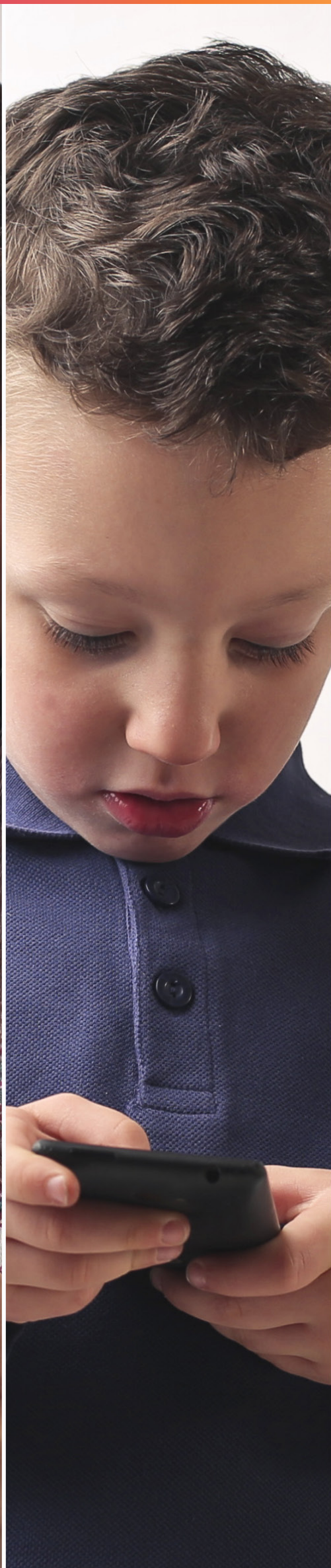


VIDEO EMAIL GUIDE

STEP BY STEP

2019



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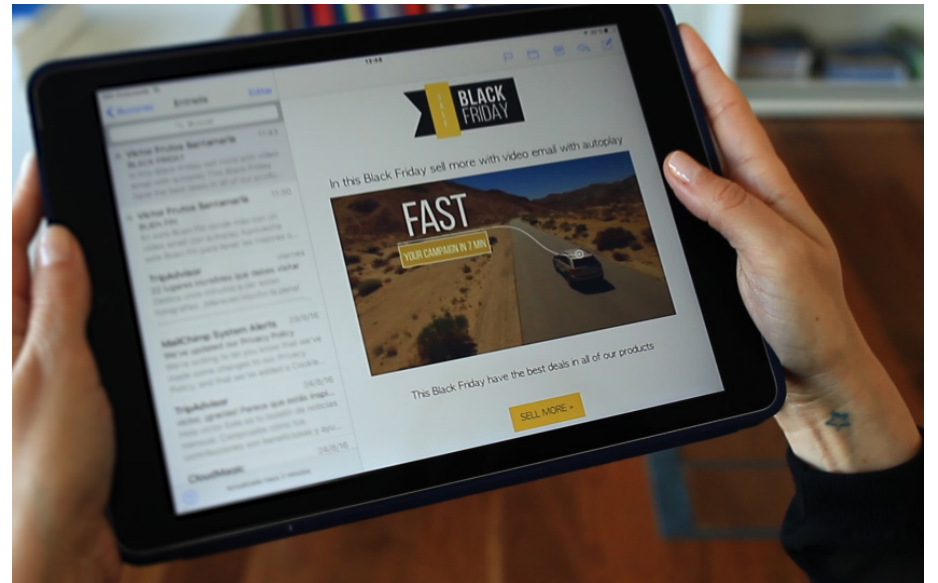
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Video Email Marketing step by step

Everything you need to know to create your first video email marketing campaign

Currently, 204 million emails are read per minute, generating up to 40 times more conversions than Facebook or Twitter, while the video remains the preferred content of cybernauts, with 4 thousand million views a day, a fact that is surprising in light of the 4 millions searches per minute on Google.

