



Marketing Operations

Main Focus: Email Strategy



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Summary

KPIs

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Growth

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Operations

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INTRO

Who is the marketing operations team?

[View Job Descriptions](#)

Dena Spoklie

Head of Marketing Operations

Stephanie Lesniak

Marketing Email and Graphics Lead

Abby McCann

Marketing Operations Intern

Jolene Koetzer

Creative Marketing Intern

Hiring - Tech Backup for Dena

Marketing Operations Specialist

Uplers

Developers helping with email templates, web pages and paid landing pages

Competition

How are we in comparison to Disney,
Netflix, Up Faith and Family & Hallmark?

- Competitive Analysis
- Industry Benchmarks
- Competitor Tracking
- Case Studies

Competitive Analysis - Pure Flix Top

1. Disney Plus
2. Netflix
3. UP Faith & Family
4. Hallmark Movies Now



Pure Flix

- Launched 2015
- Plans - \$12.99/month | \$6.94/year | \$1000/life
- 7 Day Free Trial
- 500k Members
- Do they have a blog? Yes
- 1.7 million Facebook Followers
- Available in the U.S. and Canada
- Christian movies and shows
- Educational content
- Pure Flix Originals
- Family Friendly content

PUREFLIX



FEATURED MOVIE LETTERS TO JULIET

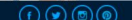
In this romance, a woman on holiday in Verona comes across a letter to Juliet and embarks on a mission to find its author.

WATCH TRAILER

OTHER POPULAR MOVIES AND SERIES TO WATCH



WATCH MORE FEATURED MOVIES!



Streaming | Mission | Contact | Blog | Podcast | Privacy

1884216, Pima Road, Suite 110, Scottsdale, AZ 85255, United States

GET THE INSIDE ON FAITH AND FAMILY

Receive weekly email updates from the Insider.

EMAIL*

abby.mccann@pureflix.com

RECEIVE EMAIL



PUREFLIX

FREE TRIAL

Hi Pure Flix Friend, It's been a while since your last visit.

Big things are happening here at Pure Flix. Since you have always been someone who likes to be where the action is, let's make sure we have your favorite movies in mind.

WHICH MOVIES DO YOU LIKE BEST?



BROWSE POPULAR MOVIES AND SERIES ON PURE FLIX



Streaming | Mission | Donors | Contact | Support | Blog | Podcast | Privacy

View Full Site for More Information

1884216, Pima Road, Suite 110, Scottsdale, AZ 85255, United States. This message was sent to you because you are signed up for Featured Movies. Please do not respond to this email unless you are asked to do so or unless you contact us via the phone list on the bottom right.

Update Email Preferences | Unsubscribe From All Emails





- Launched Nov. 2019
- \$6.99/month or \$69.99/year
- 7 Day Free Trial
- 54.5 million subscribers (May 2020)
- 2.35 Million Facebook Followers
- Yes - Blog & Podcast
- 50 million subscribers in less than a year
- Available in 15 countries (23 in Sept. 2020)
- 1 Emmy Nomination
- 500 films and 7,500 episodes available



About your account.

No cta/trial links in abandoned cart email

Welcome!

Creating your Disney+ Account is the first step in signing up for Disney+. If you haven't yet completed your Disney+ order, please do so to start watching.

Once complete, you'll use this account to watch Disney+ on connected TVs, mobile devices, and the web on any supported device.

If you believe you received this message in error, please visit our Help Center for more information about how to delete this account. We're always here to help.



Here are the latest stories from [What's On Disney Plus](#)

- [New Data Shows Mulan Disney Premier Access Was A Success](#)
- [Star Wars: The Mandalorian Wins Disney+ First Emmy](#)
- [Spider-Man: Homecoming Coming To Disney+](#)
- [X-Men: Apocalypse Coming Soon To Disney+ \(US\)](#)
- [The Chronicles of Narnia: The Voyage of the Dawn Treader Coming Soon To Disney+](#)
- [The Simpsons Season 31 Coming Soon To Disney+](#)
- [Marvel's Iron Fist Coming To Disney+ In November](#)
- [The Big Fish Returns With 16 More Episodes](#)
- [Meet The Chimes - Coming To Disney+ This October](#)
- [Marvel's WandaVision Is Coming To Disney+ This Year](#)
- [Disney+ Fall Trailer Released](#)
- [The 100 Movies On Disney+ In September 2020](#)
- [What's Coming To Disney+ In November](#)
- [What's Coming To Disney+ In October \(UK/Ireland\)](#)
- [What's Coming To Disney+ In October \(Canada\)](#)

[Find Out More](#)

Check out our latest Disney+ video from our [YouTube channel](#)

And if you haven't already done so, check out our weekly What's On Disney Plus Podcast, which is available on [iTunes](#), [Spotify](#), [Google Podcasts](#).

