



CS BBLS:
Mailcharts
October 25th, 2024

Agenda

- Mailcharts Overview
- What valuable features of MC are under-utilized?
- Use cases for cross-sell/up-sell
- Use cases for holiday eComm customers
- Want to help Product?
- Q&A



Overview

App.mailcharts.com

Ecommerce marketers are in the dark on how their email and SMS campaigns compare to others in the industry.



Marketers can't keep up with industry best practices

More texts? Fewer emails?
The “industry standard” is constantly changing, and a marketer’s career depends on keeping up with these trends.



Manually monitoring campaigns is tedious

28% of marketers spend 2-8 hours planning each campaign. Sorting through a clutter of competitor content they’ve personally subscribed to.



Recipients demand better experiences.

Global email volume jumped 60% thanks to the pandemic then rose another 14% in 2021. Content must be fresh and engaging to grab attention.

Build more effective campaigns with MailCharts.

The **campaign intelligence tool** that gives ecommerce marketers industry insights and inspiration to create more engaging email and SMS communications.



Build evidence-based campaigns.

Come to campaign planning armed with industry benchmarks, email audits, historical data, and reports.

- Email reports
- Industries and groups
- Email score



Access competitive intelligence instantly.

Quickly reference the latest and greatest campaigns and sending practices in your industry.

- MailCharts Index
- Compare
- Brand search



Inspire your email and SMS strategy.

Curate and share inspiring content and cutting-edge promotional trends from top ecommerce brands.

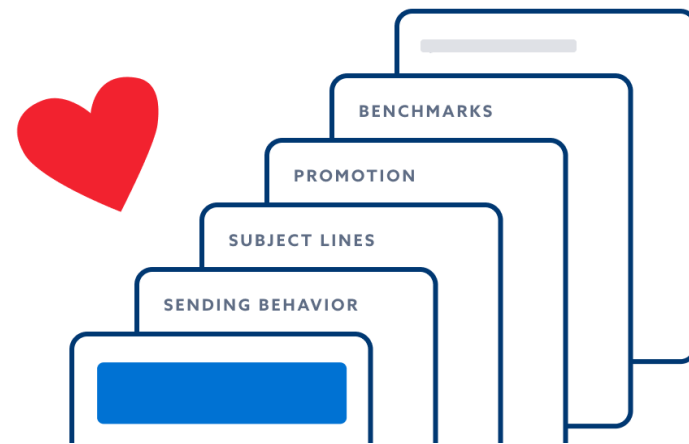
- Email journeys
- Email advanced search
- Email lists
- Holidays

Build evidence-based campaigns.

Build effective campaigns and strategies based on facts, not guesswork.

Email reports

Compare brands against benchmark data for sending behavior, subject lines, and send timing. View year-over-year or month-over-month data.



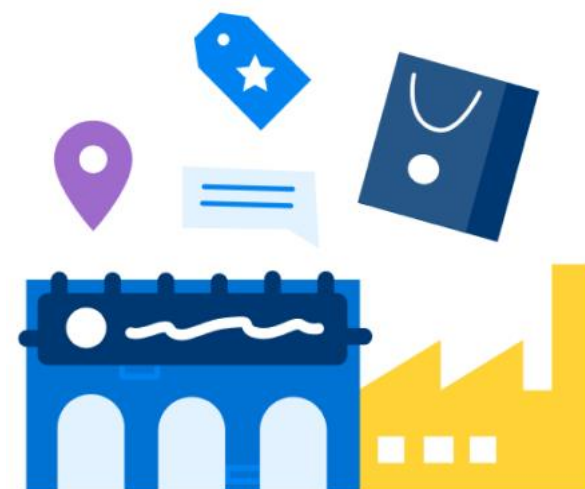
Email score

Our 8-point email scoring follows email marketing best practices. Use it to evaluate your program as well as check competitors.



Industries and groups

Browse over 2500 ecommerce brands organized by industry groups. Compare benchmarks and trends across companies within a group to stay on top of the industry.