Email marketing has not only remained current, it has also evolved for the purposes of ensuring greater reach and better results. The video email with autoplay merges these two powerful marketing tools, **allowing you to achieve amazing results with each campaign, such as increasing your CTR (click through rate) up to some 280% or achieving a campaign conversion rate of up to some 50%.**

In this guide, we will talk about this, and other benefits of including videos in your emails, as well as telling you step by step how to do it, together with some practical tips that will help you with your campaigns.

What is a video email with autoplay?

A video email with autoplay is the delivery of a video embedded in the body of the email, which automatically begins to play when the recipient opens the email. In other words, we are not talking about links or images upon which to click, but rather videos that start to play instantly from within the email itself.

How has Viewed made this possible if no-one else until now has been able to do so?

Thanks to smart technology that generates over 20 different formats and resolutions for your video, detecting in real time which device, mail client and operating system is opening the email and thereafter delivering the ideal format to each one.

Video email fervour around the world.

Video email fervour around the world

In the scant 4 years since Viewed was founded, the video email has caused a furore among the marketers of Europe, Latin America and the Arab Emirates, marking a trend in sectors as diverse as:



Tourism

Healthcare

Aviation

Automotion

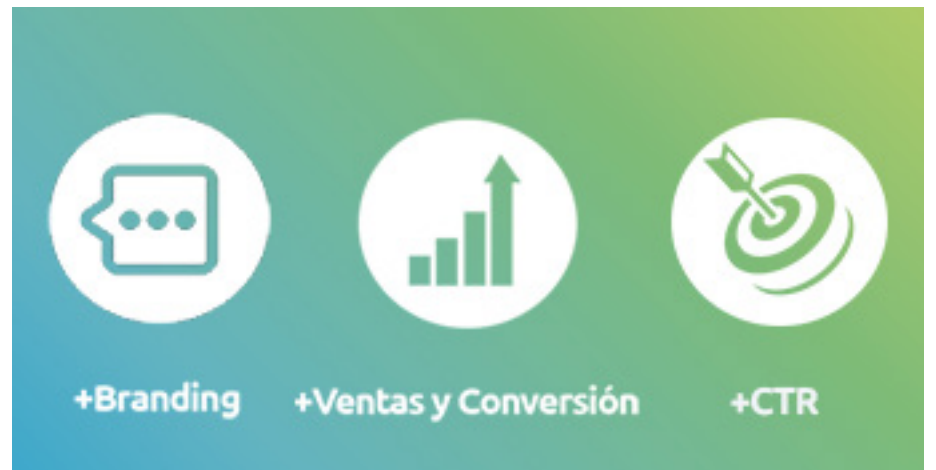
Telecom

Fashion

Benefits of video email

Because with video email your brand always comes out on top. To follow we highlight the benefits of this innovative fusion.

- Increases your CTR by up to some 280%.
- Increases your conversion rate by up to some 50%.
- Improves your brand image.
- Improves customer relations.
- Saves time and money.
- Reduces your subscriber cancellation rate.