Keep up with the latest Disney+ News by following us on Social Media!



This email was sent to: denaspoklie@gmail.com. Please do not reply to this email as this address is not monitored.

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Disney Streaming Services, LLC, 75 Ninth Avenue 6th Floor, New York, NY 100

- “In the business to sell stories”
- Using multiple email domains
- Using Mailchimp
- Email vary from no links - not visual with links - image heavy
- No unified strategy. Observations show different teams and branding are running different emails

1st Email as member is links to content, YouTube, Podcast and Blog. Similar to Ours



WHAT IS
PREMIER ACCESS?

Now streaming exclusively with
Premier Access

Stream the long-awaited *Mulan*, only on Disney+ with Premier Access for \$29.99. Disney+ subscription required.

2021 Trend - Interactivity

Get Premier Access

PREMIER ACCESS?

With Premier Access to *Mulan*, you can stream and download it as many times as you like across your favorite devices - before it's available to all Disney+ subscribers.

LEARN MORE

Follow us

For more information, visit our [Help Center](#).

Disney + PIXAR + MARVEL + STAR WARS + NATIONAL GEOGRAPHIC

The email was sent to: dlsneyplus@disney.com. Please do not reply to this email as it may limit as you like across your favorite devices - before it's available to all Disney+ subscribers.

If you do not wish to receive future marketing email messages from Disney, please click here.

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WHAT IS
PREMIER ACCESS?

download it as many times as you like across your favorite devices - before it's available to all Disney+ subscribers.

LEARN MORE

Directs all traffic to support / help

- New Email Trends - Interactive CTA Buttons / Dark Mode
- Organic Ranking / PR Control with Blog

Your inquiry with Disney+ Inbox ☆

Disney+ 9:03 AM to me

Dear Disney+ subscriber,

Thank you for contacting Disney+ Customer Support. Many of our fans and subscribers have been helped via phone, chat and social since our launch and we want to be sure your inquiry was resolved satisfactorily.

If you continue to have login and sign-up issues that you have not yet heard from us, we would invite you to reach out using one of the following options:

- Dedicated phone line: please call us at 888-905-7888 to speak with a Customer Service specialist.
- Live chat: via our Help Center at help.disneyplus.com.

Marvel National Geographic Pixar Star Wars What's Coming To Disney+ In September FOLLOW US

DISNEY+ NEWS WHAT'S NEW ON DISNEY+ PREVIEWS COMING SOON TO DISNEY+ WHAT TO WATCH ON DISNEY+ TRENDING

REVIEWS PODCAST DISNEY+ LIBRARY HELLO STAR DISNEY+ HOTSTAR FAQ

SEARCH

Sign Up For Our Disney+ Newsletter

Your email address

SUBSCRIBE

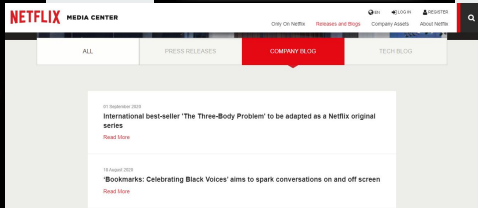
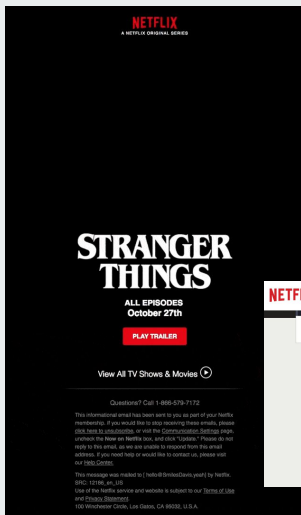
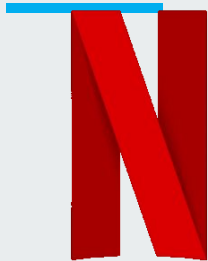
At Schwab, you get:

- 0 Online Stock, ETF, and Options Commissions, plus:
- A Satisfaction Guarantee
- Award-Winning Service
- 45 Years of Innovation

GET THE DETAILS

BINGE WORTHY

Disney+



- Streaming Launched: 2007
- Plans
 - Premium: \$15.99/month
 - Standard: \$12.99/month
 - Basic: \$8.99/month
- 1 Month Free Trial
- 130 Million Subscribers (Jul 2020 - 190 countries)
- Do They Have a Blog? Yes
- 70 Million Facebook Followers
- 3,849 titles available
- 37 Emmys | 8 Academy Awards | 4 Golden Globes

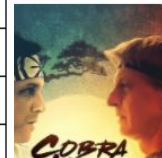
Campaign Strategies

“Talk about us”

- Double-Down on Originals
- Pursuing the “Shock Factor”
- High Fatigue Strategy
- Watch Data Utilization - “Watch Again”

