



The state of interactive content 2018

EMAIL EDITION

Contents

- 1 Introduction
- 2 Interactive content benefits
- 3 Email plays catch up
- 3 Why we conducted the study
- 4 A trend towards aesthetics
- 5 Interactivity growing in email
- 5 Consumers just want to have fun
- 6 The new type of personalization
- 6 Did they really say that?
- 8 Wrap up

Introduction

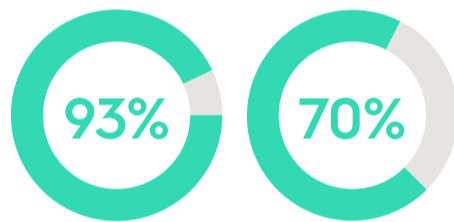
Marketing these days is more and more tricky as the potential buyer expects more from their favorite brands. Competition is intense, and we have seen major growth in new marketing tactics over the recent years. Interactive content marketing is one area where major advancements have been made. As the technology becomes cheaper and more readily available, it's popularity with consumers and marketers has skyrocketed.

Interactive content requires a viewer to actively engage and participate with content to access the full experience, usually by tapping, swiping, or otherwise physically interacting with the piece of content. Interactive content has taken the marketing world by storm, and we are starting to see this come through in email.

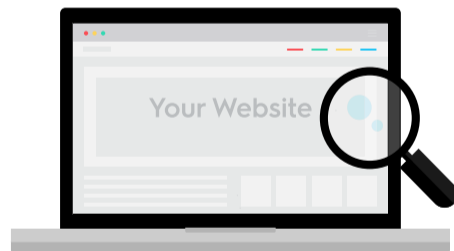
People using interactive content have begun to see the benefits.



Interactive content gets **3x** conversions compared to static content.



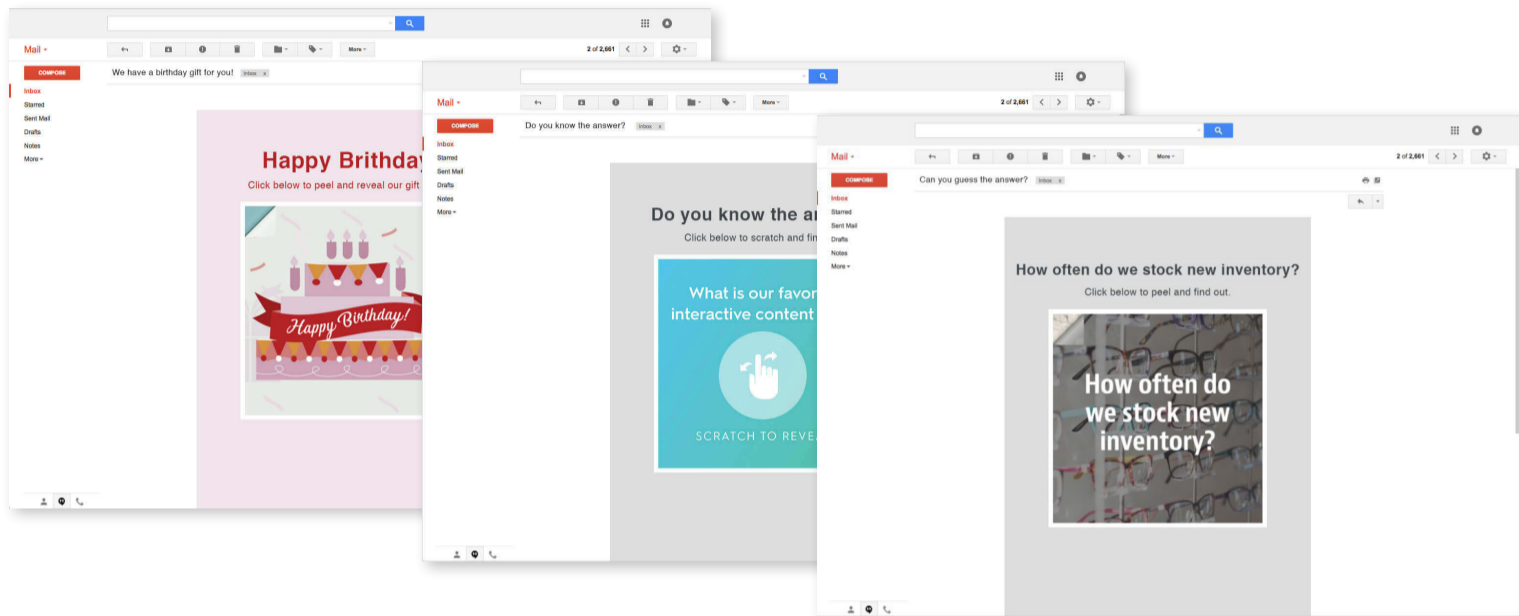
Interactive content is **93%** more effective while static content is only **70%** effective.



Interactive content generates **4-5x** more pageviews than static content.

Email plays catch up

Email, many marketers' most successful channel, is finally catching up with the trend. Email clients have started getting more flexible with what they accept and allow the user to view and interact with. This has really opened up the floodgates to all types of new email content.



Brands using interactive content in email have reported a top increase in click-through-rates of **4x**.