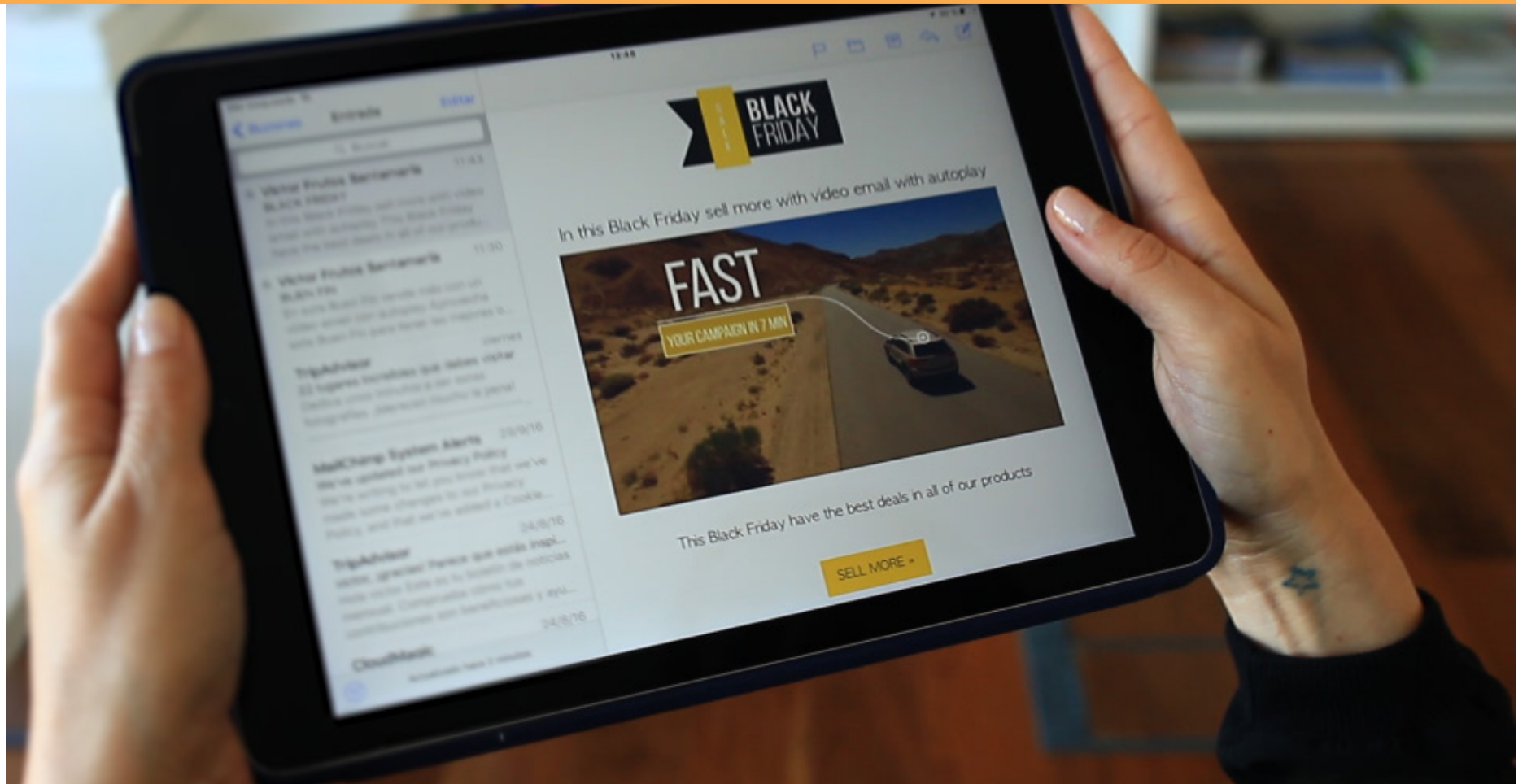
Did you know that 1 minute of video can communicate the equivalent of 1.8 million words?

Any given person is exposed to 3.000 advertising hits a day, which represents a massive accumulation of data to process and, therefore, the brain filters all the information and pays greater attention to that which it finds both easier and quicker to understand.

During the information selection process, the video gains ground within the brain of consumers, given that the brain processes images up to 60 thousand times faster than the written word.

In addition, the mind is the most powerful machine in existence, because it is capable of translating into emotions what it sees and hears.

A video not only shows a vision of what a consumer experience may be like, it also leads the consumer to actually live it, creating the need to try it for themselves.



Tips for the design of your video email

“ ONCE YOU HAVE A CLEAR OBJECTIVE FOR YOUR CAMPAIGN, it's time to design your video email. ”

We have compiled and selected the best email marketing and neuromarketing tips that will help you to create a truly attractive and efficient design.

Types of video emails you can send:

When you design your video email marketing strategy, don't forget that PROMOTIONAL EMAILS are not everything. Do not flood the inbox of your subscribers with special offers, it is also important for you to take advantage of this communication channel to build and improve customer relations.

