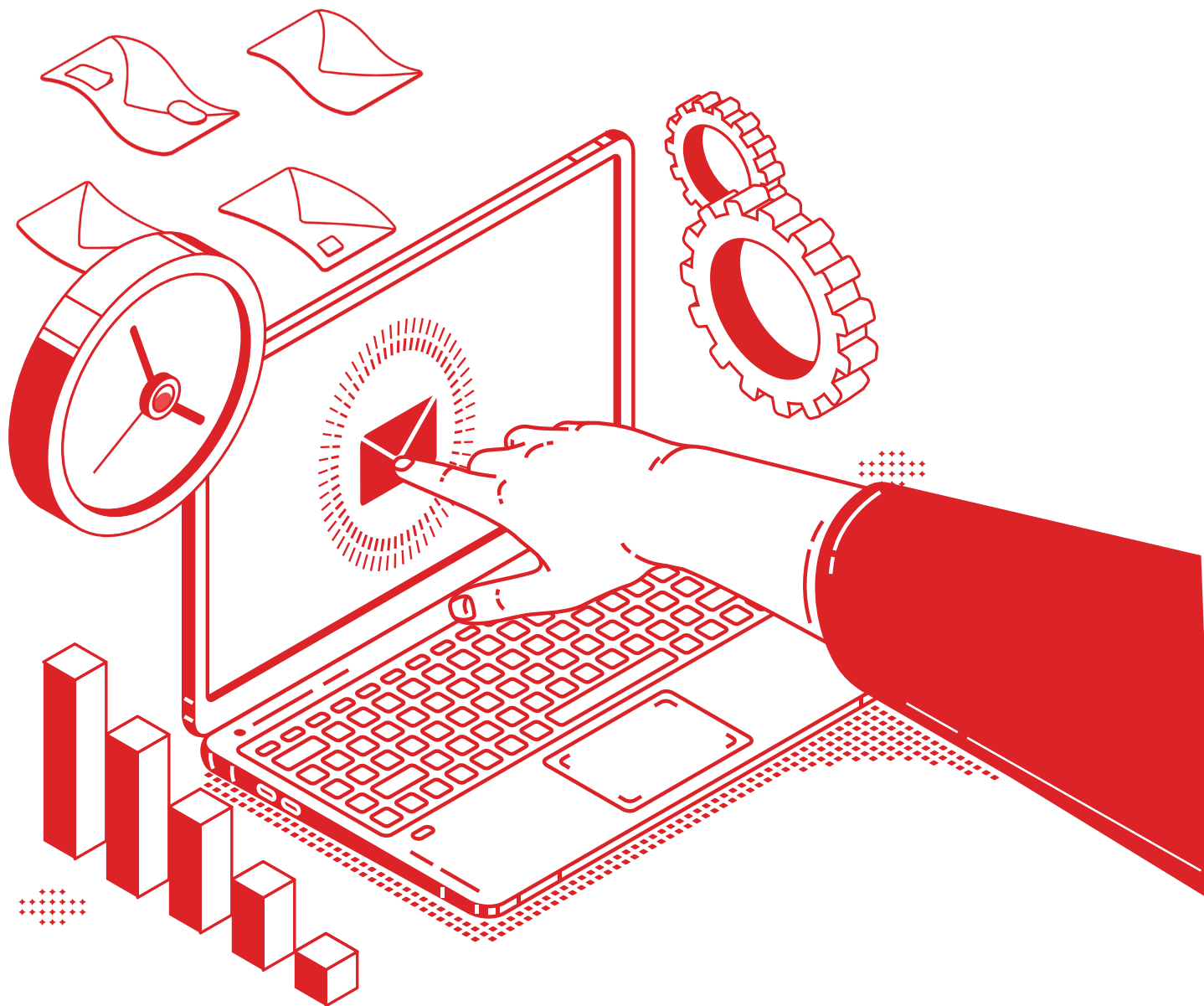


# HOW TO TRIPLE YOUR EMAIL CLICK VOLUME, VIRTUALLY OVERNIGHT



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# HOW TO TRIPLE YOUR EMAIL CLICK VOLUME, VIRTUALLY OVERNIGHT

We stumbled across a method of sending emails that has increased our click volume by 2x - 3x. This strategy has truly changed the way we mail and we use it in all of our businesses. We have been doing it silently for our clients and for our own lists for over 2 years. This method lets us triple our click volume virtually overnight. And it's scalable. We refined the process and technology many times over to perfect the results. We have sent billions of emails this way in hyper competitive industries and the results remain the same: **2-3 times the click volume vs normal email sends.**

