

Boosting the Click Through Rate

Amazon Devices | Special events emails
Tests and learnings

Background

2015 - 2016 Special events Amazon Devices emails

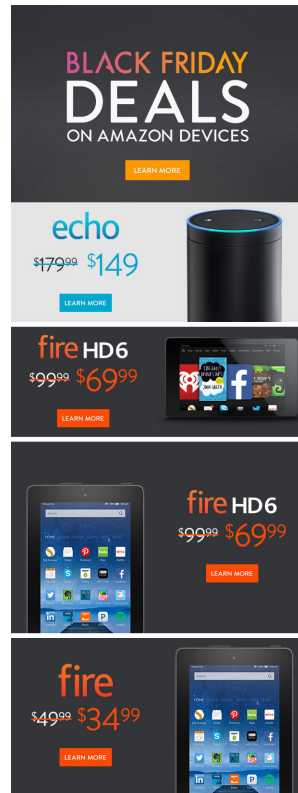
The emails were designed using the multi-product layout.

The layout featured several products from most of Amazon Devices product lines. Those emails were long, loaded with images, logos and strike-through prices.

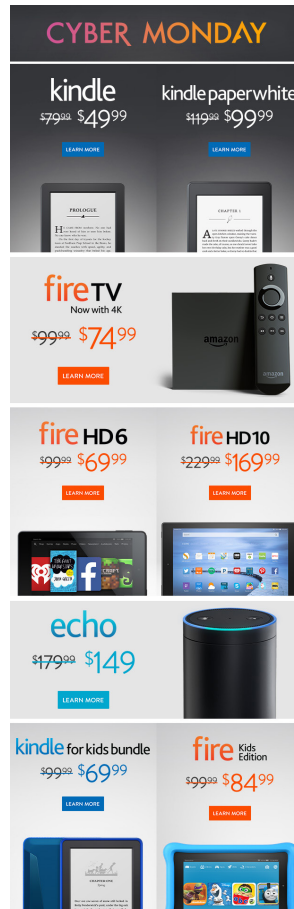
Before

TPR emails contained long lists of devices forcing too many choices, creating a visual clutter and leading to cognitive overload.

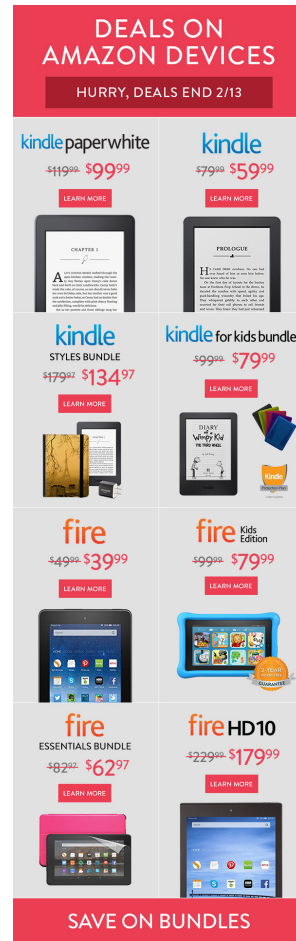
Black Friday 2015
CTR 11.73%



Cyber Monday 2015
CTR 7.16%



V-Day 2016
CTR 8.85%



Mother's Day 2016
CTR 4.61%



Father's Day 2016
CTR 4.01%



Back To School 2016
CTR 5.28%



**Average
CTR
8.90%**

Objective

Improve emails CTR by:

- 1| Optimizing.** Improve legibility on mobile devices
- 2| Reducing cognitive overload.** Limit amount of choices & simplify visual complexity
- 3| Maintaining curiosity.** Minimize volume of promo offers in front

Decrease creative and production time.

Test 1

We initiated the AB testing: long email version with featured devices vs single ECG showing bold and simplified deal on Black Friday.

