

New Cardholders Email Campaign

Overview

What is the New Account Holder email Campaign?

When a customer signs up for a library card, they begin receiving a series of six emails from marketing. These emails begin two weeks after they sign up. Each of the emails is sent two weeks apart.

What is the purpose of the campaign?

The purpose of the new account holder email campaign is to introduce our new customers to the variety of materials, eResources, programs and services available to them with their library account.

What if a customer does not want to receive these emails?

At the bottom of each email there is a link customers can click to unsubscribe from the emails. This unsubscribes customers only to marketing emails. This does not unsubscribe them from emails sent through CarlX to inform them that their hold is ready for pickup, or their books are due back etc.



Overview (Continued)

What kind of data do you get from these emails?

From these, we will be able to tell whether new account holders will be more inclined to stay active customers after a series of emails. It will also tell us which emails, and more specifically, which content nugget of the emails are more accessible or popular to new customers.

For example, from the emails already sent, we can tell that more people click on information in the magazine email (email #3) than any other email. The first email is the most popular email of the campaign with 44.8 percent of the people who receive it, open it. Comparing open rates, it's also the second most opened email of any of the emails we have ever sent; the first is the Village renovation email at 45.1 percent.



Email #1 – General Welcome

Links:

- Catalog
- Downloads page
- Hoopla movies
- Hoopla TV
- Ancestry.com



44.8 percent of the emails opened as of 1/28/19

Most popular link: home page link (picture)

2nd: Download link

3rd(tied): Check Out link (catalog)

3rd(tied): Movies (Hoopla)



Email #1 – General Welcome

Links:

- Catalog
- Downloads page
- Hoopla movies
- Hoopla TV
- Ancestry.com
- Consumer Reports
- Speakaboos
- Lynda
- Research
- Mango
- LearningExpress

- Use subscription-only online resources like [Ancestry.com](#), [Consumer Reports](#), [Speakaboos](#) and more (*your card number is your username, last name is password/pin*).
- Learn to code or brush up on software skills with [Lynda.com](#).
- Prepare a [resume or cover letter](#), [learn a language](#), or study for school and career [exams](#) online and at your own pace.

Want more?



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Metropolitan Library System
300 Park Avenue | Oklahoma City, OK 73102

You received this email because you recently received a Metro Library card. If you would like to unsubscribe from these marketing emails, click [here](#).



Opt-out



Email #2–Library Services You Won't Want to Miss

Day 30



Email #2 – Library Services You Won't Want to Miss

Links:

- Mango Languages
- Little Pim
- Signing Savvy



35 percent of the emails opened as of 1/28/19

Most popular link: main picture/Little Pim/Mango pics (goes to Downloads/Streaming page)

2nd: Signing Savvy link

3rd: Check Out link (catalog)



Email #2 – Library Services You Won't Want to Miss

Links:

- Mango Languages
- Little Pim
- Signing Savvy
- Downloads page

Learn from over 70 foreign languages
(including Pirate!)

LITTLE PIM **mango**
fun with languages languages

Little Pim (for kids) and Mango provide online language-learning through conversations, films and videos.

 Learn American Sign Language!

 **Signing Savvy**
YOUR SIGN LANGUAGE RESOURCE

Signing Savvy is a sign language dictionary containing several thousand high resolution videos of American Sign Language (ASL) signs, fingerspelled words, and other common signs used within the United States and Canada.

Signing Savvy is a great resource for communicating with babies too!



Email #2 – Library Services You Won't Want to Miss

Links:

- Mango Languages
- Little Pim
- Signing Savvy
- Downloads page



Email #3 – Never Buy Another Magazine

Day 45



Email #3 – Never Buy Another Magazine

Links:

- RBDigital
- Consumer Reports
- National Geographic
- Nat'l Geographic Kids
- Hoopla
- Overdrive



- Read an unlimited number of current and back issues of magazines with no due dates and no limits using your new Library card and [RBDigital](#).
- Access the latest [Consumer Reports](#).
- Read current and back issues of [National Geographic](#) and [National Geographic Kids](#) - for free!
- And fans of comic books get free editions of your favorite titles from [Hoopla](#) and [Overdrive](#).



23 percent of the emails opened as of 1/28/19

Most popular link:
Start Here button

2nd: RBDigital
3rd: Consumer Reports



Email #4 – The Information Experts - Anytime!

Day 60



Email #4 – The Information Experts - Anytime!