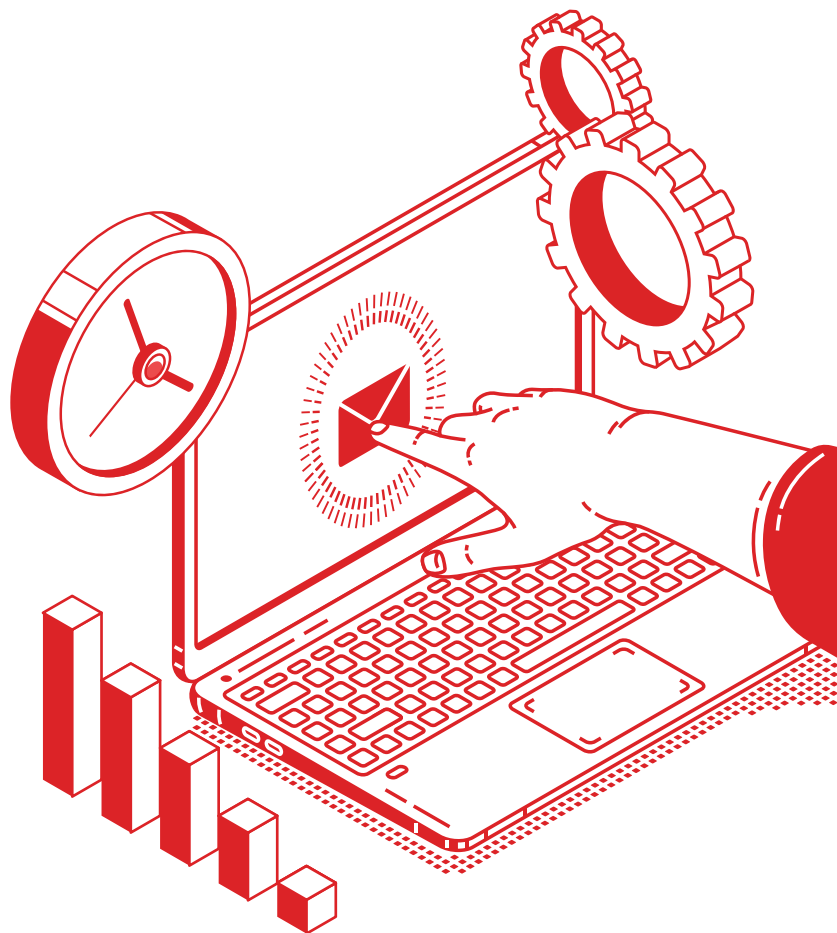
I'm going to tell and show you exactly how we did it and how you can implement the same thing in your business no matter what industry you are in.

The success of this depends on two things:

1. Exploiting a super common human behavior that almost everyone does
2. Harnessing big data to execute a timing strategy that has worked like magic over billions of emails sent

**2-3x**

**the click volume vs  
normal email sends  
remains the same**



## WHY IT WORKS?

**The one behavior that almost everyone does when checking their inbox:**

For many people, managing the never ending influx of messages into their inbox can be a stress and anxiety riddled affair. Some people stop what they are doing when they receive any new message and take care of it immediately, which can lead to a super unproductive day for anything else but dealing with new messages. Other people let email pile up and never deal with it all and wait for 2-3 follow ups before they take any action.

**Most people though** have learned to manage their messages in a way that doesn't leave them tied to their inbox. These are all derivations of a method developed in a book by Merlin Mann called **Inbox Zero** from 2006. We don't need to go through every aspect of it, but just know, this method has been widely adopted by most people and you probably do some of these steps without even knowing someone invented this method.

Most people don't leave their inbox open all day. They systematically check their inbox several times per day.

When they do check their inbox:

1. They filter through and delete the messages they don't want to read
2. Then they start to read and process the remaining messages one by one.