BLACK FRIDAY 2016

Long version



Single ECG



CTR
19.80%

CTR
13.06%

WINNER
Single ECG
+673 bps



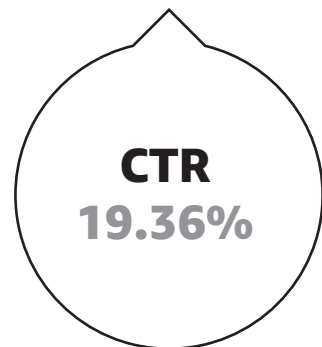
CTR IMPROVEMENT 51%

Test 2

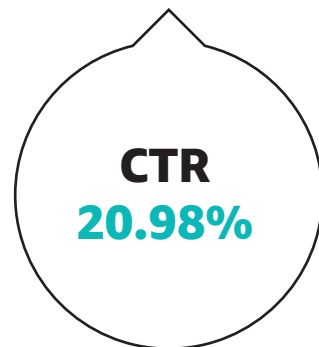
On Saturday after the Black Friday, we sent out two email treatments for the Cyber Week promo. The animated gif with a dropping-down price triggered a record-high number of clicks.

CYBER WEEK 2016

Static version



Animated gif

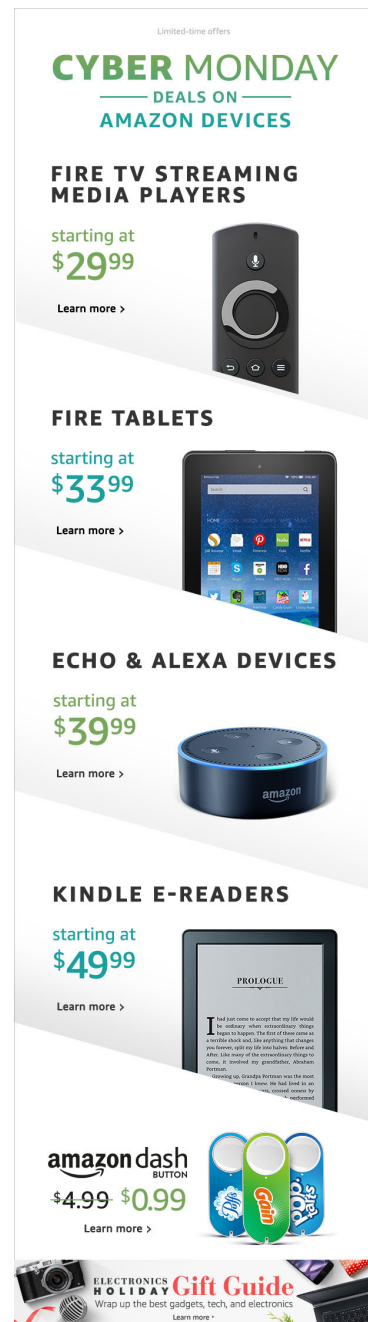


We registered the record-high CTR on animated, drop-down price treatment - **20.98%**

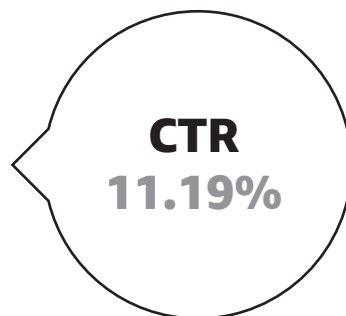
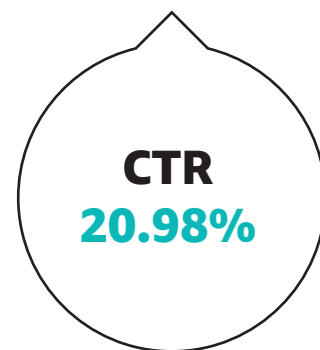
On Cyber Monday, we sent to the customers traditional, long version of an email with featured devices. Although comparison is not direct due to different days of expediting those emails, there is a significant difference in CTR between a long and the short, animated version.

