

# Increasing Email Click Rates by 93% with Send Time Optimization

## THE COMPANY

Knowledge to Practice (K2P) is a company based in Bethesda, Maryland that offers continuing medical education solutions for practicing physicians, medical practices, and hospital training programs. The company strives to transform postgraduate medical education by delivering personalized, just in time learning for time-starved MD's.

They offer self-directed learning solutions, self-assessment tools to reveal knowledge gaps and content modules that students will come back to time and time again.



## THE CHALLENGE

Over several years, K2P had built a large email database and was driving substantial revenue via email. By most standards, the marketing team's efforts were a huge success. But recognizing the high value of email as a marketing channel for their business, Data Analyst Will Angel wanted to optimize further.

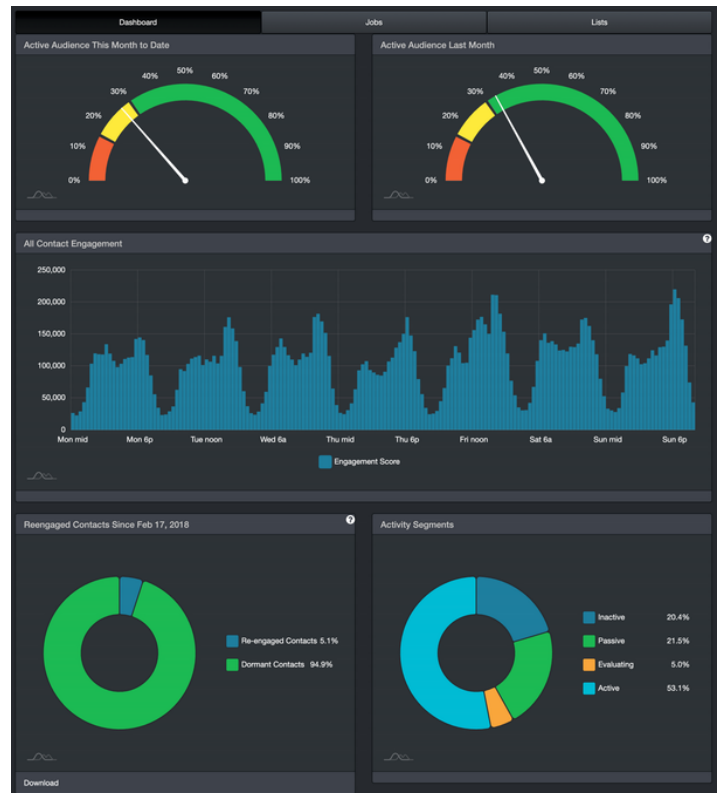
Will knew that the timing of their emails was having a significant impact on engagement, but the team had struggled to isolate a single best time to send. While researching email send time optimization he discovered Seventh Sense.

## Seventh Sense + Marketo

Most marketing teams put a great deal of effort into crafting engaging and if possible personalized email content. But the best teams know that designing the email is just half the battle.

If an email is delivered at the wrong time, or worse yet, delivered to the spam folder, all your efforts go to waste. Seventh Sense works with Marketo to help marketers maximize the odds that users will see and engage with their emails. The system lets marketers easily segment by engagement levels, and naturally throttle their outbound emails while delivering each email at each contact's personalized send time to maximize engagement and deliverability.

The process starts by connecting Seventh Sense to Marketo. Seventh Sense analyzes all the existing open and click data (digital gold just waiting to be mined) in your Marketo instance to build engagement profiles for each contact in your email database.



Using machine learning, the system is able to predict with a high degree of accuracy who is most likely to engage, and also what time they have the highest probability of engaging. Marketers simply select a window of time for an email to be delivered, and Seventh Sense takes care of the rest.

## The Solution

Will Angel immediately recognized the value of personalizing email send times and decided to switch all of their email blasts over to personalized delivery with Seventh Sense. “The support team at Seventh Sense is extremely responsive and very helpful,” says Angel. After a few training calls, K2P was up and running with Seventh Sense.

