The Evolution of Newsletters

Moderator: Beth Roy, Chief Client Officer, CDS Global

email: broy@cds-global.com

□ @BethAnnRoy





Meet the Panelists

Panelist: Kara Loyal

Consumer Marketing Senior Manager at Condé Nast Email: Kara_Loyal@condenast.com

• Experience:

- Building email and marketing strategies across all of Condé Nast's brands
- Coming from Experian Marketing Services, Kara has several years of experience in developing and executing email and cross-channel marketing efforts for various Fortune 500 companies
- Prior to Experian Marketing Services, Kara worked at Coach, helping to launch new email and direct mail programs.

Panelist – Nick Ferris

Global Business Manager at Bloomberg Brief Newsletter Division

Email: nferris2@bloomberg.net

• Experience:

- Oversees the Newsletter group at Bloomberg, which publishes twenty daily or weekly financial titles to a global audience of 280,000.
- Managing global publishing businesses for over 19 years.
- Prior to joining Bloomberg, Nick was Group Publisher at Institutional Investor, Group Marketing Director & Publisher for Euromoney.

Panelist: Patti Devine

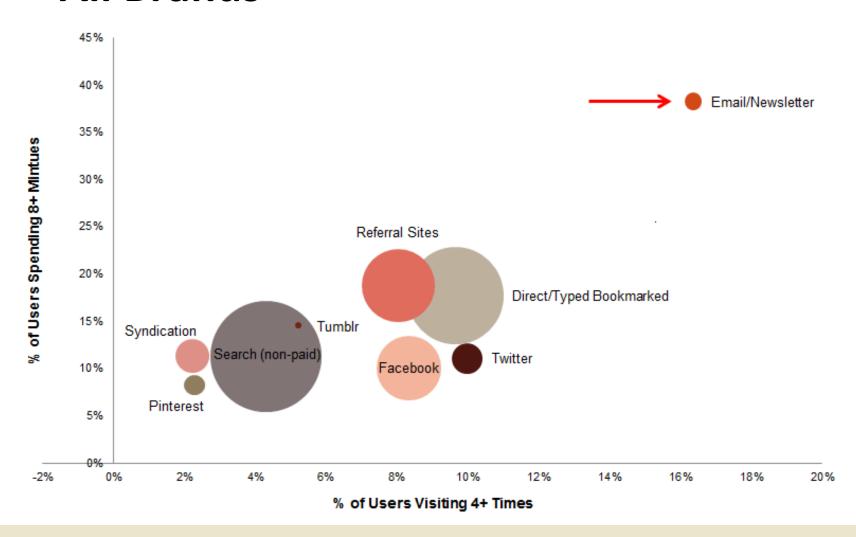
Founder at Devine & Company Email: patti@pattidevine.com

• Experience:

- Specializes in audience development and retention, strategic partnerships, and marketing project management.
- Successfully managed the customer retention program for Time Magazine's 4 million subscribers for more than three years
- In 2009, she purchased a commercial property in the Delaware River hamlet of Callicoon, NY and opened Café Devine

Success Stories: Condé Nast

Email: High Value Audience Across All Brands



Newsletter Acquisition: Pop Up Acquisition

Analyze

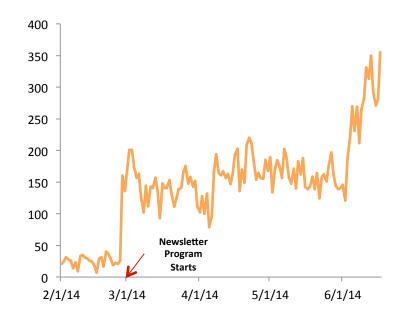
 Conducted a dynamic newsletter sign up interstitial that roadblocks people who are likely to subscribe to newsletters.

Measure

- Test 1: People coming from search and landing in the Style section.
- Test 2: People coming from search and landing in the life, food, travel, fashion shows, women section OR people who path into the main site from the video section.

Learn

- Before the test was launched, there was an average of 25 newsletter signups a day.
 Since the test was launched, there are an average of 174 newsletter signups a day.
- This is an increase of almost 700%!