CYBER MONDAY 2016

Long version



Animated gif



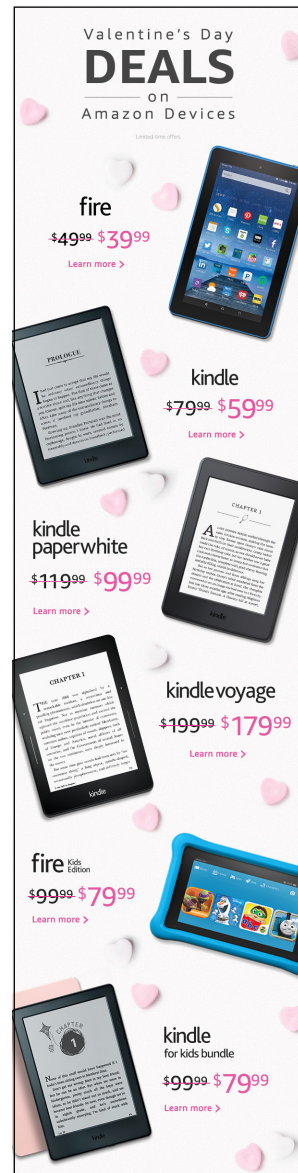
CTR IMPROVEMENT 87%

Test 3

We continued testing long version versus single ECG's, static and animated.
The animated treatment with a dropping-down price proved to be the most effective execution.

VELENTINE'S DAY 2017

Long version

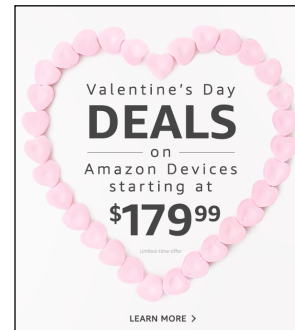


Single ECG - Static



CTR
11.26%

Single ECG - Animated gif



CTR
12.62

WINNER
Animated gif
+441 bps



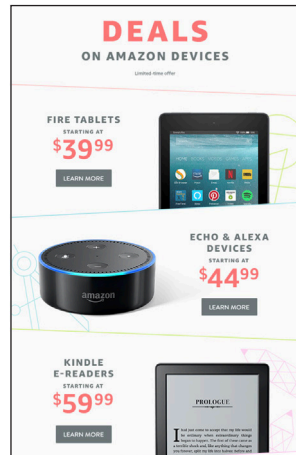
CTR IMPROVEMENT 75%

Test 4

We proceeded with further explorations, this time testing long version of an email versus two short, animated ECG's. Dropping-down price turned out to have highest CTR again.