Access competitive intelligence instantly.

Take the grunt work out of getting industry intel to see how you're pacing against peers and best practices.

MailCharts Index

Reference premium email designs from the hand-selected 2500+ ecommerce brands for the most up-to-date collection across a wide spectrum of top programs.



Brand search

Search by keywords, brand name, or website. Use filters and groups to organize by your own custom criteria.



Compare

Go beyond averages to see how your metrics stack up against other brands and groups

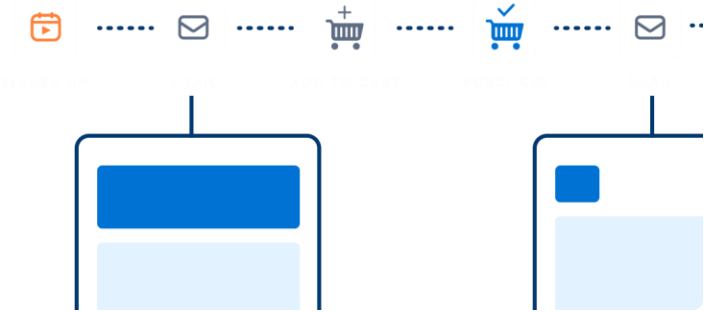


Inspire your Email strategy.

Energize your team's creative process so they can generate fresh content that best engages your audience.

Email journeys

Get inspired by top ecommerce brands' email journeys with MailCharts.



Email lists

Easily save, export, and share your favorite emails with your team.



Advanced email search

Find the perfect email example in seconds sophisticated search options.



Holidays

Avoid the last-minute holiday scramble by studying emails strategies and creative examples from leading ecommerce brands.



Inspire your SMS strategy.

Inspire your next campaign with curated SMS marketing examples featuring engaging copy and CTAs.

SMS data

Get a head start on campaign planning and save time on research. Browse categories like promotional SMS, welcome, double opt-in, birthday, and so many more to find inspiration for your next campaign.



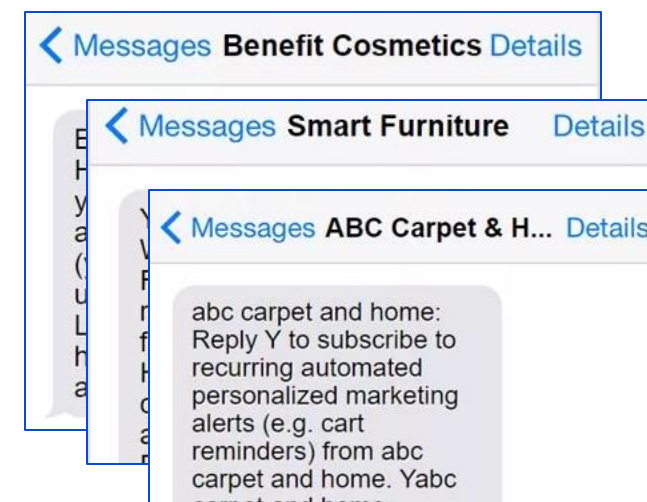
Share ideas

Report on competitors and peers. and share ideas with your team to optimize your strategy.



SMS libraries

Compare SMS marketing examples from the MailCharts database to make sure yours stand out.





What valuable features of
MC are under-utilized?

Features that you should be using 😊

- Purchase journeys, if you have a customer request or doing some research and what to see a brands purchase journey, [please request it.](#)
- Saved your filters, use your groups and stay up to date with the weekly roll-up emails.
- Need a specific new curated list that doesn't exist? You can [request it.](#)

The screenshot displays the MailCharts website interface. At the top, there is a navigation bar with the MailCharts logo and menu items: Home, Brands, Emails, Journeys, SMS, and Collections. A search bar is also present. Below the navigation bar, a welcome message reads "Welcome to MailCharts" and "Explore the latest email data curated by the MailCharts team." A "Discover emails" button is located to the right of this message.

