

# Britannica Email Lead Capture Test

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TESTING THE COLLECTION OF EMAIL LEADS AS PART OF THE SIGNUP PROCESS TO RE-CAPTURE ABANDONED REGISTRATIONS.

# Email Lead Capture Test

The primary objective in using follow-up recovery emails is to increase conversion and net revenue per unique visitor to Britannica Online subscription product with little to no cost.

These emails will help:

- Re-capture orders from customers that would typically not come back and purchase.
- Improve customer service for Britannica Online by helping a customer complete their trial.
- Save money by re-capturing customers that did not complete instead of paying for new customers.

## Lead Capture Page

The screenshot shows the Britannica Online article for 'dog'. It includes a photo of a dog, a brief description, and a call to action: 'To read the full article, activate your FREE Trial'. Below this is a form to 'Enter Email Address' and a large orange button labeled 'Activate My Free Trial'.

## Offer Page with Pre-Populated Email

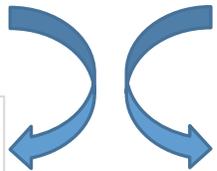
The screenshot shows the Britannica Online offer page. It features a pre-populated email field with 'gdrewgans@eb.com'. A prominent orange starburst badge says 'Risk Free Cancel at any time during your trial'. Below the form is a 'Get Instant Access Now' button. The page also lists benefits of the free trial and includes a 'Risk Free' badge.

## Email 1hr After Cart Abandon

The screenshot shows an email titled 'Your Incomplete Free Trial Activation from Encyclopædia Britannica'. It informs the user that their activation attempt failed and provides a link to complete the trial. The email includes the user's name, email address, and the date of the attempt.

## Email 24hrs After Cart Abandon

The screenshot shows a follow-up email titled 'Final Notice Regarding Your Incomplete Free Trial Activation from Encyclopædia Britannica'. It reminds the user of the offer and provides a link to complete the trial. The email includes the user's name, email address, and the date of the attempt.



# Basket Recovery Process

The basket recovery process typically includes a set of 2 to 3 emails that are from “customer service.” This test employs a sequence of two follow-up communications to start.

- A follow-up customer service email 1-hour after someone’s email address is captured and they have not completed the free trial sign-up process.
- A second follow-up email 24 hrs after the first email is sent as a “final attempt” to contact them to help complete their free trial request.

These pure text emails are used to de-emphasize a pitch, ad, or offer. If it looks like you are trying to “sell” them something, your conversion and click-through will decrease in almost every instance.

## Email 1 Hour After Cart Abandon

Dear Customer:

1 You recently tried to activate a FREE TRIAL of The Encyclopaedia Britannica Online and for some reason you were unable to complete the process.

2 The email address you entered was: XXXXXXXX  
You tried to activate your trial on: XXXXXXXX

Is there anything we can do to help?

By activating your free trial, you will have instant access to the entire 32 Volume print version including an online dictionary, atlas, thesaurus, and more...

Click here to complete your Free Trial:  
<http://www.britannica.com/freetrial.html>

3 5 Reasons To Activate Your Free Trial Today:

1. It will not cost you anything: With your Free Trial, you will receive full access to everything Britannica Online has to offer with absolutely NO COST TO YOU.
2. It is the most comprehensive: The Encyclopaedia Britannica is more comprehensive than any other English-language Encyclopedia Over 120,000 articles, thousands of images and videos, and over 300,000 articles from respected magazines and journals, news headlines.
3. It is information you can trust: Cited in U.S. Supreme Court cases. Our expert contributors have won more than 90 Nobel prizes. Most are authors, university professors, commentators, museum curators, scientists, and other experts chosen for their field expertise.
4. It will save you time: Stop skipping between search results! Britannica organizes relevant results from a single, reliable source. It makes finding answers to your questions easy.
5. It can help the whole family: From pre-schoolers to professionals, Britannica Online has the information, tools, and resources to satisfy your work and your family.

To activate your Risk Free Trial Today (and get instant access to Britannica Online), just visit our ONE-page, EASY SIGN-UP FORM:  
Click here to complete your Free Trial:  
<http://www.britannica.com/freetrial.html>

Thank you for visiting Britannica.com

Sincerely,  
Encyclopaedia Britannica

P.S. If you have a friend that may be interested in a Free Trial to Britannica Online, just forward this email.

- 1 The special note at the top clarifies “why” the customer is receiving the message.
- 2 Referencing specific customer information as soon as possible **eliminates** any perception of spam and **reassures** the customer that they had a previous purchasing experience.
- 3 Provide **specific** information “why” they should try this time when they did not continue after the first trial attempt.

## Email 24 Hours After Cart Abandon

Dear Customer:

1 We are not sure if you received our previous message but this is our last attempt to contact you.

Our records show that you recently tried to activate a Free Trial to The Encyclopaedia Britannica Online and for some reason you were unable to complete the process.

The email address you entered was: XXXXXXXX  
You tried to activate your trial on: XXXXXXXX

Did you have a problem with our system?

2 There are two ways you can get IMMEDIATE help with your Free Trial activation:

1. Use this link to visit our ONE-page, EASY SIGN-UP FORM: (You will be able to continue your activation right where you left off)  
<http://www.britannica.com/freetrial.html>
2. Call (Toll Free) 800-555-5555. Our agents are standing by 24 hours a day to answer your questions.

Thank you for visiting Britannica.com

Sincerely,  
Encyclopaedia Britannica

3 P.S. If you do not respond to this email, we will remove your information from the incomplete form, and you may miss out on this opportunity for a the FREE trial.

- Immediately state this is the last attempt.
- We have **de-emphasized** the “Special Offer” which references a “sale/purchase” and emphasized “**Activation**” of their account. This reduces customer anxiety about providing personal information because they have had a previous experience with the cart.
- The P.S. creates a **sense of urgency** referencing to specific actions.

# Email Lead Capture Test Results

Control

dog

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Comments or Suggestions? Share Full Article with Your Readers



Boxer.  
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(species *Canis familiaris*), domestic mammal of the family Canidae (order Carnivora). It is related to [wolves](#), foxes, and jackals.

The **dog** is one of the two most ubiquitous and popular domestic animals in the world (the cat is the other). For more than 12,000 years it has lived with humans as a hunting companion, protector, object of scorn or adoration, and friend. The **dog** has evolved from...

dog... (75 of 10775 words)

To read the full article, activate your FREE Trial

Activate My Free Trial

Test

dog

Encyclopædia Britannica Article Page 1 of 40

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To read the full article, activate your FREE Trial

Tell us where to send your login instructions:  
Enter Email Address

Activate My Free Trial

## Test Results

- 53% less CTA clicks
- 11% more FT per Unique Visitor
- 4% more Paid Subs per Unique Visitor
- 10,932 email leads
  - 7 orders recovered with 1hr email
  - 3 orders recovered with 24hr email