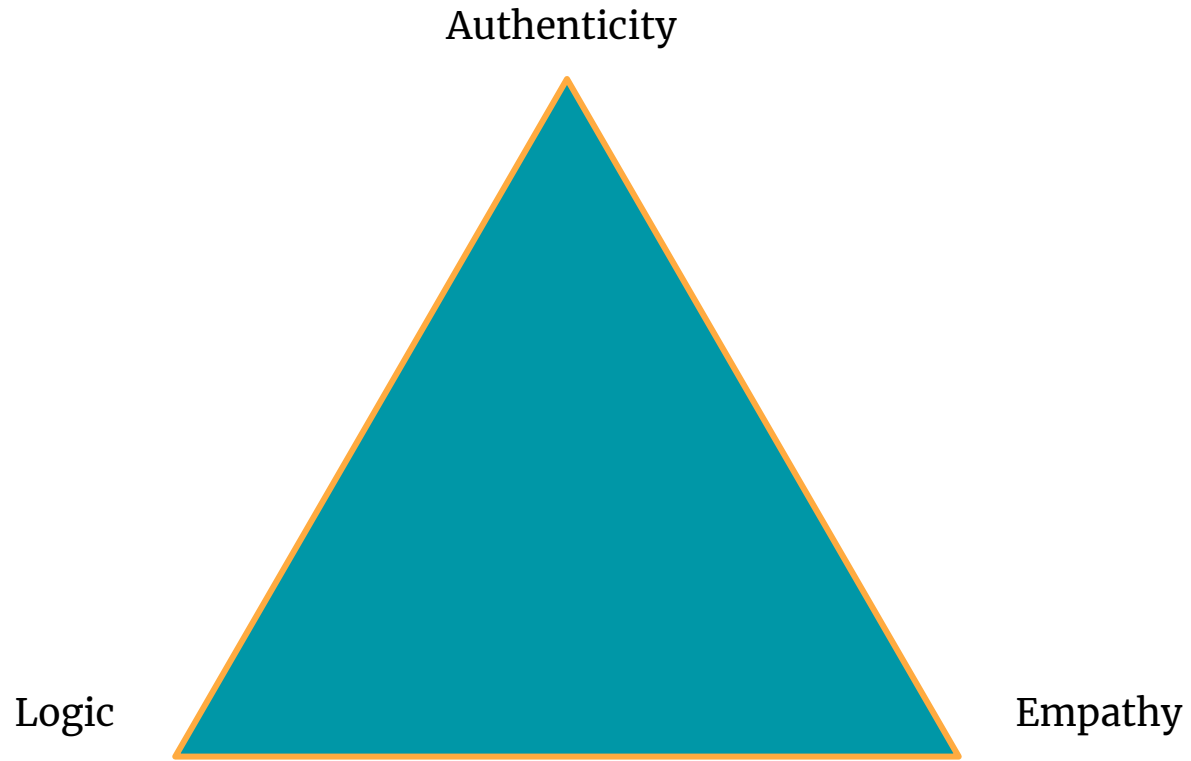


How to create emails people want

Ashley Budd



Core drivers of TRUST

From: "Begin with Trust," by Frances Frei and Ann Morriss, May-June 2020, [HBR](#)



CORNELL
Giving Day

\$12,263,629

Raised

15,905

Donors

23,184

Gifts

Email acquisition

The emails tracked by the Cornell Giving Day campaign for both central and college and unit partners contributed to 38.53% of gift transactions. Central emails acquired ~7% more users than college and unit emails. However, college and unit emails edged out the central email performance on bounce rate, conversion rate, and revenue.

