



# MOBILE FIRST SALES FUNNEL OPTIMIZATION

## WITH THE MICRO-YES THEORY

**Nazzareno Gorni**

Co-founder & CEO, MAILUP

La Pampa 1391 | Belgrano, Buenos Aires | Tel. +54 11 5367 6912

[www.mailup.es](http://www.mailup.es)



@Nazzareno  
@MailUp\_US

#eDayAR



[ecommerceday.org.ar](http://ecommerceday.org.ar)

# MAILUP, THE COMPLETE EMAIL & SMS SOLUTION



**\$20 Million**

Revenues in 2015



**800+**

Agencies and resellers



**Listed (MAIL:IM)**

On the Italian AIM Stock Exchange



**10,000+**

Clients in 50 countries



**7 Offices**

Argentina, Denmark, Indonesia, Italy, Japan, Spain, USA.



**135**

Employees



#eDayAR



ecommerceday.org.ar

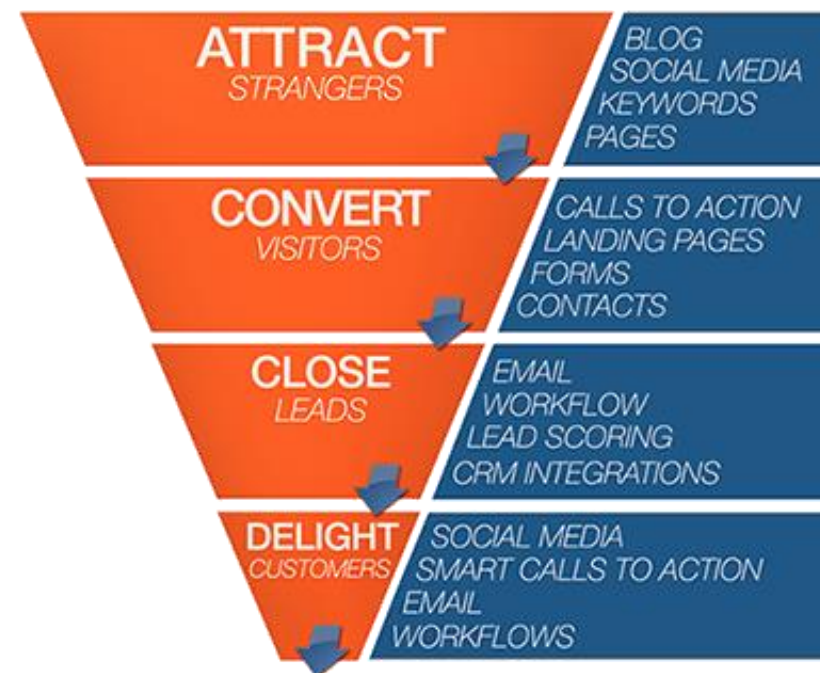
# THE CHALLENGE



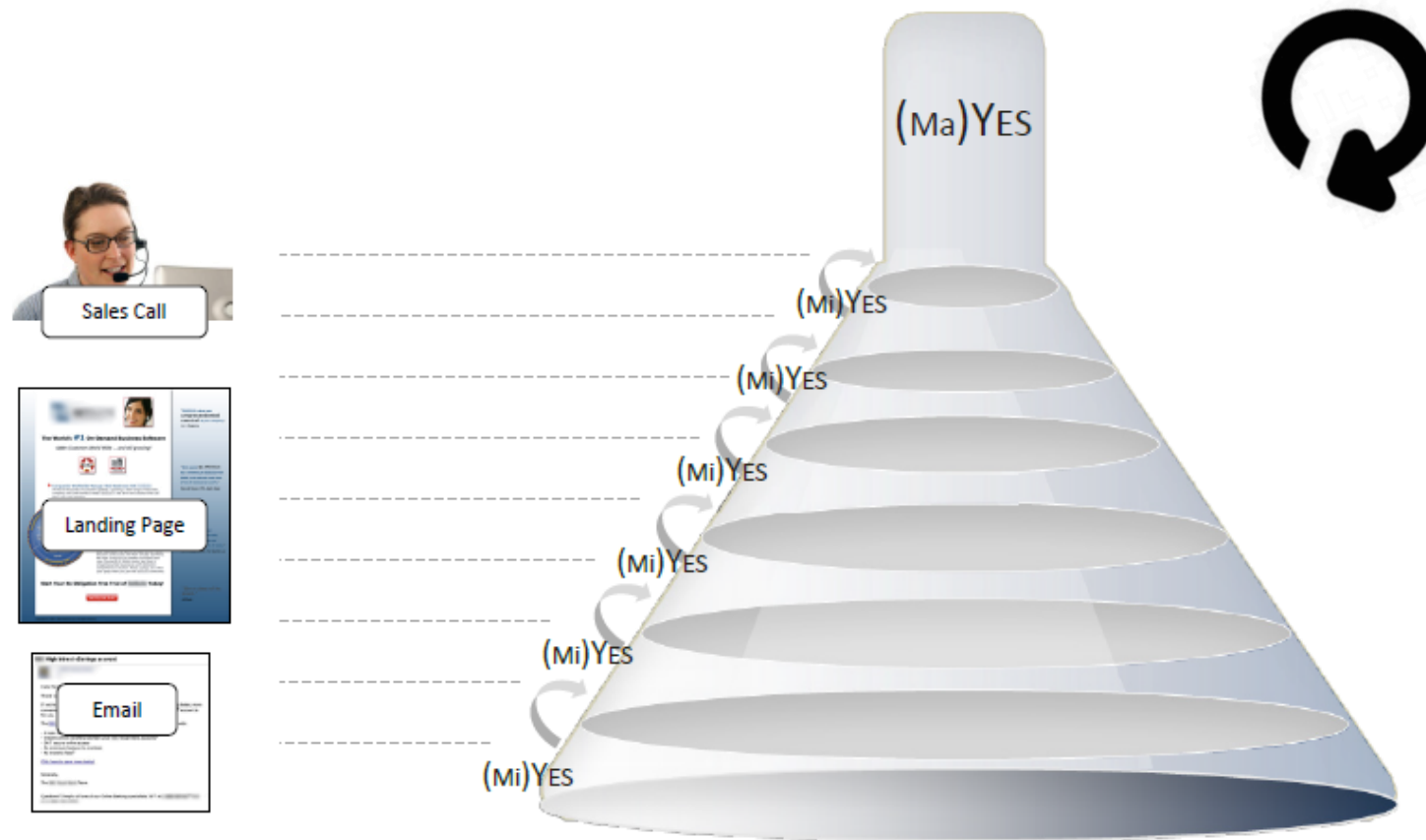
