth and prosperity over the last two centuries. However, the economic principles that underlie free markets are not broadly understood.

And because free markets and the entrepreneurial spirit require freedom to flourish, Hillsdale seeks to teach you—and all Americans—about these fundamental principles.

This ten-lecture course is delivered by economics professor Gary Wolfram, with an introduction and concluding lecture by Hillsdale President Larry P. Arnn. This course covers the most important economic topics you need to know, including how markets work, the role of profit, restoring economic liberty, and more.

#### Activate your free *Economics 101* course now!

Fill out the form below and we'll *immediately* send your first lesson by email.

**Step 1 of 2**

Title \*

First Name \*

Last Name \*

Email \*

[Activate my course!](#)

#### What students say

"Hillsdale College's online offerings have deepened my education and enriched my life."  
— Fred D.

"There aren't enough words to explain. I started with 'The Federalist Papers' with a vague interest; now it seems there aren't enough classes. . . . These classes have truly changed and matured my life."  
— Danny G.

"Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge."  
— John C.

## Version B

 HILLSDALE COLLEGE

### Understand free market economics like never before.

Begin your first lesson today.

Free markets have been the driving force behind America's economic growth and prosperity over the last two centuries. However, the economic principles that underlie free markets are not broadly understood.

And because free markets and the entrepreneurial spirit require freedom to flourish, Hillsdale seeks to teach you—and all Americans—about these fundamental principles.

This ten-lecture course is delivered by economics professor Gary Wolfram, with an introduction and concluding lecture by Hillsdale President Larry P. Arnn. This course covers the most important economic topics you need to know, including how markets work, the role of profit, restoring economic liberty, and more.

#### Activate your free *Economics 101* Course Now!

**Step 1 of 2**

Title \*

First Name \*

Last Name \*

Email \*

# 31.2%

In Emails

If the design is too  
beautiful, it is a  
**DISTRACTION**. If it is too  
ugly, it is a **DISGRACE**.



# **How a redesign and stronger value proposition increased name acquisition rate**

Experiment #1937



# Radical Redesign Test

## Control



### Get insider access to the Take Back America Presidential Forum

Sign up to receive video footage and resources from the largest, most substantive policy discussion of the 2016 presidential campaign cycle.

The Presidential Forum is hosted in South Carolina, a key primary state, where a capacity crowd will see the top Republican presidential candidates and hear for themselves where they stand on the most important issues. *With your free insider access, you can see the responses the candidates give.*

Candidates will be asked to explain their conservative solutions for the growing problems facing our country. They'll explain their plans to:

- **Restore free enterprise and limit government** to enable the economy to flourish and grow.
- **Defend America**, rebuild our military and foreign policies and protect our borders at home and our interests abroad.
- **Promote a strong civil society**, strengthen families, defend marriage, protect life, and restore religious freedom.

This is your opportunity to engage in a vital conversation that will shape the 2016 presidential debate along conservative lines and restore our country to its founding principles. Register now using the form below and you'll receive a link for access to the Presidential Forum on Friday, September 18th.

### Sign up free for insider access to Presidential Forum videos

First Name \*

Last Name \*

Email Address \*

Give me access

## Background:

- Client: Heritage Action for America
- Event signup page with traffic being driven from Facebook and Email
- Text-based landing page focusing on “insider access”



# Radical Redesign Test

## Tested Elements:

- Radical redesign of the landing page
- Copy and primary value proposition is focused on accountability
- Design includes full-color images of each candidate

## Treatment

HERITAGE  
ACTION  
FOR AMERICA

TAKE  
BACK  
AMERICA

You deserve the truth from conservative Presidential candidates

That's why Heritage Action for America is holding a special one-day Presidential Forum on Friday, September 18th. Conservative Presidential candidates will be answering the tough questions – not to deliver TV ratings or for political grandstanding, but to tell you the truth about their plans to restore liberty, shrink the Federal government, defend America and promote a strong civil society.

**Heritage Action holds Presidential candidates accountable**

This is a conversation that will require each candidate to detail their specific solutions for the growing problems facing our country. Hosted by Former Senator Jim DeMint, South Carolina Governor Nikki Haley, and Heritage Action CEO Michael Needham, this event gives conservative voters the information they need to choose America's next leader.

Candidates will be asked to detail their plans to:

- Restore free enterprise and limit government to enable the economy to flourish and grow.
- Defend America
- Promote a strong civil society

For a limited time, you can get insider access to watch this forum from the comfort of your home. Register now using the form below and you'll receive a link for access of the Presidential Forum on Friday, September 18th.

**Get insider access to this one-of-a-kind event.**


First Name \*


Last Name \*


Email Address \*


[Sign me up now!](#)


INVITED SPEAKERS\*


  
TED CRUZ


  
MIKE HUCKABEE


  
MARCO RUBIO


  
DONALD TRUMP


  
RICK WARREN


  
SCOTT WALKER


  
CHRIS CHRISTIE

  
RICK WARREN

  
BOBBY JINDAL

  
CARLY FIORINA

  
RICK SANTORUM

  
JOHN KASICH

\* CANDIDATES PARTICIPATING OR ABSENT AT THE DISCRETION OF HERITAGE ACTION WILL BE LISTED



# Radical Redesign Test

## CONTROL



### Get insider access to the Take Back America Presidential Forum

Sign up to receive video footage and resources from the largest, most substantive policy discussion of the 2016 presidential campaign cycle.

The Presidential Forum is hosted in South Carolina, a key primary state, where a capacity crowd will see the top Republican presidential candidates and hear for themselves where they stand on the most important issues. *With your free insider access, you can see the responses the candidates give.*

Candidates will be asked to explain their conservative solutions for the growing problems facing our country. They'll explain their plans to:

- **Restore free enterprise and limit government** to enable the economy to flourish and grow.
- **Defend America**, rebuild our military and foreign policies and protect our borders at home and our interests abroad.
- **Promote a strong civil society**, strengthen families, defend marriage, protect life, and restore religious freedom.

This is your opportunity to engage in a vital conversation that will shape the 2016 presidential debate along conservative lines and restore our country to its founding principles. Register now using the form below and you'll receive a link for access to the Presidential Forum on Friday, September 18th.

### Sign up free for insider access to Presidential Forum videos

First Name \*

Last Name \*

Email Address \*

[Give me access](#)

## TREATMENT



### You deserve the truth from conservative Presidential candidates

That's why Heritage Action for America is holding a special one-day Presidential Forum on Friday, September 18th. Conservative Presidential candidates will be answering the tough questions -- not to deliver TV ratings or for political grandstanding, but to tell you the truth about their plans to **restore liberty, shrink the Federal government, defend America and promote a strong civil society.**

### Heritage Action holds Presidential candidates accountable

This is a conversation that will require each candidate to detail their specific solutions for the growing problems facing our country. Hosted by Former Senator Jim DeMint, South Carolina Governor Nikki Haley, and Heritage Action CEO Michael Needham, this event gives conservative voters the information they need to choose America's next leader.

Candidates will be asked to detail their plans to:

- **Restore free enterprise and limit government** to enable the economy to flourish and grow.
- **Defend America**
- **Promote a strong civil society**

For a limited time, you can get insider access to watch this forum from the comfort of your home. Register now using the form below and you'll receive a link for access to the Presidential Forum on Friday, September 18th.

### Get insider access to this one-of-a-kind event.

First Name \*

Email Address \*

☐ Yes

☐ No



JEBS BUSH



BEN CARSON



TED CRUZ



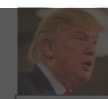
MIKE HUCKABEE



RAND PAUL



MARCO RUBIO



DONALD TRUMP



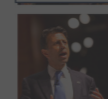
SCOTT WALKER



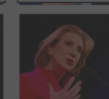
DAVID PERDUE



RICK WARREN



ROBERT F. KENNEDY JR.



CARLY FIORINA



RICK SANTORUM



JOHN KASICH

\* CANDIDATES HOLDING AT OR ABOVE 15% IN AGENCY OF POLL WILL BE INVITED.



28.8%

In Conversion Rate



# Radical Redesign Test



28.8% increase in event signups

Version	Conv. Rate	Relative Diff	Stat Confidence
Control	20.0%		
Treatment	25.8%	28.8%	97.8%

## Key Learning:




By testing a radical different treatment, we discovered the power of images to enhance the value proposition of attending this event.

# **How Increasing Landing Page Congruence Reduced Cost Per Subscriber**



# Increasing Landing Page Congruence

## Control



CONFFLICTS OF THE PAST AS LESSONS FOR THE PRESENT  
**STRATEGIKA**

**The solutions to today's global conflicts can be found by examining our past.**

Military history enthusiasts know that by looking at modern issues through the lens of history, we can understand what causes nations to go to war -- and what lessons we can learn to maintain peace.

For the first time, an elite group of America's top military history experts have published a monthly newsletter that applies military history's greatest lessons to today's global tensions. These experts include:

- Victor Davis Hanson, Edward Luttwak, Andrew Roberts, and other acclaimed military historians
- Admiral Gary Roughead, General Jim Mattis and other experienced former leaders of America's Armed Forces
- Karl Schake, Kiron Skinner, Fred Kagan and other former National Security and military advisors

Together, this team produces *Strategika*, an exclusive monthly newsletter that applies the lessons of military history to today's conflicts in Russia, Syria, Iran, Israel, and other global crises.

**Featuring insight from:**



**Get exclusive free access now!**

Sign up below to get insider access to *Strategika* for free each month.

Each issue features:

- ✓ Insightful analysis from military history experts
- ✓ Point/counterpoint perspectives on top global issues
- ✓ Links to exclusive podcasts and additional content
- ✓ Downloadable PDF version for your Kindle or eReader
- ✓ Discussion questions for educators and policymakers

**Have *Strategika* delivered straight to your inbox.**

Your Name \*

Your Email \*

**Get Strategika now!**

Copyright © 2014 Hoover Institution. All rights reserved.



## Background:

- Client: Hoover Institution
- Name acquisition for Strategika newsletter
- Two-column layout
- Branded header
- Clear calls to action




# The problem

## The ad

 **Hoover Institution**  
Sponsored · 

**EXCLUSIVE:** Get insider analysis each month from America's top military historians.






**Get Strategika Now**

For the first time, America's top military history experts give you access to Strategika, a monthly newsletter that applies history's greatest lessons to today's global conflicts. Get it now!

STRATEGIKA.HOOVER.ORG

[Learn More](#)

Like · Comment · Share ·  98  2  1

## Control



**The solutions to today's global conflicts can be found by examining our past.**

Military history enthusiasts know that by looking at modern issues through the lens of history, we can understand what causes nations to go to war – and what lessons we can learn to maintain peace.

For the first time, an elite group of America's top military history experts have published a monthly newsletter that applies military history's greatest lessons to today's global tensions. These experts include:

- Victor Davis Hanson, Edward Luttwak, Andrew Roberts, and other acclaimed military historians
- Admiral Gary Roughead, General Jim Mattis and other experienced former leaders of America's Armed Forces
- Karl Schake, Kiron Skinner, Fred Kagan and other former National Security and military advisors

Together, this team produces *Strategika*, an exclusive monthly newsletter that applies the lessons of military history to today's conflicts in Russia, Syria, Iran, Israel, and other global crises.

**Featuring insight from:**



**Get exclusive free access now!**

Sign up below to get insider access to *Strategika* for free each month.

Each issue features:

- ✓ Insightful analysis from military history experts
- ✓ Point/counterpoint perspectives on top global issues
- ✓ Links to exclusive podcasts and additional content
- ✓ Downloadable PDF version for your Kindle or eReader
- ✓ Discussion questions for educators and policymakers

**Have *Strategika* delivered straight to your inbox.**

Your Name \*

Your Email \*

**Get Strategika now!**

Copyright © 2014 Hoover Institution. All rights reserved.

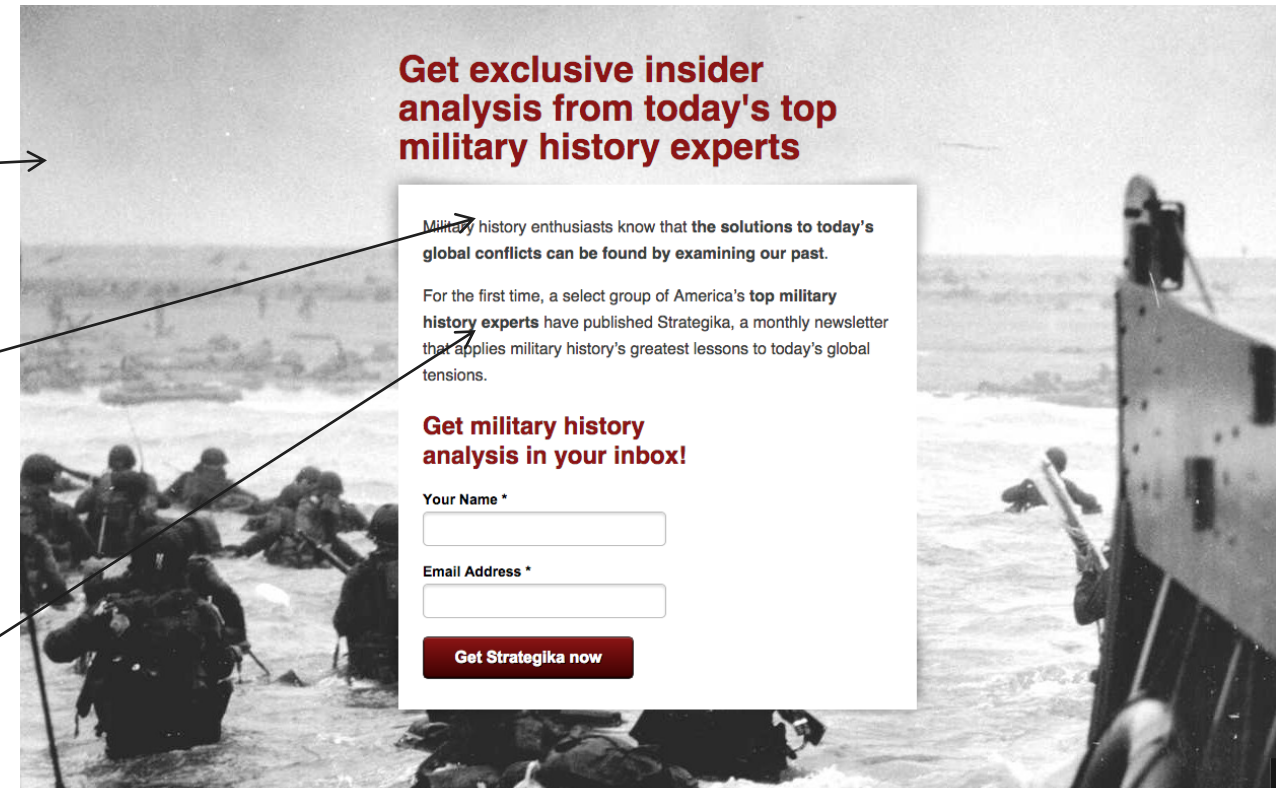


# Increasing Landing Page Congruence

## Treatment Changes:


- Matched background image to the ad to increase congruence
- Took the brand (which was unfamiliar to the visitor) out of the headline
- Highlighted credibility factors instead of showing unknown contributors

## Treatment



# Increasing Landing Page Congruence

## CONTROL



CONFLOTS OF THE PAST AS LESSONS FOR THE PRESENT  
**STRATEGIKA**

**The solutions to today's global conflicts can be found by examining our past.**

Military history enthusiasts know that by looking at modern issues through the lens of history, we can understand what causes nations to go to war – and what lessons we can learn to maintain peace.