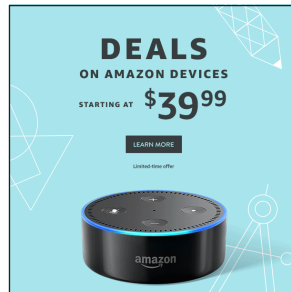
BACK TO SCHOOL 2017

Long version



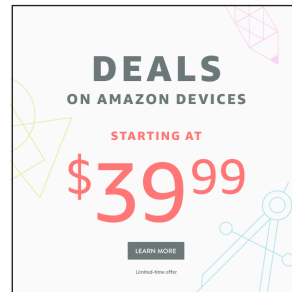
CTR
6.09%

Single ECG - animated gif rotating devices



CTR
7.43%

Single ECG - animated gif dropping-down price



CTR
9.80%

WINNER
Single ECG
+371 bps



CTR IMPROVEMENT 55%

Comparison

YoY (Year over Year) CTR results

YoY Comparison | Black Friday/Cyber Monday 2015 vs 2016

Black Friday 2015

BLACK FRIDAY DEALS ON AMAZON DEVICES

LEARN MORE

echo \$179⁹⁹ \$149

LEARN MORE

fire HD6 \$99⁹⁹ \$69⁹⁹

LEARN MORE

fire HD6 \$99⁹⁹ \$69⁹⁹

LEARN MORE

fire \$49⁹⁹ \$34⁹⁹

LEARN MORE

Black Friday 2016

BLACK FRIDAY DEALS ON AMAZON DEVICES

starting at \$29⁹⁹

Learn more >

+807 bps

CTR 19.80%

CTR 11.73%

Cyber Monday 2015

CYBER MONDAY

kindle \$79⁹⁹ \$49⁹⁹ kindle paperwhite \$119⁹⁹ \$99⁹⁹

LEARN MORE LEARN MORE

fire TV Now with 4K \$99⁹⁹ \$74⁹⁹

LEARN MORE

fire HD6 \$99⁹⁹ \$69⁹⁹ fire HD10 \$229⁹⁹ \$169⁹⁹

LEARN MORE LEARN MORE

echo \$179⁹⁹ \$149

LEARN MORE

kindle for kids bundle \$99⁹⁹ \$69⁹⁹ fire Kids Edition \$99⁹⁹ \$84⁹⁹

LEARN MORE LEARN MORE

Cyber Monday 2016

Limited-time offer

CYBER MONDAY DEALS WEEK

AMAZON DEVICES

starting at \$29⁹⁹

Learn more >

+1382 bps

CTR 20.98%

CTR 7.16%

YoY Comparison | Valentine's Day & Back to school 2016 vs 2017

Valentine's Day 2016

Valentine's Day 2017

+377 bps

CTR 12.62%

CTR 8.85%

Back to school 2016

Back to school 2017

+452 bps

CTR 9.80%

CTR 5.28%

Results

Increased CTR by 92% +760bps
(from average 8.2% to 15.8%)

Decreased opting out by 79% -30bps
(from average 0.58% to 0.28%)

Increased value of an email by 80% +3000bps
(from average \$0.40 to \$0.70)

How We Did It

...and what we recommend

Simplifying and optimizing emails **for mobile devices**

Entire message can be viewed without scrolling

Simplifying sales message to one main call

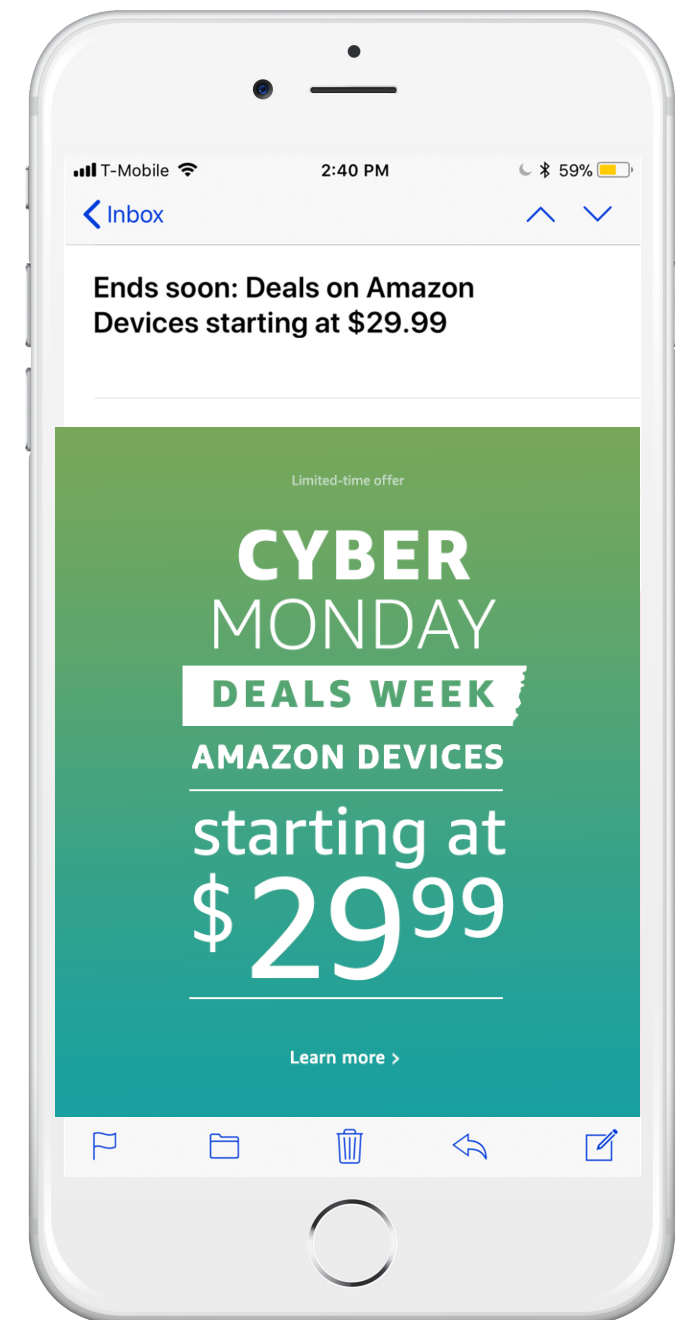
The main message forces focus on deals on all Amazon Devices