# MARKETING TECHNOLOGY



# TRADITIONAL MARKETING FUNNEL

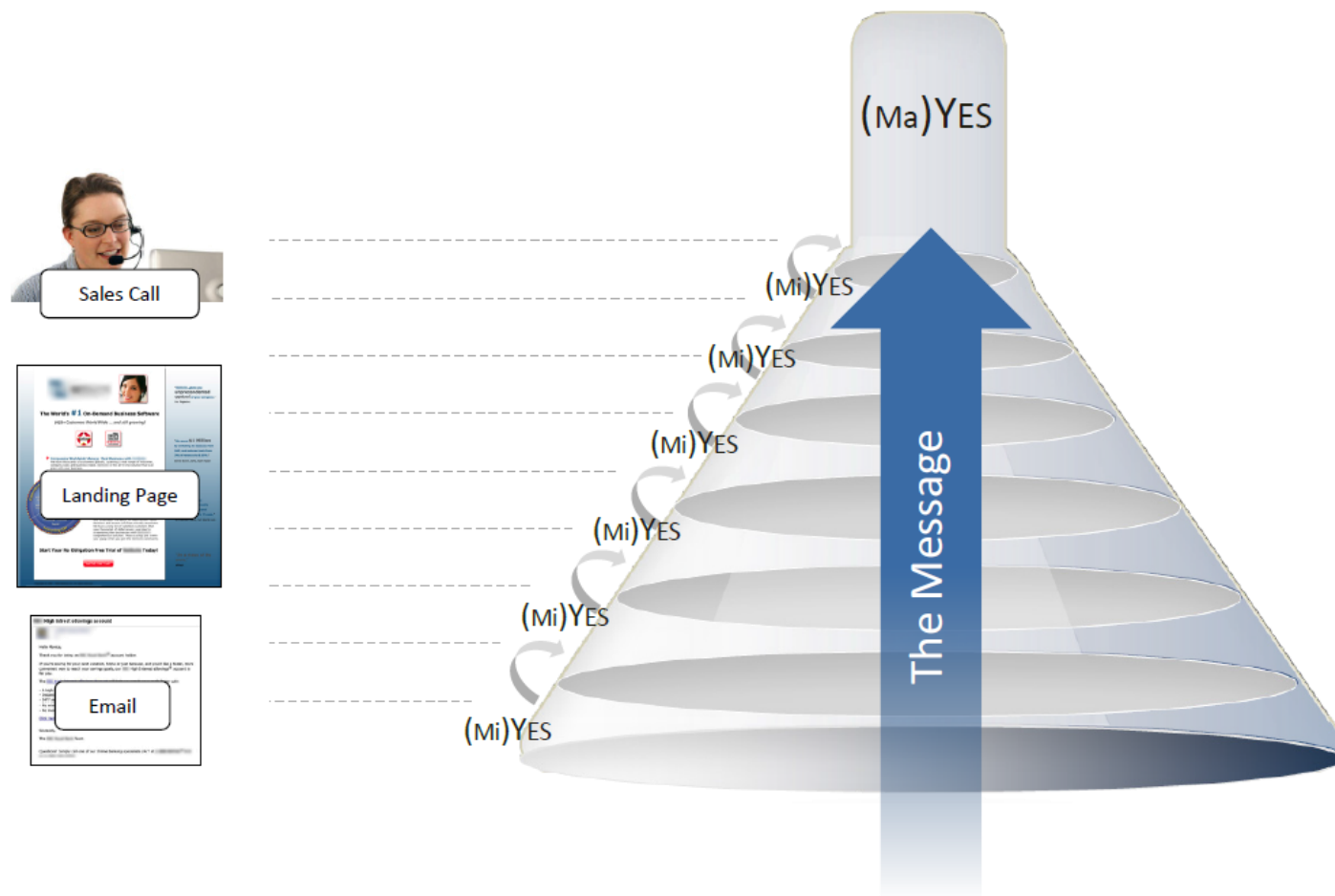


# THE MICRO-YES THEORY

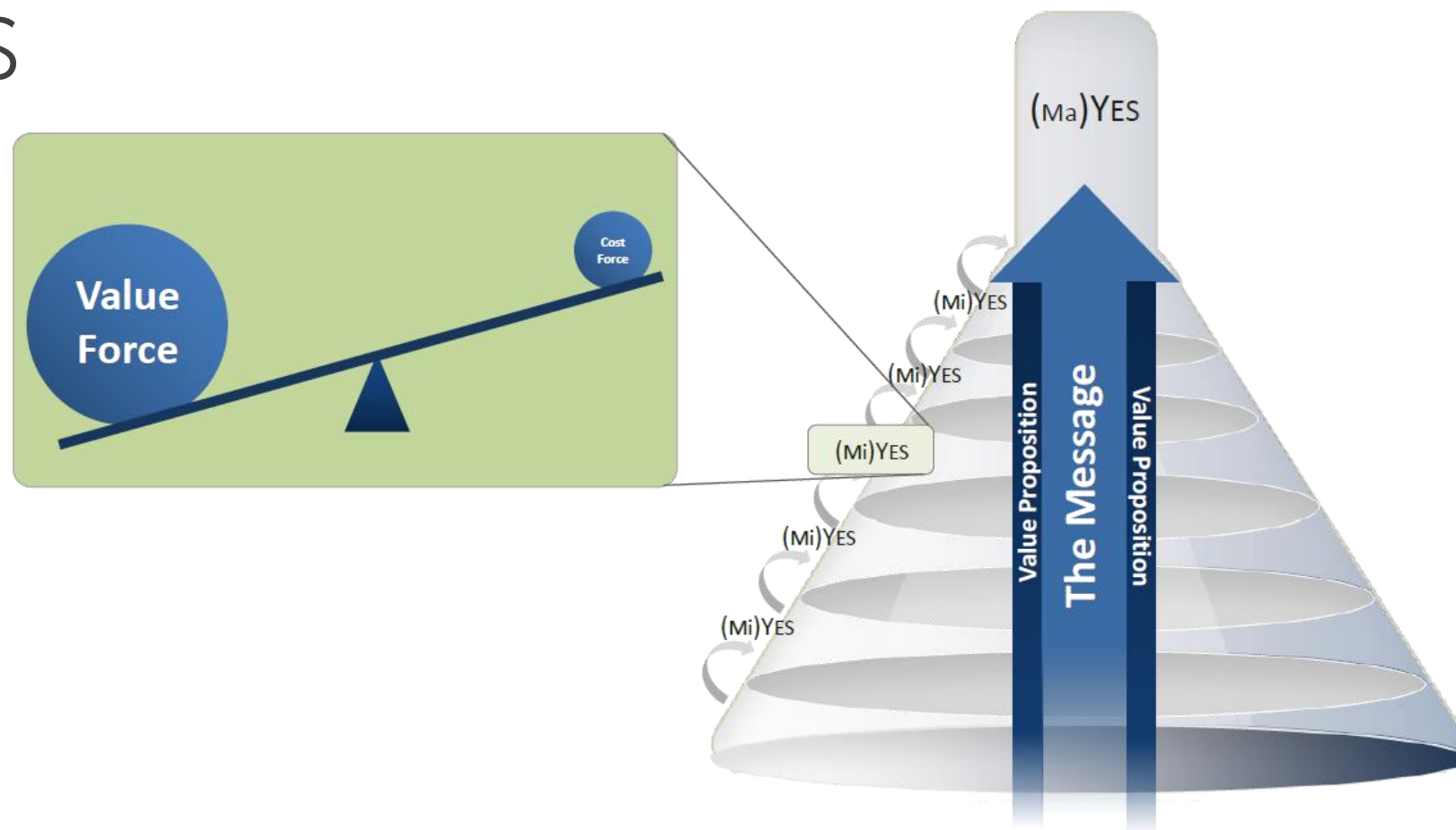


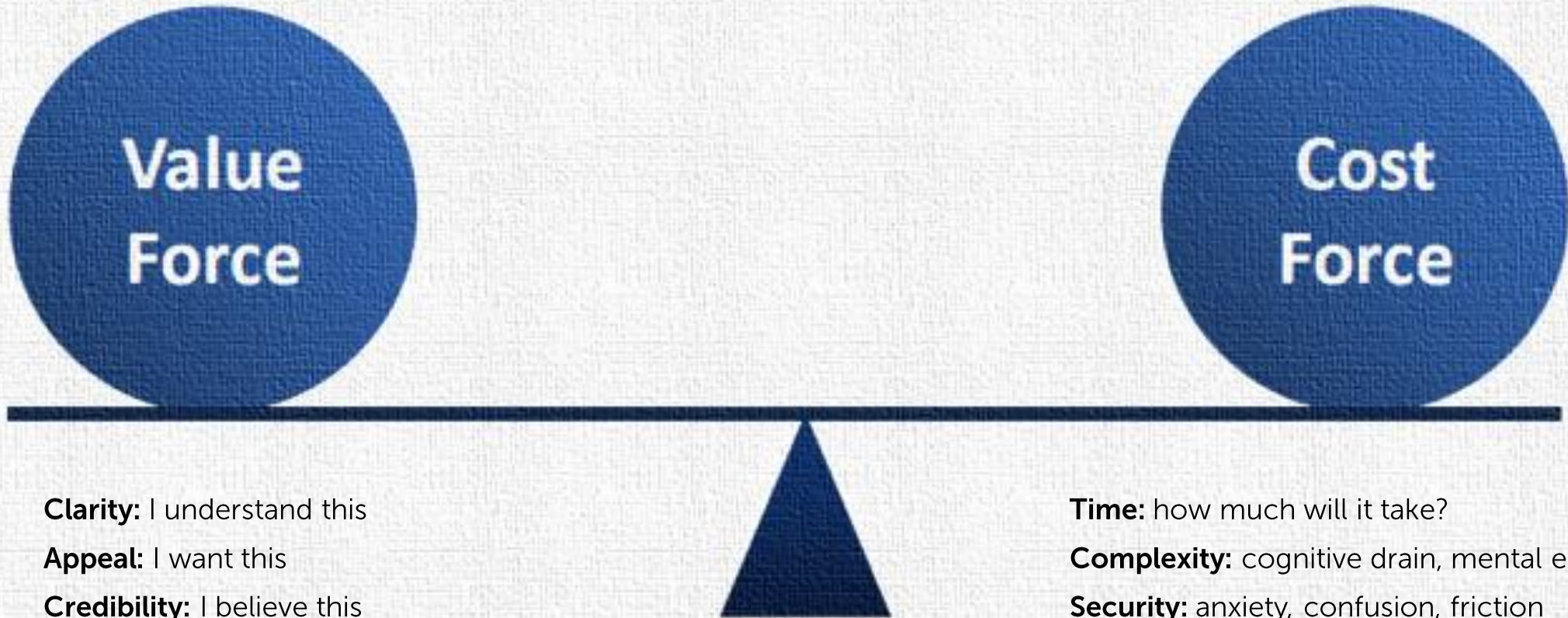
# THE MICRO-YES THEORY

The essence of marketing is **the message**. It is **the message** that attracts the prospect towards the macro-yes.