The main content area is divided into two primary sections. On the left, under the heading "FEATURED EMAIL CAMPAIGNS", there is a prominent card for "Win back campaigns" with 148 emails. It includes a sub-heading "Campaigns working to win back expired, cancelled or churned customers" and a "View the emails" button. To the right of this card is a carousel of various email campaign thumbnails.

On the right side of the main content area, there is a section titled "Most recently updated email lists". It features several cards for specific campaigns, such as "BACK IN STOCK" (352 emails, 4 days) and "REFER A FRIEND" (207 emails, 4 days). A "Browse all lists" button is positioned at the bottom of this section.

Below the main content area, there is a "Browse by Industries" section. It lists various industry categories with the number of brands in each: Accessories (279 brands), Activewear Apparel (118 brands), Airlines & Air Travel (54 brands), Apparel (729 brands), Art & Gifts (177 brands), Arts & Entertainment (68 brands), Artwork & Supplies (41 brands), Auto Parts / Accessories (40 brands), and Baby. To the right of this list is a "My groups" section, which is currently empty.

At the bottom of the screenshot, there is a detailed view of the "Accessories" industry group. It shows a total of 2923 emails, an average of 2.00 emails per week, and an average promo rate of 36.70%. Below this summary, there are several brand-specific cards, each displaying the brand name, average email frequency per week, average promo rate, and the total number of emails since August 2013. Brands shown include REEDS Jewelers, Kaehler Luggage, Diamond Nexus, Moleskine, ARLO SKYE, and Case Luggage.

6min video



Use cases for cross-sell/up-sell

Pricing and timing

Cross-Selling Mailcharts



Build evidence-based campaigns.



Access competitive intelligence instantly.



Inspire your email and SMS strategy.



<p>THE PROBLEM Campaign planning can devolve into an unorganized mess of gut-feelings and hunches if there are no hard facts and data to guide the process.</p>	<p>THE PROBLEM Signing up for your competitor's newsletters and other one-off, manual attempts to stay on top of industry trends is both inefficient and ineffective.</p>	<p>THE PROBLEM Ecommerce marketers are under constant pressure to create high-performing campaigns. Without inspiration, their content will quickly become stale and status quo.</p>
<p>THE SOLUTION Come to campaign planning armed with industry benchmarks, email audits, historical data, and reports.</p>	<p>THE SOLUTION Quickly reference the latest and greatest campaigns and sending practices in your industry.</p>	<p>THE SOLUTION Curate and share inspiring content and cutting-edge promotional trends from top ecommerce brands.</p>
<p>THE BENEFIT Be the hero of your marketing team by building effective campaigns based on facts, not guesswork.</p>	<p>THE BENEFIT Take the grunt work out of getting industry intel to see how you're pacing against peers and best practices.</p>	<p>THE BENEFIT Energize your team's creative process so they can generate fresh content that will best engage your audience.</p>
<p>FEATURES THAT HELP ACHIEVE BENEFIT</p> <ul style="list-style-type: none"> • Email reports • Industries and groups • Email score • SMS library 	<p>FEATURES THAT HELP ACHIEVE BENEFIT</p> <ul style="list-style-type: none"> • MailCharts Index • Compare • Brand search 	<p>FEATURES THAT HELP ACHIEVE BENEFIT</p> <ul style="list-style-type: none"> • Email journeys • Email advanced search • Email lists • Holidays



Cross-Selling Mailcharts

What to Listen for

- Exploring or updating new mail streams or journeys
- Planning for the holidays (mid Q2 – Early Q3)
- Planning for their busy season
- Competitive Email Intelligence isn't a data point they currently leverage

Discovery Questions

- Can you walk me through the process you take when it comes to creating or updating a new mail stream OR journey? Is this a quick or lengthy process?
 - Does it seem complicated and/or lengthy
- What data and insights are you relying on to help build/update this new journey or mail stream or as you plan for your busy season?
- If they mention looking at competitors, ask them how they currently acquire competitive email intelligence competitors?
 - Do they have a platform already OR Is it a manual or complicated process
- If they don't mention competitors as a data point, ask why not?
 - Is it difficult or time consuming



Quick Tip: Make sure that we either have their industry in Mailcharts, or use the search function for product types they sell to identify direct and indirect competitors who may have not been added to an industry category.

