



# PURPOSE

This document aims to examine the current newsletter design, statistics, and possible improvements that could be made to increase clicks and overall user value of each message.

If you are still reading this, thank you for your time and consideration.

On to the stats!



THE ALAN LADD STORY

READ NOW

**From Humble Beginnings to Hollywood Star**  
Despite poverty, and repeated rejection, Alan Ladd was determined to make it in Hollywood. Watch Ladd in our weekend movie event, “The Good, The Bad, The Ladd,” featuring the INSP premiere of *The Badlanders* tonight at 8PM ET.

READ MORE

CREATE YOUR COFFEE QUIZ

AND SIP IT WITH A SELLECK MOVIE!

PLAY NOW

**Which Selleck Movie Suits You Best? Only Your Java Knows!**  
Your favorite cup of Joe will show you a Tom—Selleck movie, that is. Create your coffee and we'll pair it with a fab Selleck flick to watch.

PLAY NOW

IS IT TRUE WHAT THEY SAY ABOUT SELLECK

PLAY NOW

**Test Your Selleck Savvy!**  
Who was his acting mentor? What sport did he play in college? Put your Selleck smarts to the test. And watch him in the INSP premiere of *Jesse Stone: Thin Ice*, Monday, September 26 at 8PM ET.

PLAY NOW

Clicks  
2,099  
on average

Visit Duration  
20.57  
minutes

Bounce Rate  
14%

Exit Rate  
69%

Clicks  
2,074  
on average

Visit Duration  
25.53  
minutes

Bounce Rate  
16%

Exit Rate  
80%

MYSTERY sweepstakes

ENTER NOW

MYSTERY sweepstakes

ENTER NOW

MYSTERY sweepstakes

ENTER NOW

Clicks  
878

COUNTRY MUSIC EMOJI SING-ALONG QUIZ

PLAY NOW

THE GREATEST WESTERNS NEVER MADE

READ NOW

THE TRUTH ABOUT CHESTER

READ NOW

MATCH THE 'STACHE

PLAY NOW

LANA WOOD COMES FULL CIRCLE