# THE MICRO-YES THEORY





**Clarity:** I understand this

**Appeal:** I want this

**Credibility:** I believe this

**Exclusivity:** I can only get this from you

**Time:** how much will it take?

**Complexity:** cognitive drain, mental energy

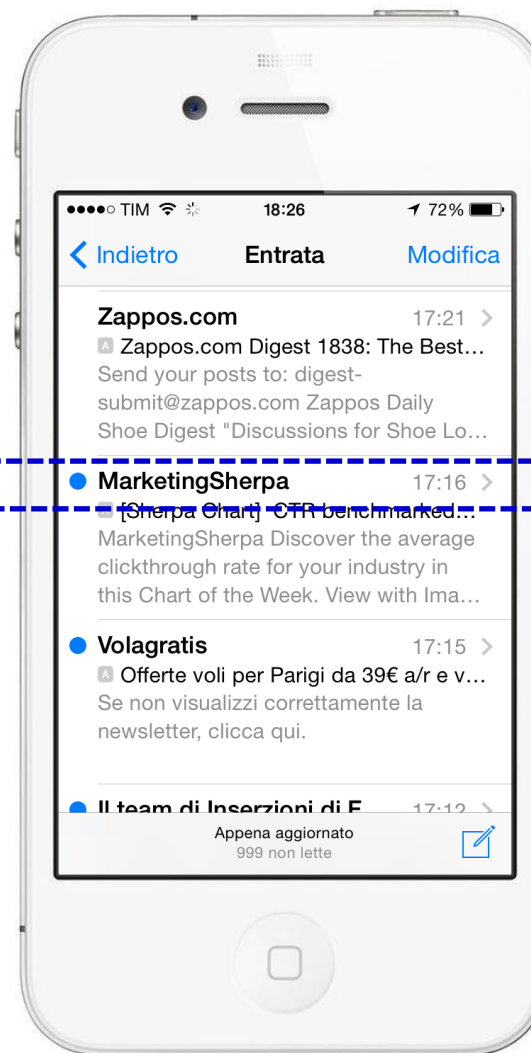
**Security:** anxiety, confusion, friction