Central email revenue: \$884,937.15, conversion: 25.83%

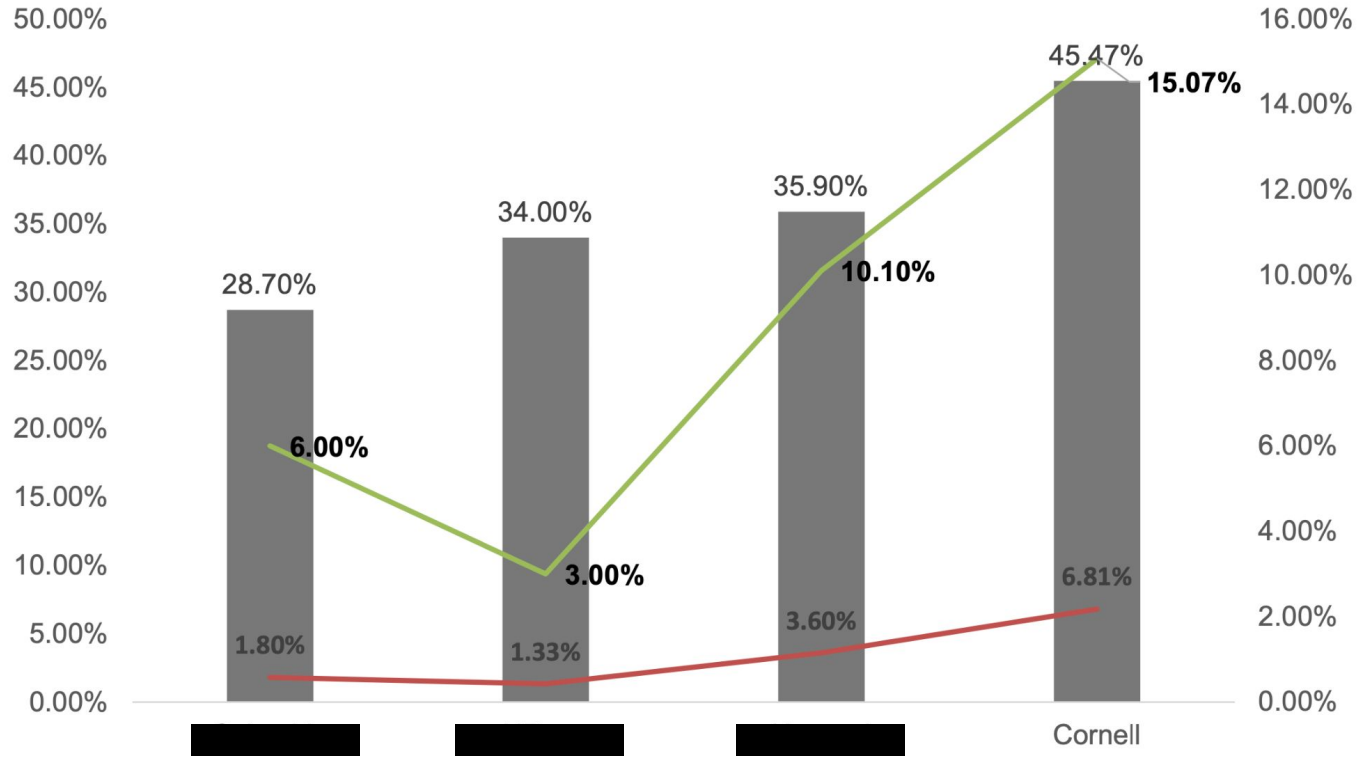
CU email revenue: \$1,359,910.55, conversion: 28.55%

