SLACKER

SLACKER RADIO SEES A 450% INCREASE IN CLICK-THROUGH RATES AND A 3X BOOST IN MOBILE OPENS USING RESPONSIVE EMAIL

Founded in 2006 as a satellite radio company, Slacker offers the world's most complete range of radio services, allowing listeners to enjoy a unique, custom listening experience. Slacker enables music lovers to play highly personalized music and has distribution deals with every major North American wireless provider and with major automotive manufacturers. Slacker subscribers can also listen to the radio service online at www.Slacker.com.

Challenge: Deliver a Mobile-Friendly Experience to a Highly Mobile Audience

When Email Marketing Manager Melissa Morell joined the Slacker team in December 2012, she noticed that the brand's emails were not optimized for mobile devices.

"This was clearly a missed opportunity for us when it came to mobile, considering that, even back then, 22% of the Slacker database opened their emails on mobile devices," said Melissa. "Because the email template we were using did not render well on smaller screens, our mobile readers needed to do a lot of vertical scrolling and zooming in to engage with our emails. This was not the experience we wanted to create for our subscribers—or for the Slacker brand, considering that we provide music for listeners when they're on the go."

Need: A Mobile-Optimized Email Program—In Time for Slacker's New Site Re-Launch

Slacker needed a way to improve their mobile user experience so that they could improve their high bounce rates, inconsistent open rates, and low click-through rates.
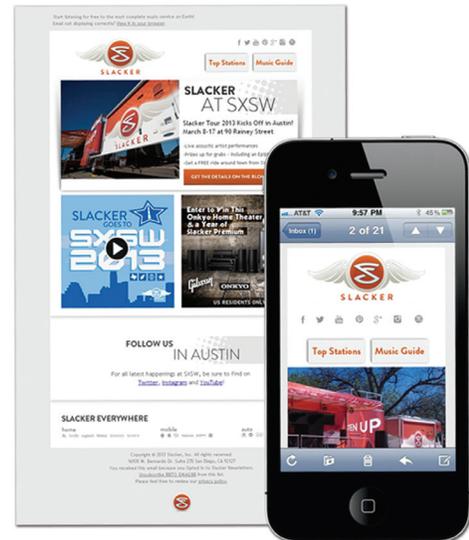
Slacker attributes their responsive email template to an increase in click-through from .82% to 4.5%— a jump of 450%.

They also needed to be able to update their emails by themselves, easily and sometimes on the fly. What's more, they were re-launching slacker.com, offering the perfect opportunity to refresh the email program as part of an integrated effort. Slacker recognized that the look and feel of their mobile-optimized email program would need to align tightly with the new branding of their site—simply recoding their existing templates would not be enough. Additionally, the development timeline for the mobile email program would be driven by the site re-launch schedule. So Slacker turned to BlueHornet for help.

Solution: Use BlueHornet's Professional Services to Create a Responsive Design Email Template for Promotional Emails

BlueHornet's Professional Services group created a promotional email template for Slacker that fit the look and feel of the new brand and would be easy for Slacker's team to update as needed. "We provided a rough outline of what we wanted, sent over some assets and let the BlueHornet creative team run with it," said Melissa Morell. "BlueHornet was spot on with the new branding. They also did a great job of creating really easy templates, so that we could switch out the graphics on our own."

Results: 450% Increase in Click-Through Rates and 3X Boost in Mobile Opens

A single email with the subject line "Meet the New Slacker," marked the turnaround of Slacker's email program. While the subject line and re-launch drove new high open rates, Slacker attributes their responsive email template to an increase in click-through from .82% to 4.5%— a jump of 450%. As a carryover effect, mobile open rates rose from 22% to 66% as subscribers enjoyed a better user experience with Slacker emails on their mobile device.

Slacker has continued to engage BlueHornet's professional services team to modify their mobile emails as needed, including creating several easy-to-use modules that allow for customization of the email template. "And because of the success of the responsive emails, we're now planning to use the template for our transactional emails" said Morell. "Slacker continues to realize significant ongoing value from the mobile email solutions BlueHornet delivered in time for our site relaunch."

WHAT IS RESPONSIVE DESIGN?

Responsive Design is a method of coding HTML email templates to detect screen widths and automatically display unique content to screens according to a specified pixel width. This eliminates the need to segment subscribers by the type of device they use.

To learn more, read our "Responsive Design for Mobile Email Rendering" whitepaper at BlueHornet.com/ ResponsiveWhitePaper

Contact Us

www.bluehornet.com
(866) 586-3755
sales@bluehornet.com
Twitter: @bluehornetemail

bluehornet®

bluehornet.com