Using animation to convey the **most attractive benefit**

Animated dropping down price, gives the customers a visual insight into the advantage they get

Using large typography and **bold colors**

Using design to draw focus to the main sales message



Implementation

Holidays 2017

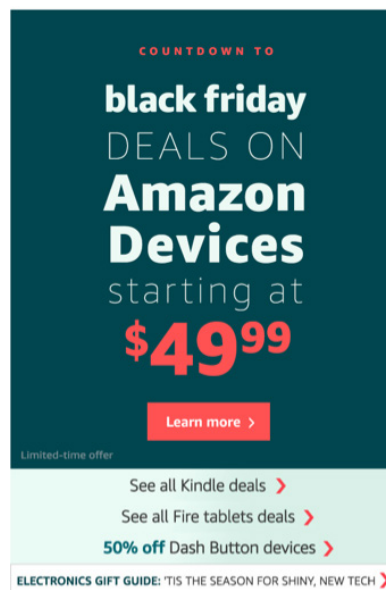
Implementation | Black Friday/Cyber Monday 2017

Pre-Black Friday - A
animated drop-down price
+ product stripes



CTR
16.63%

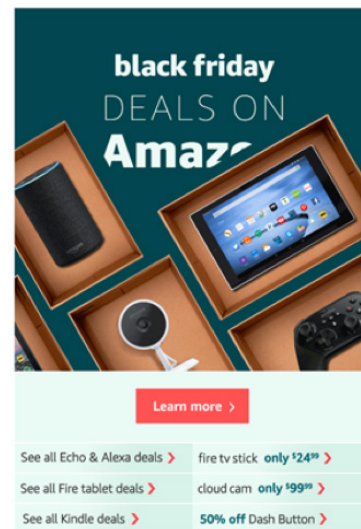
Pre-Black Friday - B
animated drop-down price
+ category stripes



CTR
17.18%

+55bps

Black Friday - A
animated devices unreveal



CTR
14.92%

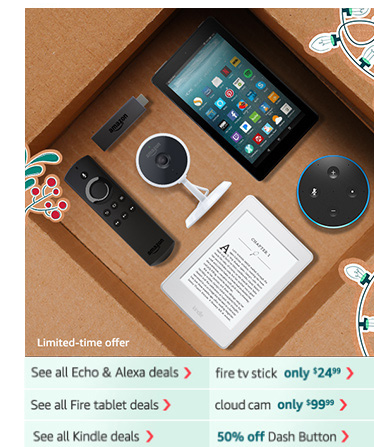
Black Friday - B
animated drop-down price



CTR
17.16%

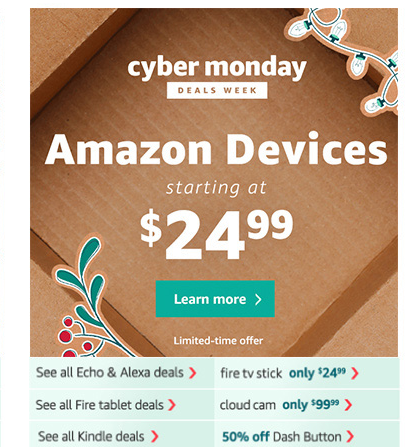
+224 bps

Cyber Week - A
animated devices unreveal



CTR
10.08%

Cyber Week - B
animated drop-down price



CTR
12.17%

+209 bps

Implementation | December Deals 2017

December Deals - A
animated blinking background

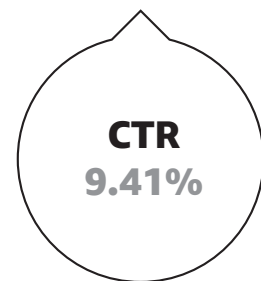
DECEMBER
Deals
on
AMAZON
DEVICES
starting at
\$34⁹⁹