**Price:** free offer → fear of hidden costs/cheat



# 1° MICRO-YES

**Remitante** →

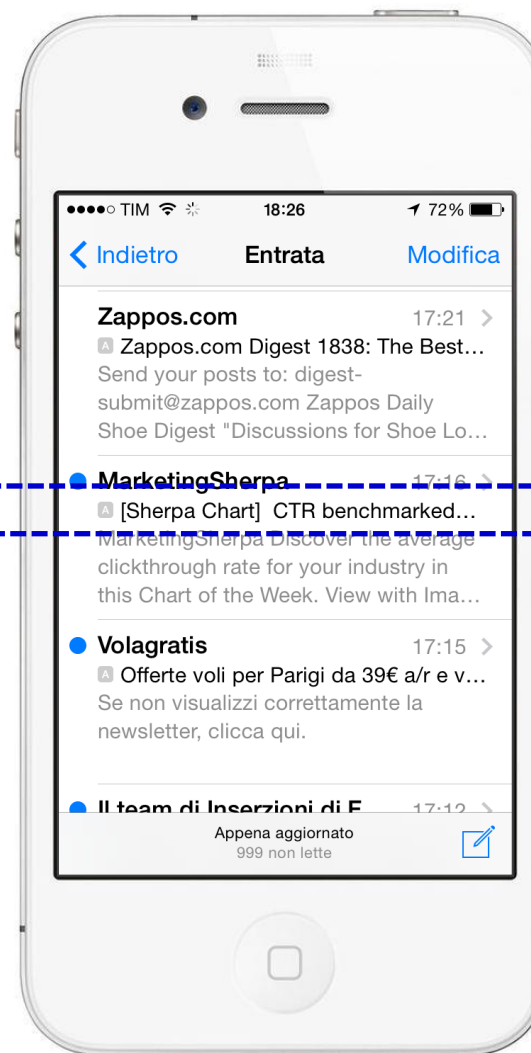


<http://blog.mailup.com/2013/11/increasing-opens-with-the-preheader-an-update/>

# 1° MICRO-YES

Remitente →

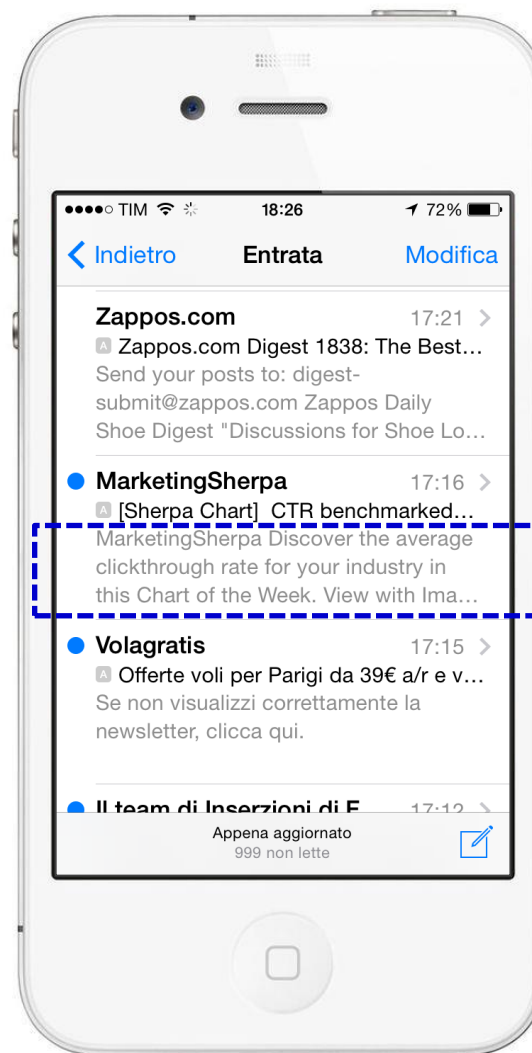
← Asunto



<http://blog.mailup.com/2013/11/increasing-opens-with-the-preheader-an-update/>

# 1° MICRO-YES

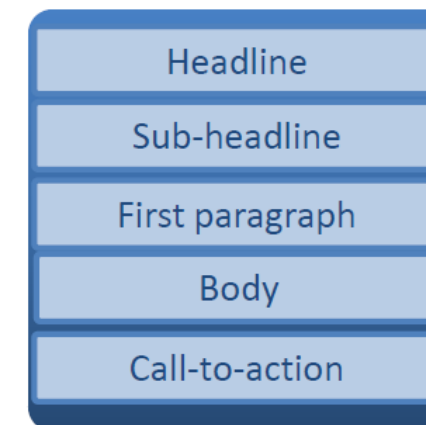
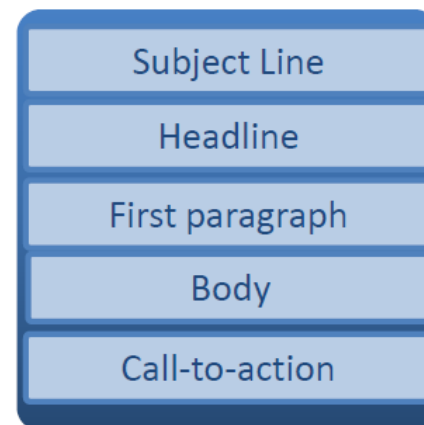
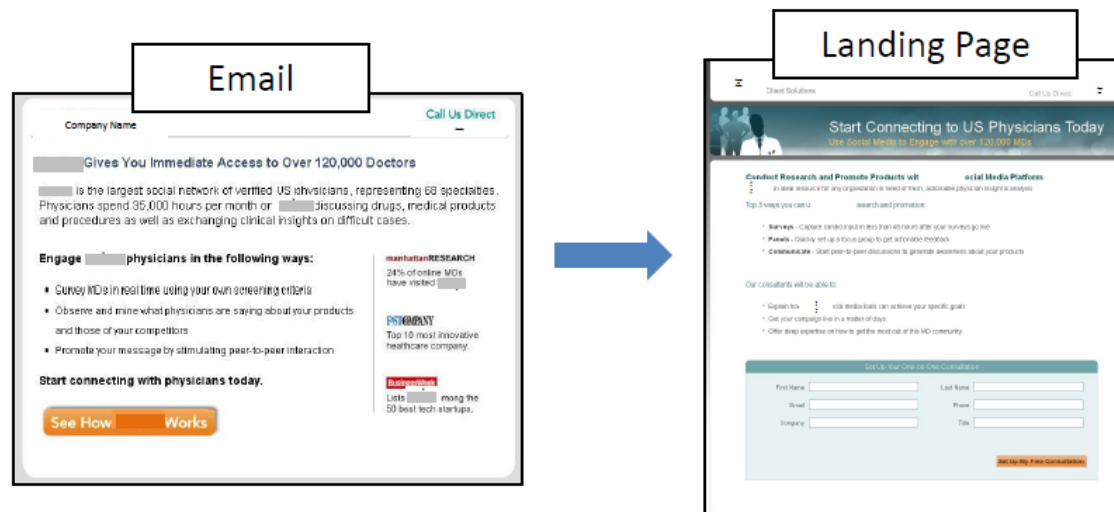
Remitente →  
Pre-encabezado →



← Asunto

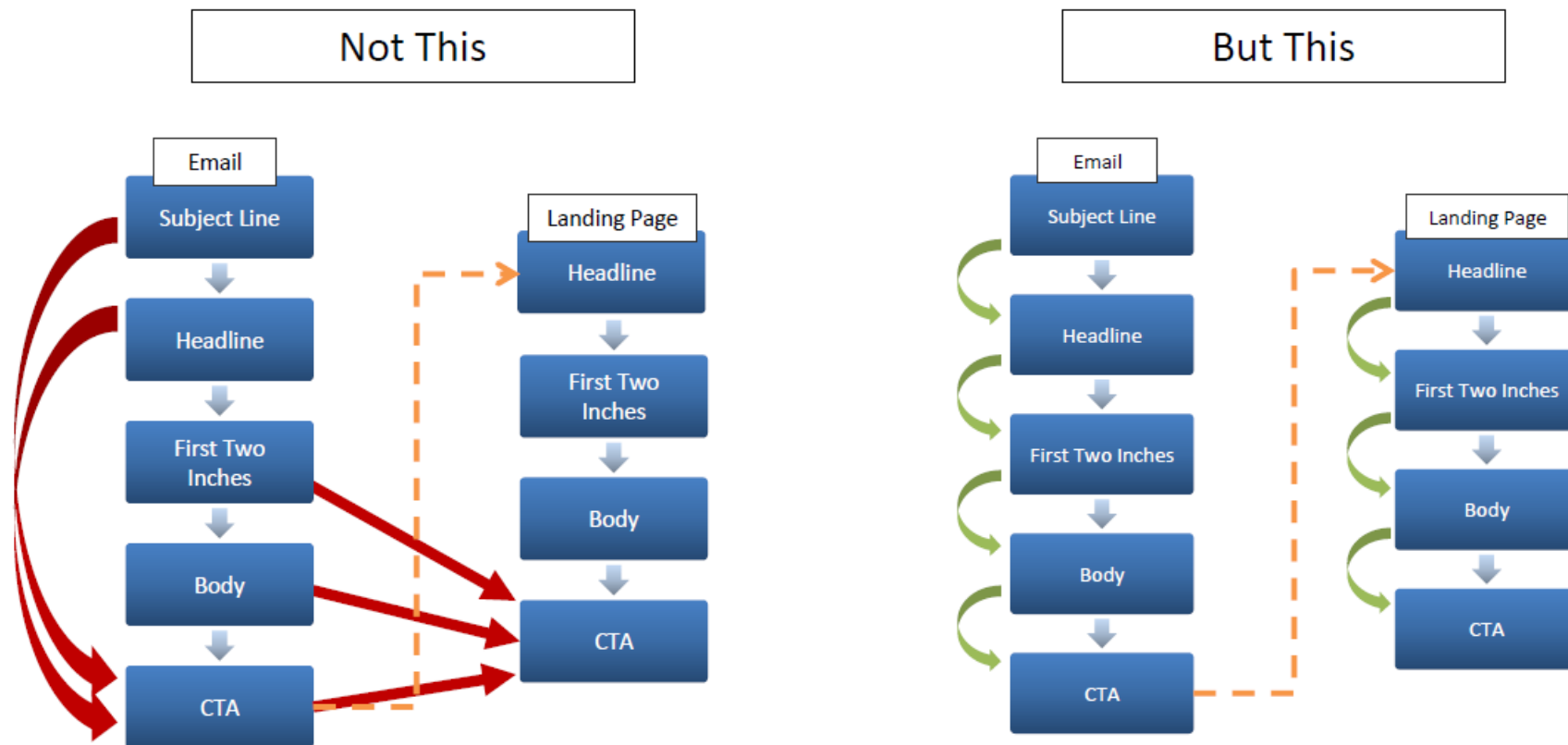
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# PAY ATTENTION TO THE WHOLE PROCESS

