
Tapping into Human Behavior to Increase Open, Read and Response Rates

Nancy Harhut
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WILDE | AGENCY

Shortcuts to decision-making

2010 direct mail spending:
\$55.7 billion

5,000 marketing
messages per day

13 Choice Drivers

“95% of purchase decision making takes place in the subconscious mind.”

Gerald Zaltman
Harvard Business School

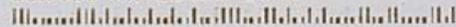
People respect authority

965 E. Jefferson
Detroit, MI 48207



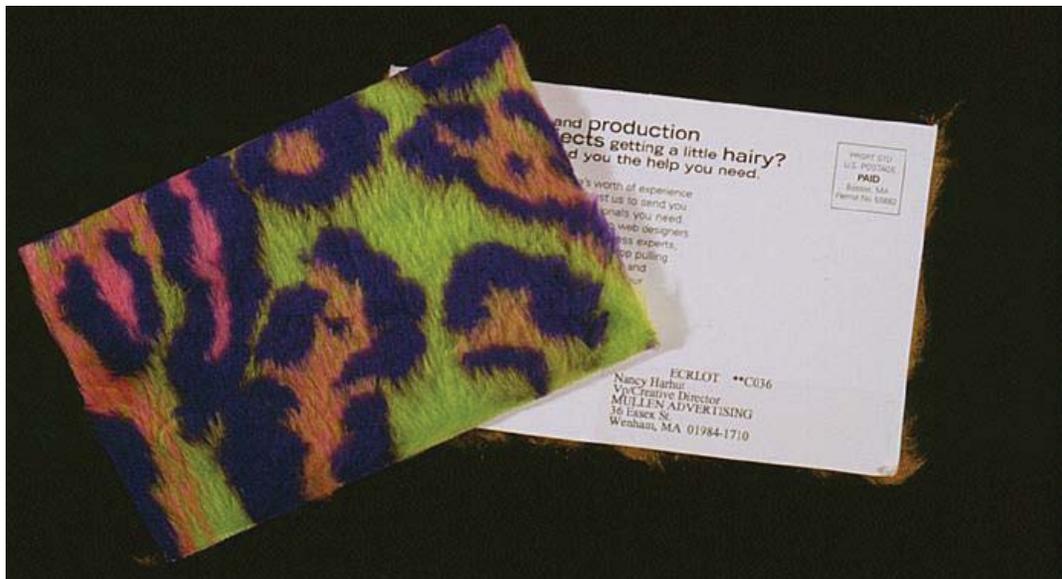
*****AUTOCR**C-002

Ms Nancy Harhut
Mullen Advertising
36 Essex St
Wenham MA 01984-1799





Authority Figures



Gatekeepers make very deliberate assumptions



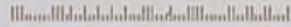


People look at who and where mail is from

OFFICE OF PRESIDENT
OLD CHURCH ROAD
GREENWICH, CT 06830



0000-017-74 ***** AUTOGR **C002
Ms. Nancy Harhut
36 Essex St
Wenham, MA 01904-1710



Gift Certificate Enclosed

FamilyEducation.com

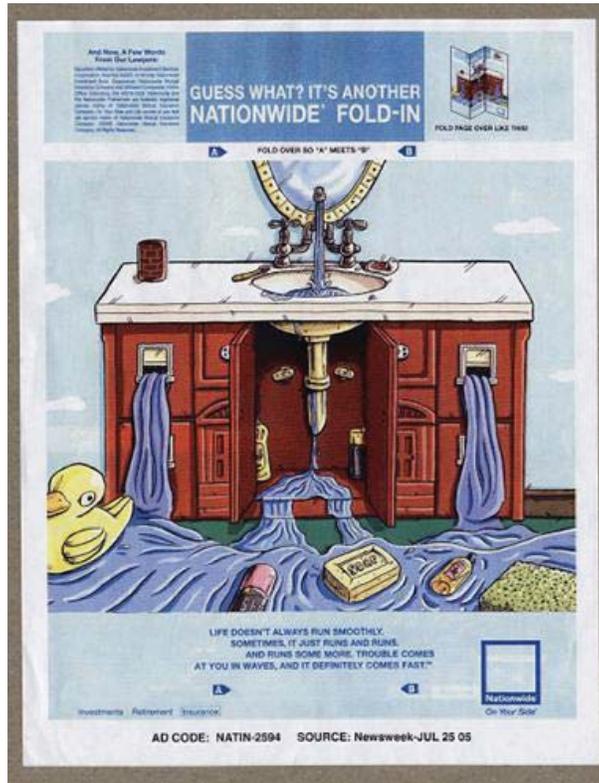
20 Park Plaza, Suite 1215, Boston, MA 02116