- Send up to 20% of promotional emails.
- Send up to 80% of emails with content of value.



MELIÁREWARDS: BELONGING MEANS MORE

We want to share the new brand communication with you and make you one of the first to know that very soon we will launch a promotion in which we will hold a prize draw offering 1,000 FREE trips. Be on the lookout!

1

Transactional emails

These are emails sent automatically following a specific user action, such as for example welcome emails or thank you for your purchase.

Create a welcome video in which you show your consumers what they can find on your website.

IKEA
FAMILY

¡Ya puedes
Comprar
Online!



2

Explanatory emails

Their objective is to provide value to your subscribers, whether by teaching or advising, for example, with videos on how to get the most out of your services or products.

¿Quieres ser el primero?



Prueba nuestra
Compra Online
versión 1.0

3

Congratulations

Most people like to receive greetings or congratulations on important dates, such as birthdays, celebrations or anniversaries of the relationship with a particular brand. Don't send traditional greetings cards with static images, show yourself to be innovative and send a video in which your entire team can participate.



Es maravilloso descubrir que
quien más te cuida aún puede sorprenderte



4 Historias
reales

¡Felices fiestas!

En Sanitas también queremos sorprenderte

Todo un mundo de salud abierto a todo el mundo



Seguros
Médicos



Hospitales
y Clínicas



Clínicas
Dentales



Salud y
Estética



Servicios
para Mayores



Servicios
Privados



4

Newsletters

The purpose of these emails is to keep your subscribers informed of news relating to your company. Complement your newsletter with a video of the most important events.

StubHub

[Concerts](#) | [Comedy](#) | [Theatre](#) | [Sports](#)



Coldplay

Tuesday 11 July
Principality Stadium Cardiff

[Find Tickets](#)



Adele

Wednesday 28 June
Wembley Stadium

[Find Tickets](#)

5

Abandoned shopping cart

This email is sent to those users who didn't complete their shopping process, and can help you rescue up to 65% of purchases.

Send a video email in which you show what the purchasing experience would be like, or in the case of emails to recover hotel reservations, you can send a video about the tourist attractions of any given location.

New Collection FW17

CLASSIC LINGERIE



[View more](#)

Simply be APP | Download it now

FREE HOME DELIVERY & DROP POINT

6

Special Offers and Discounts

These are emails that seek to motivate a buying decision by means of special prices.

Just like the abandoned shopping cart campaign, you can send videos in which people happy to consume your products and/or services can appear.

NEUROMARKETING

THE SCIENCE BEHIND THE DESIGN

“

SCIENTIFIC TECHNIQUES FOR SUCCESS

Attract and maintain the attention of your subscribers to ensure your email marketing campaigns are successful.

”



Neurosciences have made available to marketing various technique that can help you to establish whether your email marketing campaign will be successful, and in this section we will tell you the key details that these scientific tests have revealed.

- **Tables:** use tables to give the content structure, and thereby become easier to read.
- **Subject matter:** stir emotions from the subject matter, either by using phrases that awaken curiosity, such as “5 secrets to...” or fear of missing out on something, such as “don’t miss the opportunity to...”
- **Wording:** don’t use a language and font that is difficult to understand, remember that the brain loves simplicity, so aim for familiar and human content.
- **Areas of greatest visual attention:** top left-hand corner and the centre of the email.

• **Distribution of text:** uniformly arranged text overwhelms the mind of the reader, it is better to divide it into 2 columns.

• **Headings:** use headings and sub-headings to highlight the most important information, thereby attracting attention to these points.

• **CTA or Call To Action:** do not abuse calls to action, better to add just one sole CTA under or above the video, or let Viewed to make your video itself a CTA, or place a CTA above the video.

• **Empty space:** always try to surround your areas of text with blank spaces, by doing so you will prevent your email from looking overloaded with information, and also your recipients from losing interest.

• **Words of thanks:** people connect emotionally with those emails that finish by expressing thanks.

- **Numbers:** this element always attracts attention if included in digital format (1,2,3..), to get even more out of it try using odd numbers and putting them in larger font.