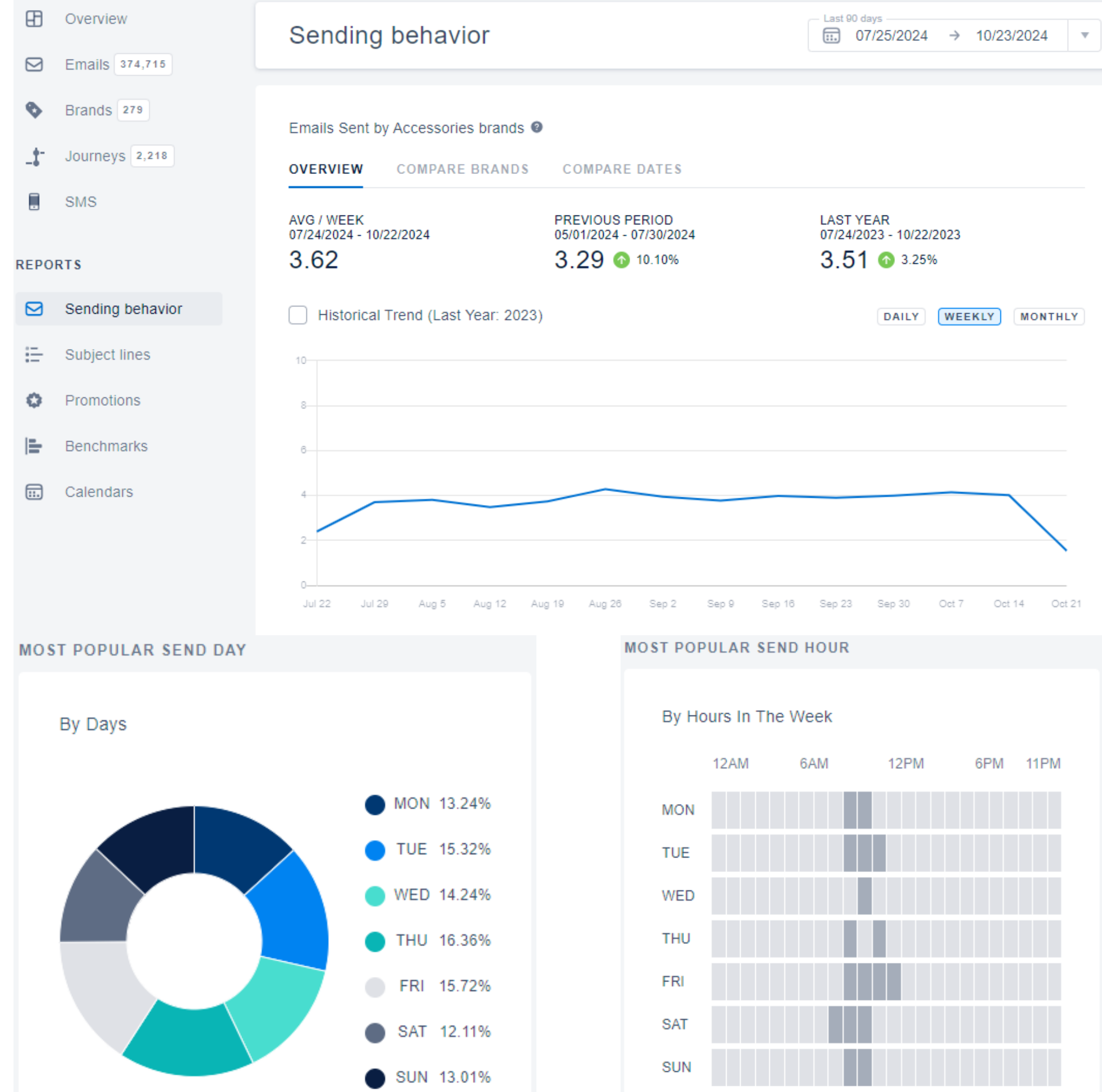
Using Mailcharts to help with a Certification Cross-Sell