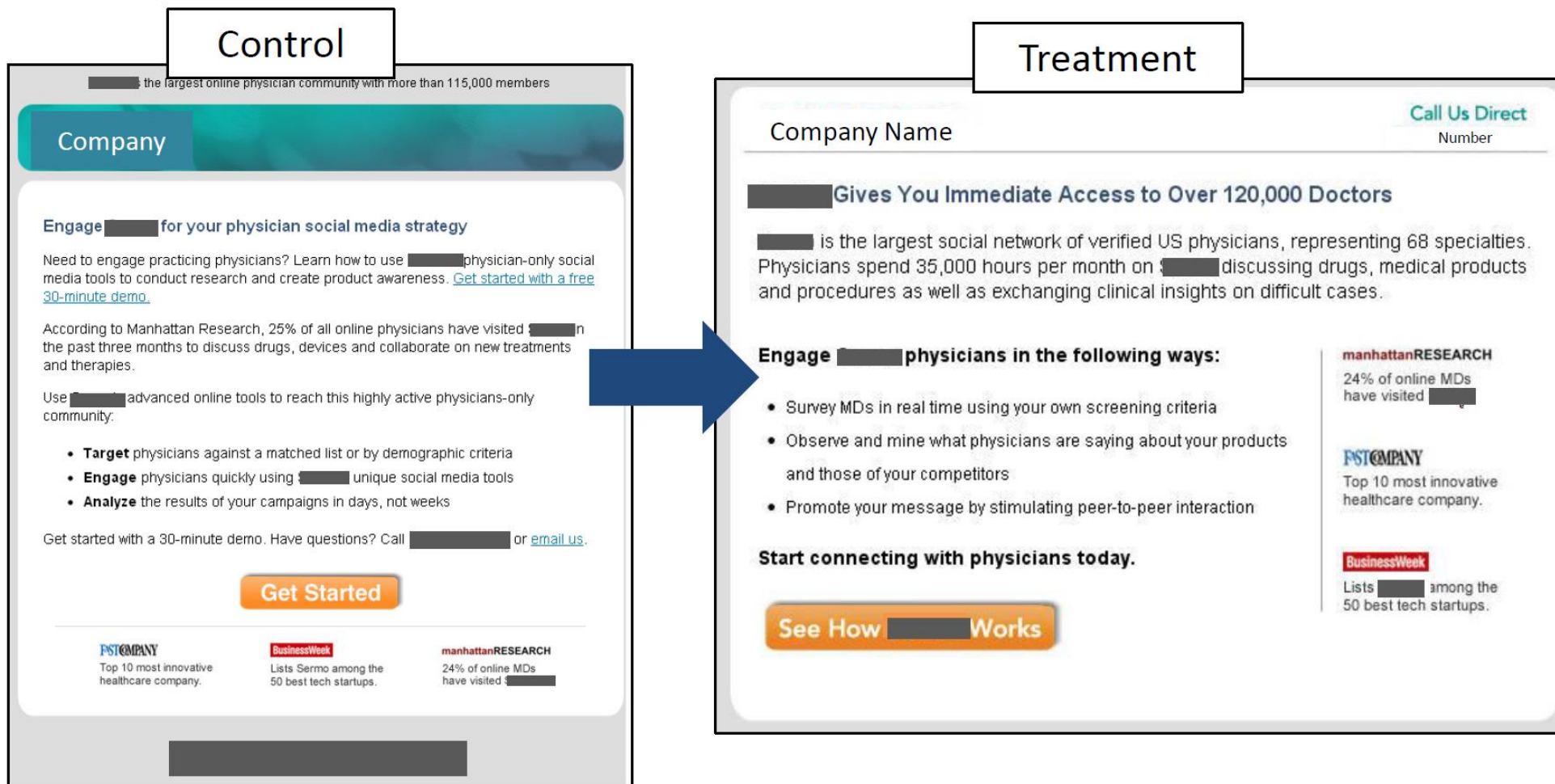


Source: Flint McGlaughlin, MECLABS – Email Summit

# DON'T PUSH THE FINAL ACTION UNTIL HE'S READY!



Source: Flint McGlaughlin, MECLABS – Email Summit



Source: Flint McGlaughlin, MECLABS – Email Summit

**Not This**

**Company**

**Engage [redacted] for your physician social media strategy**

Need to engage practicing physicians? Learn how to use [redacted] physician-only social media tools to conduct research and create product awareness. [Get started with a free 30-minute demo.](#)

According to Manhattan Research, 25% of all online physicians have visited [redacted] in the past three months to discuss drugs, devices and collaborate on new treatments and therapies.

Use [redacted] advanced online tools to reach this highly active physicians-only community.

- **Target** physicians against a matched list or by demographic criteria
- **Engage** physicians quickly using [redacted] unique social media tools
- **Analyze** the results of your campaigns in days, not weeks

Get started with a 30-minute demo. Have questions? Call [redacted] or [email us.](#)

**Get Started**

Top 10 most innovative healthcare company.

Lists Sermo among the 50 best tech startups.