For the first time, an elite group of America's **top military history experts** have published a monthly newsletter that applies military history's greatest lessons to today's global tensions. These experts include:

- **Victor Davis Hanson, Edward Luttwak, Andrew Roberts**, and other acclaimed military historians
- **Admiral Gary Roughead, General Jim Mattis** and other experienced former leaders of America's Armed Forces
- **Kori Schake, Kiron Skinner, Fred Kagan** and other former National Security and military advisors

Together, this team produces *Strategika*, an exclusive monthly newsletter that applies the **lessons of military history** to today's conflicts in **Russia, Syria, Iran, Israel**, and other global crises.

**Featuring insight from:**



**Get exclusive free access now!**

Sign up below to **get insider access to Strategika for free** each month.

Each issue features:

- ✓ Insightful analysis from military history experts
- ✓ Point/counterpoint perspectives on top global issues
- ✓ Links to exclusive podcasts and additional content
- ✓ Downloadable PDF version for your Kindle or eReader
- ✓ Discussion questions for educators and policymakers

**Have Strategika delivered straight to your inbox.**

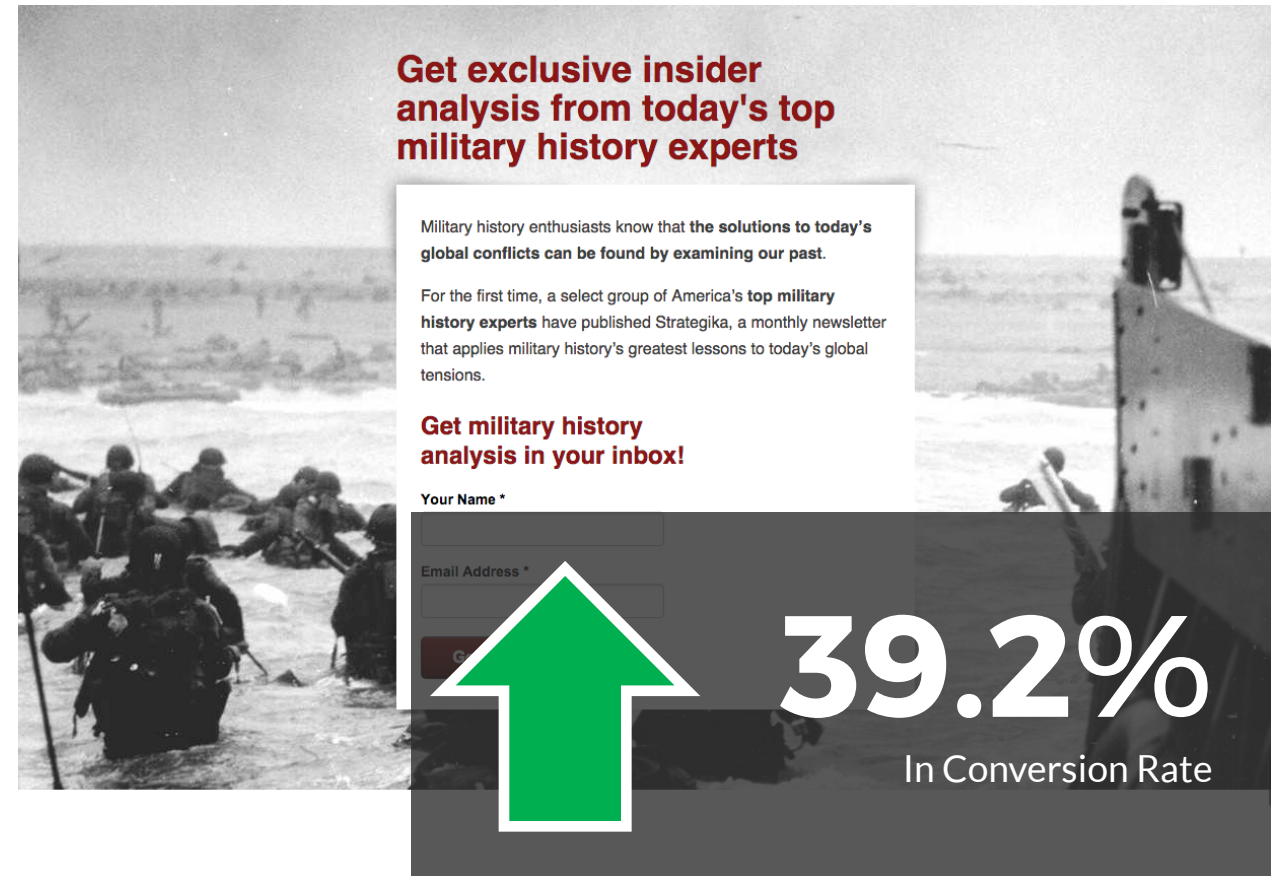
Your Name \*

Your Email \*

**Get Strategika now!**

Copyright © 2014 Hoover Institution. All rights reserved.

## TREATMENT



**Get exclusive insider analysis from today's top military history experts**

Military history enthusiasts know that **the solutions to today's global conflicts can be found by examining our past.**

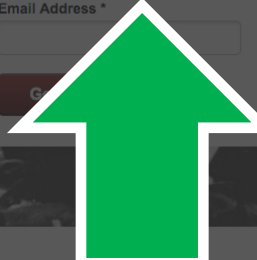
For the first time, a select group of America's **top military history experts** have published *Strategika*, a monthly newsletter that applies military history's greatest lessons to today's global tensions.

**Get military history analysis in your inbox!**

Your Name \*

Email Address \*

**39.2%**  
In Conversion Rate



# Increasing Landing Page Congruence

## CONTROL

CONFLICTS OF THE PAST AS LESSONS FOR THE PRESENT  
**STRATEGIKA**

**The solutions to today's global conflicts can be found by examining our past.**

Military history enthusiasts know that by looking at modern issues through the lens of history, we can understand what causes nations to go to war – and what lessons we can learn to maintain peace.

For the first time, an elite group of America's **top military history experts** have published a monthly newsletter that applies military history's greatest lessons to today's global tensions. These experts include:

- **Victor Davis Hanson, Edward Luttwak, Andrew Roberts**, and other acclaimed military historians
- **Admiral Gary Roughead, General Jim Mattis** and other experienced former leaders of America's Armed Forces
- **Kori Schake, Kiron Skinner, Fred Kagan** and other former National Security and military advisors

Together, this team produces *Strategika*, an exclusive monthly newsletter that applies the **lessons of military history** to today's conflicts in **Russia, Syria, Iran, Israel**, and other global crises.

**Featuring insight from:**

**Have *Strategika* delivered straight to your inbox.**

Your Name \*

Your Email \*

**Get Strategika now!**

Each issue features:

- ✓ Insightful analysis from military history experts
- ✓ Point/counterpoint perspectives on top global issues
- ✓ Links to exclusive podcasts and additional content
- ✓ Downloadable PDF version for your Kindle or eReader
- ✓ Discussion questions for educators and policymakers

Copyright © 2014 Hoover Institution. All rights reserved.

## TREATMENT

**Get exclusive insider analysis from today's top military history experts**

**39.2%**  
In Conversion Rate

**Get military history analysis in your inbox!**

Your Name \*

Email Address \*

**Get Strategika now!**

**86%**  
In Cost per Subscriber



# Increasing Landing Page Congruence



39.2% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Branded Page	25.0%		
T1: Congruent Page	34.8%	39.2%	100.0%

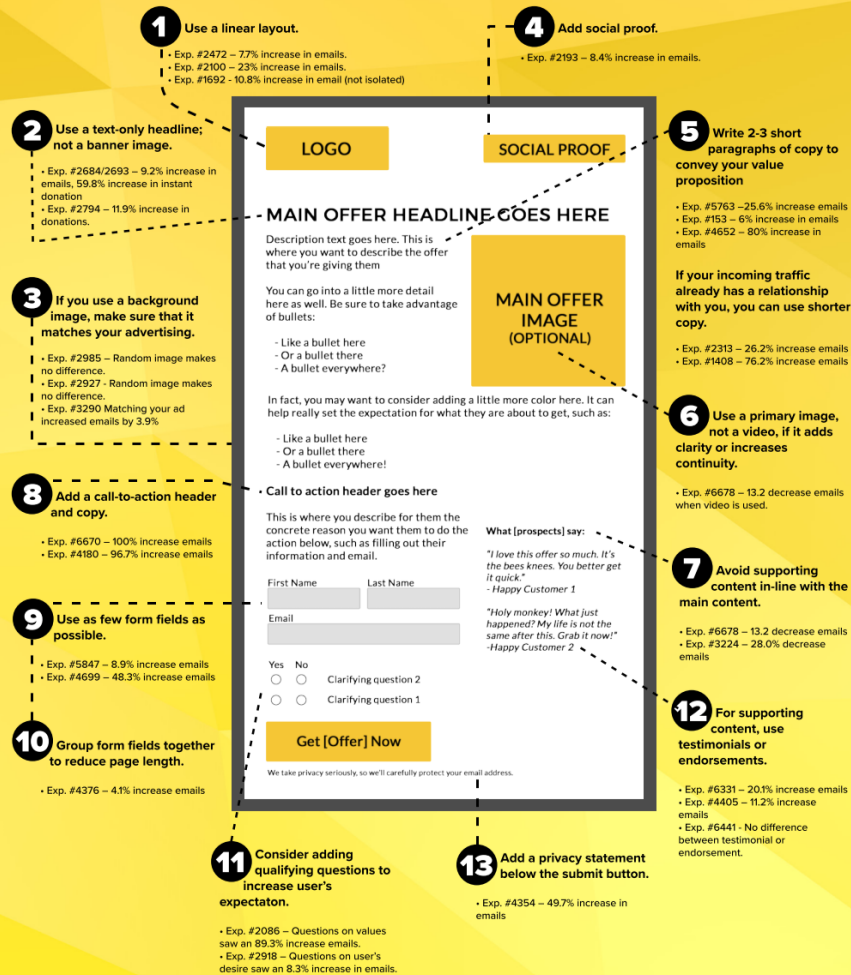
## Key Learning:

- ✓ The site visitor is more likely to respond when the ad and the landing page maintain a consistent visual experience. Additionally, when selling an unfamiliar brand, leading with the passion point can increase conversion.

Don't know **WHAT** to test  
or **WHERE** to start? We've  
got **YOU** covered.



# 13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES



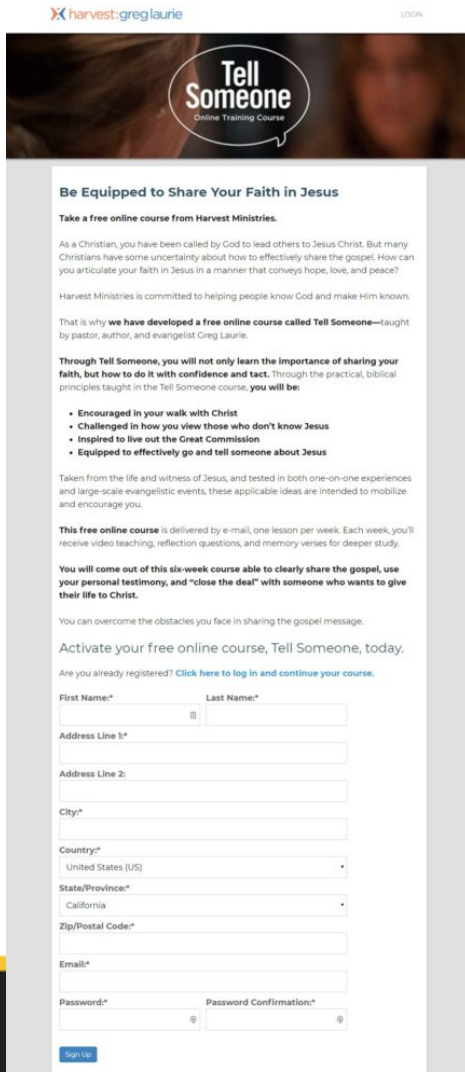
**How applying research based principles to an acquisition page can impact conversion significantly.**

Experiment #8531



# Applying Research Backed Principles

## Control



harvest:greglaurie LOGIN

**Tell Someone**  
Online Training Course

**Be Equipped to Share Your Faith in Jesus**

Take a free online course from Harvest Ministries.

As a Christian, you have been called by God to lead others to Jesus Christ. But many Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known. That is why we have developed a free online course called Tell Someone—taught by pastor, author, and evangelist Greg Laurie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence and tact. Through the practical, biblical principles taught in the Tell Someone course, you will be:

- Encouraged in your walk with Christ
- Challenged in how you view those who don't know Jesus
- Inspired to live out the Great Commission
- Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

This free online course is delivered by e-mail, one lesson per week. Each week, you'll receive video teaching, reflection questions, and memory verses for deeper study.