**This is the KEY MOMENT in this timing strategy!**

If you can get an email in their inbox at this exact time, while they are reading through the emails they already decided to read, you are Golden!

Why at that exact moment?

Your **"triggered"** email looks just like one of the messages they already decided to read.

These triggered messages get opened 50%-70%+ of the time.

**(Legit 50%-70%, not Apple MPP open rates)** - *Usually 2-3 times whatever your normal messages get.*

You are probably wondering, *"How the heck do you time a message with that kind of laser focused precision? Especially at scale?"*

THAT is exactly what we've perfected at Inbox Mailers.

# 50%-70%+

Percentage these triggered messages get opened



## HOW DID THIS STRATEGY COME TO BE?



I wish I could say that we had the keen insight to know about this inbox behavior that almost everyone does and developed this genius strategy to exploit it and make millions with it... but we didn't. We fell backwards into it and had to reverse engineer for ourselves what was really happening and why it was working as well as it does.

But once we figured it out, we built out the tech and partnerships to make it work fast and at an even bigger scale.

Here's a little bit about us and our companies. We manage the email programs of many high volume mailers (hundreds of millions of sends per month). We have about 20-30 different internal and client newsletters running at any given time. One of the clients was in a weekend sales competition with other groups within their company. We had an idea to help them dominate the competition through email.

### The Plan

Our plan was to trigger a promotional email from the opens on our newsletter sends. Our newsletter lists were huge, we had great open rates, they went out daily, and our editors have a great relationship with our subscribers. The triggered email came from the editor who wrote the newsletter and it was tightly related to the newsletter content itself so we thought we had a really solid recipe for success.

We decided to make the triggered promotional email an 'accident type' of email to spike the open rate and make sure it got seen. When someone opened our newsletter, BAM, they get the accident email like the writer made a mistake and sent a correction out immediately.

The subject line was "*Re: Oops I forgot to tell you...*" and in the email, the editor explained that he forgot to mention that there was a once in a lifetime promotion from a company that he brought up in the last newsletter.

The newsletters went out... the promotional emails were triggered...

## And the sales came in like wildfire.

The triggered emails were getting north of 50% open rates for the entire weekend. (This was before Apple MPP inflated open rates.) Our normal open rate for promotional emails was around 15%, so this more than tripled that! More important than the open rate though, because no one gets paid by opens, is the clicks. The click rate and earnings per click (EPC) **stayed the same**.

## So we tripled the open rate, tripled clicks, and tripled orders.

Our client had the biggest sales day for units sold in their history and all of the groups in the company took notice and were blown away by their performance.

We were pretty blown away ourselves. Saying “It worked,” was an understatement. The problem was that we honestly didn’t know exactly what made it work, so we didn’t know if we could repeat or scale it. Was it the “oops” style subject line? The connection between the newsletter content and the promo in the triggered email? The deal itself being too good to be true? Triggering the promo email off of the newsletter open? A combination of all of those things?

We began testing to see what thing or group of things was driving this kind of performance. No one expected the results after testing millions of emails sent through different campaigns.

What we found out is that the relationship between the newsletter and the promo email content didn’t matter.

- The subject line had nothing to do with it.
- The deal/offer itself had nothing to do with it.
- The writer had nothing to do with it.
- The from name had nothing to do with it

All of these things only slightly changed the results, but only by a few percentage points.

When we stripped everything else away, what we found was this:

- The only factor that was giving us this **3x open rate, was the timing.**
- **Getting an email to them when they were in their inbox, reading other emails.**

And the **faster** you could get them the email from when we found out they were in their inbox, the better the results.

So now that we knew the formula, we started pixeling all of our email newsletter sends to generate more triggered emails. The amount of open signals we were generating shot up 100x and so did the amount of triggered emails we could send. Overnight we were generating tons of these high performing triggered emails from all of our newsletter opens.

It was like something out of a 1990’s website commercial where you opened a website and the cash just started rolling in. Only it really happened that way. Our clicks went through the roof. If you know anything about internet marketing you know one thing: More Clicks = More Money.

We started streamlining the process and built out workflows in our ESP to manage this influx of open signals. When someone opened an email, the signal went into the workflow and that would determine what email would be triggered based on what was making us the most money and what that person had seen before. Instead of creating a scheduling nightmare for the email team, all they had to do was watch the stats and optimize the emails in the workflows.