Once you have understood how to attract and maintain the attention of your subscribers, it's time to talk about experience.

The experience of your consumers should not only be taken care of when they enter one of your stores, it should also be addressed from the advertising hits you receive, in this case from the moment they receive your email.

- **Responsive design**

48% of emails are opened from a smartphone or tablet, and therefore you must make sure that your video email can be viewed correctly from any device. When you begin a Viewed session you can visit our "shop", and sign up for the responsive video email service, and you will then no longer need to worry about how your content will adapt to any given device.



**48% of emails are opened from a mobile phone or a tablet.
Make sure it can be seen properly.**

- **Reduce the number of clicks**

One of the reasons why subscribers don't complete their purchase, is due to having to navigate through various different pages before reaching their objective. In this sense, the video email can help you, because by playing automatically upon opening the email, your users will no longer need additional clicks to see your advertising.

Make sure your CTA takes you straight to the page hosting the article or service you are promoting.

Make sure your CTA takes you directly to the page where the item or service you are promoting is located.

- **Customize**

The industrial age in which the market was cold, and commercial transactions were undertaken impersonally, is now a thing of the past. Nowadays consumers seek to get closer to their brands.

Use the information you have about your subscribers, such as name or address, in order to personalize your email.

The majority of ESPs (email service providers) allow you to easily personalize them such as by adding [name] to your template, which will subsequently be personalized with the username.

“

CUSTOMER EXPERIENCE

must be addressed from the get-go, in this case from when your customers receive your email.

”


How to create a video email with autoplay?

Previously, due to the security restrictions of the different electronic mail clients and devices, it was impossible to send a video by email.

But now **thanks to the Viewed digital platform, the video email is not only a reality, but is also a job that can be easily taken care of**, and in just a few minutes.

As we mentioned at the start of this guide, our smart technology **automatically creates over 20 formats** and resolutions of your video, including high quality video-GIFs, subsequently **detecting in real time the device, electronic mail client and operating system** from which the email is being opened, to thereby deliver the ideal format in each and every case.

1. Go to www.viewed.video And create a user account.






2. Select the size of your database and open rate to see how many views you need for your campaign.

3. Give your campaign a name and upload your video from your computer or by using a YouTube url.





4. To follow, the platform will give you a code, copy and paste it into your html platform, where you want the video to be seen.

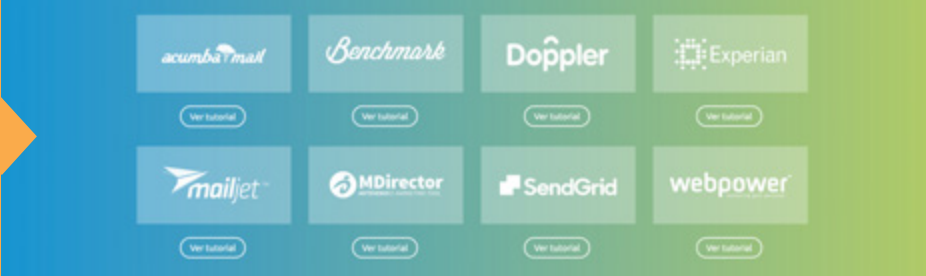
5. Load the template onto the platform, and let Viewed do its magic.