You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name\* Last Name\*

Address Line 1\*

Address Line 2:

City\*

Country\*

United States (US)

State/Province\*

California

Zip/Postal Code\*

Email\*

Password\* Password Confirmation\*

Sign Up

## Background:

- Client: Harvest Ministries
- Name acquisition for Tell Someone free online course
- One column
- Branded header
- Clear calls to action
- Performing well



Adequacy is the enemy of  
**EXCELLENCE.**



# Applying Research Backed Principles

## Treatment Changes:

- Removed the header-image and used a **text-only headline**.
- Added a **relevant supporting image** in-line with their copy.
- Added **testimonials** as supporting content (Although it may have been better if it was not in-line).

## Treatment

**Be Equipped to Share Your Faith in Jesus**

Take a free online course from Harvest Ministries.

As a Christian, you have been called by God to lead others to Jesus Christ. But many Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known.

That is why **we have developed a free online course called Tell Someone**—taught by pastor, author, and evangelist Greg Leslie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with **confidence and tact**. Through the practical, biblical principles taught in the Tell Someone course, **you will be:**

- Encouraged in your walk with Christ
- Challenged in how you view those who don't know Jesus
- Inspired to live out the Great Commission
- Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

Here's what other people have said about Tell Someone:

"Greg, your course was great. I now love sharing my faith and telling others about Jesus. Just a few weeks ago, I shared the Gospel with a young man and he came to Christ!" -Rob

"Thank you for such a great online tool to aid in sharing the Gospel. There are so many who need the Lord. Thanks for giving me more courage to share Him!" -Jill

"Right after I took this course, my stepfather had a stroke and I flew to be with my mother and him. During that time, I was able to read the Bible to them and share my faith. They accepted Jesus Christ as their Lord and Savior. I am so thankful knowing that my parents will be in Heaven when the time comes. Thank you again for this series that gave me the opportunity to lead my parents to Christ!" -Gidget

This free online course is delivered by e-mail, one lesson per week. Each week, you'll receive video teaching, reflection questions, and memory verses for deeper study.

You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name\*  Last Name\*

Address Line 1\*

Address Line 2:

City\*

Country\*

State/Province\*

Zip/Postal Code\*

Email\*


Password\*  Password Confirmation\*

[Sign Up](#)



## Treatment Changes:

- Removed the header-image and used a **text-only headline**.
- Added a **relevant supporting image** in-line with their copy.
- Added **testimonials** as supporting content (Although it may have been better if it was not in-line).



## Be Equipped to Share Your Faith in Jesus

Take a free online course from Harvest Ministries.

As a Christian, you have been called by God to lead others to Jesus Christ. But many Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known.

That is why **we have developed a free online course called Tell Someone**—taught by pastor, author, and evangelist Greg Laurie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence and tact. Through the practical, biblical principles taught in the Tell Someone course, **you will be:**

- Encouraged in your walk with Christ
- Challenged in how you view those who don't know Jesus
- Inspired to live out the Great Commission
- Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

**This free online course** is delivered by e-mail, one lesson per week. Each week, you'll receive video teaching, reflection questions, and memory verses for deeper study.

**You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.**

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name:\*

Last Name:\*

Address Line 1:\*

Address Line 2:

City:\*

Country:\*  
United States (US) ▾

State/Province:\*  
California ▾

Zip/Postal Code:\*

Email:\*

Password:\*

Password Confirmation:\*

Sign Up

## Be Equipped to Share Your Faith in Jesus

Take a free online course from Harvest Ministries.

Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known.

That is why **we have developed a free online course called Tell Someone**—taught by pastor, author, and evangelist Greg Laurie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence and tact. Through the practical, biblical principles taught in the Tell Someone course, **you will be:**

- Encouraged in your walk with Christ
- Challenged in how you view those who don't know Jesus
- Inspired to live out the Great Commission
- Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

Here's what other people have said about Tell Someone:

"Greg, your course was great. I now love sharing my faith and telling others about Jesus. Just a few weeks ago, I shared the Gospel with a young man and he came to Christ!" -Rob

"Thank you for such a great online tool to aid in sharing the Gospel. There are so many who need the Lord. Thanks for giving me more courage to share Him!" -Jill

"Right after I took this course, my stepfather had a stroke and I flew to be with my mother and him. During that time, I was able to read the Bible to them and share my faith. They accepted Jesus Christ as their Lord and Savior. I am so thankful knowing that my parents will be in Heaven when the time comes. Thank you again for this series that gave me the opportunity to lead my parents to Christ!" -Gidget

**This free online course** is delivered by e-mail, one lesson per week. Each week, you'll receive video teaching, reflection questions, and memory verses for deeper study.

**You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.**

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name:\*

Last Name:\*

Address Line 1:\*

Address Line 2:

City:\*

Country:\*  
United States (US) ▾

State/Province:\*  
California ▾

Zip/Postal Code:\*

Email:\*

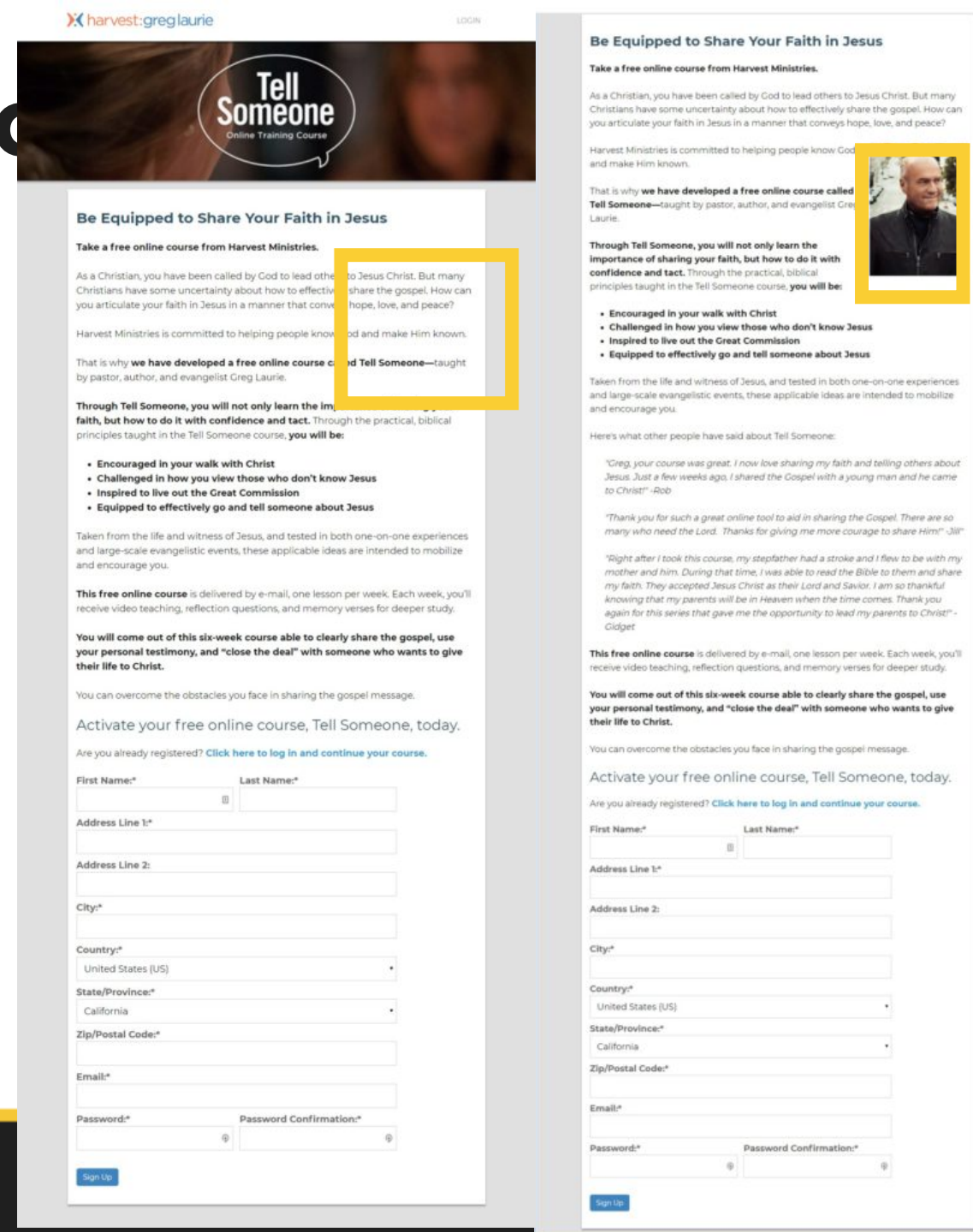
Password:\*

Password Confirmation:\*


Sign Up

# Treatment Changes:


- Added a **relevant supporting image** in-line with their copy.



# Treatment Changes:

- 
harvest:greg laurie

[LOG IN](#)



## Be Equipped to Share Your Faith in Jesus

Take a free online course from Harvest Ministries.

As a Christian, you have been called by God to lead others to Jesus Christ. But many Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known.

That is why **we have developed a free online course called Tell Someone**—taught by pastor, author, and evangelist Greg Laurie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence and tact. Through the practical, biblical principles taught in the Tell Someone course, **you will be:**

  - Encouraged in your walk with Christ
  - Challenged in how you view those who don't know Jesus
  - Inspired to live out the Great Commission
  - Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

Here's what other people have said about Tell Someone:

"Greg, your course was great. I now love sharing my faith and telling others about Jesus. Just a few weeks ago, I shared the Gospel with a young man and he came to Christ!" -Rob

"Thank you for such a great online tool to aid in sharing the Gospel. There are so many who need the Lord. Thanks for giving me more courage to share Him!" -Jill

"Right after I took this course, my stepfather had a stroke and I flew to be with my mother and him. During that time, I was able to read the Bible to them and share my faith. They accepted Jesus Christ as their Lord and Savior. I am so thankful knowing that my parents will be in Heaven when the time comes. Thank you again for this series that gave me the opportunity to lead my parents to Christ!" -Gidget

This free online course is delivered by e-mail, one lesson per week. Each week, you'll receive a video teaching, an audio recording, and a message to read and pray over.

You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name:\*

Last Name:\*

Address Line 1:\*

Address Line 2:

City:\*

Country:\*  
United States (US) ▾

State/Province:\*  
California ▾

Zip/Postal Code:\*

Email:\*

Password:\*

Password Confirmation:\*

Sign Up

## Be Equipped to Share Your Faith in Jesus

Take a free online course from Harvest Ministries.

As a Christian, you have been called by God to lead others to Jesus Christ. But many Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known.

That is why **we have developed a free online course called Tell Someone**—taught by pastor, author, and evangelist Greg Laurie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence and tact. Through the practical, biblical principles taught in the Tell Someone course, **you will be:**

  - Encouraged in your walk with Christ
  - Challenged in how you view those who don't know Jesus
  - Inspired to live out the Great Commission
  - Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

Here's what other people have said about Tell Someone:

"Greg, your course was great. I now love sharing my faith and telling others about Jesus. Just a few weeks ago, I shared the Gospel with a young man and he came to Christ!" -Rob

"Thank you for such a great online tool to aid in sharing the Gospel. There are so many who need the Lord. Thanks for giving me more courage to share Him!" -Jill

"Right after I took this course, my stepfather had a stroke and I flew to be with my mother and him. During that time, I was able to read the Bible to them and share my faith. They accepted Jesus Christ as their Lord and Savior. I am so thankful knowing that my parents will be in Heaven when the time comes. Thank you again for this series that gave me the opportunity to lead my parents to Christ!" -Gidget

This free online course is delivered by e-mail, one lesson per week. Each week, you'll receive a video teaching, an audio recording, and a message to read and pray over.

You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name:\*

Last Name:\*

Address Line 1:\*

Address Line 2:

City:\*

Country:\*  
United States (US) ▾

State/Province:\*  
California ▾

Zip/Postal Code:\*

Email:\*

Password:\*

Password Confirmation:\*

Sign Up

# Increasing Landing Page Congruence

## CONTROL

harvest:greg laurie

LOG IN

### Tell Someone

Online Training Course

#### Be Equipped to Share Your Faith in Jesus

Take a free online course from Harvest Ministries.

As a Christian, you have been called by God to lead others to Jesus Christ. But many Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known.

That is why **we have developed a free online course called Tell Someone**—taught by pastor, author, and evangelist Greg Laurie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence and tact. Through the practical, biblical principles taught in the Tell Someone course, you will be:

- Encouraged in your walk with Christ
- Challenged in how you view those who don't know Jesus
- Inspired to live out the Great Commission
- Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

This free online course is delivered by e-mail, one lesson per week. Each week, you'll receive video teaching, reflection questions, and memory verses for deeper study.

You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name\*  Last Name\*

Address Line 1\*

Address Line 2:

City\*

Country\*

United States (US)

State/Province\*

California

Zip/Postal Code\*

Email\*

Password\*  Password Confirmation\*

[Sign Up](#)

## TREATMENT

#### Be Equipped to Share Your Faith in Jesus

Take a free online course from Harvest Ministries.

As a Christian, you have been called by God to lead others to Jesus Christ. But many Christians have some uncertainty about how to effectively share the gospel. How can you articulate your faith in Jesus in a manner that conveys hope, love, and peace?

Harvest Ministries is committed to helping people know God and make Him known.

That is why **we have developed a free online course called Tell Someone**—taught by pastor, author, and evangelist Greg Laurie.

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence and tact. Through the practical, biblical principles taught in the Tell Someone course, you will be:

- Encouraged in your walk with Christ
- Challenged in how you view those who don't know Jesus
- Inspired to live out the Great Commission
- Equipped to effectively go and tell someone about Jesus

Taken from the life and witness of Jesus, and tested in both one-on-one experiences and large-scale evangelistic events, these applicable ideas are intended to mobilize and encourage you.

Here's what other people have said about Tell Someone:

"Greg, your course was great. I now love sharing my faith and telling others about Jesus. Just a few weeks ago, I shared the Gospel with a young man and he came to Christ!" -Rob

"Thank you for such a great online tool to aid in sharing the Gospel. There are so many who need the Lord. Thanks for giving me more courage to share Him!" -Jill

"Right after I took this course, my stepfather had a stroke and I flew to be with my mother and him. During that time, I was able to read the Bible to them and share my faith. They accepted Jesus Christ as their Lord and Savior. I am so thankful knowing that my parents will be in Heaven when the time comes. Thank you again for this series that gave me the opportunity to lead my parents to Christ!" -Gidget

This free online course is delivered by e-mail, one lesson per week. Each week, you'll receive video teaching, reflection questions, and memory verses for deeper study.