Testing: Incremental Improvements for Engagement

- Increased Open Rates
 - Pre-header addition
 - Subject line testing
 - Time of day testing

4-Fork Flank Steak Salad with Chimichurri Dressing Flank Steak Salad with Chimichurri Dressing

15-Minute Flank Steak Salad with Chimichurri Dressing

Easy Eggplant, Green Olive, and Provolone Pizza
Eggplant, Green Olive, and Provolone Pizza

30-Minute Eggplant, Green Olive, and Provolone Pizza

For Lunch: Cold Sesame Noodles with Summer Vegetables 4-Fork Cold Sesame Noodles with Summer Vegetables

Cold Sesame Noodles with Summer Vegetables

Gorgeous Peach Praline Semifredo with Amaretti For Dessert: Peach Praline Semifredo with Amaretti

Peach Praline Semifreddo with Amaretti

Epicurious experienced a 6-7% increase in open rate with subject line testing; pre-header experienced additional clicks to the site after opening

- Increased Click Rates
 - Content testing
 - Template testing
 - Mobile considerations

Expert Travel Tips & News

- Surprise: New TSA Phone Rules Create Confusion
- 13 Things You Only Think In a Traffic Jam
- How to Avoid Airline Luggage Fees

CN Traveler received a 4-6% boost in click rates with strategically testing content/template placements





Eye-Popping Stats From The PGA Tour Season

Brian Stuard went 395 holes this season without a 3-putt, and more.

MORE ON GOLFDIGEST.COM



The Ryder Cup: The Most Pressure In Golf A new video series describes why the Ryder Cup is so nerve-wracking.



R&A Vote Allows Women To Become Members

What you need to know about yesterday's decision.



Tom Brady Worked At Two Courses In College

He was a sales representative, apparently.

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VANITY FAIR COCKTAIL+HOUR



The Ride of His Life

After an epic drama of destruction and redemption—worthy of, say, a Marvel superharo—Robert Downey A: is Spiring out with this Neamed, Eshibit A: in theasters this moreth. The Judge, the debit statush from the production company. Descripency has stated with his self. Social. At the Mallan form the shallows with her, their sort, and (point) their disaptive, the world subprise paid that stalls with Rich Collen about his lowest point. No genefice, legacy, and the new approximations, in that (point) and the state of th

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Your No-Fuss Guide To Wearing This Season's Hottest Color



Mid-week dressing dare: Shake up your office look with a little bold color! Follow





The Fall Bag Guide: Shearling Accents



10 Easy Fall Style Swaps To Try-Starting Today!



Karl Lagerfeld's Adorable Cat Choupette Gets A Monster Makeover For Her New Accessories Collection



Twinkle Toes: 35 Gorgeous Pairs Of Glittery Shoes

Introductory Offer



14 Fall Drugstore Beauty Buys That Feel

















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10 Best Dressed: Kirsten Dunst, Kate Moss, and More



Vogue Italia's 50th Anniversary Cocktail







Spring 2015



Kendall Jenner Adds a Stealth Touch to Off-Duty Dressing





From the Milan



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Success Stories: Bloomberg BRIEF

Bloomberg BRIEF







Wednesday 24 Sept. 2014

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Iranian President Hassan Rouhani

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TALKING POINTS

- Cab Drivers Snarl Traffic: London cabbies held another go-slow protest today over the city's policies on taxis. Cabbies snarled traffic around Trafalgar Square and Whitehall from 2 p.m., said Steve McNamara, the general secretary of the Licensed Taxi Drivers Association. The association is calling for a rethink of Transport for London rules on rickshaws. illegal minicabs, unlicensed operators and the car-sharing service run by Uber Technologies, which McNamara said was endangering his members' jobs.
- Berners-Lee Given Freedom of the City: Tim Berners-Lee, inventor of the World Wide Web, was awarded the honorary freedom of the City of London at a ceremony at Guildhall today. "Wow this is quite an honour to step in the footsteps of Archbishop Desmond Tutu and Nelson Mandela," Berners-Lee said in a speech during the ceremony. The honorary freedom is the highest award bestowed by the City of London and today's event was the first time the ceremony has been open to the media.
- French Bungle: Three men suspected of having fought for Islamic State in Syria and deported by Turkey are now in police custody after French police waited for them at the wrong airport. The men turned themselves in this morning at a gendarme station in southern France. BFM TV reported. They rang the bell at the station in the town of Caylar and were told to wait outside because no one was there. A police car came 20 minutes later to pick them up, according to a BFM TV



BORIS WATCH

Boris today said 24-hour "night tube" services at the weekends will begin on 12 September next year. "London is a

Cameron Meets Rouhani as U.K.-Iran Ties Thaw

BY THOMAS PENNY

Prime Minister David Cameron met Iranian President Hassan Rouhani in New York, signalling a thaw after the countries broke off ties when the British embassy in Tehran was attacked three years ago.

Rouhani announced the meeting on his Twitter feed. It's the first meeting between leaders of the countries since Iran's Islamic Revolution in 1979.