Channels

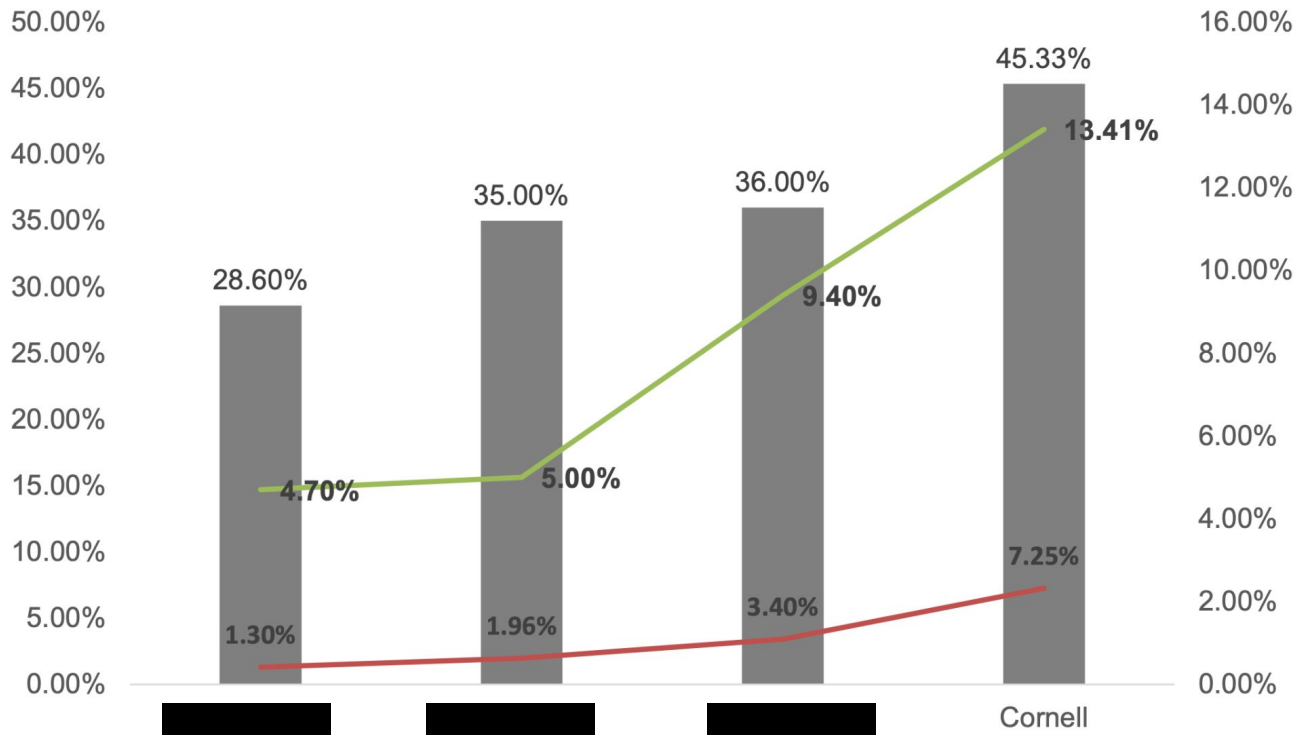
Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]
	53,131 % of Total: 100.00% (53,131)	51,660 % of Total: 100.12% (51,597)	83,355 % of Total: 100.00% (83,355)	49.09% Avg for View: 49.09% (0.00%)	3.41 Avg for View: 3.41 (0.00%)	00:04:46 Avg for View: 00:04:46 (0.00%)	19.99% Avg for View: 19.99% (0.00%)	16,662 % of Total: 100.00% (16,662)	\$4,810,846.05 % of Total: 100.00% ((\$4,810,846.05))
1. Direct	23,591 (42.56%)	23,582 (45.65%)	32,753 (39.29%)	55.95%	2.62	00:03:55	20.65%	6,764 (40.60%)	\$1,556,209.17 (32.35%)
2. Email	16,726 (30.18%)	15,431 (29.87%)	24,927 (29.90%)	44.45%	3.48	00:04:22	26.11%	6,508 (39.06%)	\$2,263,045.93 (47.04%)
3. Social	7,970 (14.38%)	7,472 (14.46%)	11,254 (13.50%)	60.39%	2.53	00:03:32	9.78%	1,101 (6.61%)	\$142,978.98 (2.97%)
4. Organic Search	4,069 (7.34%)	2,933 (5.68%)	8,975 (10.77%)	28.26%	6.35	00:08:55	14.32%	1,285 (7.71%)	\$480,475.30 (9.99%)
5. (Other)	1,515 (2.73%)	1,170 (2.26%)	2,268 (2.72%)	40.70%	4.17	00:05:54	21.52%	488 (2.93%)	\$239,314.50 (4.97%)
6. Referral	1,068 (1.93%)	707 (1.37%)	2,339 (2.81%)	41.81%	5.18	00:08:23	14.07%	329 (1.97%)	\$50,860.53 (1.06%)
7. Paid Search	487 (0.88%)	365 (0.71%)	839 (1.01%)	33.25%	5.92	00:08:46	22.29%	187 (1.12%)	\$77,961.64 (1.62%)