Sending Behavior Report

- # of Brands in their category they are competing with to get to the inbox
- Emails sent by their industry on a weekly average
- Is the day(s) of the week and time of day they send crowded

Certification Benefit

- Standing out in a crowded inbox
- Reduced Throttling



Using Mailcharts to help with an Everest Cross-Sell

Customer Email Data in MC

- Review their creatives for large HTML and image weight, and subject line length

Benefit of Everest

- Are these creatives impacting our deliverability & reputation outside of Cert MBP partners (Ex: Gmail)
- Preview creative and subject line in D&C before deploying
 - Easily identify larger image files to compress
 - What does the Subject line look like across devices and platforms

EXPLORE

DETAILS

SUBJECT LINE LENGTH

A| 38 characters

Subject lines from **BioTrust** average **40 characters** in length.

PROMOTIONAL

🌟 YES

78% of emails sent by **BioTrust** are promotional.

Email Score 

62.5%

Mobile optimized: **Yes**

Subject line length: **38 chars**

HTML weight: **35.91kB**

Preheader optimized: **Yes**

Replyable email address: **Yes**

DKIM / SPF pass: **Yes / Neutral**

Image weight: **3.93MB**

Spam check: **OK**



Use cases for holiday eComm customers

Holiday Use Cases – Adding another layer of support

Lost Revenue Opportunities

Look at historical data of when their competitors are starting holiday campaigns, day of week, frequency and promotional strategy.

Most Popular Holiday Terms

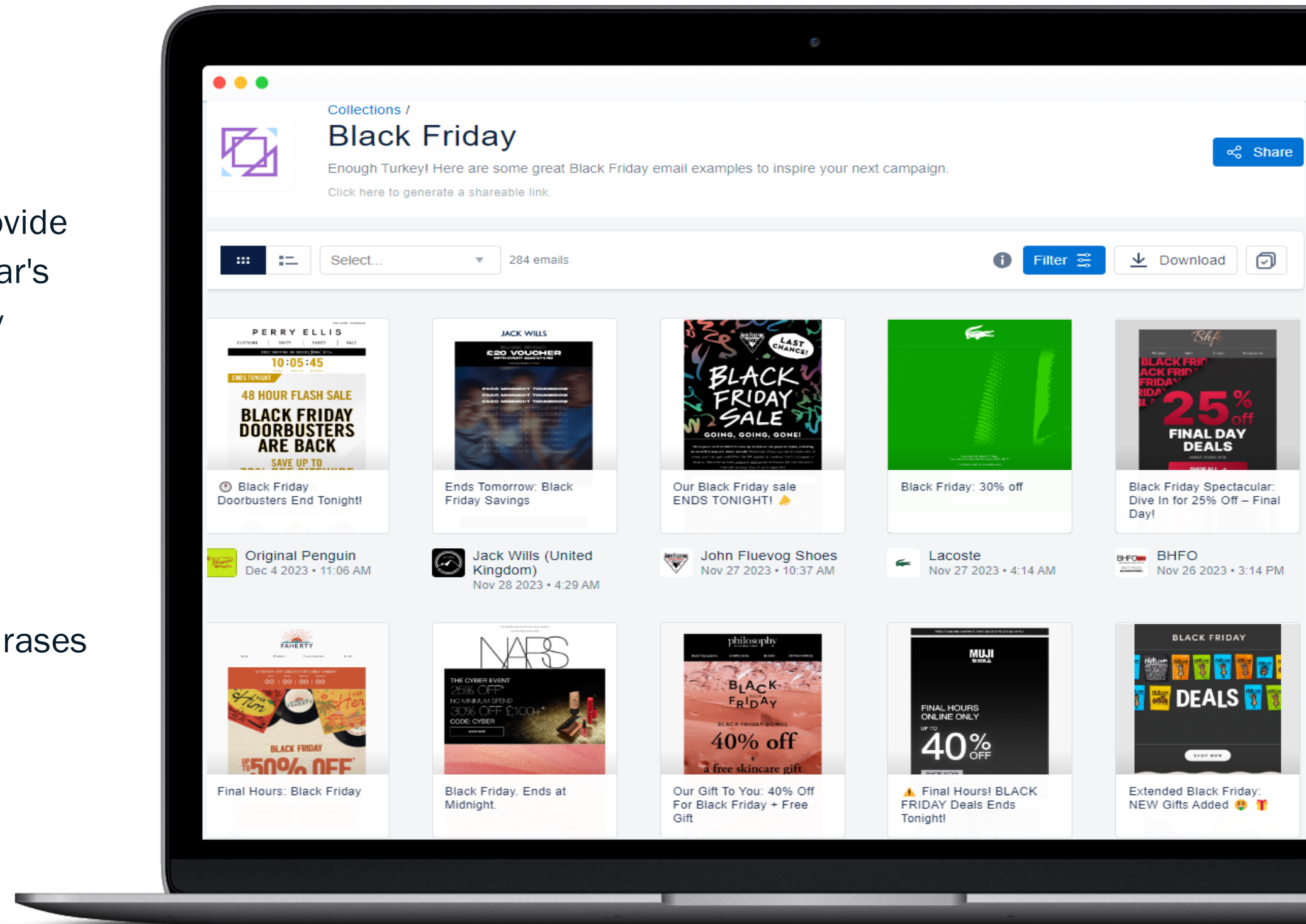
Words and phrases that occur the most frequently in the subject lines