Type of Joel's Emails	# of Emails	Day of the Week	# of Days between sends
Top Suggestions	3	Sunday, Wednesday, Sunday	3 then 39 days
Netflix Tonight?	2	Monday and Tuesday	43 days
Enjoying _____?	2	Friday and Friday	42 days
Don't forget to finish ____	2	Wednesday and Friday	23 days
Joel we just added a TV show/ Movie you might like	3	Sunday, Monday and Tuesday	15 then 5 days

N For Dena



N
Now on Netflix

Popular on Netflix



Top Movies for You



N For Dena



Netflix tonight? Inbox

N Netflix Apr 26
to me ▾

N Now on Netflix

Popular on Netflix



Top Movies for You



Amanda, we just added a movie you might like Inbox

N Netflix 4 days ago
to me ▾

N For Amanda

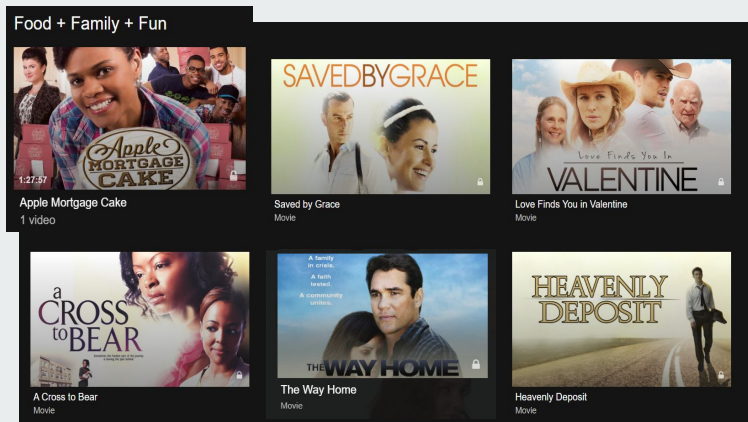


Amanda, we just added a TV show you might like Inbox

N Netflix Yesterday
to me ▾

N For Amanda





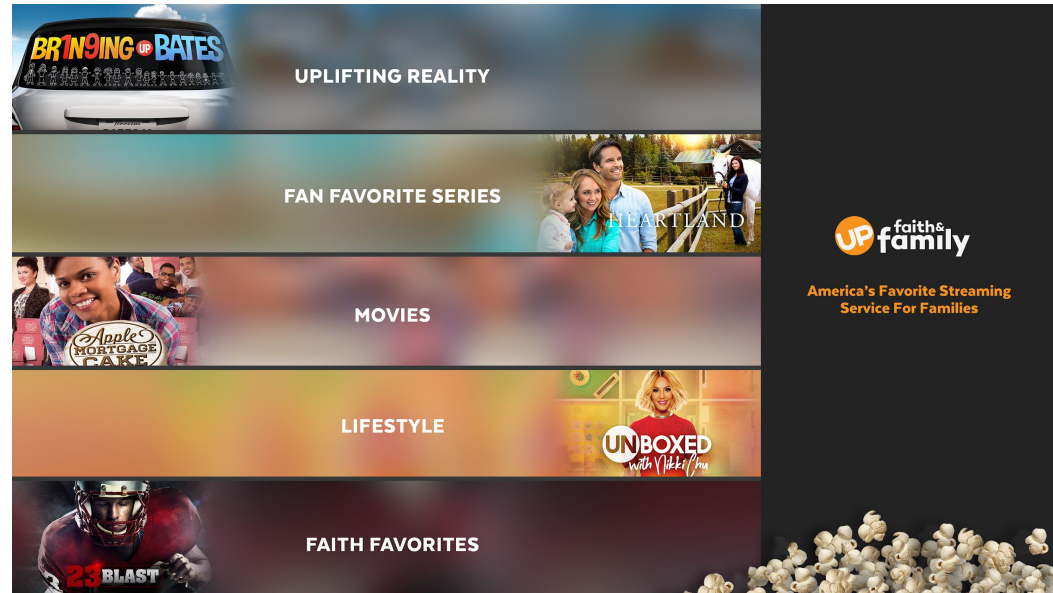
- Launched 2015
- \$5.99/month or \$53.99/year
- 2 Week Free Trial
- Do They Have a Blog? No
- 99k Facebook Followers
- There is not an abandoned cart workflow after email capture.
- Originals | Christian Movies | Black Film and TV | Family Comedies | Children's Favorites

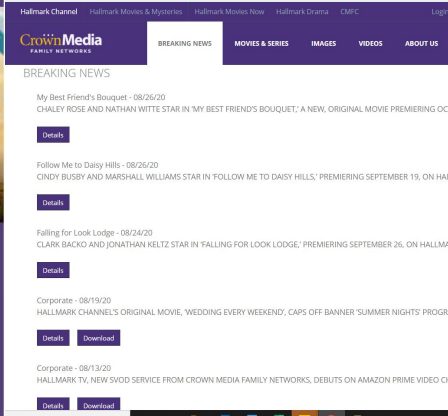
*They're streaming site features movies and series that are also on the Pure Flix site.

