

REVEAL MARKETING

Unwrapping the Secret to Higher Engagement

1ST EDITION



BONUS: An Addendum on the Future of Email Marketing by **GetResponse**

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INTRODUCTION

Every brand and marketer wants to unwrap the secret to higher engagement. It's common knowledge that the attention span of potential customers is lower than they were just a decade ago. Not to mention, high engagement is one of the key benefits to consumer action. Brands that succeed at building engagement are seeing higher revenue in the market.

The big problem? Brands and marketers are still searching for the perfect formula to unlock engagement. The good news is we've figured out the secret: **reveal marketing**.

Now, before we dive into exactly how you can use reveal marketing to take your engagement to the next level, you're probably wondering why we're sharing this secret with you.

WHY WE'RE TELLING YOU THE SECRET

It's no secret click through rates in ads and emails are at an all time low. Need proof? Check out these numbers:

The average open rate of emails is around 22%, while the average click through rate inside emails is hovering around 2-3% according to a [MailChimp](#) industry benchmark study. That means 97-98% of the people who actually open your email aren't clicking on any links.

The news is even worse for banner ads. [Smart Insights](#) recently conducted their own study that showed the average click rate of banner ads is just .1%.



It's pretty easy to see that brands who are not actively increase engagement in emails and ads are leaving a lot of customers (and money) on the table.

That's where reveal marketing shines.

Reveal marketing shows a massive improvement on click rates, leading to more engagement and interest from those who are exposed to it.

Now, remember the dismal click through rates (CTR) and engagement rates we mentioned with conventional emails and banner ads? Take a look at the engagement reveal marketing has been getting for brands and marketers.

By adding reveal marketing to their marketing mix brands have increased click to open rates (CTOR) to 40%, and regularly see click through rates increase by 200% (or more).



This leads into the effect of reveal marketing and multiplies reader engagement three times over conventional marketing tactics. But the statistic we love to talk about the most is **engagement**.

The average human attention span is shrinking. In 2000 it was approximately 12 seconds. Think that's short? Now it hovers around 8. That's shorter than a goldfish's attention span ([statistic brain](#)).

In our busy technology filled lives, a successful marketing campaign has to grab our attention fast.

Reveal marketing makes that happen. In fact, reveal marketing campaigns have consistently been shown to exceed that average attention span three times. The average interaction and engagement rates are **24 seconds** for reveal marketing campaigns.

Got your attention?

WHO THIS SECRET WILL HELP

We think there are a number of groups that reveal marketing can help. Here, we'll look specifically at four.

1

Email Marketers

Email marketers who are looking for higher engagement, better open rates, more clicks, and, yes, even more traffic to their site should love reveal marketing. A huge part of why brands are seeing higher engagement in reveal marketing campaigns is due to the psychology behind it.

We think email marketers will really love the “Reveal Marketing is More than Just Fancy Content” section where they can see exactly how the psychology behind reveal marketing can drive the engagement in campaigns.

Brands and marketers who use reveal marketing in their email campaign mix have seen higher engagement rates over conventional email tactics. This leads to higher opens, higher click throughs, and more conversions.

2

Digital Creative Directors

Instead of using the same conventional approach to marketing, brands can add a new look to the mix. Doing this can help break up the monotony of day to day marketing campaigns and pique the interest of subscribers who have become indifferent to many traditional campaigns.

We think digital creative directors will love the section titled “What Does Reveal Marketing Look Like?” Here they can see all of the super creative out of the box reveal marketing campaigns that brands have used to huge success.

3

Mobile Marketers

We all know that mobile devices are becoming more and more important in marketing. Emails are on average first opened on mobile devices 53% of the time ([Litmus study](#)). Luckily, reveal marketing is perfectly set up for mobile marketing.

Mobile marketers will love to see the four specific types of interactions in the “Common Types of Reveal Marketing Interactions” section. They can use campaigns that feature tons of mobile interaction through playing games and shaking devices (just to name a few).

4

Conversion Specialists

Every brand should be looking to increase their conversion rates, and reveal marketing goes a long way towards helping that. By getting customers to spend more time with their brand, they are actually more likely to convert long term.