Links:

- Tailored Titles
- Ask a Librarian page
- Catalog
- Suggest a Title page
- Downloads page



25 percent of the emails opened as of 1/28/19

Most popular link:
Main image (homepage)

2nd: Tailored Titles
3rd: 24/7 link



Email #4 – The Information Experts - Anytime!

Links:

- Tailored Titles
- Ask a Librarian page
- Catalog
- Suggest a Title page
- Downloads page

- Need a good book? Reading recommendations are one of our favorite things to do! Use [Tailored Titles](#) to get genre-based email newsletters and reading recommendations.
- Use our [Ask a Librarian](#) service to ask us a question anytime or get help researching any topic. You can connect with us by chat, email, text or phone.
- Find something you like at one of our other libraries? Place a hold on it [online](#) and have it sent to your home library location.
- Find a title you want that we don't have in our catalog? [Suggest a title.](#)
- Access the library [24/7](#) by checking out eBooks, eAudiobooks and movies from your mobile device.



Email #5—Learn New Things at Your Local Library


Day 75



Email #5 – Learn New Things at Your Local Library

Links:

- Hoopla
- Kanopy
- Lynda.com
- LearningExpress
- *Oklahoman* digital archives
- New York Times (ebSCO)
- Access Newspaper Archives



Your Library card is your key to learn new things at your neighborhood branch.

- Access movies and documentaries on [Hoopla](#) or [Kanopy](#).
- Get free access to tutorials at [Lynda.com](#) and [LearningExpress Library](#)! Take courses in business, coding, photography and more.
- Browse digital newspapers like the [Oklahoman](#) or the [New York Times](#) as well as archives on [Access Newspaper Archives](#) and the [Oklahoman Digital Archives](#).

24 percent of the emails opened as of 1/28/19

Most popular link:
Start Here button

2nd: Hoopla
3rd: Kanopy



Email #5 – Learn New Things at Your Local Library

Links:

- Hoopla
- Kanopy
- Lynda.com
- LearningExpress
- *Oklahoman* digital archives
- New York Times (ebSCO)
- Access Newspaper Archives

- Access homework help resources on [Science Reference Center](#), [Britannica Online](#), [CultureGrams](#) and more!
- Explore your family history on [America's GenealogyBank](#) and [HeritageQuest](#). Access Ancestry.com at the library.



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Metropolitan Library System | 300 Park Avenue |
Oklahoma City, OK 73102

You received this email because you are a Metro Library cardholder. If you would like to