You will come out of this six-week course able to clearly share the gospel, use your personal testimony, and "close the deal" with someone who wants to give their life to Christ.

You can overcome the obstacles you face in sharing the gospel message.

Activate your free online course, Tell Someone, today.

Are you already registered? [Click here to log in and continue your course.](#)

First Name\*  Last Name\*

Address Line 1\*

Address Line 2:

City\*

Country\*

United States (US)

State/Province\*

California

Zip/Postal Code\*

Email\*

Password\*  Password Confirmation\*

[Sign Up](#)



448.6%

In Conversion Rate



A note on **MOBILE**.



Logo

# Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail

Logo

**Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll**

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

**Call to action header goes here**

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

☐ Yes ☐ No Qualifying question 1

☐ Qualifying question 2

[Get \[Offer\] Now](#)

We take privacy seriously, so we'll carefully protect your email address.



Logo

# Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail

## What's Different

- ✓ All **supporting** content is generally hidden from the main eye-path, as there is only room enough for main content.
  - ✓ This includes images and testimonials
- ✓ Form fields are stacked vertically instead of grouped.



Logo

# **Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll**

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail

## What's Not Different

- ✓ The AMOUNT of content stays the same, even if it seems strange initially.
- ✓ Why? Experiments across the board (for profit and non-profit) reveal that mobile users are OK scrolling up and down, it's just pinch and zoom that has a negative effect on performance.



# **3. Creating a Conversational Thought Sequence**



Every time you ask for something—whether it is a donation or even just an email signup, you are entering into a **MENTAL CONVERSATION** with your visitor. To increase the potential for success, it is important that the conversation takes place in the **PROPER ORDER**.



# How reordering the elements of a landing page increased name acquisition rate

Experiment ID: #1692



# Reordering elements increased conversion

## Control

**STANFORD**  
BUSINESS



### BUILD A WINNING BUSINESS

10 entrepreneurs share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

**What's in the ebook?**

This book features 10 entrepreneurs representing a wide range of industries such as apparel, consumer goods, educational technology, and more. Some of these founders share their early stage experiences building their companies. Others are running established businesses and reflect on their successes and failures. The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures.

Get your FREE copy of *Build a Winning Business* – just complete the form to download the ebook.



**Get your ebook**  
24 pages (30 min. read)

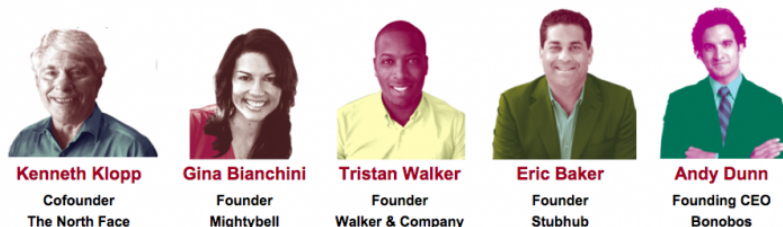
Name

Email

**Get the ebook**

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.

### FEATURING INSIGHTS FROM:



## Background:

- Client: Stanford Graduate School of Business
- Email acquisition page for eBook offer
- Three-column layout mirrored branding throughout the site



# Reordering elements increased conversion

## Treatment Changes:

- Changed headline to convey value
- Gave copy contextual placement near the form
- Moved email acquisition form into eyepath
- Moved image and credibility indicators to the right column as supporting content

## Treatment



### Get the new free ebook from Stanford Business

Learn from 10 entrepreneurs who share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures. Learn valuable startup wisdom from the founders of companies like **The North Face**, **Bonobos**, **StubHub**, and many more.

Get your **FREE** copy of *Build a Winning Business* -- just complete the form to download the ebook.

Your Name \*

Your Email \*

Get the ebook now!

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.



#### FEATURING INSIGHTS FROM:



**Kenneth Klopp**  
Cofounder  
The North Face



**Gina Bianchini**  
Founder  
Mightybell



**Eric Baker**  
Founder  
Stubhub

# Reordering elements increased conversion

## CONTROL



### BUILD A WINNING BUSINESS

10 entrepreneurs share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

#### What's in the ebook?

This book features 10 entrepreneurs representing a wide range of industries such as apparel, consumer goods, educational technology, and more. Some of these founders share their early stage experiences building their companies. Others are running established businesses and reflect on their successes and failures. The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures.

Get your FREE copy of *Build a Winning Business* -- just complete the form to download the ebook.



#### Get your ebook 24 pages (30 min. read)

Name

Email

Get the ebook

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.

#### FEATURING INSIGHTS FROM:



**Kenneth Klopp**  
Cofounder  
The North Face



**Gina Bianchini**  
Founder  
Mightybell



**Tristan Walker**  
Founder  
Walker & Company



**Eric Baker**  
Founder  
Stubhub



**Andy Dunn**  
Founding CEO  
Bonobos

## TREATMENT



### Get the new free ebook from Stanford Business

Learn from 10 entrepreneurs who share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures. Learn valuable startup wisdom from the founders of companies like **The North Face**, **Bonobos**, **StubHub**, and many more.

Get your **FREE** copy of *Build a Winning Business* -- just complete the form to download the ebook.



Your Name \*

Your Email \*

Get the ebook now!

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.

#### FEATURING INSIGHTS FROM:



**Kenneth Klopp**  
Cofounder  
The North Face



**Gina Bianchini**  
Founder  
Mightybell



**Eric Baker**  
Founder  
Stubhub

# 10.8%

In Conversion Rate



# Reordering elements increased conversion



10.8% increase in conversion rate

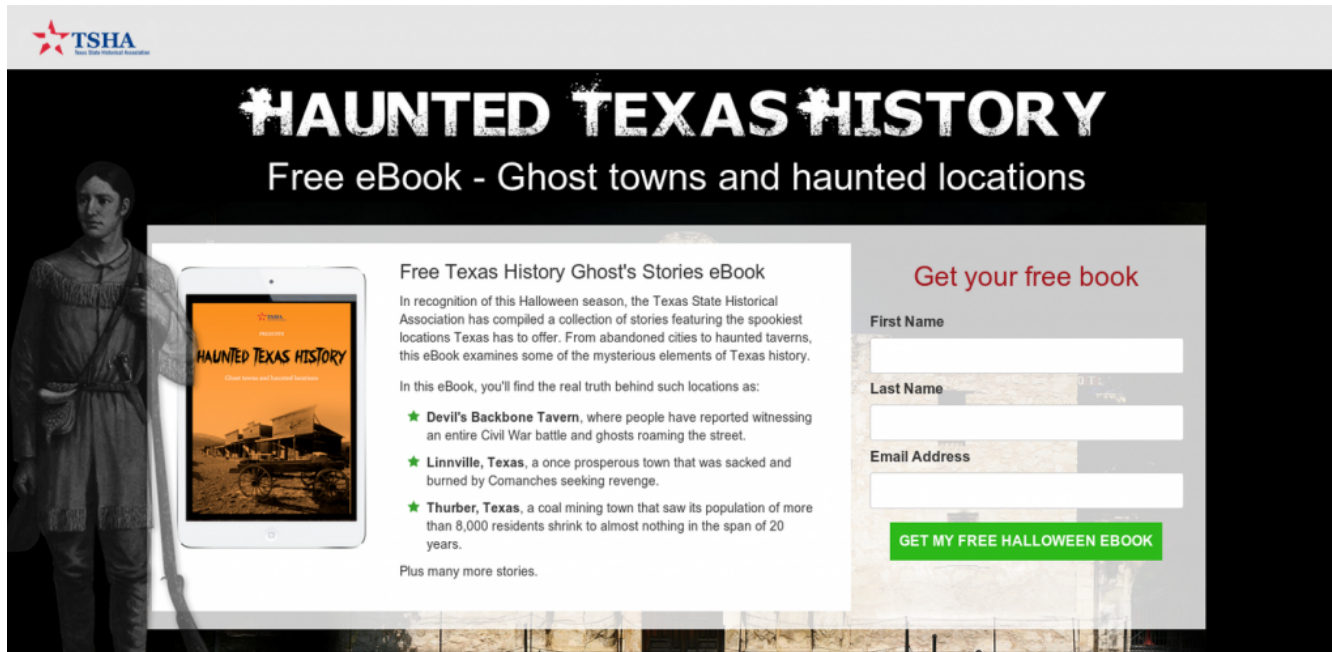
Version	Conv. Rate	Relative Diff	Stat Confidence
C: Three-column page	38.7%		
T1: Optimized page	42.9%	10.8%	98.9%

## Key Learning:

- ✓ Simply matching branding throughout the site is not enough. Each landing page must be optimized maximize perceived value and minimize perceived cost.

# Re-Ordering Thought Sequences

## CONTROL



**HAUNTED TEXAS HISTORY**  
Free eBook - Ghost towns and haunted locations

Free Texas History Ghost's Stories eBook

In recognition of this Halloween season, the Texas State Historical Association has compiled a collection of stories featuring the spookiest locations Texas has to offer. From abandoned cities to haunted taverns, this eBook examines some of the mysterious elements of Texas history.

In this eBook, you'll find the real truth behind such locations as:

- ★ **Devil's Backbone Tavern**, where people have reported witnessing an entire Civil War battle and ghosts roaming the street.
- ★ **Linnville, Texas**, a once prosperous town that was sacked and burned by Comanches seeking revenge.
- ★ **Thurber, Texas**, a coal mining town that saw its population of more than 8,000 residents shrink to almost nothing in the span of 20 years.

Plus many more stories.

Get your free book

First Name  
Last Name  
Email Address

GET MY FREE HALLOWEEN EBOOK

## TREATMENT



**HAUNTED TEXAS HISTORY**  
Free eBook - Ghost towns and haunted locations

Get the free eBook - *Haunted Texas History*

Learn the history behind real-life ghost towns and haunted locations

In recognition of this Halloween season, the Texas State Historical Association has compiled a collection of stories featuring the spookiest locations Texas has to offer. From abandoned cities to haunted taverns, this eBook examines some of the mysterious elements of Texas history.

In this eBook, you'll find the real truth behind such locations as:

- ★ **Devil's Backbone Tavern**, where people have reported witnessing an entire Civil War battle and ghosts roaming the street.
- ★ **Linnville, Texas**, a once prosperous town that was sacked and burned by Comanches seeking revenge.
- ★ **Thurber, Texas**, a coal mining town that saw its population of more than 8,000 residents shrink to almost nothing in the span of 20 years.
- ★ Plus many more...

Tell us where to send your free book

First Name  
Last Name  
Email Address

GET MY FREE HALLOWEEN EBOOK

**7.7%**  
In Conversion Rate



## **4. Choosing the Right Incentives**



When choosing an incentive, you must present something that the visitor **PERCEIVES** to be of **GREATER VALUE** than their personal contact information.



# **How offering something with a higher perceived value impacts name acquisition**

Experiment #8546



# Experiment #8546

## Background

FamilyLife wanted to take advantage of the traffic to their homepage for name acquisition. In order to increase conversion on the subscribe button at the top of their page, they tested offering the free online course instead of a general subscribe button. In both instances, the person was taken to a page to complete their email signup or course registration (depending on if they saw the control or the treatment) once they clicked the button. Design elements remained the same.

## Objective

Does offering something of value in a sticky bar increase email acquisition over a general subscribe header?

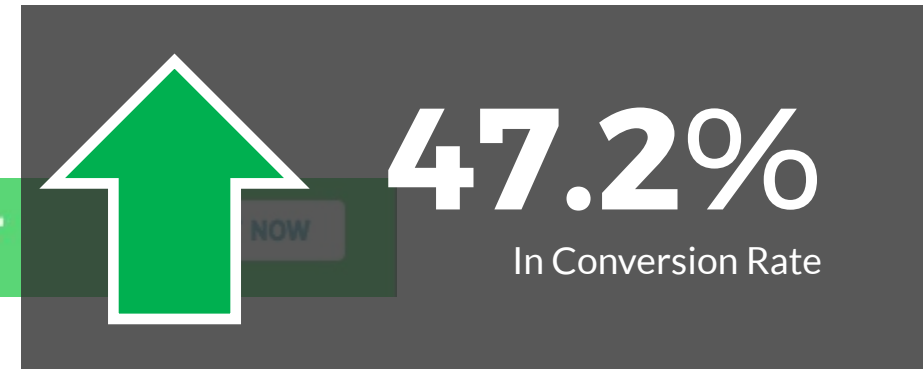
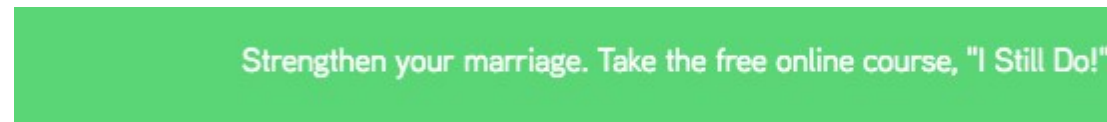


# Offer Something with a Higher Perceived Value

## CONTROL



## TREATMENT



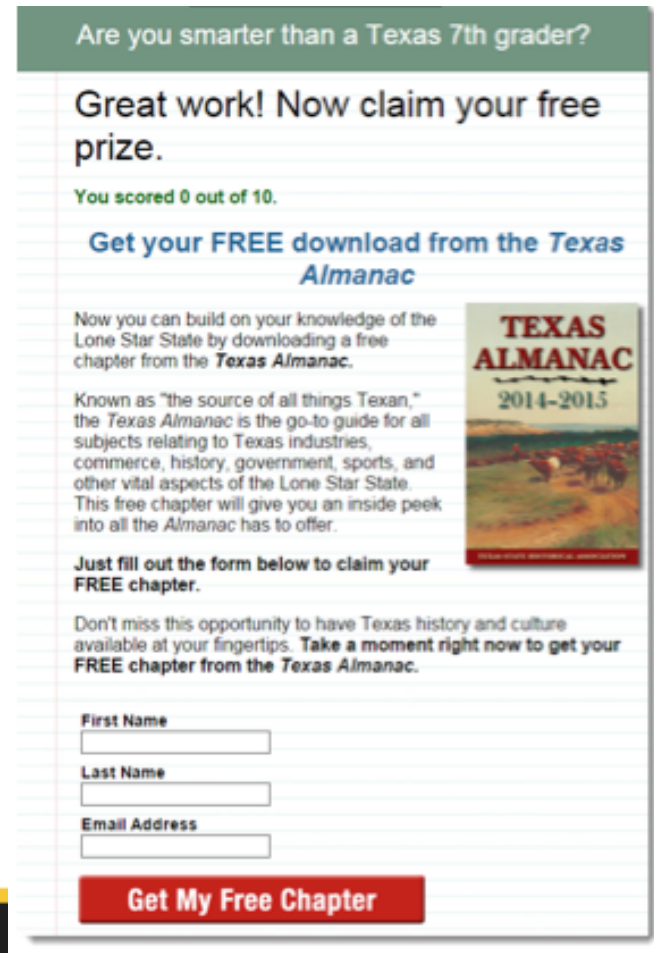
# How testing can determine the right incentive

Experiment #1355



# Testing into the right incentive

## Control



Are you smarter than a Texas 7th grader?