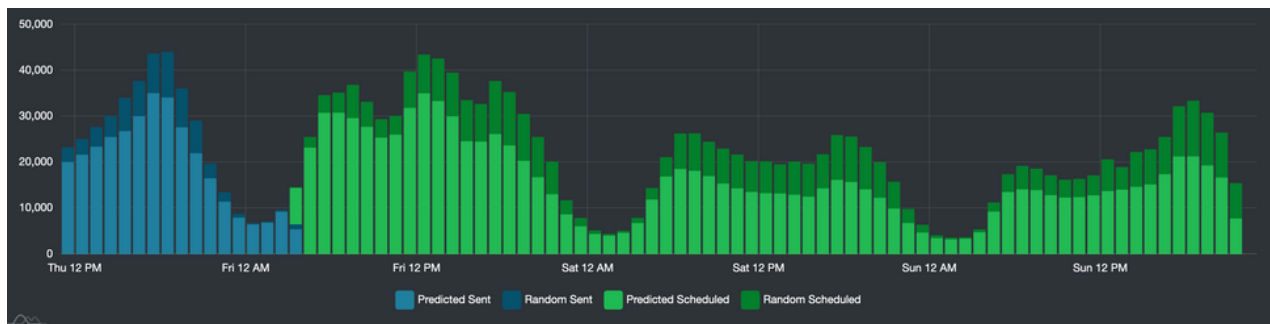
From Will: “The core challenge we were trying to address was “what is the best time to send emails?”

Do we send them at 7am, at 6am? At 5pm? What should we do on weekends? These are hard questions that previously I thought were impossible to answer, but Seventh Sense has solved the problem of finding the best time to send email.

We just pick the window of time, day, or even week, and Seventh Sense makes sure every email is being sent at the best time for each person on our list in whatever window we choose.”

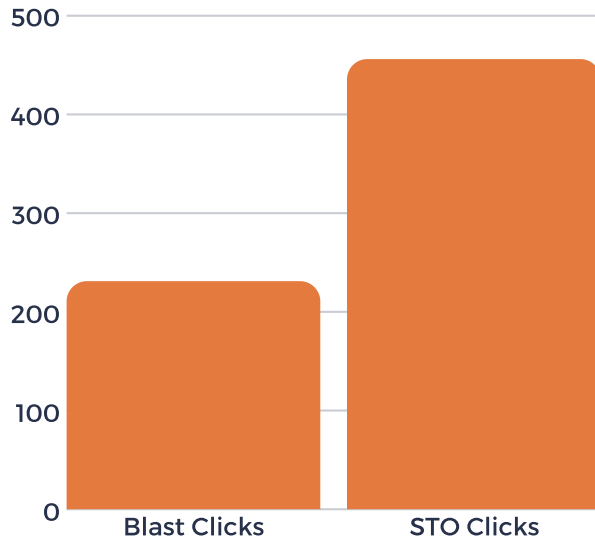
In addition, to optimizing the send times of email, Seventh Sense can also improve email deliverability. By naturally spreading out the delivery of marketing emails, Seventh Sense decreases the chances that corporate spam filters using rate-limiting will block K2P’s emails as spam.

Another valuable benefit moving away from the traditional email blast is it allows marketers to pause emails if an error is detected. With a normal email, once it’s sent the damage is done, with Seventh Sense, teams have the ability to modify underperforming campaigns or even fix mistakes on the fly.



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# The Results



## INCREASED CLICKS

Knowledge to Practice has seen fantastic results since integrating Seventh Sense into their Marketo campaigns. In three split tests sending identical content the team found emails sent with Seventh Sense had a click rates 93.1% higher on average than the same emails sent using a traditional blast.

## INCREASED OPENS

Open rates were also positively affected, with the STO emails receiving on average 20.4% more opens than the same content sent using a traditional email blast.

*“We’re very excited about the improvement we’ve seen using Seventh Sense. Open rates have gone up, but where we are seeing the biggest improvement is in click-to-opens” says Angel. “By reaching people when they are more likely to engage, we increase the odds of them not just opening, but clicking and going deeper into our marketing funnel.”*

**93.1%**

More Clicks

**20.4%**

More Opens