Both men are in New York for a United Nations meeting, and the city is also hosting the latest round of nuclear talks between the Islamic Republic and world

powers including Britain. Diplomats from both sides say the session may be crucial to prospects of reaching an accord before the November deadline. Relations between Iran and Britain reached a nadir in 2011 after a mob attacked the

British embassy and a British residential compound in Tehran, tearing down the U.K. flag and Queen Elizabeth II's picture, breaking windows and rifling through documents. The U.K. expelled Iranian diplomats in London and closed the embassy in Tehran,

accusing the Iranians of failing in their obligation under the Vienna Convention to protect diplomats working in their country.

Following Rouhani's election as president last year, Cameron told MPs in September 2013 that he had "reached out" to him in a letter to start discussions on "a series of issues that need to be addressed." Britain then appointed a non-resident diplomat in December to reopen relations.

William Hague, who was foreign secretary at the time, said on 17 June that the embassy would reopen as soon as possible. Hague's successor Philip Hammond met his Iranian counterpart Mohammad Javad Zarif in New York this week.

Islamic Cleric Abu Qatada Freed by Jordan After Acquittal

BY MOHAMMAD TAYSEER AND ANDREA GERLIN

Abu Qatada, the Islamic cleric deported from Britain last year, was released from prison today after he was cleared of a second set of terrorism charges by a Jordanian

Qatada, whose real name is Mohammed Othman, was aquitted of charges linked to foiled plots to bomb Western embassies more than a decade ago, his lawyer, Mousa Abdullat, said by phone. The findings of the Jordanian court won't allow him to return to Britain U.K. officials said

Oatada arrived in Britain in 1993 on a forged passport and had been in and out of U.K. jails for more than a decade before being sent back to Jordan in July 2013 to face trial. He was once described by a judge in Spain as former al-Qaeda leader Osama Bin Laden's right-hand man in Europe, an accusation he denies.

"Abu Qatada remains subject to a deportation order and a United Nations travel ban," U.K. Immigration and Security Minister James Brokenshire said in a statement today

Generated 16,000 in seven months.



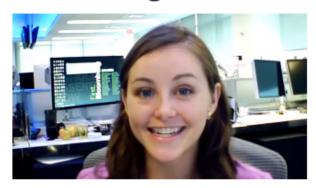
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Marketing Strategy: Interactive Video

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TALKING POINTS

Ex-Banker Elected 687th Lord Mayor of London: Alan Yarrow was elected the 687th Lord Mayor of the City of London. Yarrow, 63, a former elected Alderman of the City and chairman of Kleinwort Benson's U.K. bank, will take office on 7 November, replacing Figna Woolf, according to a statement today. Yarrow will represent more than 14,000 City businesses and advise the government on financial-services companies.



Lord Mayor Flona Woolf and Lord Mayor elect

Lloyds Fires Eight, Claws Back Bonuses After Fines

BY RICHARD PARTINGTON

Lloyds Banking Group dismissed eight employees and reclaimed their bonuses after the U.S. and U.K. fined the bank £226 million for rigging benchmark interest rates.

About £3 million in unvested long-term incentives will be forfeited. Lloyds said in a statement without naming the individuals. The bank said it 'was unable to take any disciplinary action" against an undisclosed number of people who had left before the settlement on 28 July.

Chief Executive Officer Antonio Horta-Osorio's efforts to return Britain's biggest mortgage lender to full private ownership are being hampered by issues of past misconduct. The bank in July became the seventh firm to settle with U.S. and U.K. regulators probing how traders colluded to rig the London interbank offered rate and related benchmarks

The group undertook a prompt, independent and thorough disciplinary process immediately after the settlements were announced," Chairman Norman Blackwell said in the statement. The bank needs to make sure that the "significant reputational damage and financial cost to the group are fully and fairly reflected in the options considered in relation to other staff bonus payments."

The U.K. bank, rescued by taxpayers during the financial crisis, agreed to pay £105 million to the Financial Conduct Authority, \$105 million (£65 million) to the U.S. Commodity Futures Trading Commission and \$86 million to the U.S. Department of Justice. It also paid a further £7.8 million in redress to the Bank of England after its traders' actions cut the fees banks paid for an aid programme of which Lloyds was one of the biggest beneficiaries.