Email #6 – Your Library Card Gives you More

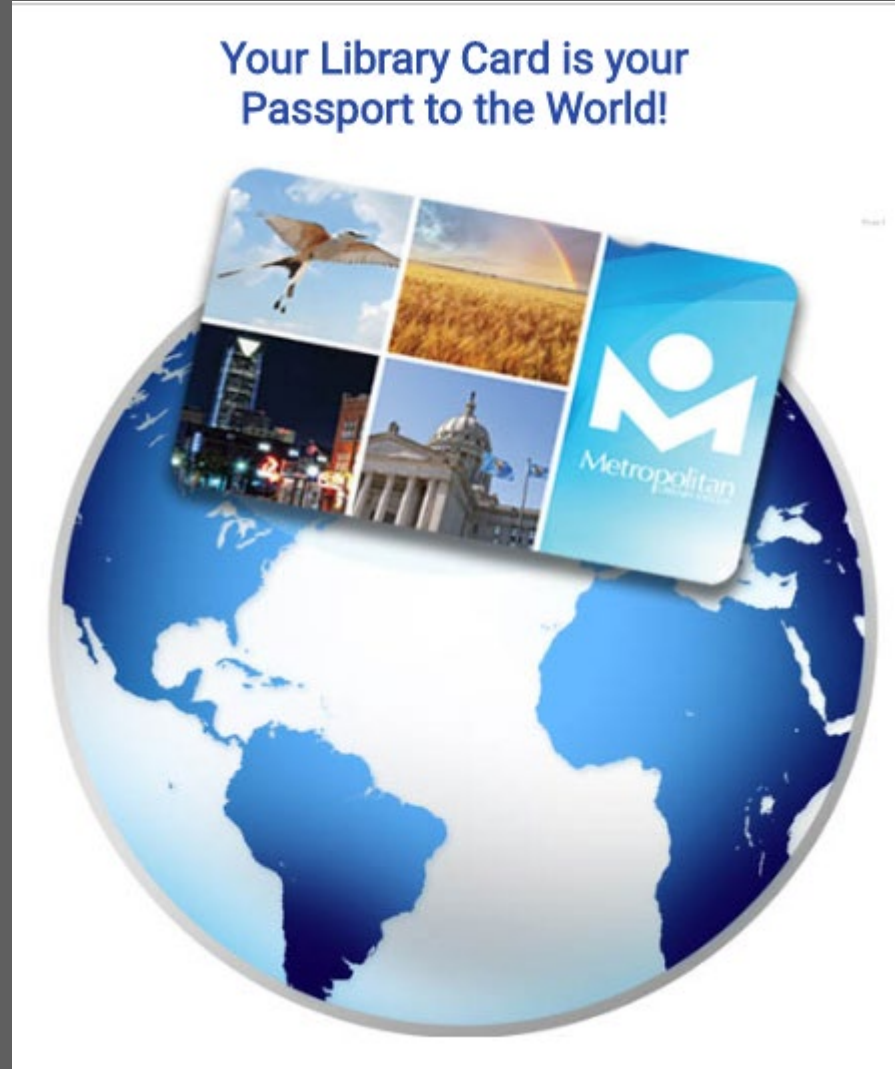
Day 89



Email #6 – Your Library Card Gives you More

Links:

- Catalog
- RBDigital
- Hoopla
- Tailored Titles
- Ask a Librarian



26 percent of the emails opened as of 1/28/19

Most popular link:
Start Here button

2nd: Hoopla

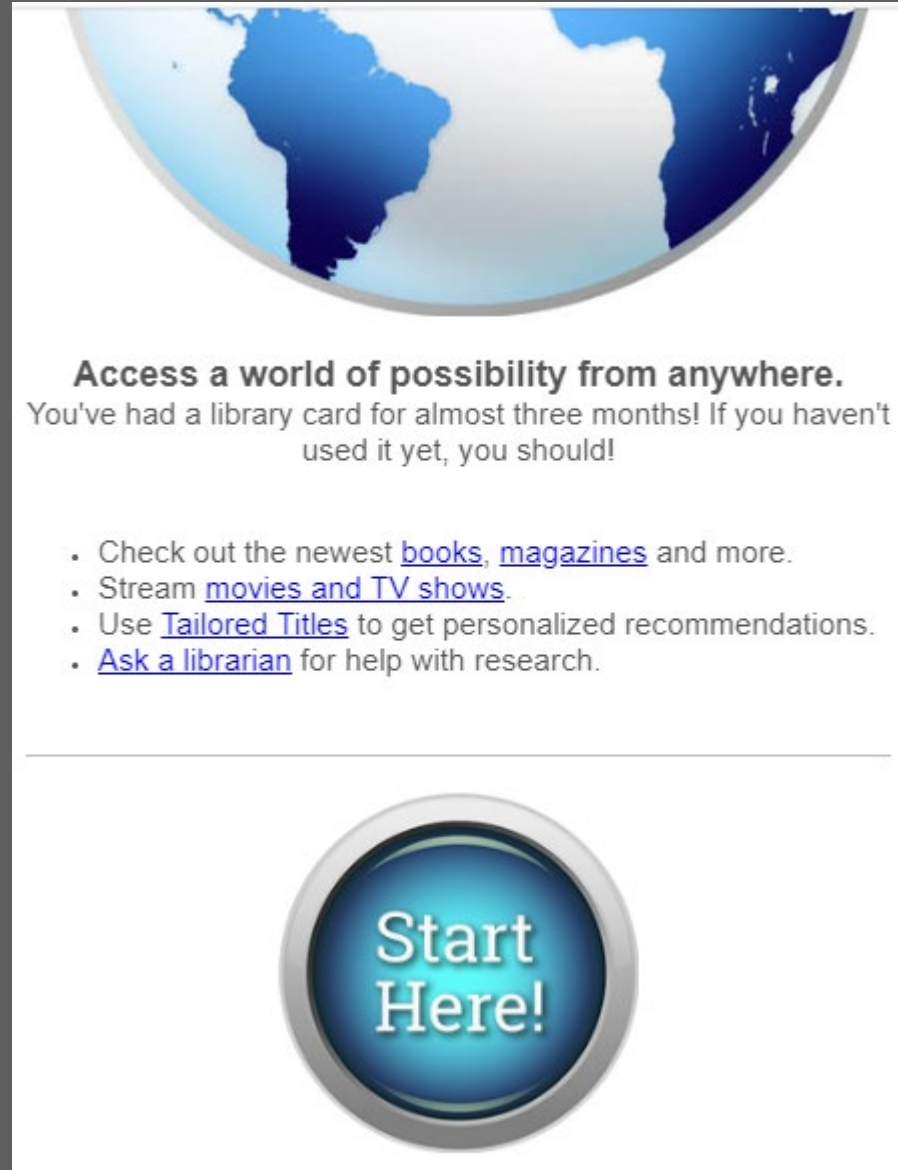
3rd: books (goes to the catalog)



