

CONVERSION CAST

This Animated Gif Boosted Clickthroughs by 23% (for Automation Specialist Chet Gass)

Our Guest:

Chet Gass is the Director of CG Marketing Automation, a “one stop shop” for everything marketing and automation related. The company helps clients implement tactics that will, first and foremost, save them and open up time for revenue generating activities and scaling their business. Their niche clients are Brick & Motor businesses, but they assist service professionals and information products/online businesses as well.

Case Study Foundation:

CG Marketing Automation’s client for this study started with a basis of over half a million people on their email list. Before performing this test, Chet explained that their client’s “control” email click-through rate was 3.5% and the rate at which people opened the client’s emails was 20%. Chet knew before performing the test that if they could achieve any percentage higher than these pre-test percentages, the client would be significantly more successful.

The Test:

Chet and team had performed video marketing for this particular client prior to this case study. They assisted their client in driving prospects to webpages through video. This case study came about when Chet originally wanted to find a way to play a video in emails, but found it was a difficult task. It was when he was trying to figure out how to have video in emails when a colleague suggested putting a GIF in the email instead.

He implemented the GIF idea and explained that, from a marketing perspective, the GIF would drive people to a video webpage, not a static page, in order to continue the same type of content consumption. He and the team decided to use a creative GIF of 30 seconds to a minute in length that would be a shorter clip of the video prospects would arrive at after clicking through to the webpage. They utilized creative text laid over the GIF to make it obvious for prospects to click to see the full video. CG Marketing Automation's theory was that they would achieve a higher click-through ratio using this GIF tactic over using standard links in the email.

The Specifics Of The Tactic:

Chet mentioned two things to be aware of and best practices they used when using a GIF in email.

1. GIFs can sometimes send your emails to prospects' "promotions" folder in Gmail. Chet advised to "white list" or use plain text in your emails when sending GIFs because you get a leeway of one image for appearing in prospects inbox instead of the promotions folder. When you have too much HTML in emails, email providers can identify them as business-type emails that could send you to prospects' promotions folder.

2. Chet also explained that a 30 second to 1 minute GIF length is more effective than a five second GIF because you have a better chance of getting prospect's attention. Standard five second GIF loops are easy for people to quickly skip over in an email because they're so repetitive. For this case study specifically, someone was talking directly to the camera for the GIF, which has proven to be more engaging. Different hand movements were used as the person explained what they were talking about. The team also overlaid text on the video that read phrases like "click to un-mute audio" and "click to watch entire video" and an image of a play button as well. Chet observed that putting text on the GIF video helped in driving prospects to click-through to the webpage.

The Result:

CG Marketing Automation's client's CTR (click-through rate) increased to 4.35% from 3.5%. Chet noted that the "click to open" ratio was at 16.95% for the "control" email without the GIF, and the GIF email "click to open" ratio was 20.91%. Overall, their client's CTR increased from 3.96% to 23% when comparing the control and variant (GIF test email).

Interesting Insights & Best Practice:

The psychology behind using a GIF in the email is that it acts as a mini preview of what prospects will be watching, which interests them. The human body is programmed to detect movement, which means it will automatically catch your eye. Using GIF videos is a

surefire way to get prospect's attention because of the movement element for which you can take advantage. The best way to do this and push people through your funnel is have the GIF *visually explain what prospects will get in the next step*.

Remember, it is best to use the GIF in the email to push prospects to videos or movement-like content on the webpage they will arrive at after clicking on the GIF. The GIF shouldn't be used to lead prospects to a long-form sales page. Chet explained that a GIF to long-form sales page *breaks the momentum in the funnel because it doesn't match the previous, attention-getting movement*. Chet shared that he and his team usually tie the GIF to a video webpage or a webinar video page and have experienced higher click-through rates and engagement when they send prospects to pages with "moving" content.

Ultimately, using a GIF in your emails that briefly outlines the content on the following page with text that encourages them to click is a creative way to get prospects to click-through at a higher rate.