We know conversion specialists will learn a lot from the “Passive vs. Sustained Engagement” section. In it, they will see the hard facts on how reveal based marketing dramatically improves the sustained engagement of customers, resulting in much better conversion rates.



What is Reveal Marketing?

WHAT IS REVEAL MARKETING?

Reveal marketing is being used to enhance conventional marketing by adding an element of interactivity. This increased interactivity, coupled with the reader's curiosity of a hidden message, has been shown to increase both reader engagement, time with brand, and clicks.

THE SIMPLE DEFINITION

Reveal marketing is a marketing tactic that requires a person to take action in order to uncover a message. Some marketers use this strategy to leverage human psychology with the hopes of increasing engagement rates.

TYPES OF REVEAL MARKETING INTERACTIONS

There are plenty of ways brands can use reveal marketing in their campaigns, but in general there are four specific examples of interactions that we'll take a look at here.

Let's take a look!



Touch Interactions

Interactions where the recipient must swipe, touch, tap, or scratch to reveal.



Play a Game

Interactions like spinning a wheel, playing bingo, or drawing cards to reveal.



Solve a Problem

Interactive content such as building puzzles, solving riddles, or trivia reveal.



Motion Interaction

Interactions that require recipients to shake, tilt, move, and jump to reveal.

These are some of the most common types of interactions brands and marketers are using during their reveal marketing campaigns to drive engagement.

The psychology behind reveal marketing is what makes it successful. We've identified six primary psychological factors that play into reveal marketing. These factors outline why it can be such a powerful tool for marketers and brands.

Curiosity

Curiosity is a powerful force behind engagement. When curiosity is heightened, a reader is far more likely to act. Reveal marketing incites curiosity by hiding the core message.

Perceived Value

The perceived value of something is influenced by price, effort and branding. Requiring an effort to complete a task increases the value in the mind of the consumer.

Endowment Effect

People feel a stronger emotional connection and value something more if they feel ownership over it. Reveal Marketing gets readers to physically interact with a marketing message and feel a stronger connection with that brand and message.

Conditioning

When a user gets a reward after a behavior, they are more likely to repeat it.

Near Miss Theory

When people experience near misses when playing a game, it motivates them to keep playing.

Fear of Missing Out

When people think or feel that they might miss out on something, they are often driven to take action.

EXAMPLE DEFINITIONS FROM SURVEYING MARKETERS

"Reveal Marketing flips marketing on its side by adding perceived value to otherwise 'normal messages.' Instead of giving consumers messages for 'nothing' it conceals them, requiring an action to be revealed." [Markedu](#)

"Reveal Marketing is a way to supercharge engagement for your content by putting up an interactive barrier to entry." [Salesforce](#)

"Allows you to create and email 'hidden' messages or promotions to your contacts. As your recipient digitally scratches away at the image in your email, your message is revealed."
[Vertical Response](#)

Now that you have a better understanding of what drives Reveal Marketing, we can dive into what reveal marketing actually looks like.



Reveal Marketing Implemented

REVEAL MARKETING IMPLEMENTED

There are a number of successful reveal marketing campaigns out there that have been used by brands to increase interaction, engagement and clicks.

SURVEYS

A very common example of a survey can be found in the Lifescript [What Kind of Dog Fits Your Personality](#) campaign. A survey, like this, is a fantastic way to draw engagement and interaction. Plus, everyone loves answering questions about themselves.

PET QUIZZES

Which Dog Is Right for You?

RATE
★★★★★



lifestyle.

If you have been thinking about getting a family companion, you might want to consider which dog breed fits your lifestyle best. Choosing right dog breeds can save you time, frustration and money down the road. Not all dog breeds are alike, and finding the right dog for you takes some special consideration. Take this dog quiz to help determine which type of dog will be a great match for you and your

START THE QUIZ

Go to the first question...

