



## **Ultimate Email Championship – Big Brands Face Off**

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### **Mint.com**

30,000 users in 2007 – over 3 million today

Using Zoomerang for market research

Email friend get friend promotion – get 3 friends and:

1. Chance to win and iPod Nano (what about cash?)
2. Invitation to exclusive Beta Program (early access to new Mint.com features) – WINNER
3. No incentive

Strong Mail Influencer widget – to determine which social network to tap into.

Fastest growing segment is women over 35

Mint also have iPhone app

Have the biggest financial database in America, but only have email address and zip code on the personal side.

Orange button with reversed out text – big no no

### **Turner Sports**

Streaming video in email resulted in 35% Click Through Rate, 13% higher than static.

The video auto played, and only if you clicked on the video the sound came on (good if you are in the office)

Video only works in a few ISPs – only tested AOL. Doesn't work in Outlook

### **The Motley Fool (news commentary and stock research)**

Subject line is important and should be tested.

Tuesday 10am is the most effective time to send emails.