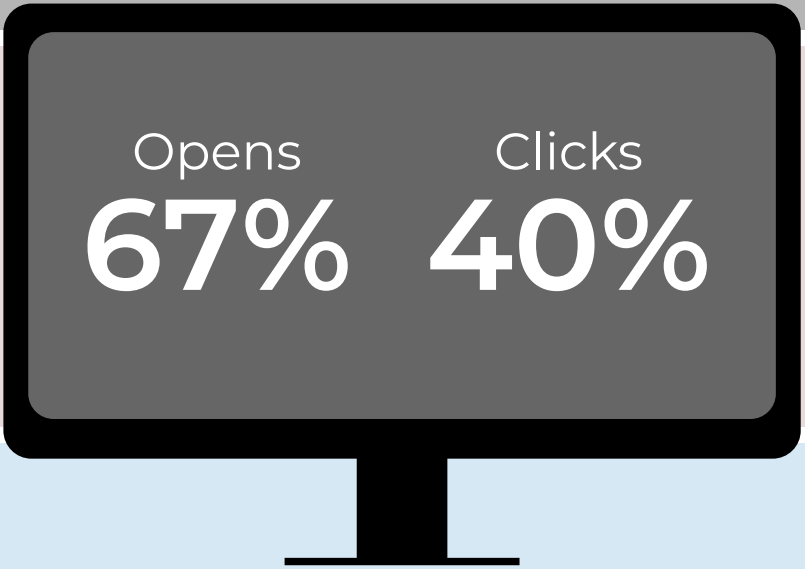
READ NOW

LEGACIES OF WESTERN STARS

READ NOW

Clicks  
826

Clicks  
674



NEW GAMES

CRYSTAL COLLAPSE

PLAY NOW

NEW GAMES

CRYSTAL COLLAPSE

PLAY NOW

NEW GAMES

CRYSTAL COLLAPSE

PLAY NOW

Clicks  
270

NETWORK PREMIERE

The Badlanders TONIGHT 8PM ET

Tommy Lee Jones Double Feature STARTS SUNDAY 2PM ET

The Big Land SUNDAY 8PM ET

Crossfire Trail TONIGHT 8PM ET

The Sacketts SATURDAY 8PM ET

NETWORK PREMIERE

Horizons West SUNDAY 2PM ET

Pale Rider SATURDAY 8PM ET

Tom Selleck Marathon STARTS SUNDAY 1:30PM ET

NETWORK PREMIERE

Jesse Stone: Thin Ice MONDAY 8PM ET

Clicks  
118

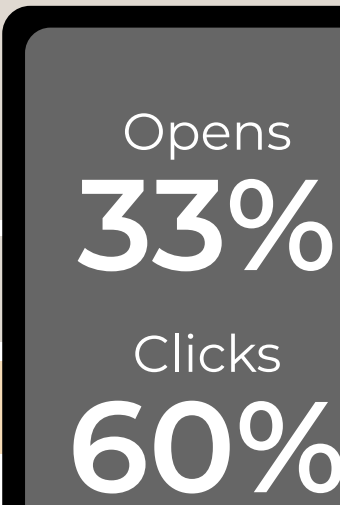
Clicks  
82

Clicks  
88

Clicks: 82

Clicks: 40

Clicks: 46



SEE FULL SCHEDULE

SEE FULL SCHEDULE

SEE FULL SCHEDULE

Clicks: 847



# WHAT DOES IT ALL MEAN?

The numbers indicate a consistent pattern of use for each email; and one that makes sense given the current format. Statistically, users will click on items higher on a page and the clicks will decrease the further down the page content appears.

These numbers reflect just that.

# TAKE ADVANTAGE OF THE PLACEMENT

Taking into account the placement of graphics and the numbers they reflect will help prioritize content.

Keep the most important aspects of the email on top. Currently, the first and second spots receive the highest, and similar, numbers. These spots also occupy the same content.

As the page goes down, less clicks are given to graphics until the “Full Schedule” button.

Consider removing areas that get the least amount of clicks to help the user focus on less.

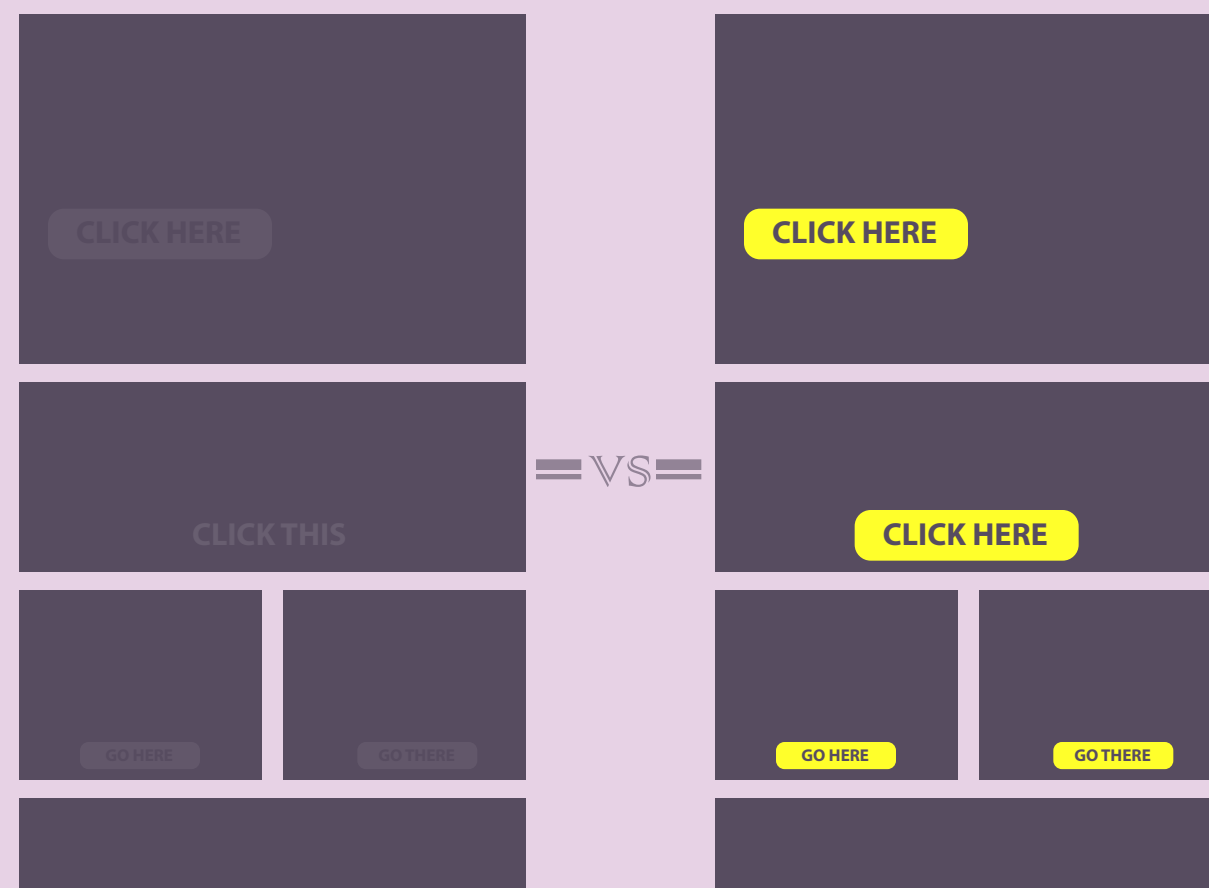
# IS IT ALL ABOUT THE PLACEMENT?