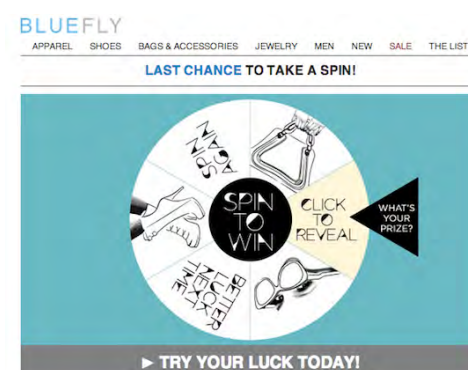
SCRATCH-ITS

A great example of a scratch-it is the Red-Box ["Reveal a Deal"](#) campaign. Here, readers were asked to "scratch" away a layer on their mobile devices to reveal a prize underneath such as a free or discounted rental for RedBox.



SPIN THE WHEEL

A very successful spin the wheel type campaign was the ["Spin for a Prize"](#) campaign by Blue Fly. This is a great way of adding a level of gamification to your campaigns. It got readers to 'spin' and gave them the sensation that they had an influence on what gift or deal they would receive.



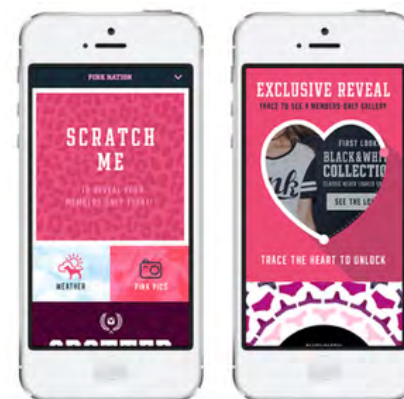
MOTION INTERACTION

When the [Dockers Shake](#) campaign first came out, it was incredibly successful, averaging a mind blowing 43 seconds of user engagement. Here they were asked to shake their phone to see the full ad.



TRACE

The popular clothing shop Victoria's Secret got into the act with a reveal marketing campaign centered around drawing. In this case, users of the Pink Nation app were asked to trace a heart to unlock a message that was partially hidden.



When you look at some reveal marketing campaigns in action, it's easy to see why users get more excited to interact and engage with them. The campaigns are fun, creative and ask for some sort of participation.



More than Fancy Content

MORE THAN FANCY CONTENT

Sure, reveal marketing campaigns are fun for readers and look cool, but there is actually a lot more that goes into it than just the content.

There is a strategy behind reveal marketing that must be thought out, planned and implemented in order for it to be truly successful. When done right, reveal marketing can bring dramatic increases to clicks, engagement and interaction in campaigns.

But where the magic of reveal marketing really happens is with psychology. We looked at it briefly above, now let's take a deeper dive.

CURIOSITY

One of the biggest reasons why reveal marketing works so well is it taps into curiosity. Studies, such as the ["The Psychology of Curiosity"](#) by renowned Professor George Lowenstein, have shown that people who are even a tiny bit curious about finding out the answer to something are far more likely to put in extra effort in order to find out the answer.

This plays well into reveal marketing, because curiosity is such a powerful force behind engagement. When people are shown reveal marketing campaigns, like scratch-its or quizzes, their curiosity is piqued. They want to continue on to find the answer.

PERCEIVED VALUE

One of the more famous studies performed on the concept of perceived value was done by researchers at Harvard University's Business School called ["The Ikea Effect."](#) The basic tenet is that people tend to associate a higher emotional and mental value with things that they create on their own.

So how does this play into reveal marketing? Simple. Reveal marketing campaigns require the user to get involved. This involvement, by shaking, spinning or scratching to reveal the message, increases the perceived value the user has in that message.

ENDOWMENT EFFECT

People tend to overvalue things that they feel ownership over. A study called [“The Endowment Effect”](#) was conducted at Princeton University and showed researchers that people value the things they own over identical items they don’t own.

Brands and marketers can use this study to grab consumers’ attention from the start. When a consumer ends up “winning” a prize, they will immediately place a higher value on it.

CONDITIONING

Conditioning is one of the oldest ways of looking at behavior modification. [Studies](#) have suggested that when people are required to do the same activity again and again with a positive result, that action increases interest, builds anticipation and trains people to continue the behavior.