Reasons we conducted the study

We believe interactive content is here to stay, and we think the usage will only continue to expand in email. We wanted to figure out if consumers actually like interactive content in their emails or not. We asked 1000 consumers about their experiences with email marketing and their preferences as they relate to emails from brands.

A trend towards aesthetics - images and other neat things in email:

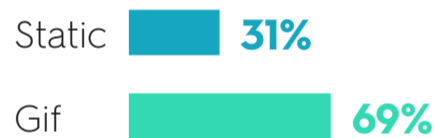
It is common knowledge that images improve email KPIs; in fact when asked if consumers prefer text only emails or emails with images, they answered emails with images 5:1. That is sweet, but what about images that move? What about images that can be moved?

Well, the staggering preference stays the same as we move toward GIFs, videos, and especially dynamic, interactive content.

To get these answers we showed the respondents two emails at a time with each of the elements listed below and asked which email they would be more likely to click on.



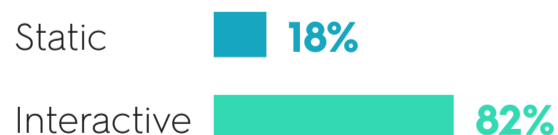
GIF vs static



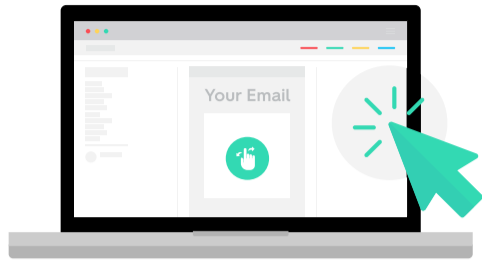
Video vs text



Interactive vs static



Interactivity is still growing in email



Having any visual element in your emails like an image or a video is preferred to just text, and will more likely have a higher click through.

In our study, images and video, which have been widely used in email in the past few years, ranked first more often throughout the survey, but were closely followed by the newcomer on the scene, interactive content, which is predicted to eclipse both image and video within in the next few years.

In one particular question about purchasing behavior, we gave our respondents three emails, one with an interactive element, one with an image, and one with text, and asked which email would more likely lead to a purchase. The interactive email was chosen most often, followed closely by an email with an image, and lagging far behind, a text email.

Consumers just want to have fun!



Consumers reported that they are more likely to buy from a brand that is fun, lively, and inspirational.



Consumers also reported that they are more likely to buy from a brand that makes them feel entertained.



Feeling curious was a distant second.

Interactive content is used by brands because it is more fun and entertaining than static content. This leads to higher engagement rates and greater brand affinity. Interactive content can also be used to drum up curiosity by creating tension with an experience that requires an action to uncover a message, like a digital scratch-it.



A discount or deal email is more likely to be shared!

Pro tip: Combine your discount or deal emails with interactivity to get better results.

The new type of personalization: Interactive experiences

Since interactive content requires the recipient to act in order to get the full message, the recipient becomes part of your marketing. Brands can take personalization to a new level with interactive experiences that feel like they were made just for the user, and that also make the user feel like they are part of the experience.

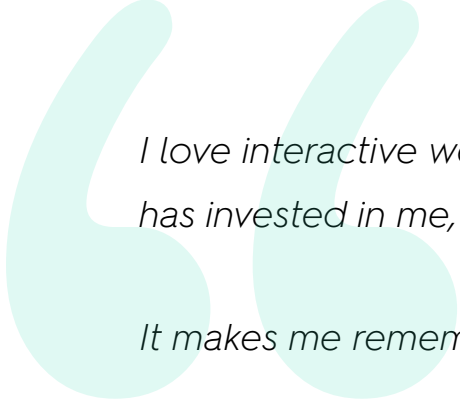


69% of responders said they were more likely to buy from a brand that used personalization techniques.

Did they really say that?

If you still aren't sure that interactive content is the future of email, take a look at what our respondents had to say. The majority prefer interactive email to static email. And they told us how they really feel.

We asked those that prefer interactive emails their reasons why.



I love interactive websites and emails. It says the business has invested in me, their products and my opinions.

It makes me remember the brand.

They make you feel it is made for YOU.

I like receiving emails where they ask me to do something to get some kind of special offer instead of just telling me what the deal is.

It gives me a chance the moment I get the email to delve into whatever is being offered instead of being a standard text based email, which are easy to skip or say "I'll come back to that later" and then forget.


I love emails that really pop! Having something more interactive engages me more and holds my attention.

I love sales emails that have me scratch for a gift.

I get a ton of emails and if they are interactive, I'm more likely to pay attention to them and not just automatically delete it.

It makes checking emails more fun, and I am more likely click through to the site.

It makes me more likely to actually read the entire email than with boring text that I just disregard.



Wrap up

Based on these findings it would be hard to continue doing static email alone. Good email design, interesting images, videos, and interactive elements are not just a “nice-to-have” they are now required if you want to stay ahead of the competition.

Our prediction for 2018 is that videos and gifs will continue to increase in email and they will outperform static emails, but consumers will continue to crave interactive content in email. Brands that cater to this desire will experience increased email ROI and brand affinity.



Give your brand the best 2018 and add interactive content to your email strategy. If you need help getting started, check out this post about how to make your emails more interactive.

[Make your emails interactive](#)