Great work! Now claim your free prize.

You scored 0 out of 10.

[Get your FREE download from the Texas Almanac](#)

Now you can build on your knowledge of the Lone Star State by downloading a free chapter from the *Texas Almanac*.

Known as "the source of all things Texan," the *Texas Almanac* is the go-to guide for all subjects relating to Texas industries, commerce, history, government, sports, and other vital aspects of the Lone Star State. This free chapter will give you an inside peek into all the *Almanac* has to offer.

Just fill out the form below to claim your FREE chapter.

Don't miss this opportunity to have Texas history and culture available at your fingertips. Take a moment right now to get your FREE chapter from the *Texas Almanac*.

First Name

Last Name

Email Address

[Get My Free Chapter](#)

## Background:

- Client: Texas State Historical Association
- Email acquisition offer using a 10 question educational quiz over Texas history
- The goal of the final screen was to present an offer in exchange for their email
- Utilized a free chapter of the popular Texas Almanac



# Testing into the right incentive

## Treatment 1

## Treatment 2

### Tested Elements:

- Treatment A offered a free eBook entitled *The Battle of the Alamo*
- Treatment B offered a compellation of the best articles from their historical publication

Are you smarter than a Texas 7th grader?

Great work! Now claim your free prize.

You scored out of 10.

Get your **FREE** copy of *The Battle of the Alamo*

Now you can build on your knowledge of the Lone Star State by **downloading your FREE copy of *The Battle of the Alamo***.

Told by Ben H. Procter, the late renowned Texas historian from Texas Christian University, *The Battle of the Alamo* is the concise but thorough retelling of the Alamo conflict, arguably the most famous event in Texas history.

And this resource can be yours today, by simply downloading your **FREE** copy.

Procter describes in colorful detail the background, character, and motives of the prominent figures at the Alamo—Bowie, Travis, Crockett—and the course of the famous battle that eventually led to victory at San Jacinto and Texas independence.

Whether you are a student, teacher, historian, or general reader, you will find Procter's engaging account of the Alamo to be a page-turning inspiration.

A **FREE** copy of this riveting retelling of the most pivotal turning point in Texas history is waiting for you. **Fill out the form below to receive your FREE download of *The Battle of the Alamo*.**

First Name

Last Name

Email Address

**Get My Free Alamo eBook**

Are you smarter than a Texas 7th grader?

Great work! Now claim your free prize.

You scored out of 10.

Get your **FREE** copy of the *Best of the Early Years of the Southwestern Historical Quarterly*

Now you can build on your knowledge of the Lone Star State by **downloading your FREE copy of the *Best of the Early Years of the Southwestern Historical Quarterly***.

Continuously published since 1897, the *Southwestern Historical Quarterly* (SHQ) is the premier source of scholarly information about the history of Texas and the Southwest.

And thanks to the scholars at the Texas State Historical Association (TSHA), **some of the most compelling SHQ articles and original, authoritative research on Texas history are compiled into one easy-to-read anthology titled the *Best of the Early Years of the Southwestern Historical Quarterly*.**

This resource can be yours today, simply by downloading your **FREE** copy.

Don't miss this opportunity to have Texas history and culture available at your fingertips.

**Take a moment right now to claim your FREE downloadable copy of the *Best of the Early Years of the Southwestern Historical Quarterly*.**

First Name

Last Name

Email Address

**Get My Free SHQ Download**

# Testing into the right incentive

CONTROL

Are you smarter than a Texas 7th grader?

Great work! Now claim your free prize.

You scored 0 out of 10.

Get your FREE download from the Texas Almanac

Now you can build on your knowledge of the Lone Star State by downloading a free chapter from the *Texas Almanac*.

Known as "the source of all things Texan," the *Texas Almanac* is the go-to guide for all subjects relating to Texas industries, commerce, history, government, sports, and other vital aspects of the Lone Star State. This free chapter will give you an inside peek into all the *Almanac* has to offer.

Just fill out the form below to claim your FREE chapter.

Don't miss this opportunity to have Texas history and culture available at your fingertips. Take a moment right now to get your FREE chapter from the *Texas Almanac*.

First Name

Last Name

Email Address

Get My Free Chapter

TREATMENT 1

Are you smarter than a Texas 7th grader?

Great work! Now claim your free prize.

You scored out of 10.

Get your FREE copy of *The Battle of the Alamo*

Now you can build on your knowledge of the Lone Star State by downloading your FREE copy of *The Battle of the Alamo*.

Told by Ben H. Procter, the late renowned Texas historian from Texas Christian University, *The Battle of the Alamo* is the concise but thorough retelling of the Alamo conflict, arguably the most famous event in Texas history.

And this resource can be yours today, by simply downloading your FREE copy.

Procter describes in colorful detail the background, character, and motives of the prominent figures at the Alamo—Bowie, Travis, Crockett—and the course of the famous battle that eventually led to victory at San Antonio and Texas independence.

Whether you are a student, a teacher, a historian, or just a Texan, you will find Procter's account of the Alamo a most interesting and informative read.

A FREE copy of this exciting history of the most pivotal turning point in Texas history is waiting for you. Fill out the form below to receive your FREE download of *The Battle of the Alamo*.

First Name

Last Name

Email Address

Get My Free Alamo eBook

TREATMENT 2

Are you smarter than a Texas 7th grader?

Great work! Now claim your free prize.

You scored out of 10.

Get your FREE copy of the *Best of the Early Years of the Southwestern Historical Quarterly*

Now you can build on your knowledge of the Lone Star State by downloading your FREE copy of the *Best of the Early Years of the Southwestern Historical Quarterly*.

Continuously published since 1897, the *Southwestern Historical Quarterly* (SHQ) is the premier source of scholarly information about the history of Texas and the Southwest.

And thanks to the scholars at the Texas State Historical Association (TSHA), some of the most compelling SHQ articles and original, authoritative research on Texas history are compiled into one easy-to-read anthology titled the *Best of the Early Years of the Southwestern Historical Quarterly*.

This resource can be yours today, by simply downloading your FREE copy.

Don't miss this opportunity to have Texas history and culture available at your fingertips. Take a moment right now to claim your FREE downloadable copy of the *Best of the Early Years of the Southwestern Historical Quarterly*.

Name

Last Name

Email Address

Get My Free SHQ Download



50.2%  
In Conversion Rate



11.5%  
In Conversion Rate



# Testing into the right incentive



50.2% increase in emails acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Texas Almanac	13.0%		
T1: Alamo eBook	19.5%	50.2%	100.0%
T2: SHQ Articles	14.5%	14.5%	99.7%

## Key Learning:



By testing out the email acquisition offers during the initial roll out, the TSHA was able to achieve increased acquisition in the campaign

SOMETHING trumps NOTHING.



# Types of Incentives

- Petition – give their voice to a cause they believe in
- eBooks – get content that they're interested in
- Courses – learn something they can benefit from
- Quizzes – test their knowledge



# Types of Incentives

- **Petition** – give their voice to a cause they believe in
- **eBooks** – get content that they're interested in
- **Courses** – learn something they can benefit from
- **Quizzes** – test their knowledge



# Types of Incentives

- Petition – give their voice to a cause they believe in
- **eBooks** – get content that they're interested in
- Courses – learn something they can benefit from
- Quizzes – test their knowledge



# Types of Incentives

- Petition – give their voice to a cause they believe in
- eBooks – get content that they're interested in
- **Courses** – learn something they can benefit from
- Quizzes – test their knowledge



# Types of Incentives

- Petition – give their voice to a cause they believe in
- eBooks – get content that they're interested in
- Courses – learn something they can benefit from
- Quizzes – test their knowledge



# Types of Incentives

- Petition – give their voice to a cause they believe in
- eBooks – get content that they're interested in
- Courses – learn something they can benefit from
- Quizzes – test their knowledge



Incentives need to be for **THEM**.



# **5. Crafting a High Converting Email Capture Form**



The response form is both your **BEST FRIEND** and **WORST ENEMY**. The *amount* and *nature* of information you ask for will determine which one.



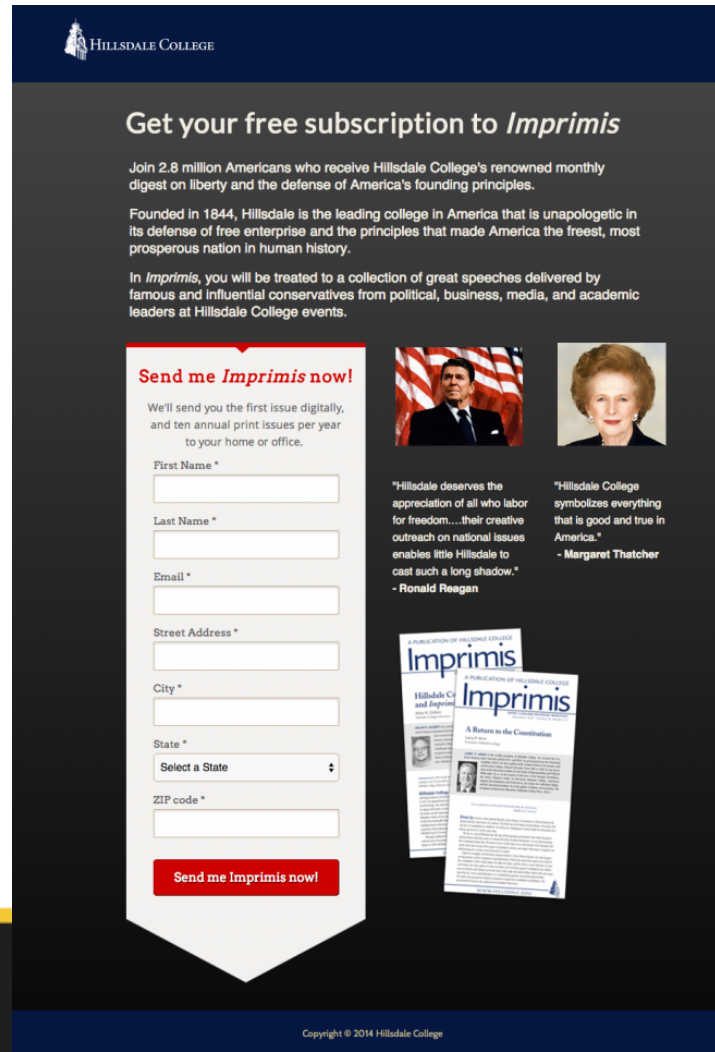
# How the amount of required information impacts conversion

Experiment #289



# Impact of Required Form Fields

## Control



The screenshot shows a subscription form for Hillsdale College's *Imprimis* publication. The form is titled "Get your free subscription to *Imprimis*" and includes a brief description of the publication. Below the text, there is a section titled "Send me *Imprimis* now!" with a subtext: "We'll send you the first issue digitally, and ten annual print issues per year to your home or office." The form fields are: First Name \*, Last Name \*, Email \*, Street Address \*, City \*, State \* (a dropdown menu with "Select a State" and a downward arrow), and ZIP code \*. A red button labeled "Send me Imprimis now!" is at the bottom of the form. To the right of the form, there are two portraits: Ronald Reagan and Margaret Thatcher, each with a quote. Below the portraits, there are two images of the *Imprimis* publication, one titled "A Return to the Constitution".

HILLSDALE COLLEGE

### Get your free subscription to *Imprimis*

Join 2.8 million Americans who receive Hillsdale College's renowned monthly digest on liberty and the defense of America's founding principles.

Founded in 1844, Hillsdale is the leading college in America that is unapologetic in its defense of free enterprise and the principles that made America the freest, most prosperous nation in human history.

In *Imprimis*, you will be treated to a collection of great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events.

**Send me *Imprimis* now!**

We'll send you the first issue digitally, and ten annual print issues per year to your home or office.

