



WHAT IT IS

Our Creative Optimization & Testing Plan is an in-depth review of your email creative and messaging strategy. We isolate areas of vulnerability and opportunity within your templates, and provide recommendations for improving your email response rates. In addition to customized optimization techniques, we provide you with a phased testing plan to measure the impact of a new creative approach focused on subscriber engagement.

WHY YOU NEED IT

Design templates are commonly used because “it’s the way we’ve always done it.” You probably know your creative and content strategy needs work, but you lack the resources to develop, test and make the case for a new approach. If you are short on time and resources, don’t know where to start implementing a creative change, or find any of the following to be true, our Creative Optimization & Testing Plan solution is the right one for you:

- I want to refresh the look of my email program and positively impact my response and deliverability rates
- I want to learn what creative best practices are right for my program
- I want to improve the performance of my email program
- I want to ensure my email creative represent the value proposition of my brand, product or service
- I want to test a new creative approach and accurately track results
- I want to have satisfied subscribers that continue to engage with my messages

WHAT YOU GET

The Creative Optimization & Testing Plan document includes recommendations specific to your current and/or planned email campaign, message types, subscriber segments and business goals. Our ideas are delivered in the form of strategy recommendations, wireframes, creative design briefs, process flow diagrams, message copy and success measures. Our comprehensive optimization plan is presented via a web conference or onsite visit to help you build internal support for the new creative strategy and allow for an interactive exchange of questions and ideas.

WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We’ll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We’re dedicated to email performance – it’s all we do. Call 866-362-4577 visit us at www.returnpath.net/proservices or email consulting@returnpath.net to get started today.