[Learn more >](#)

Limited-time offer

- [See all Fire tablet deals >](#)
- [See all Kindle deals >](#)
- [See all Echo & Alexa deals >](#)
- [fire tv stick **only \\$34⁹⁹** >](#)
- [cloud cam **only \\$89⁹⁹** >](#)
- [Dash Button **\\$0.99** >](#)

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December Deals - B
animated drop-down price

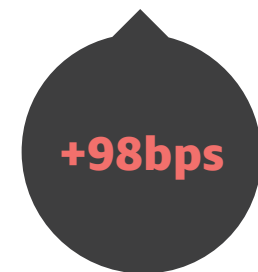
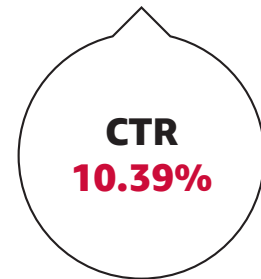
DECEMBER
Deals
on
AMAZON
DEVICES
starting at
\$34⁹⁹

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Limited-time offer

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- [Dash Button **\\$0.99** >](#)

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Last-minute Deals - A
animated blinking background

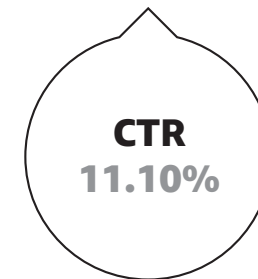
LAST-MINUTE DEALS
AMAZON DEVICES
STARTING AT
\$29⁹⁹

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Limited-time offer

- [See all Fire tablet deals >](#)
- [See all Kindle deals >](#)
- [See all Echo & Alexa deals >](#)
- [fire tv stick **only \\$34⁹⁹** >](#)
- [cloud cam **only \\$89⁹⁹** >](#)
- [Dash Button **\\$0.99** >](#)

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Last-minute Deals - B
animated drop-down price

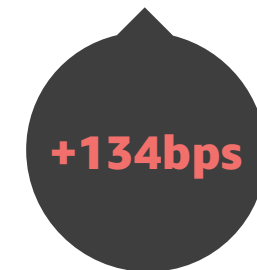
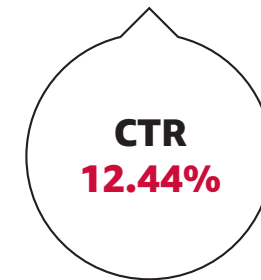
LAST-MINUTE DEALS
AMAZON DEVICES
STARTING AT
\$29⁹⁹

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Limited-time offer

- [See all Fire tablet deals >](#)
- [See all Kindle deals >](#)
- [See all Echo & Alexa deals >](#)
- [fire tv stick **only \\$34⁹⁹** >](#)
- [cloud cam **only \\$89⁹⁹** >](#)
- [Dash Button **\\$0.99** >](#)