Up Faith & Family

“UP Faith & Family has crafted a streaming video on demand service that can entertain families without being shocking, explicit or offensive. We believe there is a huge and woefully underserved marketplace for such a service, and as such, we proudly award it our PTC Seal of Approval®,” said PTC President Tim Winter.

July 2019





- Began in 2007
- \$5.99/month or \$4.99/year
- 1 Week Free Trial
- [Press Area](#)
- 435k Facebook Followers
- Family Friendly Content Access to
 - Hallmark Channel
 - Hallmark Movies & Mysteries
 - Hallmark Hall of Fame
- Included in FriendlyTV \$6.99 / Month



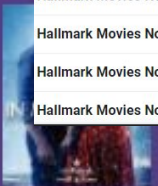
Hi Dana,

It's been a while since you've opened our emails and we're so sorry about that. We want to make sure you receive the latest [Hallmark](#) [news](#) updates and offers because we've added a lot of new content to our announcements to come.

ENJOY A FREE WEEK!
We miss you and it's the least we can do to say hello. Start your 7-Day Free Trial and watch all the content you love.

[START FREE TRIAL!](#)

DISCOVER CONTENT YOU'LL LOVE



Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

Hallmark Movies Now

- Spammy - lots of "Free" in caps
- "Love" focus
- Selling "Exclusive" Content
- Email Campaign Strategy is Sporadic with no clear focus - Lead = Weekly
- HTML code showing in preview text

[inbox](#) **Escape to Paradise with a FREE Trial!** 📺 - Stream New Movies Like Hallmark Channel's Love in the Sun! Hallmark Movies Now" title="Hallmark

[inbox](#) **NEW COLLECTION: Winter Vacation** 📺 - Start Your FREE Trial Today! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **Start Your FREE Trial Today** - Movies & Mistletoe Is Still Streaming! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **JUST ADDED: The Santa Incident** - Start Your FREE Trial Today! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **NOW STREAMING: Merry Kissmas** 📺 - Start Your FREE Trial Today! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **Stream the Father Christmas Trilogy Now!** - Start Your FREE Trial Today! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **📺 Movies & Mistletoe Starts TODAY!** - Start Your FREE Trial NOW! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **Movies & Mistletoe Starts in ONE WEEK!** - Start Your FREE Trial Today! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

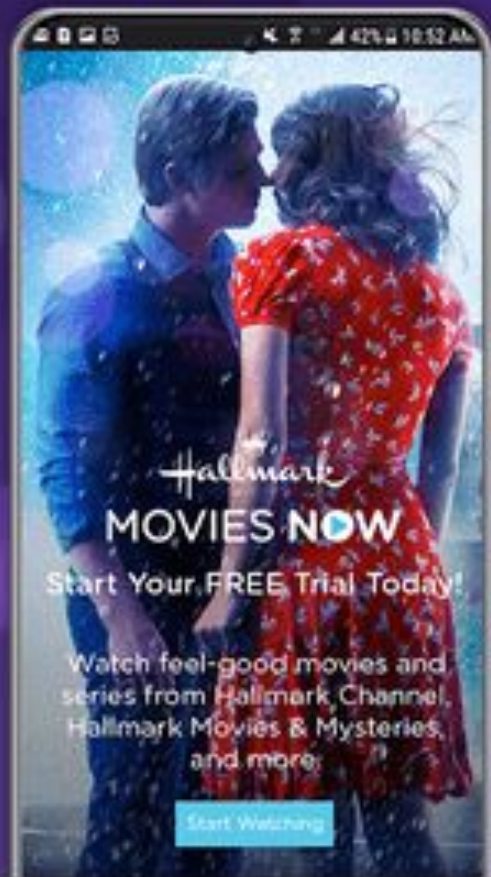
[inbox](#) **📺 Get a Sneak Peek at Holiday Movie Premieres!** - Movies & Mistletoe Begins Friday, October 25th! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **📺 Fall In Love With New Movies!** - Your FREE Trial to Watch Danica McKellar and Paul Greene in Campfire Kiss! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **Kevin McGarry Guest Stars in When Hope Calls!** - Start Your FREE Trial Today! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

[inbox](#) **New Episode of When Hope Calls!** - Start Your FREE Trial Today! Hallmark Movies Now" title="Hallmark Movies Now" style="text-decoration: none

Feel-Good Movies & Series



ENJOY A FREE WEEK!

We miss you and it's the least we can do.
Start your 7-Day Free Trial and watch instantly.

START FREE TRIAL!

DISCOVER CONTENT YOU'LL LOVE!



WATCH NOW!

TIME FOR A REFRESH?