# HOW DO I GET MORE TRIGGERS, SAID EVERYONE!

During this period of time, the only thing we had to trigger the emails was our own newsletter sends. While it was a lot of sends, (100-300 million emails per month) only the opens generate triggers. Increasing our sends was only going to do so much because we only send to the recently active segment of our list, and only a portion of that list is even opening, so we were just dealing with a fraction of a fraction of our full list. **We needed more opens to trigger more emails.**

That's when we had the next breakthrough. What if we started triggering off of other senders' opens?

Would we get the same results? Did the open and triggered email need to be from the same ESP, IP, or domain to work?

We immediately got some of our biggest clients on the phone and explained the opportunity. We agreed to test this out and set it up so that OUR open signals would trigger THEIR promotional emails. Long story short, the performance of THEIR emails triggered off of OUR opens was the same as what our internal triggered emails had been doing for months!!!

Our eyes were now open and so were the possibilities for scaling out this secret strategy we were using. The inbox behavior was the very thing that was driving this performance. All we needed was to find a way to source more opens. It didn't really matter where they were from.

**We built a small network of opener data between us and a few of our largest clients and the amazing results of the triggered emails stayed the same – regardless of where the trigger was from.**

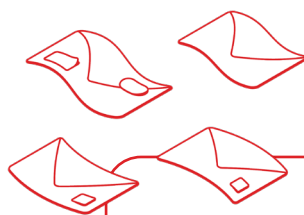
**Fast forward 2 years.** Inbox Mailers has a huge proprietary network of open data that list owners can use to send their own triggered emails to their subscribers right from within our platform.

Using Inbox Mailers couldn't be easier. Clients only do 2 things:

1. You just upload your list to the platform (so it knows who to listen for)
2. Build your triggered email creative in our WYSIWYG (or upload the HTML)

**THAT'S IT!** We do the rest by listening for your subscribers to be in their inbox.

When we see that your subscriber is in their inbox reading emails, we trigger your email instantly from our high deliverability infrastructure. Your triggered emails will get ridiculous open rates and your clicks will start to go through the roof.



**Next, is the good stuff. Step by Step on how successful clients use**

Ready to get started? Check out our pricing and Try this for yourself

Still have some questions? [Book a call](#) and we can take you through the platform, answer your questions, and get you started quickly.

**SIGN UP WITH INBOX MAILERS**

**BOOK A CALL**

# POPULAR TRIGGERED OPEN STRATEGIES

Now that you know why and how it works. I want to share some of the popular and easiest ways you can try this for yourself in your own business.

## Send More Promo Emails

This is what we started with and what we recommend everyone starts with. It will get you the quickest results and help you start to understand the possibilities of scaling this out.

The strategy for this one is simple. Get your best performing email. It should contain your main CTA that you want your subscribers to take part of. It could be, “buy this,” “schedule a demo,” “watch this presentation,” etc. Whatever you need to drive your subscribers to, take that email creative and upload it to the platform.

Then take your active list and upload it to the platform. The bigger your list, the more chances we have to match our open signals to your subscribers. It doesn’t cost anything to upload your list, so it doesn’t matter the size. You only pay when we get a match. Some of our clients upload tens of millions of names to their account. After you upload your list, you simply connect the list to the creative and the system takes it from there.