First Name \*

Last Name \*

Email \*

Street Address \*

City \*

State \*

Select a State

ZIP code \*

**Send me Imprimis now!**

"Hillsdale deserves the appreciation of all who labor for freedom....their creative outreach on national issues enables little Hillsdale to cast such a long shadow."  
- Ronald Reagan

"Hillsdale College symbolizes everything that is good and true in America."  
- Margaret Thatcher

*Imprimis*

*Imprimis*

A Return to the Constitution

Copyright © 2014 Hillsdale College

## Background:

- Client: Hillsdale College
- Name acquisition offer for their *Imprimis* publication
- The form historically required both email and home address so it could be send through mail and online

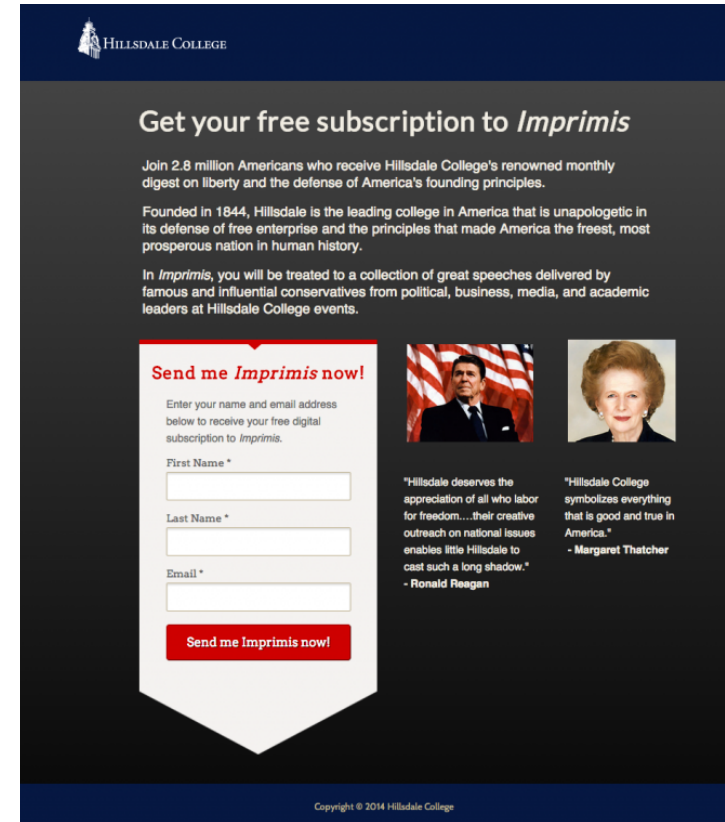


# Impact of Required Form Fields

## Treatment

### Tested Elements:

- Reduced the required form fields by removing address information
- Removed image of *Imprimis* issues



The screenshot shows a subscription form for Hillsdale College's *Imprimis* digest. The form is titled "Get your free subscription to *Imprimis*" and includes a brief description of the digest. Below the text is a form with three input fields: "First Name \*", "Last Name \*", and "Email \*". A red button labeled "Send me Imprimis now!" is positioned below the form. To the right of the form are two small portraits of Ronald Reagan and Margaret Thatcher, each with a quote about Hillsdale College. The footer of the page reads "Copyright © 2014 Hillsdale College".

HILLSDALE COLLEGE

### Get your free subscription to *Imprimis*

Join 2.8 million Americans who receive Hillsdale College's renowned monthly digest on liberty and the defense of America's founding principles.

Founded in 1844, Hillsdale is the leading college in America that is unapologetic in its defense of free enterprise and the principles that made America the freest, most prosperous nation in human history.

In *Imprimis*, you will be treated to a collection of great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events.

**Send me *Imprimis* now!**

Enter your name and email address below to receive your free digital subscription to *Imprimis*.

First Name \*

Last Name \*

Email \*

**Send me Imprimis now!**

**Send me *Imprimis* now!**

"Hillsdale deserves the appreciation of all who labor for freedom....their creative outreach on national issues enables little Hillsdale to cast such a long shadow."  
- Ronald Reagan


"Hillsdale College symbolizes everything that is good and true in America."  
- Margaret Thatcher

Copyright © 2014 Hillsdale College



# Impact of Required Form Fields

## CONTROL



### Get your free subscription to *Imprimis*

Join 2.8 million Americans who receive Hillsdale College's renowned monthly digest on liberty and the defense of America's founding principles.

Founded in 1844, Hillsdale is the leading college in America that is unapologetic in its defense of free enterprise and the principles that made America the freest, most prosperous nation in human history.

In *Imprimis*, you will be treated to a collection of great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events.

#### Send me *Imprimis* now!

We'll send you the first issue digitally, and ten annual print issues per year to your home or office.

First Name \*

Last Name \*

Email \*

Street Address \*


City \*

State \*


Select a State

ZIP code \*


Send me *Imprimis* now!



"Hillsdale deserves the appreciation of all who labor for freedom....their creative outreach on national issues enables little Hillsdale to cast such a long shadow."  
- Ronald Reagan




"Hillsdale College symbolizes everything that is good and true in America."  
- Margaret Thatcher



Copyright © 2014 Hillsdale College

## TREATMENT



### Get your free subscription to *Imprimis*

Join 2.8 million Americans who receive Hillsdale College's renowned monthly digest on liberty and the defense of America's founding principles.

Founded in 1844, Hillsdale is the leading college in America that is unapologetic in its defense of free enterprise and the principles that made America the freest, most prosperous nation in human history.

In *Imprimis*, you will be treated to a collection of great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events.

#### Send me *Imprimis* now!

Enter your name and email address below to receive your free digital subscription to *Imprimis*.

First Name \*

Last Name \*

Email \*

Street Address \*


City \*

State \*


Select a State

ZIP code \*

Send me *Imprimis* now!



"Hillsdale deserves the appreciation of all who labor for freedom....their creative outreach on national issues enables little Hillsdale to cast such a long shadow."  
- Ronald Reagan



"Hillsdale College symbolizes everything that is good and true in America."  
- Margaret Thatcher



136%

In Conversion Rate

Copyright © 2014 Hillsdale College

# Impact of Required Form Fields



136.0% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Full Address	32.2%		
T1: Email Only	76.0%	136.0%	100.0%

## Key Learning:



By removing the friction associated with the home address fields, Hillsdale was able to more than double the number of emails acquired

# Additional Phone Number

## CONTROL

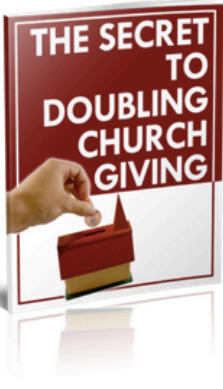


### What could your church do with twice as much?

#### Inside the book

There's a segment of philanthropy with more than \$30 billion given each year...and most churches aren't even aware that it exists, or that they can accept these gifts.

This free eBook reveals the secret to how your church can start accepting these gifts and double your impact.



#### Download your free copy now!

Enter your details below and we'll give you your free copy of the eBook.

First Name \*

Last Name \*

Email \*


Church/Organization \*

Phone Number \*


\*Required Fields

Download my copy now!

Endorsed by



## TREATMENT

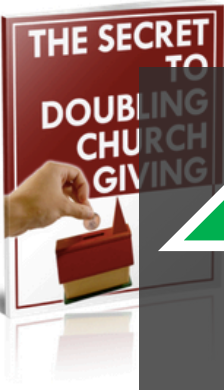


### What could your church do with twice as much?

#### Inside the book

There's a segment of philanthropy with more than \$30 billion given each year...and most churches aren't even aware that it exists, or that they can accept these gifts.

This free eBook reveals the secret to how your church can start accepting these gifts and double your impact.



#### Download your free copy now!

Enter your details below and we'll give you your free copy of the eBook.

First Name \*

Last Name \*




Email \*

Church/Organization \*

\*Required Fields

Download my copy now!

Endorsed by





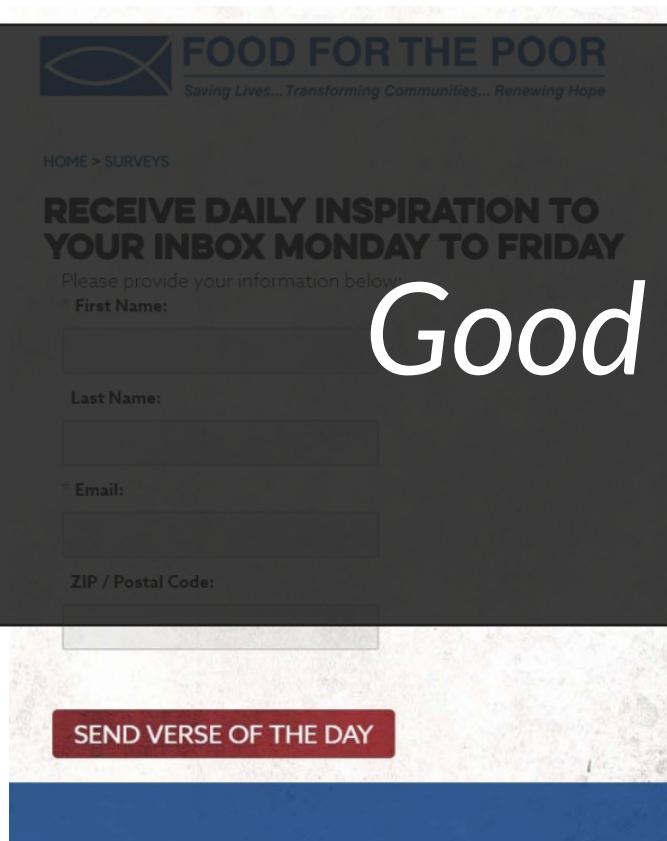
# 41.3%

In Conversion Rate



# First Name and Last Name Removed

## CONTROL



FOOD FOR THE POOR  
Saving Lives... Transforming Communities... Renewing Hope

HOME > SURVEYS

**RECEIVE DAILY INSPIRATION TO YOUR INBOX MONDAY TO FRIDAY**

Please provide your information below:

\* First Name:

Last Name:

\* Email:

ZIP / Postal Code:

**SEND VERSE OF THE DAY**

## TREATMENT



FOOD FOR THE POOR  
Saving Lives... Transforming Communities... Renewing Hope

HOME > SURVEYS

**RECEIVE DAILY INSPIRATION TO YOUR INBOX MONDAY TO FRIDAY**

Please provide your information below:

\* First Name:

Last Name:

\* Email:

ZIP / Postal Code:

**SEND VERSE OF THE DAY**

**48.3%**  
In Conversion Rate





QUESTION

*How important is it to  
begin personally?*

# Experiment #5707

## CONTROL

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck  
Donor Relations Manager  
National Breast Cancer Foundation

## TREATMENT

Hi Jeff,

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

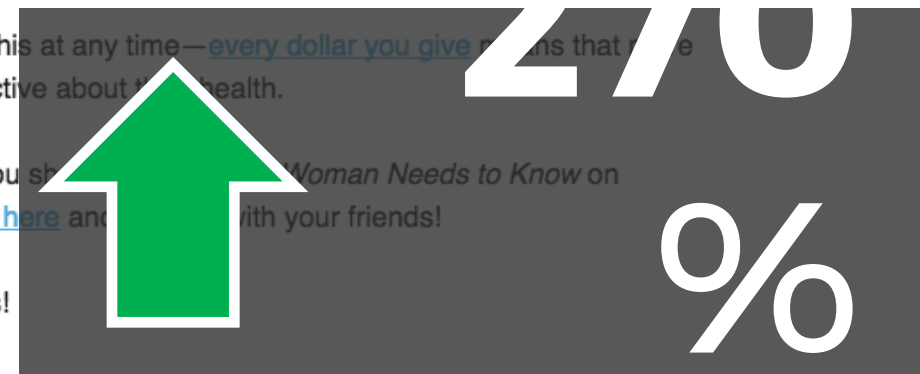
But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck  
Donor Relations Manager  
National Breast Cancer Foundation



It can be okay to add more friction  
**NOW** if it means you can provide  
more personalization and value on  
the **LATER**.



# How breaking up the form into two parts affect email acquisition

Experiment #2039



# Breaking Apart Forms Test

## Control

The screenshot shows a registration form titled "PRESIDENT'S CLUB 2015-16". It includes a header with a date "Wednesday, October 15, 2015". The main content area is titled "Reserve your spot at the 2015 President's Club Meeting" and contains several sections of text and images. Below this, there are two columns of text, each preceded by a small photo of a person. The form then lists several events with checkboxes for selection, including "Welcome Reception", "Heritage Building Tour and Lecture", "Dinner Reception", "Breakfast Reception", "Lunch Reception", "Afternoon Reception", "Dinner Reception", "Breakfast Reception", "Lunch Reception", "Afternoon Reception", "Dinner Reception", "Breakfast Reception", "Lunch Reception", "Afternoon Reception", "Dinner Reception". At the bottom, there is a section for "Your Address Information" with fields for "City", "State", "Zip", and "Phone". The form ends with a "CONFIRM MY ATTENDANCE" button.

## Background:

- Client: Heritage Foundation
- Signup form for their President's Club Event
- The control version of the form lists all of the fields on one long page.



# Breaking Apart Forms Test

## Tested Elements:

- The treatment broke the form up into two separate pages
- The first page acquired the commitment to attend and the relevant contact information
- The second page captured the event details

## Treatment

The diagram illustrates the 'Breaking Apart Forms Test' treatment. It shows two versions of a registration page for the '2015 President's Club Meeting'.

**Left Page (Original Form):**

- Header:** PRESIDENT'S CLUB MEETING, PERSONALIZE MY AGENDA
- Main Content:**
  - Reserve your spot at the 2015 President's Club Meeting**
  - Speakers:** SEAN HANNITY, JOHN BOLTON, ERIC METSKAL, MICHAEL HARTEN, JIM DEWITT, MICHAELA NEEDHAM, ANTONIN SCALIA.
  - Event Details:** October 14-16 in Washington, DC. Includes a countdown timer for registration.
  - Registration Form:** Includes fields for First Name, Last Name, Email Address, Access Code, and a checkbox for 'I'll be attending with a guest'. A large red button says 'CONFIRM MY ATTENDANCE'.

**Right Page (Treated Form):**

- Header:** PRESIDENT'S CLUB MEETING, PERSONALIZE MY AGENDA
- Main Content:**
  - Thank you for registering!**
  - There is one last step...**
  - Agenda:** A detailed list of events for Wednesday, Thursday, and Friday, including 'Welcome Reception', 'Heritage Action for America Dinner', 'Executive Committee Breakfast', 'Morning Sessions', 'Luncheon', 'Afternoon Sessions', 'Reception', 'Premier President's Club Private Reception', 'Dinner featuring Sean Hannity', 'Breakfast hosted by the Heritage Legacy Society', 'Morning Sessions - Concurrent Breakout Sessions', and 'Heritage Building Tours and Inside Briefing on The Heritage Freedom Center'.
  - A Few More Details:** A section with checkboxes for 'Do you or your guest of application have any dietary restrictions or require special assistance?' and 'Would you like to be included in the Park Square List?'.
  - Finalize My Agenda:** A large red button at the bottom.



# Breaking Apart Forms Test

# CONTROL

[illegible]

## TREATMENT

**2015 PRESIDENT'S CLUB MEETING**

HOME AGENDA EVENT INFORMATION PERSONALIZE MY AGENDA

### Reserve your spot at the 2015 President's Club Meeting

Now is your opportunity to attend the 2015 President's Club Meeting, an exclusive gathering of America's most principled, astute, and informed conservatives.