Update your preferences to make sure you only receive emails you really want, as often as you want.

UPDATE PREFERENCES

[View Online](#)

FOLLOW US ON SOCIAL!

New Titles Added All the Time





Industry Benchmarks



Average B2C or Entertainment Email Open Rates

Hubspot research says a good open rate is 25% or higher

- Entertainment & Events (Mailchimp Oct. 2019): **20.51%**
- Media and Publishing (Mailchimp Oct. 2019): **22.15%**
- Pure Flix (Sept. 2020): **26.45%**
- Media & Entertainment (Hubspot 2020): **21.0%**
- Media/Entertainment & Publishing (Mailchimp Dec. 2019): **18.10%**

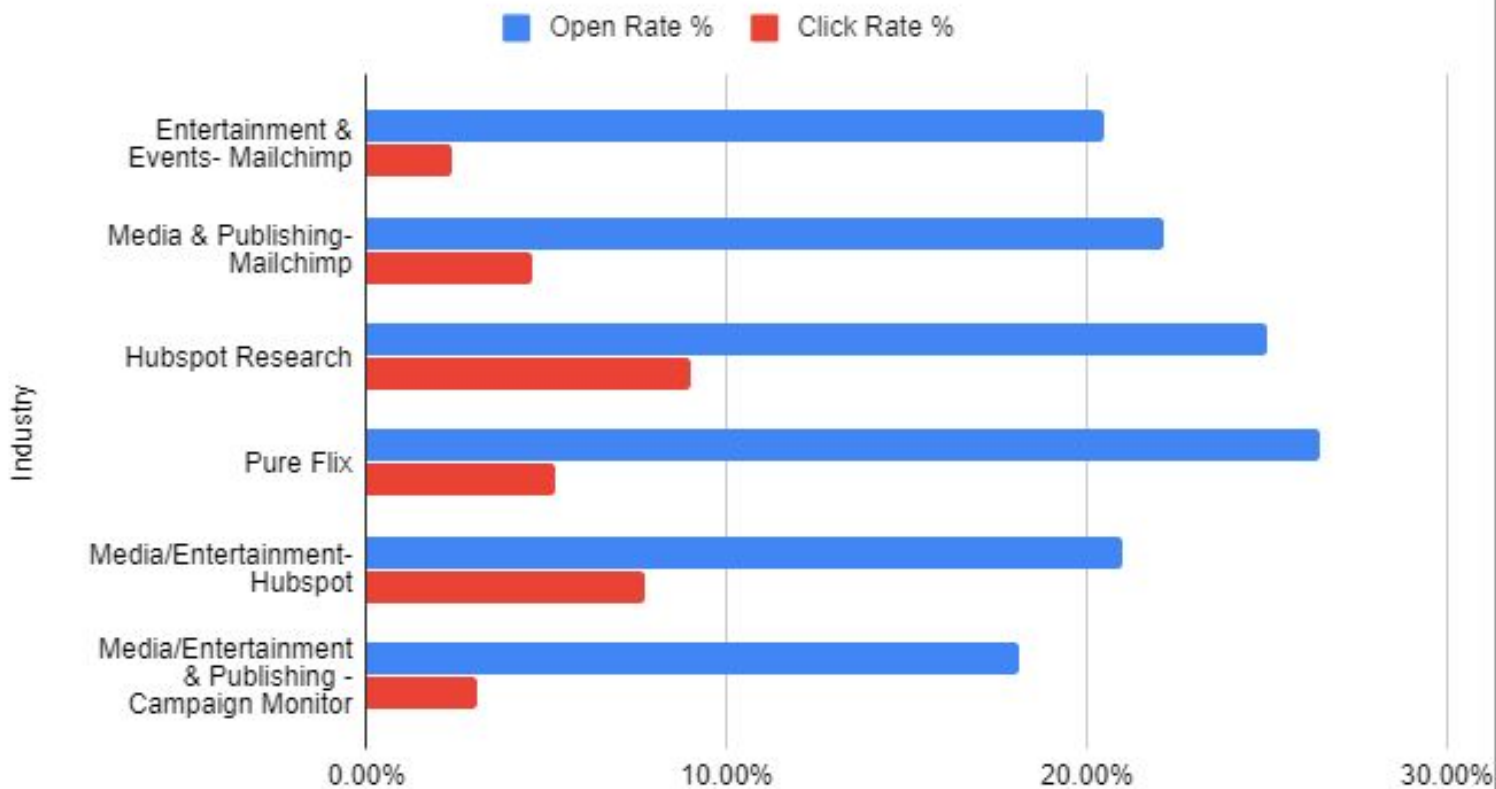


Average B2C or Entertainment Email Click Rates

Hubspot research says a good click rate is 9% or higher

- Entertainment & Events (Mailchimp Oct. 2019): 2.36%
- Media and Publishing (Mailchimp Oct. 2019): 4.62%
- Pure Flix (Sept. 2020): 5.24%
- Media & Entertainment (Hubspot 2020): 7.71%
- Media/Entertainment & Publishing (Mailchimp Dec. 2019): 3.10%

Open Rate % and Click Rate %





Case Studies & Research

2020 Hulu Research Insights

- **91%** of streamers would rather give up their music service, social media, favorite food, and favorite brand before they would give up their streaming TV service.
- $\frac{3}{4}$ of streamers want brands to offer at least some form of **personalization**.
- Over **80% of Hulu subscribers recommend brands to friends**

Hulu Research Insights Cont.