Marketers and brands have been looking at ways conditioning can be applied to consumers. Here is where reveal marketing can shine. Readers can be conditioned to be interested and excited by the idea of getting rewards and promotions.

NEAR MISS THEORY

Professor RL Reid published his study, [“The Psychology of the Near Miss”](#) to show that when people feel like they are close to winning the brain releases the same neurochemicals as if they had actually won.

Because of this neurological effect, people are more likely to continue playing when they feel like they are close to winning. Marketers can use Reveal Marketing to instill this sensation of winning even if the user doesn’t reveal a discount.

FEAR OF MISSING OUT

The Fear of Missing Out is a powerful psychological phenomena and is a driving factor behind the addictive relationship some of us find with Social Media. This simple feeling of missing something that other people might otherwise know about makes us anxious and more likely to take action. Reveal marketing does this amazingly well and when properly executed makes your content almost impossible to resist.

Reveal marketing is much more than just fancy content. By using reveal marketing, marketers are able to activate these 6 psychological effects to drive more interaction and engagement with their messages.



Role of Reveal Marketing

ROLE OF REVEAL MARKETING

The biggest question you might have right now is exactly how does reveal marketing fit in the current marketing landscape? Well, we're glad you asked!

MARKETING CHANNELS

Reveal marketing works universally across all marketing channels. However, here we'll take a look at the three most common channels reveal marketing is used with: **email marketing, social media marketing and video marketing.**

1

Email Marketing

You've already seen that reveal marketing can be great for email campaigns. Reveal marketing is one of the best ways to increase click through rate, open rates, engagement and interaction.

2

Social Media Marketing

Social media is great for getting the message out. When a post or tweet goes viral it is often tied directly to the creativity and interactivity of campaigns. The technique of reveal marketing is often used to enhance a posts sense of uniqueness. When trying to get a post to go viral marketers are often taking advantage of our innate sense of curiosity with reveal marketing.

3

Video Marketing

While video marketing is something that has increased over the last few years, it's still somewhat passive when it comes to the customer's role. However, when reveal marketing

campaigns are introduced with a video component, rather than relying solely on a video, viewers can interact with them by clicking or touching. This dramatically increasing engagement.

We love reveal marketing not just because it improves the data points in clicks, interaction and engagement, but also because it makes for far better content.

Brands and marketers that are consistently seeing success in getting their brand's image out there and associating it with positive feelings are those that are embracing new and creative ways to promote content.

Yes, great content will always improve a brand overall, but with well thought out strategic reveal marketing campaigns included in the brand messaging, the audience is far more interested in learning more. Not to mention, it gives brands and marketers the opportunity to really "wow" readers with something totally new and different.

PASSIVE VS. SUSTAINED ENGAGEMENT

What really makes reveal marketing special (in our eyes at least) is its ability to create sustained engagement.