Yes, and most definitely NO.

The content on top is the first thing that a users sees and the the first to capture their attention. That attention wanes as a user scrolls. This is typical in emails and web pages. Since you also have a limited amount of time to capture that attention, and keep it, overwhelming content (or underwhelming if the graphic doesn't catch the eye) can lose the user before they even scroll down further.

The top content gets the most clicks, which may prevent the content below from ever being seen. Once a user clicks that content and gets what they need form the webpage, they may never go back to that same email again, rendering any of the lower content lost to them.

# CALL THE USER



Make sure your CTA's stand out not only from the background, but from the rest of the content of the ad.

The current email (mostly) uses several different calls to action (CTA). Even the top two spots, which convey the same content, often use a different call to action button; ie Read Now and Read More. This can be useful for AB testing, but a consistent CTA for similar content helps tie it together.

A CTA also needs to stand out and grab a users attention. Case in point, the Games Banner.

The outlined text, blue arrow on a blue banner, and competing color schemes, make this banner something users may completely pass over (the avg. 270 clicks show this). Instead, consider given the Play Now more prominence and simplifying the banner to stand out more.

The same principle should be used for the style of the CTA. This needs to stand out from the rest of the content including the other text elements and the background. Use contrasting colors to help it catch a users eye.



# I'M OUTTA HERE

Even though the top two banners have a high click rate, they also have a very high exit rate once a users gets to the page. (69% and 80%)

An email shouldn't just end at the Inbox. Make sure the page you are sending users to is engaging and warrants their click and has additional content to keep them engaged.

**You have there attention, be sure to keep it!**

The average time spent on the top two banner pages is also fairly high (over 20 minutes). This is likely due to the time it takes to read a blog post. While the time on the page is high, the fact that users are also leaving at a high rate indicate that there is not enough on the page to keep users engaged.

Ending an article with "You May Also Like" related content can help them stay on the site longer.



# FOCUS

Focus can refer to the overall focus of content, but also the focus of the user. Where their eye is drawn when they enter a page (or email).

Let's try something.