At the 2015 President's Club Meeting in Washington, DC, you will meet fellow conservatives from across America, engage directly with heritage experts and leaders like Jim DeMint, and hear from the most respected leaders of the conservative movement.

As conservatives build towards 2016 and the crucial fight for the future of our country, it's time to reflect on the principles that guide us—and ambition ourselves to make a stand for America. At the President's Club Meeting, you will be inspired, energized, and connected for the fight ahead.

**SEAN HANNITY**  
Host, The Sean Hannity Show

**JOHN BOLTON**  
Former United States Ambassador to the United Nations

**ERIC METTARS**  
Newsweek Author and Radio Host

**MICHAEL HAYDEN**  
Former Director of the NSA and CIA

**JIM DEMINT**  
President, The Heritage Foundation

**MICHAELA A. NEEBHAM**  
Chief Executive Officer, Heritage Action for America

**With a special address by**

**ANTONIN SCALIA**  
Associate Justice, United States Supreme Court

**October 14-16 in Washington, DC**

The year's premier is being held Wednesday, October 14 through Friday, October 16 at the Washington Marriott Wardman Park, located at 2000 Woodley Road, NW, Washington, DC.

Registration of your attendance is due by Wednesday, September 30.

Register today to secure your place at the 2015 President's Club Meeting, the most exclusive gathering of America's most principled, most active and most informed conservatives.

**YES! I will be attending the 2015 President's Club Meeting**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Access Code: \_\_\_\_\_

☐ I'll be attending with a guest

**CONFIRM** **ATTENDANCE**

© 2015 The Heritage Foundation  
Conservative Policy Research Center (CPRC)  
Privacy Policy | Terms of Service

**Thank you for registering!**

**There is one last step...**

In order to best serve you during your attendance at the 2015 President's Club Meeting, we'd like to ensure you are registered for each session you would like to attend. Please select the events you would like to attend. If there is a session that you do not yet qualify for based upon your membership level, you will be able to upgrade at the next session.

**Wednesday, October 14, 2015**

- ☒ **Welcome Reception**  
Time: 5:00 to 7:00 p.m.  
Complimentary with your membership.
- ☐ **Heritage Action for America Dinner featuring Heritage Foundation Founder Ed Feulner**  
Time: 7:30 to 9:30 p.m.  
For members that support Heritage Action for America with gifts of \$1,000 or more annually.

**Thursday, October 15, 2015**

- ☐ **Executive Committee Breakfast featuring Ambassador John Bolton**  
Time: 8:00 to 9:30 a.m.  
For members that support Heritage Action for America with gifts of \$1,000 or more annually. John Bolton is the former United States Ambassador to the United Nations.
- ☒ **Morning Sessions**  
Time: 10:00 a.m. to 11:30 a.m.  
Complimentary with your membership. [Read more...](#)
- ☒ **Luncheon**  
Time: 12:00 to 1:30 p.m.  
Complimentary with your membership. [Read more...](#)
- ☒ **Afternoon Sessions including Special Address by Justice Antonin Scalia**  
Time: 2:00 to 6:00 p.m.  
Complimentary with your membership. [Read more...](#)
- ☒ **Reception**  
Time: 6:00 to 7:00 p.m.  
Complimentary with your membership.
- ☐ **Premier President's Club Private Reception**  
Time: 6:00 to 7:00 p.m.
- ☒ **Dinner featuring Sean Hannity**  
Time: 7:30 to 9:30 p.m.  
Complimentary with your membership. [Read more...](#)

**Friday, October 16, 2015**

- ☒ **Executive Committee Breakfast featuring Eric Mettars**  
Time: 8:00 to 9:30 a.m.
- ☒ **Morning Sessions**  
Time: 10:00 a.m. to 11:30 a.m.
- ☒ **Luncheon**  
Time: 12:00 to 1:30 p.m.
- ☒ **Afternoon Sessions including Special Address by Justice Antonin Scalia**  
Time: 2:00 to 6:00 p.m.
- ☒ **Reception**  
Time: 6:00 to 7:00 p.m.
- ☐ **Premier President's Club Private Reception**  
Time: 6:00 to 7:00 p.m.
- ☒ **Dinner featuring Sean Hannity**  
Time: 7:30 to 9:30 p.m.

**99.4%**

**In Conversion**

**A Few More Details**

Because your group of applications has a very strong potential to impact national security, we've created a special program for you.

☒ **Finalize my agenda**

**FINALIZE MY AGENDA**

© 2015 The Heritage Foundation  
Conservative Policy Research Center (CPRC)  
Privacy Policy | Copyright

# 99.4%

## In Conversion Rate



# Breaking Apart Forms Test



99.4% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: 1-Step form	17.6%		
T1: 2-Step form	35.2%	99.4%	99.8%

## Key Learning:



By removing offloading the event details fields to the second page of the form we reduced cognitive friction and increased signups by 99%.

## **6. Choosing the Right Place for Your Offer**





*If an email signup offer falls in the forest...*

Pop-ups, Slide-outs,  
Takeovers– we all **HATE**  
them. But they **WORK!**



**How an alternate offer, given at the right time,  
increased emails acquired**

**Experiment ID: #2292**



# Alternate, timely offer increased acquisition

## Control



Exclusively for Texas History Enthusiasts:

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, **available exclusively from the Texas State Historical Association**, you will learn the stories of many prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

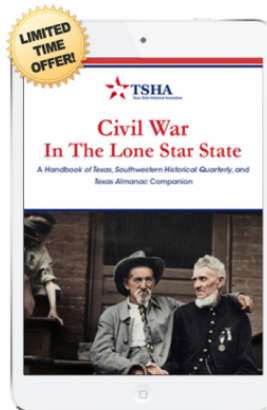
Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War in The Lone Star State* eBook you will find:

- ★ The stories of many prominent figures of the Civil War such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ Links to over 800 additional articles with information on every Confederate unit from Texas and every Texan who held the rank of major or higher.
- ★ One-of-a-kind photos of the battles and prominent individuals
- ★ Plus much more...

Get **YOUR** copy of the TSHA's *Civil War In The Lone Star State*!

First Name  Last Name   
Email Address

**SEND ME MY FREE  
CIVIL WAR EBOOK**



© Copyright 2015 - Texas State Historical Association - Privacy Policy

## Background:

- Client: Texas State Historical Association
- Email acquisition page for Civil War eBook offer
- Page had a good conversion rate, but most visitors did not convert

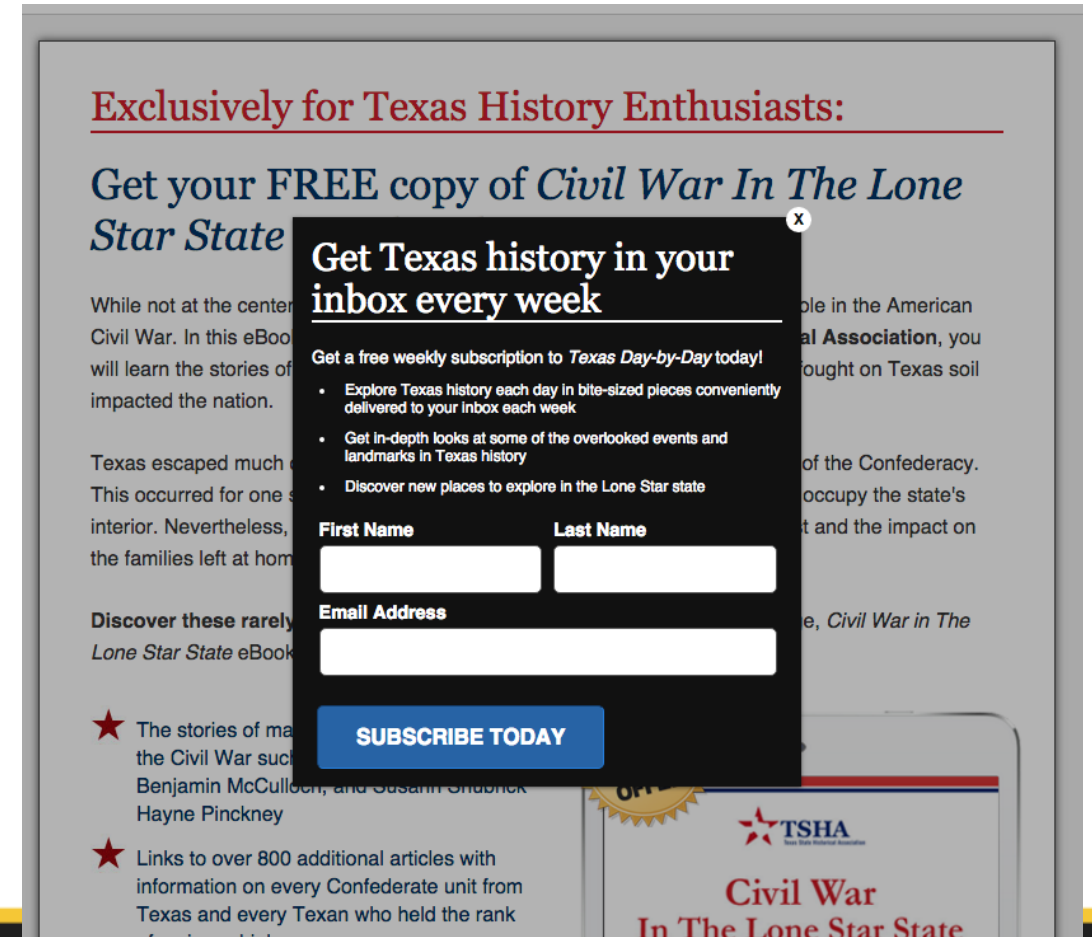


# Alternate, timely offer increased acquisition

## Treatment


### Treatment Changes:

- Created popup window as soon as visitor showed intent to exit
- Popup resented a “pivot” offer – something relevant, but different



# Alternate, timely offer increased acquisition

## CONTROL



**Exclusively for Texas History Enthusiasts:**

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, **available exclusively from the Texas State Historical Association**, you will learn the stories of many prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

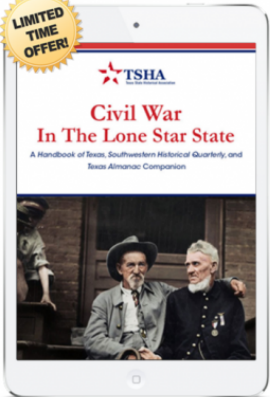
Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War in The Lone Star State* eBook you will find:


- ★ The stories of many prominent figures of the Civil War such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ Links to over 800 additional articles with information on every Confederate unit from Texas and every Texan who held the rank of major or higher.
- ★ One-of-a-kind photos of the battles and prominent individuals
- ★ Plus much more...

Get **YOUR** copy of the TSHA's *Civil War In The Lone Star State*!

SEND ME MY FREE CIVIL WAR EBOOK



## TREATMENT



**Exclusively for Texas History Enthusiasts:**

Get your **FREE** copy of *Civil War In The Lone Star State*

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, **available exclusively from the Texas State Historical Association**, you will learn the stories of many prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War in The Lone Star State* eBook you will find:

- ★ The stories of many prominent figures of the Civil War such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ Links to over 800 additional articles with information on every Confederate unit from Texas and every Texan who held the rank of major or higher.

**Get Texas history in your inbox every week**

Get a free weekly subscription to *Texas Day-by-Day* today!

- Explore Texas history each day in bite-sized pieces conveniently delivered to your inbox each week
- Get in-depth looks at some of the overlooked events and landmarks in Texas history
- Discover new places to explore in the Lone Star state

First Name

Last Name

Email Address

SUBSCRIBE

SEND ME MY FREE CIVIL WAR EBOOK

**36.9%**

In Conversion Rate



# Alternate, timely offer increased acquisition



36.9% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: No Value Prop	7.4%		
T1: Value Prop on Page	10.2%	36.9%	99.9%

## Key Learning:



Just because a visitor doesn't choose to accept our initial offer does not mean the opportunity to capture their email is over. Relevant offers presented at the right time can increase conversion rate.

# How the disruptive placement of an offer increased email acquisition

Experiment #2542



# The Power of Disruption

## Control



But the story did not end there. The city continued to fight to keep this ordinance away from the voters. Eventually, the Texas Supreme Court had to intervene and issued a unanimous decision, holding that the city had violated the right of the people of Houston to vote and [ordered the city to put the ordinance on the ballot](#). Later, the Texas Supreme Court unanimously struck down misleading ballot language the city tried to use to confuse voters.

Yesterday, after a prolonged battle, the voters had their say – and they [overwhelmingly rejected HERO 62%-38%](#). Democracy prevailed, despite the city's anti-democratic actions and the intimidation tactics of the mayor and her staff. When the dust settled, the people of Houston sent a message – they will not be intimidated or fooled by [a swarm of celebrities](#) and [millions of outside dollars](#) into abandoning the First Amendment and the safety of women and girls.



Erik W. Stanley

Senior Legal Counsel, Director of Church Team

[ADF](#)Erik

Erik W. Stanley, Esq., serves as senior legal counsel with Alliance Defending Freedom, where he is director of the Church Project and Pulpit Initiative.


**Donate** to help ADF defend [people like you](#).

The support of our generous donors ensures that anyone who stands up for their faith will never stand alone.

[SUPPORT RELIGIOUS FREEDOM](#)

**Get** the latest updates on [your](#) religious freedom.

Stay up-to-date on breaking news and receive opportunities to make a difference in the defense of your religious liberties.

 Enter Your Email...

[SIGN ME UP](#)

## Background:

- Partner: Alliance Defending Freedom
- Tested email acquisition on the blog
- Blog receives ~3,000 and 5,000 visitors each day
- Multiple Calls-to-action at the bottom of the page



# The Power of Disruption

## Treatment


### Treatment Changes:

- Added a slide-in call-to-action with email signup offer
- Included value proposition language identifying the benefits of giving an email
- Button communicated value



Get the latest updates on your religious freedom.

Stay up-to-date on breaking news and receive opportunities to make a difference in the defense of your religious liberty.

 Enter Your Email... [SIGN ME UP](#)

But the story did not end there. The city continued to fight to keep this ordinance away from the voters. Eventually, the Texas Supreme Court had to intervene and issued a unanimous decision, holding that the city had violated the right of the people of Houston to vote and [ordered the city to put the ordinance on the ballot](#). Later, the Texas Supreme Court unanimously struck down misleading ballot language the city tried to use to confuse voters.