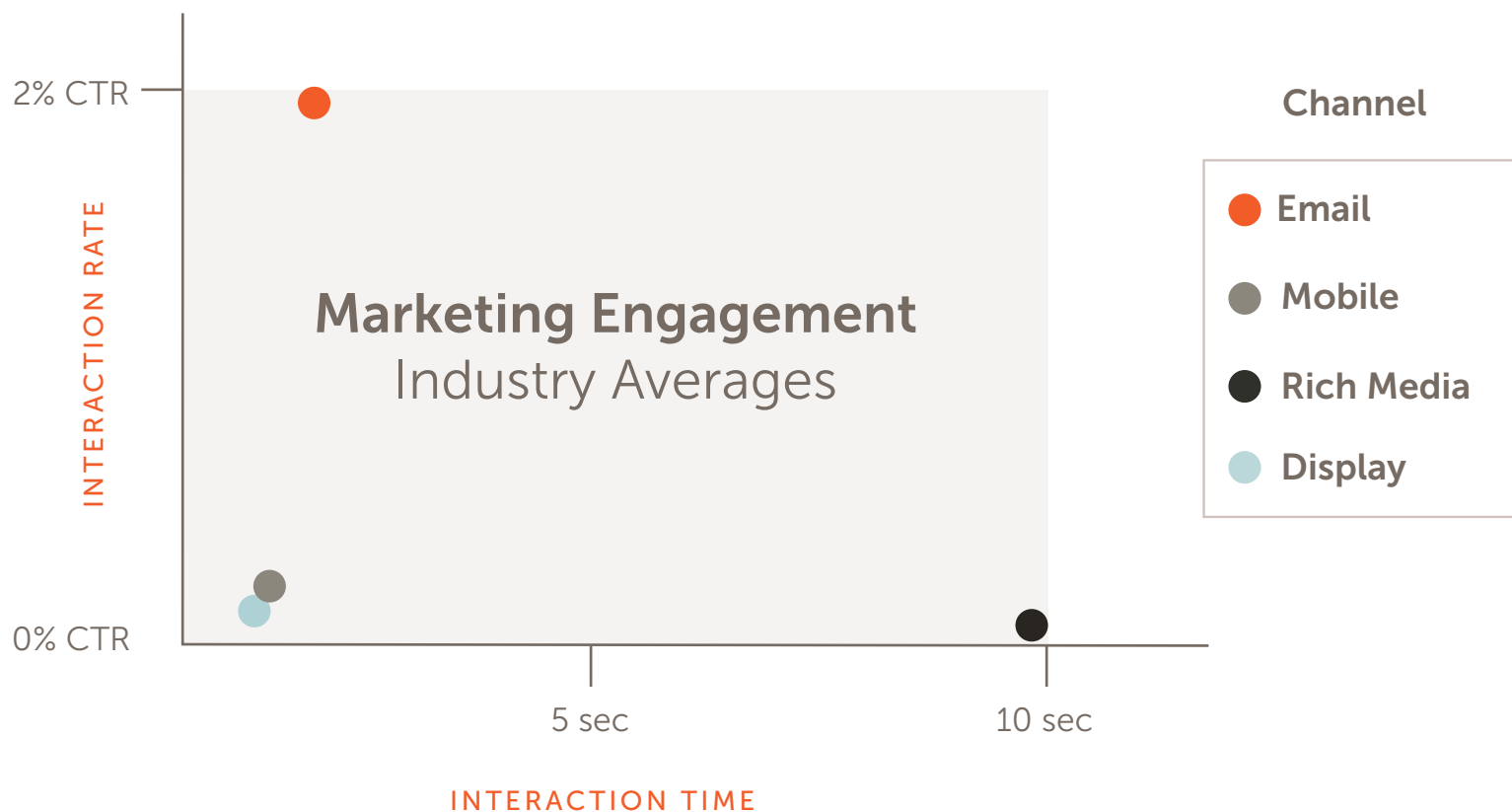
Sustained engagement means that readers are remaining engaged for a longer period of time. Remember that example of the Docker's shake it campaign from above? Readers engaged with that one ad for an average of 43 seconds. Now, that is sustained engagement!

You recall the average person has an attention span of just about 8 seconds, but when it comes to ads, that time is typically reduced to just 2 or 3 seconds. This is shown with the majority of desktop and mobile phone users barely making it to 3 seconds before they move onto the next email. ([Outbound Engine](#))

We've included a simple graph to show the length of time and CTR that campaigns are currently getting without reveal marketing. At most marketers are getting 2% CTR for engaging copy and emails, though the amount of time those readers are engaged isn't long. Sure you can get readers interested and engaged with a video, but those readers aren't taking any action. We call this passive engagement.

Current Engagement Expectations

Below are current expectations for engagement within the channels of **Email, Mobile, Rich Media** and **Display**.