**Page down to the next page.**

**What do you see first?**



# FOCUS

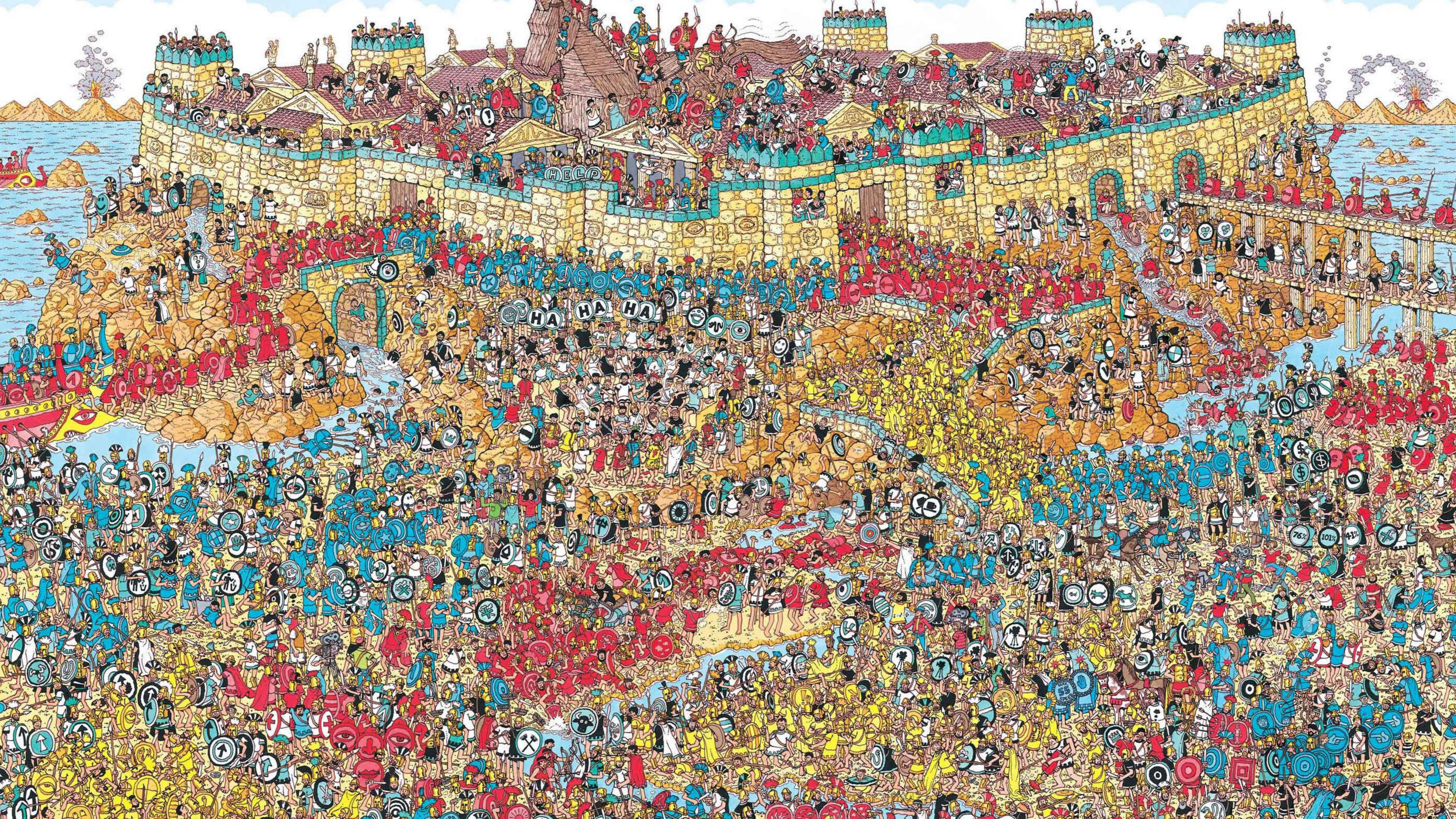
Did you see a certain little mouse that will remain nameless for fear of trademark violation?

Hopefully that was the first thing you saw. The bright color contrasted on a greyscale background should have drawn your eye and focus to the oversized rodent.

**Now, scroll down to the next page . . .**

**I'll wait here.**







# FOCUS

What was the first thing you saw?

Likely, you were a little overwhelmed.

The image lacks focus. There is so much going on, there is nothing to draw your eye to. It was probably a struggle to find what you were looking for.

The same is true when you present a user with too much information or content with no focus.

Now do one more thing, open up a recent newsletter. What is the first thing you see?

# WHAT STANDS OUT?

Depending on what newsletter you looked at (if you didn't, go back to the previous page and follow the directions!!) different items may have stood out.