24% of online MDs have visited [redacted]

**Pushes the on-line demo too early** →

**Talks about tools before explaining why I need them** →

**Expensive call to action** →

**Get Started before really explaining what's all about** →

Source: Flint McGlaughlin, MECLABS – Email Summit

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**Get Started**

**FSTCOMPANY**  
Top 10 most innovative healthcare company.

**BusinessWeek**  
Lists Sermo among the 50 best tech startups.

**manhattanRESEARCH**  
24% of online MDs have visited [redacted]

**But This**

Company Name Call Us Direct Number

**[redacted] Gives You Immediate Access to Over 120,000 Doctors**

[redacted] is the largest social network of verified US physicians, representing 68 specialties. Physicians spend 35,000 hours per month on [redacted] discussing drugs, medical products and procedures as well as exchanging clinical insights on difficult cases.

**Engage [redacted] physicians in the following ways:**

- Survey MDs in real time using your own screening criteria
- Observe and mine what physicians are saying about your products and those of your competitors
- Promote your message by stimulating peer-to-peer interaction

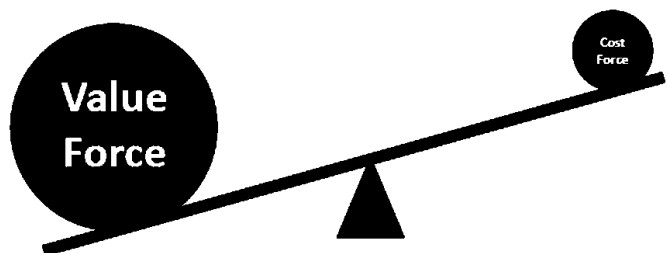
**Start connecting with physicians today.**

**See How [redacted] Works**

**manhattanRESEARCH**  
24% of online MDs have visited [redacted]

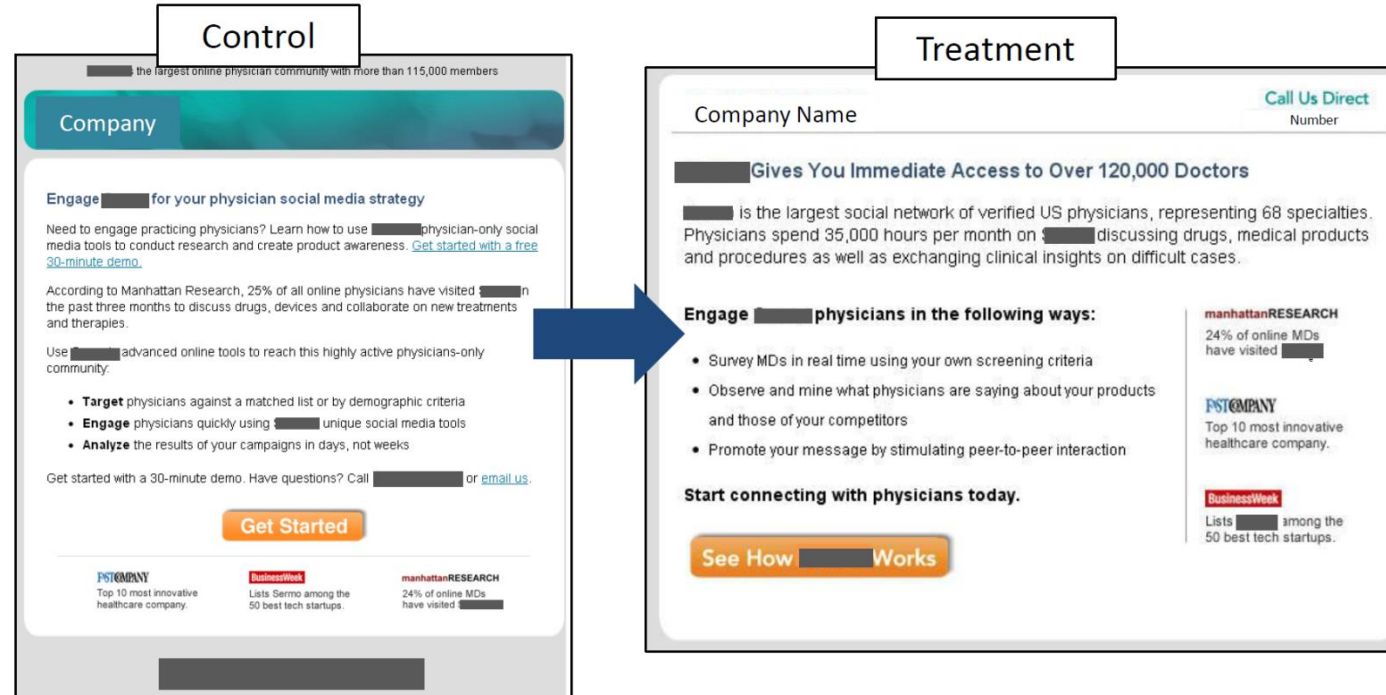
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Source: Flint McGlaughlin, MECLABS – Email Summit





Versions	Clickthrough Rate	Relative difference
Control	1.55%	-
<b>Treatment</b>	<b>3.16%</b>	<b>104%</b>

Source: Flint McGlaughlin, MECLABS – Email Summit



The Goal of a promotional  
Email is to **get a Click**

# CALL-TO-ACTION BUTTON



HIGH COST	HIGH VALUE	CONVERSION RATE
Click here	Discover...	+34%
Submit	Reserve your seat	+88%
Try now	Get Free Access	+90%
Buy Now	Add to cart	+13%
Ask for more information	Get more information	+99%

# A/B TESTING: VOTE NOW!

## A

**JOIN AND SAVE!**

LOOK FORWARD TO EXCLUSIVE SALES AND UPDATES ON THE LATEST GEAR FROM REEBOK

Email\*:

Birthday\*:

I agree to the Terms and Conditions

[No thanks, don't ask me again](#)

Reebok does not pass on personal data to partners or third parties. Read our [privacy policy here](#).