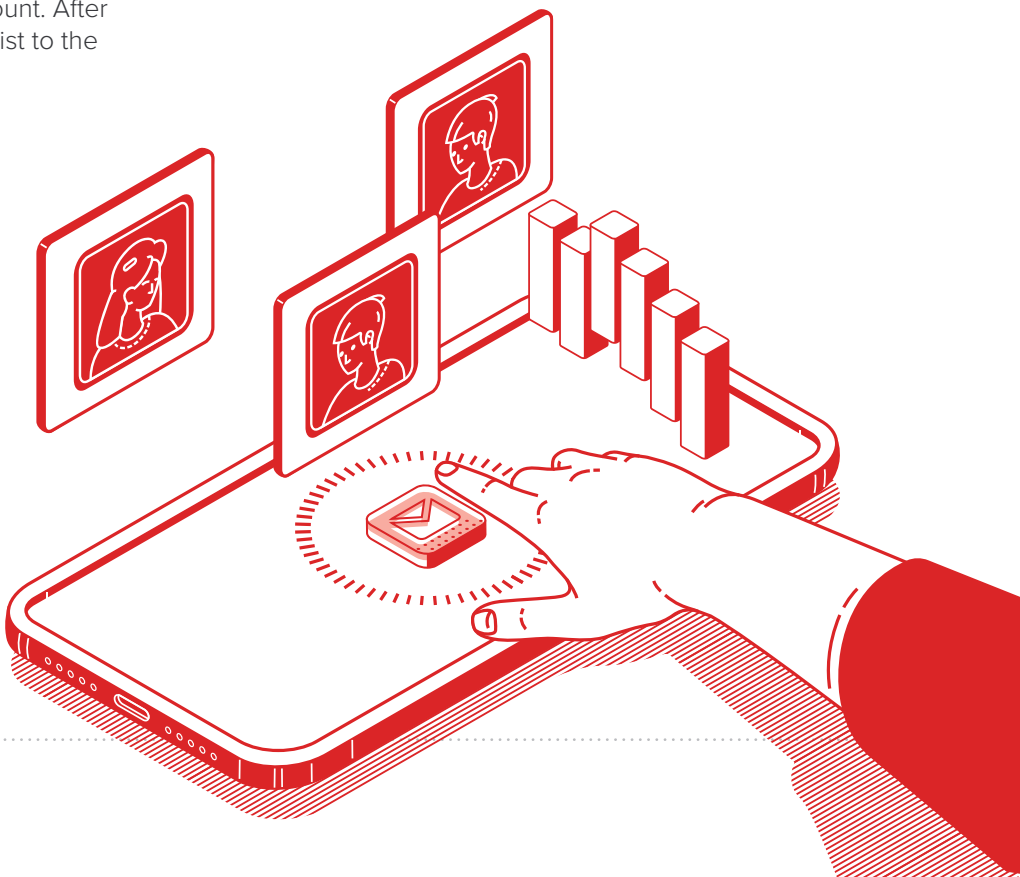
When we detect opens from people on your list, your email gets fired off immediately. You can track the performance of the email creative right within the platform. You will easily see the improvement in performance of what you are doing right now.

From here, you just need to rotate the email creative so it doesn’t get stale. You can leave this running in the background and you will see the bonus clicks stream in.

## Reactivate your Dead List

This strategy lets you take your dead or inactive list and safely send them your messages only when they are most likely to open, when they are already active in their inbox.

The main reason most people don’t send to a huge inactive list is because they can’t. If you already have a healthy mailing program, the low open rates from mailing a dead list will tank your deliverability. If you aren’t mailing yet and you have a big list, it’s next to impossible to start out at a new ESP because they will ban your account once they see how low your open rates are.



Inbox providers like Gmail and Yahoo judge your engagement (open) rates and give you a sender score and this is what determines if you get into the inbox or the spam box (or if your email gets blocked altogether). The biggest factors that determine your inboxing score are your open/click rates. If you mail a ton of inactive people, your open rates will be super low and you will look just like a spammer to the inbox providers. So people trim down their list and only send to their most active subscribers. This inflates their open rates and improves their inboxing and deliverability.

The problem is that there are definitely pockets of people on that list that want to get your message and interact with you. But how do you get to those segments without emailing your whole list? Up until now, you didn't because it would fry your IP and deliverability.

Using Inbox Mailers and this strategy, you don't have to worry about ANY of that anymore. Just upload your list, upload or build your creative, and we will trigger your email to only those subscribers when we detect them in their inbox.

**What should you expect?** Depending on the age of your list and the last time you interacted with them you are probably going to get open rates of 15%-25% which is pretty amazing considering most people only get 1%-2% (if that) open rates emailing their dead list on their own. In addition to the extra opens and clicks, you can use this to identify the active pockets of subscribers on your list. Just export the openers and clickers from these campaigns and sweep them right back on to your active list within your ESP or use that list to start mailing on a new ESP.