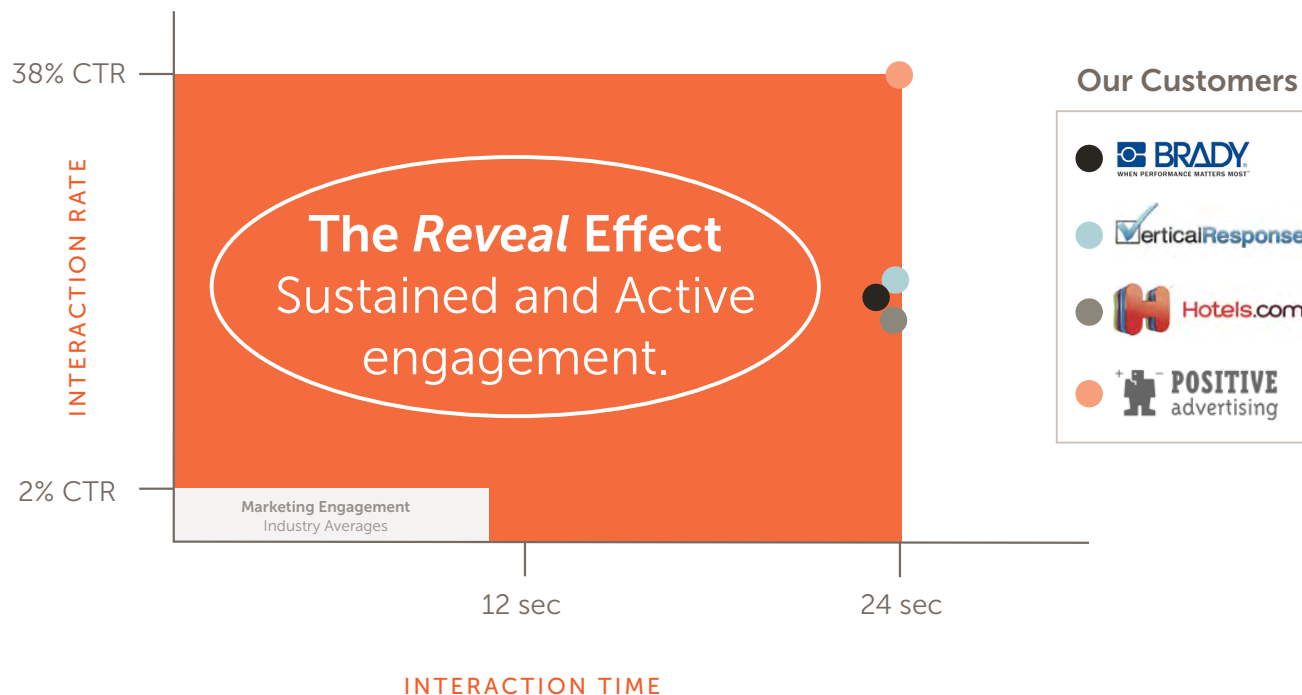


Brands and marketers have a very small time frame to make enough impact to get subscribers to move forward in the sales chain. So, marketers know and understand that being able to capture anything above that time is key to sending a winning marketing message.

That's why reveal marketing works so well. It not only increases engagement. It increases sustained engagement. On average, we've found that reveal marketing campaigns using Scratch-it have held the sustained engagement of readers for 24 seconds. And, that sustained engagement has been shown to increase traffic and sales.

The **Reveal** Marketing Difference

Reveal Marketing increases both the total number of customers and the time each individual spends actively engaging, which leads to increased revenue.



See the little gray box in the bottom left hand corner? That's the graph we looked at before. The 4 dots on the image above are from Scratch-it campaigns sent via email. Already you can see the big difference that reveal marketing can make.

By engaging with the reveal marketing campaign, readers spend time and energy towards interacting with that message. Because they have invested this time interacting they are more likely to continue on to the website or shopping cart.

That's where the big difference between passive and sustained engagement comes into play. A video marketing campaign can do a great job of catching the attention of a reader for 30 seconds, but that engagement is passive. There is no real interaction involved that's digging into the psychology of the reader and motivating them to take action.