David Fachetti

Who says teachers and
This box contains the latest
Order one for every

We're inclined to touch things





Our eyes gravitate to certain words

“No” - really can mean
“tell me more”



The top 5 myths
of notebooks.
Debunked by Dell.

1. "Mobility won't boost productivity."
2. "Notebooks are too expensive."
3. "Notebook performance is subpar."
4. "Notebooks are unreliable."
5. "Notebooks make people cry."



Some responses are automatic



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This is a private, limited-time invitation for Cathy Larkin

From:
Donald J. Trump
40 Wall Street
New York, New York 10005
Tuesday, 9:13 a.m.
February 21

Dear Cathy Larkin,

It’s not often that I reveal any of my hard-won success secrets for free. However, today is different.

Let me explain:

Listen: In the next few minutes, I am (with your permission) going to send you a special report titled:

**“5 Trends That Can Make You
RICH In Real Estate Today!”**

It’s a \$19.95 value... and... I’m going to send it to you...

Absolutely Free!

I’ll tell you why in a minute. But first, let me give you a quick glimpse of the secrets I reveal in this exciting special

(Go to page 2...)

People are most interested
in themselves

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RICHARD M. O'CONNOR
GROUP PUBLISHER

Dear Sales & Marketing Executive,

I'd like to give you a free magazine...a valuable, no-risk offer...a \$10 savings...and one important bonus.

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	S&MM	Forbes	Fortune	Inc.	Business Week
<u>Exclusive</u> focus on sales and marketing	YES	NO	NO	NO	NO

Inc.

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Dear Dealer:

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People make decisions for rational and emotional reasons



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We want what we cannot have

The screenshot shows a web browser window displaying the eMC website. The browser's address bar shows the URL: "Want to Get to the Inbox? 10 'Insiders' Tell You How ...". The website header features the eMC logo with the tagline "Online Marketing Strategies and Tactics" and a search bar. A navigation menu includes links for Home, Sections, Careers, Podcasts, Blogs, Video, Blogosphere, Events, Past Issues, and Contact Us. A prominent banner for Silverpop promotes "Boost B2C Marketing Results with Customer-centric B2B Tactics" and offers a "DOWNLOAD WHITE PAPER". Below the banner, the main article is titled "Want to Get to the Inbox? 10 'Insiders' Tell You How" by Chip House, dated July 9, 2010. The article text begins with "Nearly 20 percent of the emails marketers send today are blocked by internet service providers (ISPs) due to decreased engagement rates or spam complaints. Marketers know that reaching the inbox is essential to driving results, but many don't know how to ensure their emails make it through to their subscribers." A "Photos" section is partially visible. On the right side, a sidebar titled "All About Email - July 09, 2010" lists several articles, including "7 Design Tips for Email Newsletters", "Email's Influence Over Multichannel Purchasing is Powerful", "Responsys Acquires Major Ownership Stake in Leading Australian Email and Cross-Channel Marketing Services Provider Eservices", and "The Best Top 10 Email Marketing Companies in the United States for July 2010".

Want to Get to the Inbox? 10 "Insiders" Tell You How ...

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Want to Get to the Inbox? 10 "Insiders" Tell You How

By Chip House July 9, 2010

Text Size Single Page Print E-mail Reprints Comments

Nearly 20 percent of the emails marketers send today are blocked by internet service providers (ISPs) due to decreased engagement rates or spam complaints. Marketers know that reaching the inbox is essential to driving results, but many don't know how to ensure their emails make it through to their subscribers.

Photos

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Thank You

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