Email Lists

Using the Black Friday and Christmas email lists to provide insights on the previous year's campaigns in their industry

Significant Terms

Interesting or unusual occurrences of words or phrases in the subject lines





Want to help Product?



Any volunteers?

- 1) Updating our ESP & Technology content
- 2) Improving our Mobile Optimized score
- 3) Displaying some information about the audience of the email being viewed

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The main content area is divided into two columns. The left column features a "FEATURED EMAIL CAMPAIGNS" section with a "Win back campaigns" card. This card includes the text "148 emails" and "Campaigns working to win back expired, cancelled or churned customers." Below this is a "View the emails" button. To the right of this card is a carousel of email campaign thumbnails.

The right column features a "Most recently updated email lists" section. It displays several email list cards, including "BACK IN STOCK" (252 emails, 4 days), "REFER A FRIEND" (207 emails, 4 days), and others. A "Browse all lists" button is located at the bottom of this section.

Below these sections is a "Browse by Industries" section. It includes a list of industries on the left and a grid of industry-specific email campaign data on the right. The "Accessories" industry is highlighted, showing a total of 2927 emails, an average of 2.00 emails per week, and a 36.82% promo rate. The grid includes cards for REEDS Jewelers, Kaetier Luggage, Moleskine, Diamond Nexus, ARLO SKYE, and Case Luggage, each with its own statistics.

4min video



Resources

RESOURCES



- [MailCharts Feature Matrix](#)
- [Help Centre for MailCharts](#)
- [Technical Overview](#)
- [Why use MailCharts – 3 pillars](#)
- [MailCharts Competitors](#)
- [Sharepoint Product <> CS](#)



Q&A

Questions?

What is the difference between Competitive Intel in Everest and MailCharts?

We cannot compare these products as they are completely different. They have separate data points, Comp. Intel is information coming from our Spam Trap partner network and MailCharts is direct sign ups. Competitive Intel will have a more analytical approach, MailCharts is more for the creative side.

[FAQ Document](#)