6. Download your html template, now duly enhanced with the video.

7. Load your template onto the platform of your ESP (email service provider) and send it.

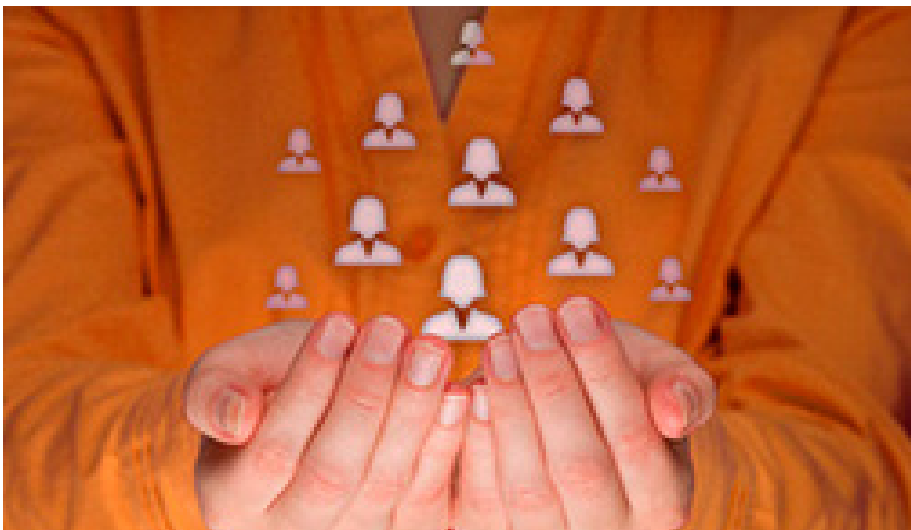


-10-



Tips for your video email

**SELECT THE DELIVERY PLATFORM
THAT WILL HELP YOU TO
AUTOMATE THE GREATEST
NUMBER OF PROCESSES
AND HAS THE MOST
USER-FRIENDLY AND
EASY TO USE
INTERFACE.**



How to avoid the SPAM folder?

- **Select the appropriate ESP**

Selecting the appropriate delivery system will enable us to avoid the Spam folder. Avoid free delivery systems, as these provide a low quality IP, which is often on one or various Blacklists and therefore mail clients such as Hotmail, Gmail, etc detect it and interpret it as Spam.

On the Internet there are many websites that check the reputation of your delivery IP just by sending one email. Additionally, on the Viewed website you can find a list of compatible ESPs.

*Note: before creating your video email campaign check that your ESP is compatible with our technology by clicking on this [link](#).

- **60/40 rule**

Before sending a video email marketing campaign, you must take into account the anti SPAM restrictions of different electronic email clients. To increase the chances of your video email directly hitting your recipient's inbox, it is essential that you combine video, images and text following the 40/60 rule.

- 40% of video and images.
- 60% of text.

Perhaps it might feel like you are creating an information-heavy email, but we will now give you the necessary keys to persuading the brain of your consumers.

- **Send the correct message to the correct person**

If you want to prevent your subscriber from marking your email as SPAM, don't forget to segment your database.

Sending the correct message to the correct person will be the action responsible for 58% of your brand's income.

- **Avoid deceptive practices**

Practices such as placing "Re:" in the subject matter box, to make your recipient believe that the email is a response to an earlier email, or deceptive in terms of the content of the email in relation to subject matter, all of which can end up affecting your reputation.

- **"Unsubscribe" button**

Include in your emails a

button so that your recipients can unsubscribe, because it will always be preferable to lose a few subscribers, rather than having your email marked as SPAM, to no longer receive it in their inbox. In most countries, this is obligatory by law.

- **Subject matter**

Take care not to use words that activate anti-spam filters, such as "Free, Offer, etc", and avoid the excessive use of exclamation signs or question marks.

- **Sender**

Avoid sending your campaign from generic emails such as **noreplay@__ or sales@__, or marketing@__**. Anti-spam filters detect them, plus recipients are more likely to open the email if the sender is a person.

- **Parameters for selecting an ESP**

By database size: compare the capacity of the digital platform or software you are going to use, with the size of

your database.

In accordance with your experience and technical know-how: if you are not particularly au-fait with email marketing, we recommend you select easy-to-use platforms.

- **Consider your budget**

Compare the cost per email sent, some platforms will require fixed monthly budgets.

- **By provider reputation/prestige**

Make sure your delivery platform complies with email client regulations, to guarantee that your email won't end up in the SPAM folder.

- **Technical support and advice**

It is a good idea to select a delivery platform that also provides a help and advice service in order to improve your campaign.