Email performance

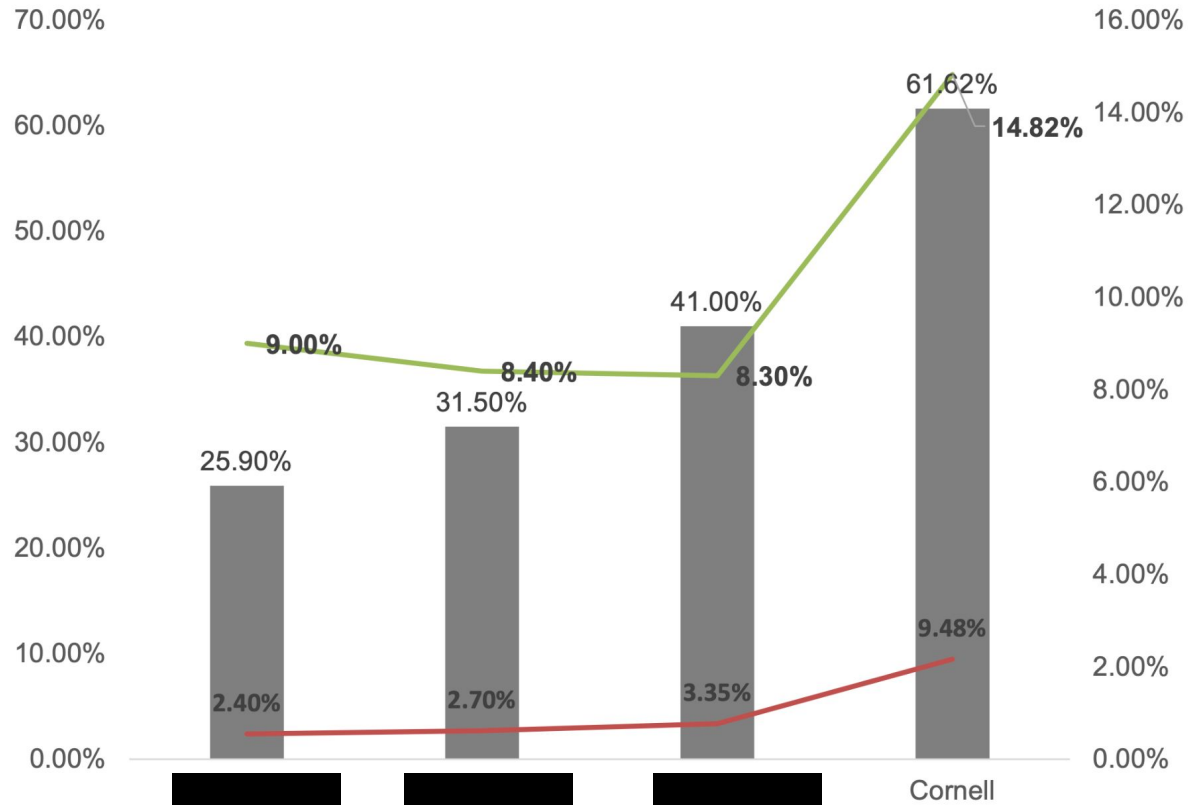
	Send date	Ave. open rate	Ave. unique click rate	Ave. unsub rate
All GD 22 messages	Overall	49.93%	4.49%	0.04%
	Lead-up	55.20%	3.77%	0.05%
	Day of	48.03%	4.97%	0.04%
Central	Overall	53.37%	4.53%	0.04%
	Lead-up	55.21%	4.49%	0.04%
	Day of	51.07%	4.47%	0.04%
College/Unit	Overall	49.25%	4.49%	0.04%
	Lead-up	55.20%	3.49%	0.06%
	Day of	47.73%	5.02%	0.04%



Ivy League Newsletter Open Rates and CTOR



Ivy League Event Open Rates and CTOR



Ivy League Engagement Open Rates and CTOR

Authenticity

Have a voice
Keep it real
Show emotion ❤️

Be consistent
Make information
easy to follow

Logic

Anticipate needs
Invest in their
success

Empathy

Cornell Trust Triangle

Key tactics

- High frequency
- Irresistible links
- Self-awareness
- Relevant topics
- Solid visuals