**Reebok**

## B

**Join the Reebok Newsletter**

LOOK FORWARD TO EXCLUSIVE SALES AND UPDATES ON THE LATEST GEAR FROM REEBOK

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**Reebok**

# A/B TESTING: VOTE NOW!

# A

# +40%

# B

**JOIN AND SAVE!**

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**Reebok**

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# TAKE AWAY 1: MORE OPTIONS DON'T MEAN MORE ACTIONS



Ref: When choice is demotivating: Can one desire too much of a good thing?  
(By Iyengar, Sheena S.; Lepper, Mark R. Journal of Personality and Social Psychology, Vol 79(6), Dec 2000, 995-1006)

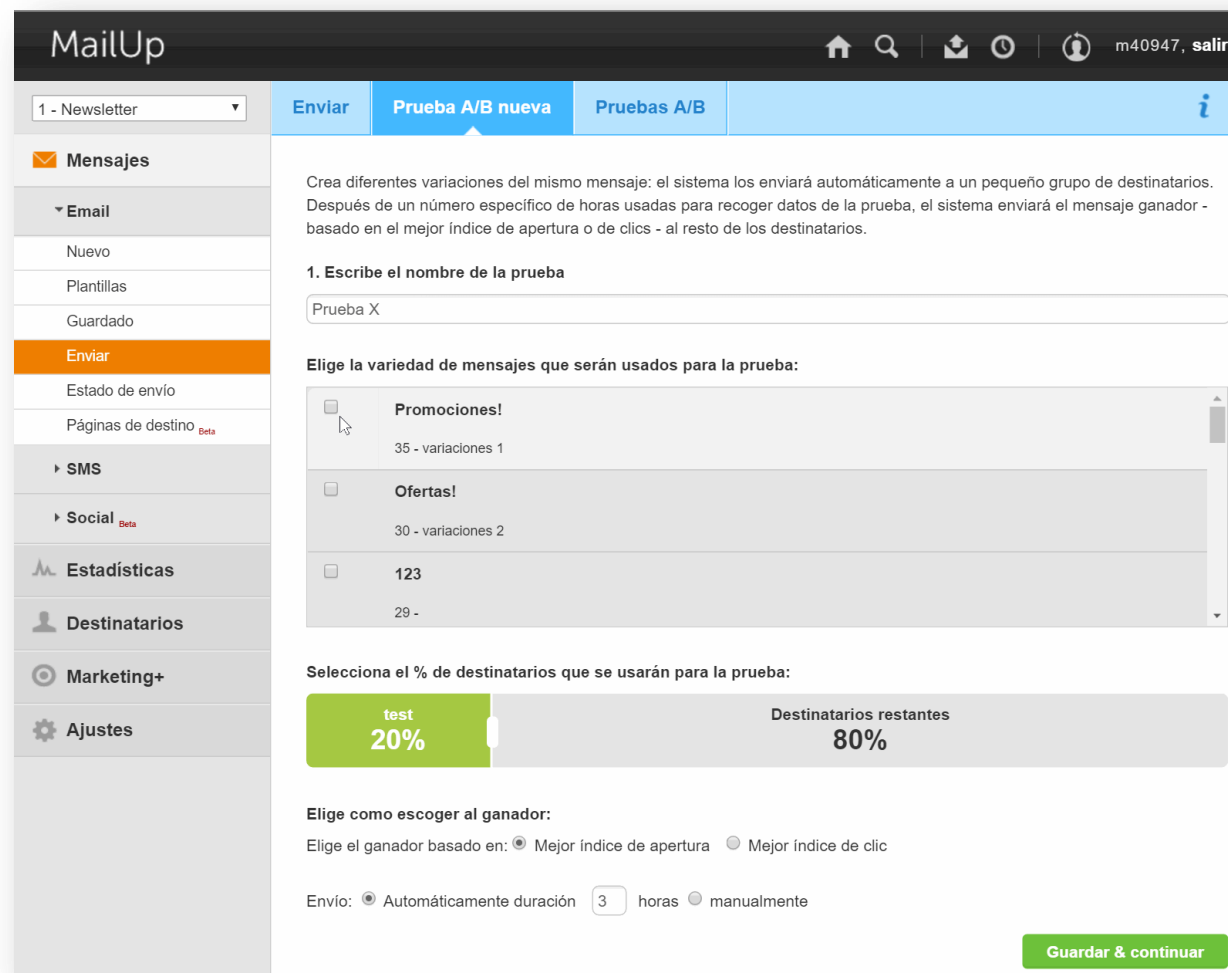
# TAKE AWAY 2: YOUR MESSAGE OR LANDING PAGE MUST REPLY

Who are  
you?

What am I  
supposed  
to do?

Why  
should I do  
this?

# TAKE AWAY 3: ALWAYS A/B TEST!



The screenshot shows the MailUp web interface for configuring an A/B test. The left sidebar contains navigation options: Mensajes, Email (Nuevo, Plantillas, Guardado, Enviar, Estado de envío, Páginas de destino), SMS, Social, Estadísticas, Destinatarios, Marketing+, and Ajustes. The main content area is titled 'Prueba A/B nueva' and includes the following sections:

- Enviar** (dropdown menu)
- Prueba A/B nueva** (active tab)
- Pruebas A/B** (tab)
- 1 - Newsletter** (dropdown menu)
- Enviar** (button)
- Prueba A/B nueva** (button)
- Pruebas A/B** (button)
- 1 - Newsletter** (dropdown menu)
- 1. Escribe el nombre de la prueba**
  - Input field: Prueba X
- Elige la variedad de mensajes que serán usados para la prueba:**
  - Promociones!**  
35 - variaciones 1
  - Ofertas!**  
30 - variaciones 2
  - 123**  
29 -
- Selecciona el % de destinatarios que se usarán para la prueba:**
  - test 20% (green bar)
  - Destinatarios restantes 80% (grey bar)
- Elige como escoger al ganador:**
  - Elige el ganador basado en:  Mejor índice de apertura  Mejor índice de clic
  - Envío:  Automáticamente duración  manualmente
  - Input field: 3 horas
- Guardar & continuar** (button)