- **Generation Stream** classify themselves as – Stream Only, Stream Most and Stream Also:
 - **37% of Gen Stream** have streaming as their only source of TV.
 - **47% of Gen Stream** mostly use streaming as their entertainment – but streaming is part of a vast entertainment and cultural universe.
 - **16% of Gen Stream** also has other types of content that they watch

Consumer Survey: Disney+ and Apple TV+ vs. other streaming sites

After Disney Plus and Apple TV Plus launched in Nov. of 2019, YouGov & Variety Intelligence Platform surveyed 1,182 Adults in the U.S. in Dec. 2019 to see their satisfaction of different sites in terms of:

1. Service
2. Interface
3. Content Discoverability

Service

On a scale from 0 to 5

- 0 means “very dissatisfied” 😡
- 5 means “very satisfied” 😄

Listed below are the percentage of respondents that gave each service a 4 or 5: 😄

1. 76% Disney Plus
2. 74% Netflix
3. 66% Amazon Prime Video
4. 64% Hulu
5. 48% Apple TV Plus



“An easy-to-use interface was cited by 25% of consumers as among the most important features in influencing them to pay for a SVOD, according to a [March 2019 study](#) by PwC.”

Interface

On a scale from 0 to 5

- 0 means “very dissatisfied” 😡
- 5 means “very satisfied” 😄

Listed below are the percentage of respondents that gave each service a 4 or 5: 😄

1. 85% Netflix
2. 77% Disney Plus
3. 73% Hulu
4. 68% Amazon Prime Video
5. 53% Apple Tv Plus

Content Discoverability

On a scale from 0 to 5

- 0 means “very dissatisfied” 😡
- 5 means “very satisfied” 😄

Listed below are the percentage of respondents that gave each service a 4 or 5: 😄

1. 67% Disney Plus
2. 58% Netflix
3. 53% Hulu
4. 50% Amazon Prime Video
5. 40% Apple TV Plus

Results

Service Winner: Disney Plus ★

Interface Winner: Netflix ★

Content Discoverability Winner: Disney Plus ★

PwC Survey Data on Steaming Customer Behavior

1000 Americans, ages 18-64
March 2019

1. Gauge the **importance of experience** relative to content in driving subscriptions, engagement, and customer loyalty
2. Explore **how much of a draw one specific show is to a platform**, and if it creates stickiness
3. Understand the **overall value** of a good experience in the video ecosystem and its impact on consumer behavior, preferences, and motivations







Key Insights into Subscriber behavior

- **Lower monthly costs increases chances of getting subscribers and keeping them**
- **36% of viewers have subscribed to a new streaming service **just to watch 1 show** that is exclusive to the site, original or not.**
- People ages 18-29 are most likely to start a trial just for one show and then keep the subscription
 - Original and exclusive content are key for long-term growth

What people search for in terms of content varies day to day

- Mood
- Length of Content
- Alone or with others
- Country of Origin

Content Search based off of:

- 70% by Mood 
- 65% by Length of Time 
- 61% by Who They Are With, or Alone 
- 52% by Country of Origin 

Content means more to a customer than how easy it is to use the platform

- 65% said that the **types of shows and movies offered were most important** to them when considering a streaming site
- 35% said that the **brand, ease of use, functionality etc. were most important** in a streaming site

Usability & Content

Strongest Influences

1. Low Monthly Cost (65%)
2. Little -to-no-ads (35%)
3. An easy-to-use interface (25%)
4. An endless amount of content to choose from (24%)
5. Full seasons of shows released all at once (24%)

Weakest Influences

1. Individual user profiles (9%)
2. Ability to create a watchlist (7%)
3. Personalized recommendations (6%)
4. Ability to download content to watch offline (6%)
5. Availability of foreign language programming (4%)

Email Behaviors to Avoid

1. Sending multiple emails in one day
 - a. It will lead to unsubscriptions
2. Sending emails that is of no relevance to the recipient
 - a. It will hurt our click rate if they don't open it
3. Sending emails day after day after day
 - a. It will overwhelm their inbox