### Send your whole list your newsletter or other content

If you send a newsletter, you're probably familiar with segmenting out your list like we mentioned in the section above. You can't send to your whole list because you will destroy your deliverability. Instead, you send to your most active subscribers and that is usually a small fraction of your whole list but it gives you strong open rates.

Like we said above, there are definitely people in that inactive list that want to interact with you and your content. It could just be that life got in the way, they stopped opening your newsletter, and then they fell off of your engaged segment. Depending on how big your list is, that could add up to a lot of opens and clicks.

Using Inbox Mailers you can dramatically expand the reach of your newsletter beyond just your normal active list. Just upload your inactive list, upload your current newsletter, link them together and when we see anyone from your inactive list in their inbox, we will trigger that newsletter to send out immediately for you. This runs in the background and all you do is change out the newsletter content on whatever basis.

It is an immediate boost to your opens and clicks.

Most newsletters monetize with ads in their content based on a CPM rate. Even if you have flat rate sponsorships, it is likely based on how many people view or open your newsletter. This method will just add to that and increase your ad revenue.

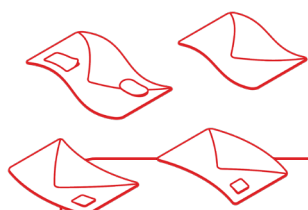


## TRY THIS FOR YOURSELF!

I know this is a lot to absorb, but the strategy really is very simple; Upload your list, upload your email, and let us send to your subscribers when they are in their inbox. The result is always, more opens, more clicks, and more revenue.

Uploading your list and your triggered email creative can be done in minutes, then you will see the results for yourself and your next question will be “How do I get more triggers?”

**Pricing** is very direct and easy too. You pay \$199 for access to the platform and network and then you just pay for your usage on a “pay as you go” basis. All new accounts get 20,000 credits to start out with. After that, it’s as low as ½ of a penny (\$0.005) per triggered email when you prepay for your triggers. There are no contracts or monthly commitments. You can cancel online yourself at any time.



**Sign up today** and get instant access to our Slack Community with direct help from our support team!

If you still have some questions, **book a call** and we can take you through the platform, answer your questions, and get you started quickly.

**SIGN UP WITH INBOX MAILERS**

**BOOK A CALL**



## FAQ

### 1. Do the emails come out of your ESP or mine?

To start out, we recommend sending the emails from our platform directly. Once you get more advanced, you can connect our API to your ESP so you can fire off the emails yourself.

### 2. How does pricing work?

Pricing is \$199 per month for access to the platform, and then its just your usage charge after that. All new accounts start with 20,000 credits. After you use those new triggers are only \$0.01 per email, but if you prepay, you can get them as low as \$0.005.

### 3. I'm not very technical, how hard is it to do?

If you can build an email in your ESP you can do this. You are just uploading your list and building an email in the editor. You can import existing creative via HTML if you have it, or just build it with our WYSIWYG editor.

### 4. What about the false opens from Apple MPP and others?

We have tech that filters these opens out. Your emails are only triggered on legitimate opens from a real person.

### 5. Why do you need my email list?

When we get an open signal in, we check through our database to see which clients have that subscriber on their list. When we get a match, we trigger the email. So we need your email list to know which subscribers to trigger for you.

### 6. How big of a list can I upload?

There is really no limit. Some clients upload lists of 20 million +

### 7. What part of my list should I use?

The best performance will be from your active list, but you will still see amazing performance from your inactive lists. The older the list, we have found the lower the open rate, but it is still going to be much higher than sending a batched campaign to everyone.

### 8. Is there a contract?

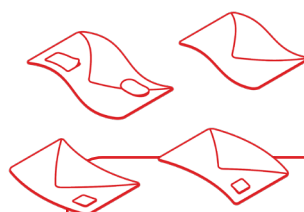
There is no contract. Everything is month to month and you can cancel online at any time.

### 9. Do I need an ESP?

No, you can send your triggered emails from within our platform. You also have the option to have us send your ESP an API trigger if you want, but most people start on our platform.

### 10. What about prospecting?

We have a lot of clients who do prospecting using this method.



[Sign up today](#) and get instant access to our Slack Community with direct help from our support team!

If you still have some questions, [book a call](#) and we can take you through the platform, answer your questions, and get you started quickly.

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