

## Nomination Form | 2008 Email Performance Award



### **Nominee Information:**

Name: Meg Reynolds  
Title: Manager, Email Programs  
Company: REI

### **Nominator Information:**

Name: Lisa Harmon  
Title: Principal  
Company: Smith-Harmon

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**The Email Performance Award nominee is an individual or company who has contributed to email marketing excellence and results in the LAST 12 MONTHS. Please answer the following questions as fully as possible. There's no limit on the length of the nomination. Attach supporting information (including screenshots, etc.) as needed, and include links to any relevant information.**

**Describe the campaign objectives, including the date(s) of the campaign. (Remember: Only campaigns within the last 12 months are eligible.)**

For the REI 07/07/2007 Summer Shoes Gearmail, we conducted a creative test between a legacy email template vs. email creative optimized according to best practices.

**Describe the creative strategy (include supporting evidence, if needed).**

Please see [REI-New CreativeChanges.jpg](#) for a comprehensive list of creative strategies implemented. Also see [REI-Legacy PreviewPane.jpg](#) and [REI-New PreviewPane.jpg](#) for a visual comparison between legacy and test email creatives when viewed in a consumer mail program preview pane.

**Describe the results (include supporting evidence, if needed). This is the most important criteria, so please include as much detail as possible.**

The new creative outperformed the legacy creative with flying colors:

Unique click-through rate: **+22%**  
Unique traffic to target specialty shop: **+90%**  
\$/per email: **+11%**

**Why do you think this campaign should win the Email Performance Award?**

This test shows the importance and power of implementing email creative best practices to exponentially improve results. The test illustrates that a handful of intelligent design tweaks can yield significant increases in revenue! Because of the strength of the results of this creative test, Meg received the support of REI VPs to move forward with an entire suite of redesigned, maximized email creative templates in time for the critical Q4 period.

**Provide career or company history.**

Since 1938, REI has been a trusted retailer of outdoor gear and is now the nation's largest consumer co-op. REI returns the majority of profits to our members through annual member refunds based on their purchases. REI is committed to helping people enjoy the great outdoors to the fullest—from weekend family camping trips to Mt. Everest expeditions—by offering innovative, high-quality outdoor gear and apparel.