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Comparison

YoY CTR results 2016 vs 2017

YoY Comparison

Black Friday/Cyber Monday 2016 vs 2017

Pre-Black Friday 2016

Pre-Black Friday 2017

Black Friday 2016

Black Friday 2017

Cyber Monday 2016

Cyber Monday 2017

COUNTDOWN TO BLACK FRIDAY DEALS ON AMAZON DEVICES

fire 10th Edition \$99.99 ~~\$74.99~~

kindle for kids bundle \$99.99 ~~\$69.99~~

kindle \$79.99 ~~\$49.99~~

kindle paperwhite \$119.99 ~~\$99.99~~

kindle voyage \$199.99 ~~\$169.99~~

UP TO 40% OFF WITH ALEXA-EXCLUSIVE DEALS

black friday DEALS ON Amazon Devices starting at \$49.99

See all Kindle deals >

See all Fire tablets deals >

50% off Dash Button devices >

ELECTRONICS GIFT GUIDE: 'TIS THE SEASON FOR SHINY, NEW TECH >

CTR 17.18%

+718bps

CTR 10.00%

BLACK FRIDAY DEALS ON AMAZON DEVICES

fire tv stick \$39.99 ~~\$29.99~~

fire \$49.99 ~~\$33.99~~

echodot \$49.99 ~~\$39.99~~

kindle \$79.99 ~~\$49.99~~

fire HD8 \$89.99 ~~\$59.99~~

kindle for kids bundle \$99.99 ~~\$69.99~~

fire tv \$89.99 ~~\$74.99~~

kindle paperwhite \$119.99 ~~\$99.99~~

amazon tap \$129.99 ~~\$89.99~~

fire Kids Edition \$99.99 ~~\$74.99~~

fire tv Gaming Edition \$129.99 ~~\$114.99~~

kindle voyage \$199.99 ~~\$169.99~~

echo \$179.99 ~~\$139.99~~

CTR 17.16%

+410bps

CTR 13.06%

CYBER MONDAY DEALS ON AMAZON DEVICES

FIRE TV STREAMING MEDIA PLAYERS starting at \$29.99

FIRE TABLETS starting at \$33.99

ECHO & ALEXA DEVICES starting at \$39.99

KINDLE E-READERS starting at \$49.99

amazon dash BUTTON \$4.99 ~~\$0.99~~

ELECTRONICS HOLIDAY Gift Guide

cyber monday DEALS WEEK Amazon Devices starting at \$24.99

See all Echo & Alexa deals > fire tv stick **only \$24.99** >

See all Fire tablet deals > cloud cam **only \$99.99** >

See all Kindle deals > **50% off Dash Button** >

CTR 12.17%

+98bps

CTR 11.19%

YoY Comparison | Black Friday/Cyber Monday 2016 vs 2017

Black Friday 2016



CTR
19.80%

+264 bps

Black Friday 2017



CTR
17.16%

Cyber Monday 2016



CTR
20.98%

+881 bps

Cyber Monday 2017



CTR
12.17%

YoY Comparison | December Deals 2016 vs 2017

December Deals 2016

Limited-time offers

Holiday Deals

ON AMAZON DEVICES

ALL-NEW **echo dot**
\$49⁹⁹ **\$39⁹⁹**
Learn more >

fire
\$49⁹⁹ **\$39⁹⁹**
Learn more >

amazon tap
\$129⁹⁹ **\$89⁹⁹**
Learn more >

kindle paperwhite
\$119⁹⁹ **\$99⁹⁹**
Learn more >

fire HD10
\$289⁹⁹ **\$259⁹⁹**
Learn more >

"Alexa, what are your deals?"

UP TO 40% OFF WITH ALEXA-EXCLUSIVE DEALS >

December Deals 2017

DECEMBER

Deals

on AMAZON DEVICES

starting at **\$34⁹⁹**

Learn more >

+132 bps

CTR
10.39%

CTR
9.07%

Last-Minute Deals 2016

LAST MINUTE

Holiday Deals

ON AMAZON DEVICES

Offers end on December 24, 2016 at 11:59pm PST

fire
\$49⁹⁹ **\$39⁹⁹**
Learn more >

kindle paperwhite
\$119⁹⁹ **\$99⁹⁹**
Learn more >

amazon tap
\$129⁹⁹ **\$89⁹⁹**
Learn more >

ALL-NEW fire HD8 32 GB
\$119⁹⁹ **\$99⁹⁹**
Learn more >

fire HD10
\$229⁹⁹ **\$199⁹⁹**
Learn more >

GET IT IN 2 HOURS **PrimeNow**

Last-Minute Deals 2017

LAST-MINUTE DEALS

AMAZON DEVICES STARTING AT

\$29⁹⁹

Learn more >

Limited-time offer

+596 bps

CTR
12.44%

CTR
6.48%

Thank you

Complete reports can be find on: https://portal2010.amazon.com/sites/ODS_SiteMerchandising/xxx