- **Testing and segmentation**

Bear in mind the level of segmentation that your campaign requires, and compare this with the options on offer from the ESP. Also bear in mind the type of testing permitted by the platform.

- A/B: two versions of the same email with 1 different element.
- A/X: two versions of the same email with different combinations.

- **Metrics**

Email marketing providers tend to have a panel for measuring metrics in real time, so check out the variables you are able to evaluate.

- **Automation**

Nowadays, the more time you can save the better, so select platforms that help you to automate the greatest number of processes, for example: classification of email addresses, correction of erroneous addresses, deliveries as per testing, etc.

Compatible with your email marketing provider

Benchmark

Doppler

Experian

mailjet™

SendGrid

acumbamail

Check your email provider

The best Email Marketing service providers are compatible with Viewed. We are not an ESP, but we are Partners of the very best of them. If you use another ESP, click on “see more” and check to see if it compatible. If your ESP is not on the list, get in touch with us.

SEE MORE

When is the ideal time to send your video email?

Did you know that an average of 23,63% of emails are opened within the first hour following their receipt? As part of the planning process for an email marketing campaign, it is important to bear in mind the time and day of delivery, as this is also a factor that will influence your open and conversion rates.

Studies carried out on the brains of consumers have shown that people maintain better concentration in the mornings, and therefore more effectively process the information they receive.

However, you should not generalize the delivery time for all your campaigns, to this end it is important that you take into account the following parameters:

1. Send the correct message to the correct person

The number of subscribers on your database can affect delivery time, and it is therefore important for you to calculate a margin of 1 to 2 hours.

2. Target audience

Consider the age of your subscribers. 58% of adults check their emails in the mornings, while students do so haphazardly throughout the day.

3. Depending on the objective of the campaign

If what you are aiming for is to increase your conversion rate, we recommend you send your emails around 7:00 and 09:00 in the morning, and between 15:00 and 20:00 in the afternoon/evening.

4. Type of product

In the case of B2B products or services, executives tend

to check their email in the first few hours of their working day, while in the B2C scenario better results might be obtained from 15:00 hrs onwards.

5. Depending on the day

Monday: is thought to be the worst day to send an email, as recipients only cursorily check their inbox.

Tuesday and Wednesday: for the B2B industry, these are good days to send information between 7:00 and 9:00 in the morning.

Wednesday and Thursday: these are the best days for the B2C industry.

Friday: Is not the best day, but it can favour end of week special offers.



planning

THE MOMENT OF TRUTH

ANALYZING THE METRICS

1. Delivery rate

Before beginning with any of the following metrics, the first parameter you should bear in mind is the percentage of emails that have reached their destination. The formula is: emails sent - emails bounced back emails sent.

2. Open rate

This is simply the percentage of people who have opened your email. This indicator can help you to measure the effectiveness of the subject matter you have used.

3. Click-Through-Rate

Is the percentage of times that your recipients have clicked on any of your links. With this indicator you can analyze the success of your offers, as well as the impact of the campaign itself.

4. Conversion rate

With this indicator you can measure the percentage of interactions carried out, for example: the number of content downloads, number of sales, number of registrations, etc.

5. Click-to-open rate

To define this indicator we must first speak about opens and unique clicks, which are the number of recipients who opened your email or clicked on a link, respectively, regardless of the number of times each one had done so.

By comparing these two indicators you will get an idea of the level of engagement of your campaign.

6. Bounce rate

These are emails that have not been delivered, due to problems with the address or the inbox.

Hard bounce: errors in the electronic mail address or because the address does not exist.

Soft bounce: the recipients inbox may be full.

7. Unsubscribe rate

Is the percentage of subscribers who have asked to unsubscribe. In this case it is the failure of the campaign that is being measured.

8. Profitability or ROI rate

This rate is one of the most important ones to bear in mind, as it is the indicator that will tell you how much you are investing to obtain a conversion, taking into account the costs involved in the creation and delivery of the campaign, as well as the income resulting from same.

In your Viewed user area you will find all the metrics with which to control and monitor your campaign.