But what initially caught your eye? Was it an image? A button?

Or did your eyes wonder around a bit trying to settle on something?

If they latter is true, the newsletter may need to find some focus.



# A FEW SUGGESTIONS

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# JUST A LITTLE DIFFERENT

Sticking with the same basic format of the current newsletter, this idea simplifies a few things and puts more emphasis on the buttons as well as aligning elements in a more cohesive way.

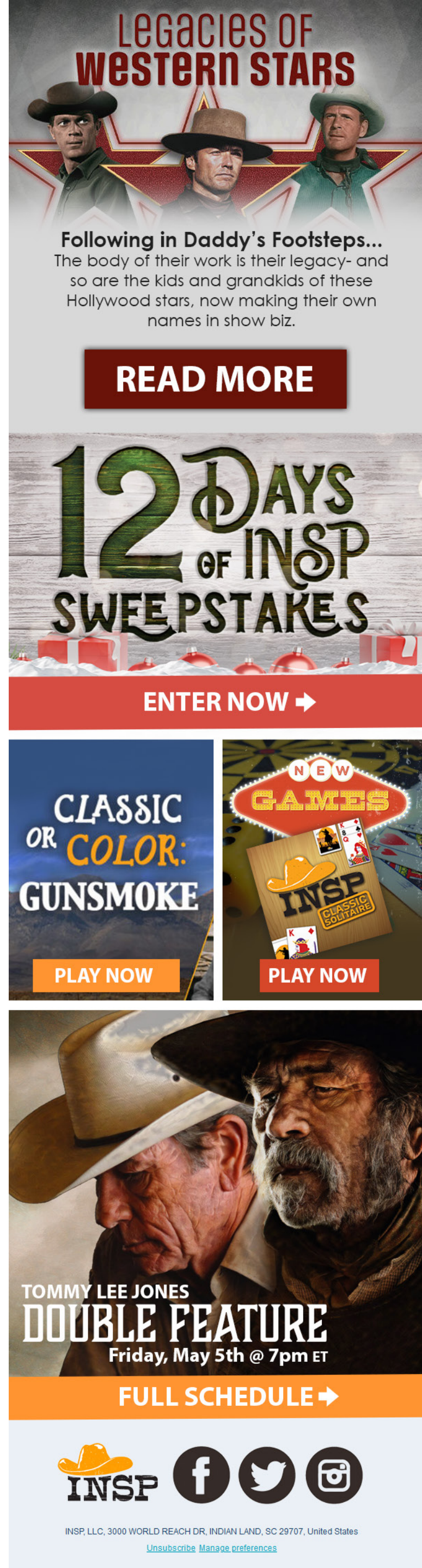
Instead of each space acting like a completely separate element, with different fonts and styles, take elements like the button and make them consistent throughout.

Take the top elements and combine them together to make them look more like they go together. Emphazie just one CTA button with a high contrast and similar coor scheme found in the graphic. This button could be larger and slightly different to stand out from the other buttons.

Instead of using so many different size squares, change the newsletter block to a similar size as the first block. As users scroll, it will stand out more. Make the button large and consistent throughout not just this email, but every similar one.

Add a seperation with two smaller ads. Keep the buttons in a consitent place and style to focus the users eyes. Be sure to make the buttons stand out with high contrast and highlight colors from other areas.

Since the shows section gets a very small amount of clicks, enlarge the area to the same size as large spaces above and highlight just one show. Since the Schedule button gets a decent amount of clicks, add that underneath in the same format as the ones above.





# (SIMPLE) BUT DIFFERENT

Going in a little bit of a different direction, this idea makes the majority of the content in the email consistent. Using the same size blocks, each block has the same fonts and button sizes. Consistency helps the user stay focused. Unlike a design where buttons and text are all over the place, a consistent format allows the users to easily navigate the email.

Each “block” will use a custom graphic, but the fonts and buttons will all be the same format for each block. The blocks will also maintain the same size, so as a user scrolls, each one can stand out on its own.

While each block will use the same overall format, colors can change to reflect the graphic.

Since each block will be the same size, limiting the amount of blocks. So for shows, focus on one show with a button to the Schedule.