It's during that final push of action that sustained engagement can really shine over passive engagement when it comes to clicks and sales



Selling with Reveal Marketing

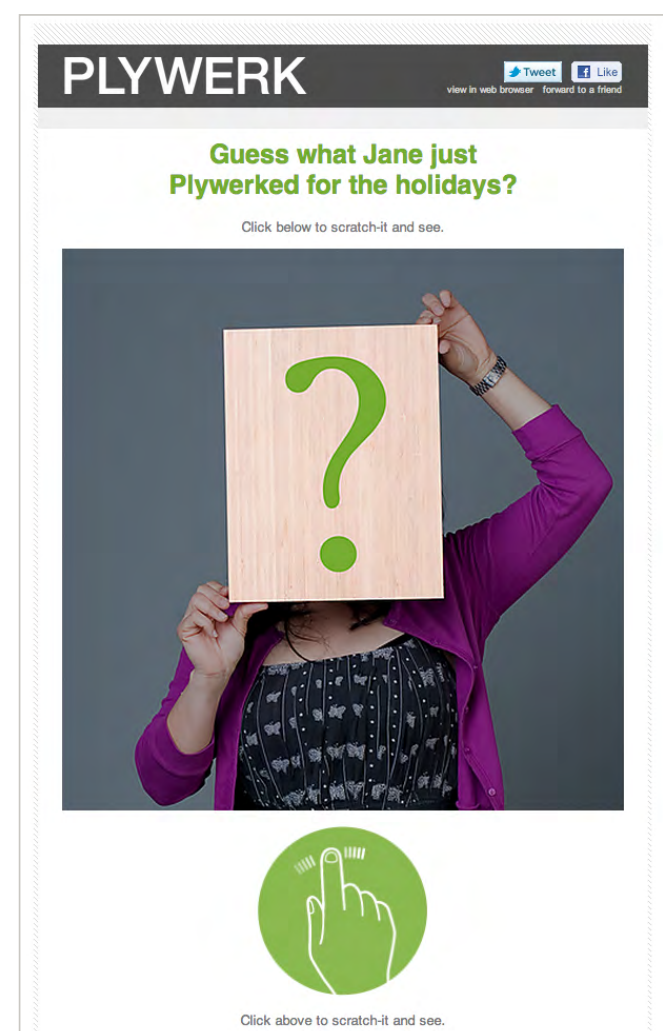
SELLING WITH REVEAL MARKETING

Reveal marketing is a fantastic tactic for selling. Because readers are far more likely to open an email that has a reveal marketing aspect to it, the chance of being able to sell is dramatically higher with more people being exposed to the campaign.

Reveal marketing campaigns also have built in curiosity that gets the customer's foot in the door. Once they click to reveal their prize, information or winnings (just to name a few options), they are significantly more likely to purchase.

Of course, reveal marketing is not just for email, but a number of different marketing channels. Brands and marketers who see success in reveal marketing have been able to couple it with campaigns that have great copywriting, interesting headlines, and strong calls to action.

Brands can use reveal marketing as a tool to get more sales through those increased clicks. We, at Scratch-it, use it to increase our demos.



Example of smart and effective strategy for copy and design for a reveal marketing campaign. This is an email from Plywerk who used Scratch-it to send a reveal marketing campaign for the holidays.



The Golden Rule of Marketing

GOLDEN RULES OF MARKETING

Reveal marketing is one of our 5 golden rules of marketing. Together these golden rules have led countless companies to impactful customer experiences. Let's take a look.

- 1 EDUCATE OVER SELLING**
It's the responsibility of marketers to first educate consumers, and then sell to them.
- 2 MULTI-CHANNEL**
Messages should be consistent and far reaching in order to have a big impact.
- 3 AUTHENTICITY**
Real customers' voices and reviews are more impactful than fluff and will help sell products and services..
- 4 INCENTIVE**
We always want to think about what's in it for the customer. This is where we pull in the psychology of reveal marketing.
- 5 INTERACTIVITY**
An interactive campaign is always better. It allows for sustained engagement and makes the marketing conversation two sided.

Tip: The more emphasis you put on rules 4 and 5 directly correlates to the engagement you will see.

Key Takeaways

Whew, we've covered quite a bit in this guide book. So before you go, we want to make sure we cover our key takeaways. If you are considering planning out your own reveal marketing campaign, use these takeaways to create the most successful campaign possible.