Example: Netflix's recent take on email marketing, featuring Joel's email inbox

Joel's Emails From Netflix



Netflix	Inbox	Joel, what are people watching in your area? - This week's top 10 list is here! It's time to see what came in at #1. Netflix For Joel Top 10	Aug 14
Netflix	Inbox	Relive the best moments from titles you've watched - Watch it again: Star Trek: Deep Space Nine, Supernatural and The Rain N	Aug 14
Netflix	Inbox	Coming Friday, August 14th... Project Power - Get a first look today. Gritty • Exciting • Sci-Fi Thriller • Sci-Fi Movie Project Powe	Aug 13
Netflix	Inbox	What's playing next, Joel? - Watch one of our top picks for you. Now on Netflix Popular on Netflix The Rain - https://www.netflix	Aug 9
Netflix	Inbox	Joel, we just added a TV show you might like - Merlin's apprentice joins Arcadia's heroes on a time-bending adventure in Camelot, where	Aug 9
Netflix	Inbox	Remember this? - Watch it again: The Umbrella Academy, Supernatural and Star Trek: Deep Space Nine Netflix Joel,	Aug 7
Netflix	Inbox	Don't forget to finish The Umbrella Academy - Let's find out what happens next...keep watching. Netflix Continue Watching for	Aug 7
Netflix	Inbox	Enjoying Avatar: The Last Airbender? - Either way let us know. Netflix FOR YOU Avatar: The Last Airbender https://www.netflix.c	Aug 7
Netflix	Inbox	Joel, we just added a TV show you might like - As the Autobots and Decepticons ravage their planet in a brutal civil war, two ic	Aug 4
Netflix	Inbox	Joel, The Umbrella Academy Season 2 is now on Netflix - Blasted back in time to 1960s Dallas, the scattered siblings build nev	Aug 7
Netflix	Inbox	Coming Friday, July 31st... The Umbrella Academy Season 2 - Get a first look today. Mind-Bending • Offbeat • Quirky • Superhero Season 2 Season 2 Coming Friday	Jul 29
Netflix	Inbox	Netflix tonight? - Watch one of our top picks for you. Netflix Now on Netflix Popular on Netflix Supernatural - https://	Jul 28
Netflix	Inbox	Top suggestions for Joel - Watch one of our top picks for you. Netflix Now on Netflix Trending Now The Office (US) - https://www	Jul 26
Netflix	Inbox	Joel, we just added a TV show you might like - Armed with mysterious powers and a legendary sword, young rebel Nimue joins	Jul 20
Netflix	Inbox	Enjoyed it? - Watch it again: Star Trek: Deep Space Nine, The Umbrella Academy and The Flash Netflix Joel,	Jul 15
Netflix	Inbox	Don't forget to finish Avatar: The Last Airbender - Let's find out what happens next...keep watching. Netflix Continue Watching	Jul 15
Netflix	Inbox	Enjoying Avatar: The Last Airbender? - Either way let us know. Netflix FOR YOU Avatar: The Last Airbender https://www.netflix.c	Jun 26
Netflix	Inbox	Relive the best moments from titles you've watched - Watch it again: Supernatural, DC's Legends of Tomorrow and Star Trek: D	Jun 26
Netflix	Inbox	New sign-in to your account - Hi Joel, We noticed a new sign-in with your Netflix account (joel.hruska@gmail.com). Device : We	Jun 26
Netflix	Inbox	Top suggestions for Joel - Watch one of our top picks for you. Netflix Now on Netflix Trending Now Star Trek: Voyager - https://	Jun 17
Netflix	Inbox	Joel, F is for Family Season 4 is now on Netflix - Follow the Murphy family back to the 1970s, when kids roamed wild, beer flow	Jun 16
Netflix	Inbox	Netflix tonight? - Watch one of our top picks for you. Netflix Now on Netflix Popular on Netflix DC's Legends of	Jun 15
Netflix	Inbox	Top suggestions for Joel - Watch one of our top picks for you. Netflix Now on Netflix Trending Now Star Trek: Voyager - https://	Jun 14

Results

- From June 14- August 14 Joel got **23 emails from Netflix**
 - a. 8 Suggestion emails
 - b. 9 Checking in emails
 - c. 6 Announcement emails
- Of these 23 emails
 - a. **12 of them were sent on the same day**
 - i. 3 emails on June 26th
 - ii. 2 emails on July 15th
 - iii. 3 emails on August 7th
 - iv. 2 emails on August 9th
 - v. 2 emails on August 14th

Hallmark Fatigue

Over 50 emails
(Last opened
was January)

Lead frequency
is once a week
even at high
fatigue.