Email #6 – Your Library Card Gives you More

Links:

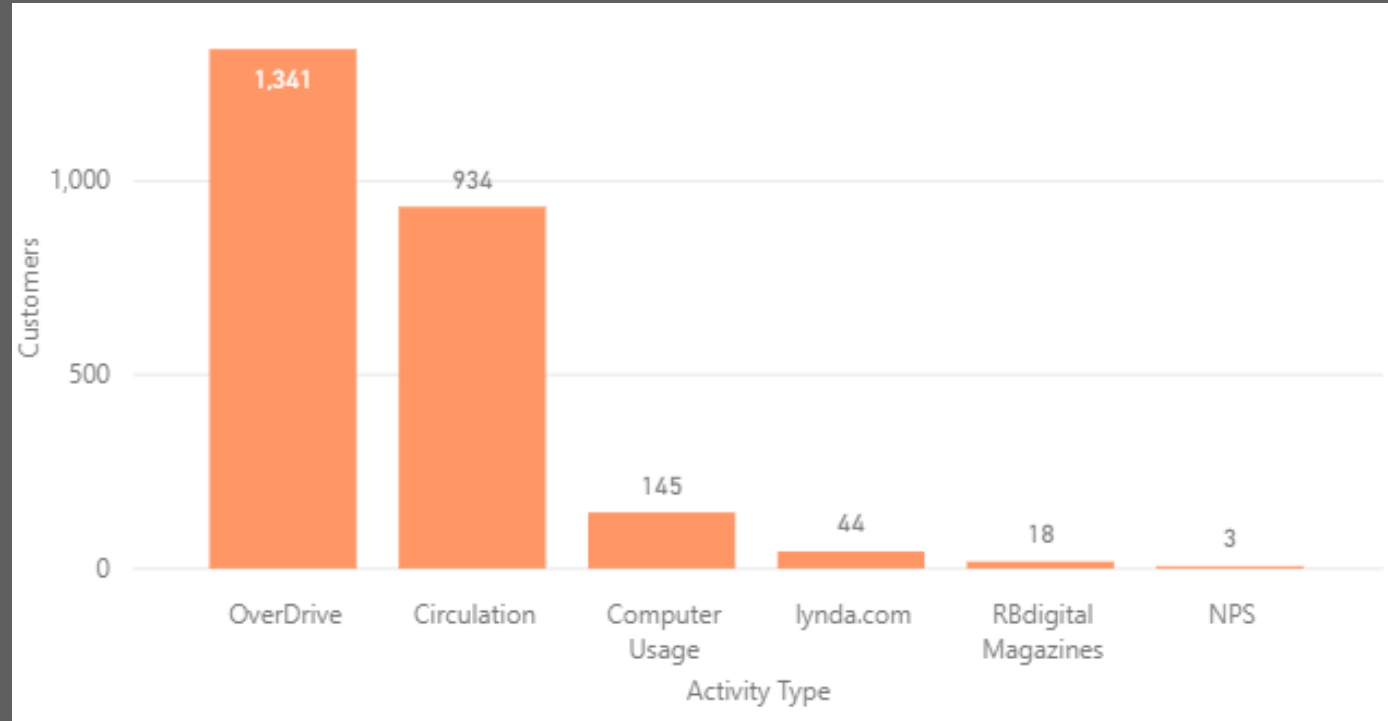
- Catalog
- RBDigital
- Hoopla
- Tailored Titles
- Ask a Librarian



Extras



Activity Within 7 Days After Opening Message



Where did they go after 3 months?

Cluster Movement After Receiving Message										
From Cluster	Bedtime Stories	Bright Future	Dependables	Digitarians	Double Feature	Occasionals	Page Turners	Staying Connected	Transitionals	Unknown
New Cardholders	444	135	41	808	11	1,614	362	616	39	41

1. Occasionals (haven't used their card since getting it)
2. Digitarians (eBook/audio, Hoopla, Kanopy, etc., users)
3. Staying Connected (Computer users)
4. Bedtime Stories (adults who check out children's books for their kids)
5. Page Turners (check out physical books)