- Reveal marketing uses psychology.
- Reveal marketing is native to mobile.
- Reveal marketing has been proven to increase click rates, click to open rates, and engagement rates.
- Reveal marketing is able to increase brand creativity and out of the box thinking.
- Reveal marketing is great for selling.
- Reveal marketing can use quizzes, spin to win, Scratch-its, polls, shaking, solving a puzzle, drawing and swiping to increase user engagement.
- Reveal marketing is a key component to the Scratch-it Golden Rules of Marketing.

Understanding these will help you see just how powerful a reveal marketing campaign can be for your brand, products or services.

Want to Learn More?

We thought you might.

There's no denying a well planned reveal marketing campaign can increase the engagement, interaction and clicks of consumers. And, in a world where clicks are getting harder and harder to come by, it's something to consider. If you're looking to try Scratch-it for yourself, we'd love to hear from you.

Just click below to speak to someone about scheduling a demo for your own brand.

SCHEDULE A DEMO

About Scratch-it

Scratch-it is a growing team of enthusiastic, outdoorsy type people living in Portland, Oregon. We love comparing our weekend activities, talking about where we should eat lunch, and having Levi make us drinks from our Whiskey Cart.

The software we develop and sell is a Reveal Marketing Conversion Platform. Just like an ESP is a platform to build, send, and optimize Email, Scratch-it is a platform to design, build and distribute interactive Reveal Marketing messages. We provide marketing departments with an easy to implement solution for building interactive and high converting content. No need to hire outside experts, as our professional development and product teams have made it simple to build Scratch-its with your existing team.

About the Author



Liz Froment is a marketing content writer for the Scratch-it team. She loves learning and writing about email marketing. You can find her tweeting about it and a lot more at [@lfroment](https://twitter.com/lfroment).

MORE CREDITS:



Jared Flamm has worked hand in hand with many of the top Fortune 500 brands to bring their very own reveal marketing campaigns to life.



Simon Spencer leads the marketing team at Scratch-it and is passionate about creating great content for their readers.



Jessica Lyons is the master of creative and brand management at Scratch-it. She turns our words into magic.



Cheyenne Miner is a copy-writing legend and helps with both sales and marketing.

So what's coming up next in email marketing?

AN ADDENDUM BY GET RESPONSE

The way email marketing works has changed throughout the years. In the past, it was marketers who had the power to decide what products would be promoted and eventually sold. Luckily the power has shifted, and it's now the **consumers** who choose what they want to be served. Marketers, on the other hand, have gained the privilege to deliver the right content and offers they truly believe are good for their audience. If they do stick to this approach, they gain something even more important – user engagement and brand loyalty.

So what can you do these days to win these rewards? You start off by identifying your audiences' needs and preferences. You'll discover these by analyzing which messages they tend to open, which offers they click on, and which products they purchase. You can also ask them through customer surveys, well-designed sign-up forms, and preference centers that allow you to segment your list right from the start.

Once you've analyzed what your audience wants and likes, plan out the content you'll deliver to them and how. Content publishing and communication calendars will be of help as you'll want to slowly build your audience's feelings towards your brand, rather than start selling to them right-away.



Continued

Reveal marketing and lead nurturing techniques will be of great use to everyone who wants to turn prospects into loyal clients. You want to introduce your brand one step at a time, slowly earning trust, building engagement and keeping it at high levels as long as it's possible.

Another aspect you need to keep in mind is the range of devices your users will be consuming the content on. Mobile revolution, watching TV and reading emails on the go isn't just a fad. It will soon be the aspect you need to build

your business around if you want to stand out from the crowd and keep expanding.

Creative ways of capturing attention and delivering content through emails is one of the first few things you should work on. Your subscribers may soon be no longer surprised by GIF animation in your newsletters. Progressive enhancement on the other hand, using e.g. interactive menus and carousel sliders, is likely to slowly change your old-school emails into mini-websites with a whole new spectrum of possibilities to dazzle your audience.

Most importantly, email marketing will no longer be seen as solely a marketing communications channel. It will be an essential part of multi-channel marketing strategies used equally by big corporations and SMEs, solopreneurs, and start-ups. The point being to be right where your customers need or may need you, at the right time, with the right content.

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