Yesterday, after a prolonged battle, the voters had their say – and they [overwhelmingly rejected HERO 62%-38%](#). Democracy prevailed, despite the city's anti-democratic actions and the intimidation tactics of the mayor and her staff. When the dust settled, the people of Houston sent a message – they will not be intimidated or fooled by [a swarm of celebrities](#) and [millions of outside dollars](#) into abandoning the First Amendment and the safety of women and girls.



Erik W. Stanley  
Senior Legal Counsel, Director of Church Team

[ADFErik](#)

Erik W. Stanley, Esq., serves as senior legal counsel with Alliance Defending Freedom, where he is director of the Church Project and Pulpit Initiative.



# Alternate, timely offer increased acquisition

## CONTROL



But the story did not end there. The city continued to fight to keep this ordinance away from the voters. Eventually, the Texas Supreme Court had to intervene and issued a unanimous decision, holding that the city had violated the right of the people of Houston to vote and [ordered the city to put the ordinance on the ballot](#). Later, the Texas Supreme Court unanimously struck down misleading ballot language the city tried to use to confuse voters.

Yesterday, after a prolonged battle, the voters had their say – and they [overwhelmingly rejected HERO 62%-38%](#). Democracy prevailed, despite the city’s anti-democratic actions and the intimidation tactics of the mayor and her staff. When the dust settled, the people of Houston sent a message – they will not be intimidated or fooled by [a swarm of celebrities](#) and [millions of outside dollars](#) into abandoning the First Amendment and the safety of women and girls.



**Erik W. Stanley**  
Senior Legal Counsel, Director of Church Team  
[ADFErik](#)  
Erik W. Stanley, Esq., serves as senior legal counsel with Alliance Defending Freedom, where he is director of the Church Project and Pulpit Initiative.

**Donate** to help ADF defend people like you.

The support of our generous donors ensures that anyone who stands up for their faith will never stand alone.

SUPPORT RELIGIOUS FREEDOM

**Get the latest updates on your religious freedom.**

Stay up-to-date on breaking news and receive opportunities to make a difference in the defense of your religious liberties.

Enter Your Email...

SIGN ME UP

## TREATMENT

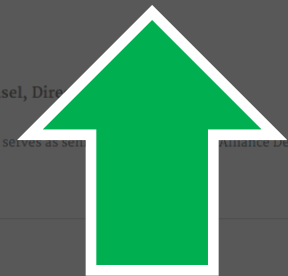


But the story did not end there. The city continued to fight to keep this ordinance away from the voters. Eventually, the Texas Supreme Court had to intervene and issued a unanimous decision, holding that the city had violated the right of the people of Houston to vote and [ordered the city to put the ordinance on the ballot](#). Later, the Texas Supreme Court unanimously struck down misleading ballot language the city tried to use to confuse voters.

Yesterday, after a prolonged battle, the voters had their say – and they [overwhelmingly rejected HERO 62%-38%](#). Democracy prevailed, despite the city’s anti-democratic actions and the intimidation tactics of the mayor and her staff. When the dust settled, the people of Houston sent a message – they will not be [intimidated or fooled by a swarm of celebrities](#) and [millions of outside dollars](#) into abandoning the First Amendment and the safety of women and girls.



**Erik W. Stanley**  
Senior Legal Counsel, Director of Church Team  
[ADFErik](#)  
Erik W. Stanley, Esq., serves as senior legal counsel with Alliance Defending Freedom, where he is director of the Church Project and Pulpit Initiative.



523.9  
%  
In Conversion Rate



# The Power of Disruption



523.9% increase in emails acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Simple form	0.07%		
T1: Value proposition form	0.42%	523.9%	100%

## Key Learning:



By introducing an interruption to the reader we observed a 523.9% increase in email signups. Compelling content by itself is not enough—we need to present our captive audience with timely, compelling offers.

# **7. Collect emails offline**



# Some ways to get more emails offline

- Use Facebook targeting with an email offer for offline only donors
- Include an email option on the direct mail response device
- Event registration and donations on-site
- Regular database sync/update with email tool

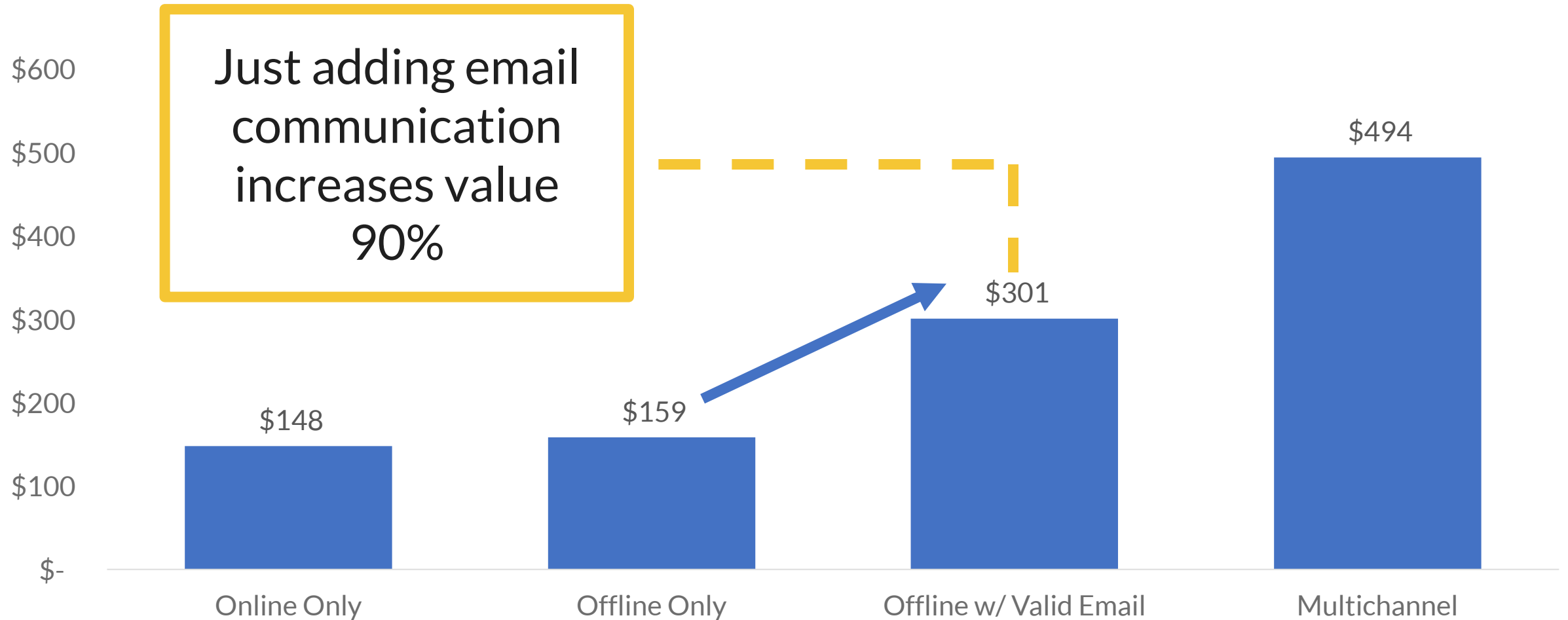


# Some ways to get more emails offline

- Use Facebook targeting with an email offer for offline only donors
- Include an email option on the direct mail response device
- Event registration and donations on-site
- Regular database sync/update with email tool



# Remember... It's Worth It



# Some ways to get more emails offline

- Use Facebook targeting with an email offer for offline only donors
- **Include an email option on the direct mail response device**
- Event registration and donations on-site
- Regular database sync/update with email tool



# Some ways to get more emails offline

- Use Facebook targeting with an email offer for offline only donors
- Include an email option on the direct mail response device
- **Event registration and donations on-site**
- Regular database sync/update with email tool



# Some ways to get more emails offline

- Use Facebook targeting with an email offer for offline only donors
- Include an email option on the direct mail response device
- Event registration and donations on-site
- Regular database sync/update with email tool



So...in case you **SNOOZED**  
the whole time...



- People come online to get, not give
- Offer value to them to earn trust and work towards a donation
- Emails are valuable for online AND offline revenue
- Experiment to find the right offer and incentive for your audience
- Optimize for how people think

## **7 Proven Methods to Acquire More Emails**

1. Copy
2. Design
3. Sequence
4. Incentive
5. Form
6. Placement
7. Offline



Coming Soon...

# ONLINE COURSES

## Online Courses



### Turning Facebook Likes Into Donors

The ability to effectively utilize Facebook for fundraising has eluded fundraisers for years. In this course, we'll show you a **proven 4-step strategy** to turn Facebook into one of your most *reliable* and *sustainable* sources of new donors and revenue.

[Learn More About Turning Facebook Likes Into Donors](#)



### More Online Courses Coming Soon

We're working to create a suite of online courses that will help you learn and apply proven strategies to **acquire new donors**, grow your email fundraising revenue, lift conversion rates on your **donation pages**, and much more. Check back soon the next online course on nonprofit fundraising optimization.

And a few from US.

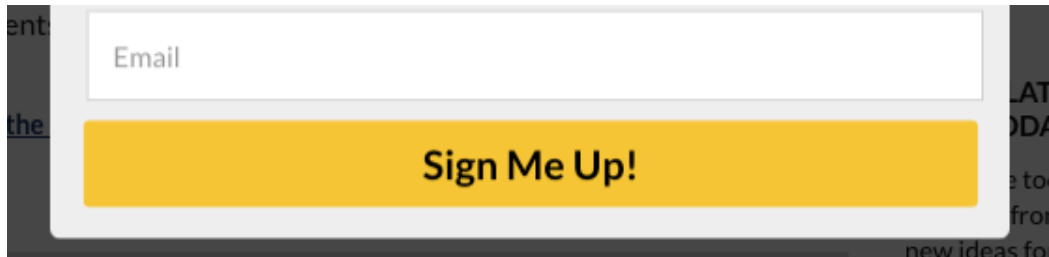


# General vs. Contextual Headline

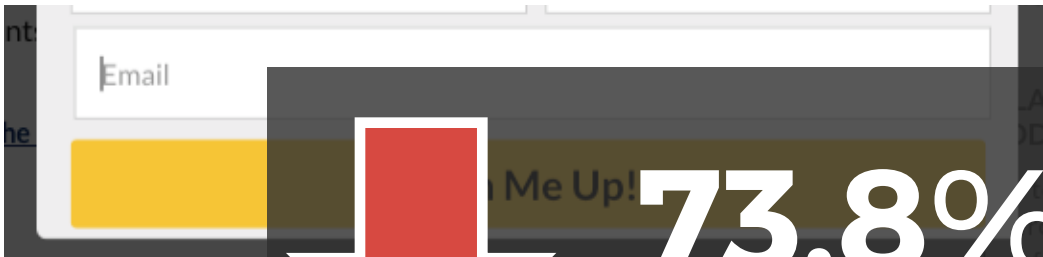
CONTROL



	Samples	Emails Acquired	Conv. Rate	Relative Difference	Significance
Control	74	3	4.1%		
Treatment #1	94	1	1.1%	-73.8%	76.4%
Total	168	4	2.4%		



TREATMENT



**73.8%**  
In Conversion Rate



# General vs. Contextual Headline

## CONTROL

13 Proven Ways to Optimize Your Email Acquisition Landing Page

	Samples	Emails Acquired	Conv. Rate	Relative Difference	Significance
Control	209	6	2.9%		
Treatment #1	260	3	1.2%	-59.8%	80.3%
Total	469	9	1.9%		

Where should we send your free email acquisition landing page guide template?

First

Last

Email Address

Get the Free Guide

## TREATMENT

7 Proven Methods to Acquire More Emails and Grow Your Donor Base

Acquire more emails and expand your donor base

Reserve your spot for the free webinar using the form below

First

Last

Email Address

RESERVE YOUR SPOT



59.8%  
In Conversion Rate



# Tangible vs. General Offer

## CONTROL

Grow Your Fundraising With Innovative and Research Driven Strategies

×

	Samples	Emails Acquired	Conv. Rate	Relative Difference	Significance
Control	2,487	75	3.0%		
Treatment #1	175	13	7.4%	146.3%	97.2%
Total	2,662	88	3.3%		

Get the Latest Research and Strategies

## TREATMENT

7 Elements of an Effective Donation Page

After conducting nearly 700 fundraising

×

First

Last

Email Address

Download the Donation Page Template

↑

114.3%

In Conversion Rate



# Headline

## CONTROL

×

### Grow Your Email Acquisition With the Free Landing Page Template

The most effective nonprofit landing pages look a lot different than you might expect.

This free research-proven landing page template, based on 80 experiments, will show you **13 ideas you can test** as you build your next landing page.

Where should we send your free nonprofit landing page template?

Get the Free Template



## TREATMENT

×

### 13 Proven Ways to Optimize Your Nonprofit Landing Pages

The most effective nonprofit landing pages look a lot different than you might expect.

This free research-proven landing page template, based on 80 experiments, will show you **13 ideas you can test** as you build your next landing page.

Where should we send your free nonprofit landing page template?

Get the Free Template



**103.7%**

In Conversion Rate



# Chat Bot with Drift

*Coming Soon...*

- Meet our bot... Winston



# WHAT MAKES DONORS GIVE?



*Hope*



*Protest*



*Change*



*Pride*



*Belief*



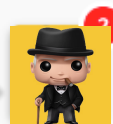
*Belonging*

**We're obsessed with answering that question.**

That's why we help nonprofit organizations turn the web into a living laboratory to find the answers — and acquire more emails and convert more donors than they ever thought possible.



Welcome to NextAfter! How can we help you today?





# WHAT MAKES DONORS GIVE?



**We're obsessed with answering that question.**

That's why we help nonprofit organizations turn the web into a living laboratory to find the answers — and acquire more emails and convert more donors than they ever thought possible.



Winston

Hey there!

Welcome to NextAfter! How can we help you today?

I'm looking for resources to help me grow my online fundraising

Winston

Sounds good

Awesome! What are you most interested in optimizing?

Donations & Landing Pages

Winston

Awesome! [We have a great guide here for Donations & Landing pages.](#)

Leave a message for Winston



Thanks! QUESTIONS?