Hallmark Movies Now	Inbox	Start Your FREE Trial with Wedding at Graceland! - Plus, More Exclusive Movies for You to Enjoy! Hallmark Movies Now	Feb 7
Hallmark Movies Now	Inbox	Hi Dena, is this goodbye? - It's been a while... Hallmark Movies Now. Anytime & Anywhere	Feb 2
Hallmark Movies Now	Inbox	Start Your FREE Trial and Escape to the Sun! - Plus, Your Favorite Wedding Movies! Hallmark Movies Now	Jan 31
Hallmark Movies Now	Inbox	JUST ADDED: Love Takes Flight - Start Your FREE Trial Today! Hallmark Movies Now	Jan 25
Hallmark Movies Now	Inbox	JUST ADDED: Love At Sea - Stream New Movies Like Hallmark Channel's Love in the Sun! Hallmark Movies Now	Jan 17
Hallmark Movies Now	Inbox	Escape to Paradise with a FREE Trial! - Stream New Movies Like Hallmark Channel's Love in the Sun! Hallmark Movies Now	Jan 10
Hallmark Movies Now	Inbox	NEW COLLECTION: Winter Vacation - Start Your FREE Trial Today! Hallmark Movies Now	Jan 3
Hallmark Movies Now	Inbox	Start Your FREE Trial Today - Movies & Mistletoe Is Still Streaming! Hallmark Movies Now	12/27/19
Hallmark Movies Now	Inbox	JUST ADDED: The Santa Incident - Start Your FREE Trial Today! Hallmark Movies Now	12/20/19
Hallmark Movies Now	Inbox	NOW STREAMING: Merry Kissmas - Start Your FREE Trial Today! Hallmark Movies Now	12/6/19
Hallmark Movies Now	Inbox	Stream the Father Christmas Trilogy Now! - Start Your FREE Trial Today! Hallmark Movies Now	11/29/19
World Market Rewards	Inbox	A sprinkle of FREE: Your gift awaits in stores today only! - Plus, save 40% on ALL Furniture with Coupon.	11/23/19
Hallmark Movies Now	Inbox	Movies & Mistletoe Starts TODAY! - Start Your FREE Trial NOW! Hallmark Movies Now	10/25/19
Hallmark Movies Now	Inbox	Movies & Mistletoe Starts in ONE WEEK! - Start Your FREE Trial Today! Hallmark Movies Now	10/18/19
Hallmark Movies Now	Inbox	Get a Sneak Peek at Holiday Movie Premieres! - Movies & Mistletoe Begins Friday, October 25th! Hallmark Movies Now	10/11/19
Hallmark Movies Now	Inbox	Fall In Love With New Movies! - Your FREE Trial to Watch Danica McKellar and Paul Greene in Campfire Kiss! Hallmark Movies Now	10/4/19
Hallmark Movies Now	Inbox	Kevin McGarry Guest Stars in When Hope Calls! - Start Your FREE Trial Today! Hallmark Movies Now	9/27/19
Hallmark Movies Now	Inbox	New Episode of When Hope Calls! - Start Your FREE Trial Today! Hallmark Movies Now	9/20/19
Hallmark Movies Now	Inbox	Watch Episodes 1-4 of When Hope Calls FREE - When Calls the Heart's Kavan Smith and Pascale Hutton Guest Star Hallmark Movies Now	9/13/19
Hallmark Movies Now	Inbox	Watch 3 Episodes of When Hope Calls FREE! - Start Your FREE Trial Today to Watch the New Show Everyone's Talking About! Hallmark Movies Now	9/6/19
Hallmark Movies Now	Inbox	When Hope Calls is NOW STREAMING! - FREE! Hallmark Movies Now	8/30/19
Hallmark Movies Now	Inbox	NEW: When Hope Calls Preview Special - Watch FREE With Your 7-Day Free Trial! Hallmark Movies Now	8/24/19
Hallmark Movies Now	Inbox	NEW Hallmark Movies Now WORLD PREMIERE! - Watch in the Key of Love FREE With Your Free Trial Hallmark Movies Now	8/17/19
Hallmark Movies Now	Inbox	Escape the Heat with FREE Movies! - Start Your FREE Trial Today! Hallmark Movies Now	8/10/19

Hubspot: Visual Content Marketing Research

- 32% of marketers say **visual images are the most important form of content** for their business, with blogging in second (27%).
- 11% more B2C marketers than B2B marketers say visual content is the most important type of content today.
- 85% of adults consume content on multiple devices at the same time.

Fun Fact:

When people hear information, they're likely to remember only 10% of that information three days later.

However, if a relevant image is paired with that same information, people retained 65% of the information three days later.

People following directions with text and illustrations do

**323%
better**

than people following directions without illustrations. ^[14]



Hubspot: Email Marketing Strategy 2020 Research



of marketers have seen an increase in email engagement over the last 12 months

HubSpot Research, Global Survey, Nov - Dec 2019



“Only the companies and brands that create human connection are going to succeed. This is extremely true with email. You might get short term benefits from very promotional content, but **honest, human, and personalized content creates a following for the long term.**”

HENNI ROINI

Hubspot Marketing Manager EMEA