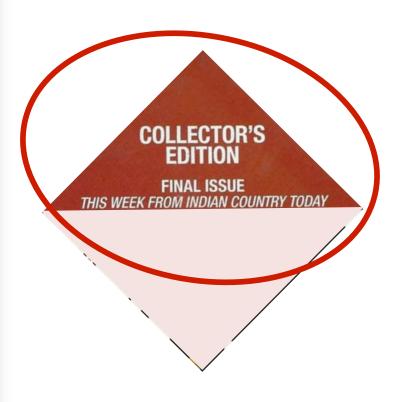
16,000 subscribers generated in seven months.

http://bloomberg.kulu.net/view/osfe6UeUEq1

Success Stories: Devine & Company

Transitioning from Print to Digital





Patti Devine

From: This Week From Indian Country Today < Indian country today @emailcustsery.com>

Thursday, October 02, 2014 9:01 AM Sent: To:

PATTI@PATTIDEVINE.COM

Subject: Climate March and Indigenous Peoples at the UN

Click here to view this message in your web browser

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IN THIS WEEK'S ISSUE

Marching For Climate Change... States Trump Peoples

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Vol. 2, Issue 10 October 1, 2014

TODAY THE PREMIER E-NEWSLETTER SERVING THE NATIONS, CELEBRATING THE PEOPLE

A Letter from the Publisher

Shekëli. Early last week New York City witnessed two large-scale displays of a world in flux: the World Conference on Indigenous Peoples and the People's Cli-mate March, the largest of its kind to date. Both hinged upon the United Nations, where leaders of states and Indigenous Peoples had converged for the opening of the General Assembly. Correspondents, contributors and editors of Indian Country Today Media Network were on hand for many of the protests and sessions. Their reports form the body of this week's issue.

While speeches and all-night discussions over language at the United Nations may seem abstract and distant, it is important to understand the basic, and monumental,

forces at work. This edition's article about the arguments leading up to and resulting in the World Conference is a forthright synopsis of all the positions at stake. In broad terms, the U.N. famously passed its Declaration on the Rights of Indigenous Peoples seven years ago. Now, naturally, indigenous peoples would like to see those principles (self-determination; control over territories and resources; access to basic needs) followed and honored, with a just and fair system in place that recognizes their nations' basic sovereign rights. U.N. nation states, however, have worked to hedge the bet. Hence, the clash.



The need for a better international response to climate change is another example of world leaders turning a deaf ear to the voice of the people(s). The slow reaction of industrialized nations to the clear and present danger of Mother Earth's changing climate resulted in enough anger and concern to fuel 400,000 marchers in one of the world's greatest cities. "It was most definitely empowering and monumental," performer and activist Dallas Goldtooth told ICTMN. "It was empowering to see the presence of indigenous peoples."

During the aforementioned events, ICTMN was honored to host Kevin Washburn, Assistant Secretary of the Department of Interior-Indian Affairs, for an editorial meeting and on-the-record Q&A. In the weeks ahead you

can be sure that we will roll out Secretary Washburn's responses to some pressing and trenchant questions.

Nakè ma

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IndianCountryTodayMediaNetwork.com October 1, 2014

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- Of the total responses to receive the eNewsletter:
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 - 30% cancelled
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NPNWL

Growing the Audience

- Launched 7.17.13 with 5,771 subscribers, less than half of the print edition quantity
- Added 1,421 expired subscribers with e-mail addresses with the 9.25.13 issue
- Appended 2,580 e-mail addresses to existing subscriber records with 11.7.13 issue
- Getting about 500 new signups per month, through the ICTMN site on the PCD landing page, now with demographic information



10/2/2014

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	O Yes			
	O No			
	Are you a government contractor?			
	O Yes No			
		Are you a tribal leader?		
	O Yes			
	No Are you living on a reservation?			
	Yes			
	O Yes			
	Are you of Native American Heritage?			
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Reminder!

- In a study conducted by MailChimp in which over 200 million e-mails were analyzed, an unexpected discovery was made about the negative impact of three innocent words: Help, Percent Off, and Reminder. (<u>Link to study</u>)
- Also, the study recommends avoiding exclamation marks in subject lines.
- We saw a 6% increase in open rates after removing "Reminder!" from the subject line

From: This Week From Indian Country Today <Indiancountrytoday@emailcustserv.com>

Sent: Saturday, February 08, 2014 9:00 AM

To: PATTI@PATTIDEVINE.COM

Subject: Reminder! Senate Committee on Indian Affairs Chairperson Maria Canwell Steps Aside

Where Are We Now?

- Now have over 12,000 active subscribers
- Open rate: 21.7% (industry avg. 19.3%)
- Click through rate: 9.2% (industry avg. 6.5%)
- About to add approximately 10,000 e-mail addresses of web registrants
- Reached our goal of 20,000 circulation

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questions

thankyou



