



# Not Just Pretty Numbers

Making Data-driven Design  
Decisions

# Hello!

I'm **Alex Kelly**

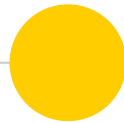
Email person at MailChimp

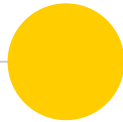
Twitter person at **@alexkellysays**



**68%**

work on teams of  
3 or less people







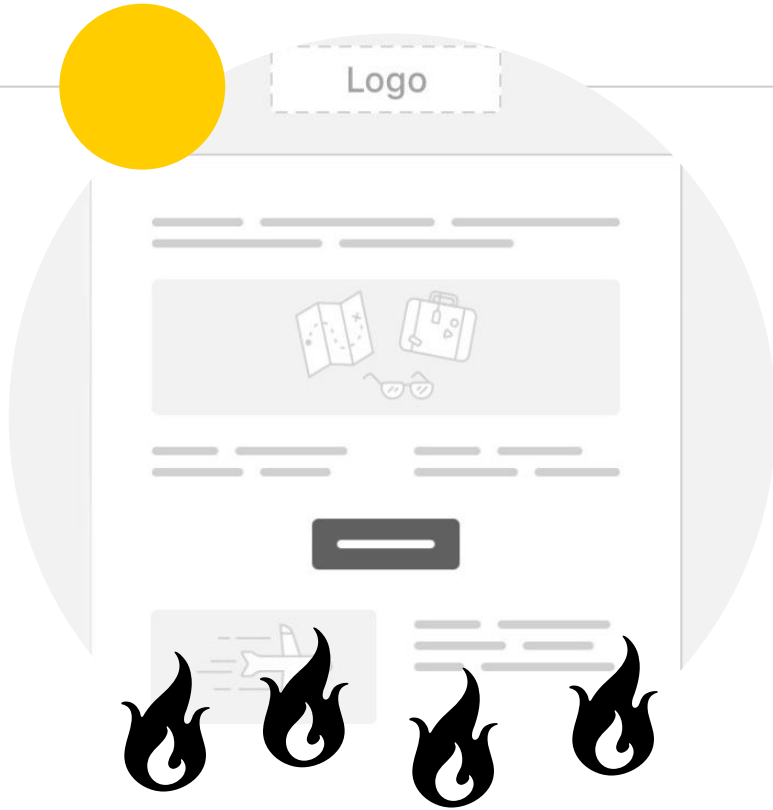
# High performing

Opens, clicks, & revenue



# The most perfect email template

° + ✨ ⁂ (°▽°) ⁂ + °



**does not exist.**



# ● **What we found**

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- Using simple layouts
- Being concise
- Testing, testing, testing



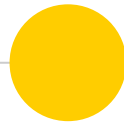
1

**Simplicity wins**

the layout battle

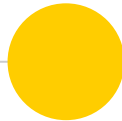
**48%**

Usage of  
1 column template



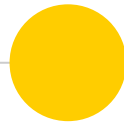
**K. I. S. S**

Keep It Simple, Stupid



**K. I. S. S. A. S. S.**

Keep It Super Simple And  
Straightforward, Silly



# ● **What we found**

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- Using simple layouts
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---

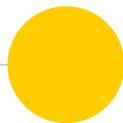
2

## **Be concise**

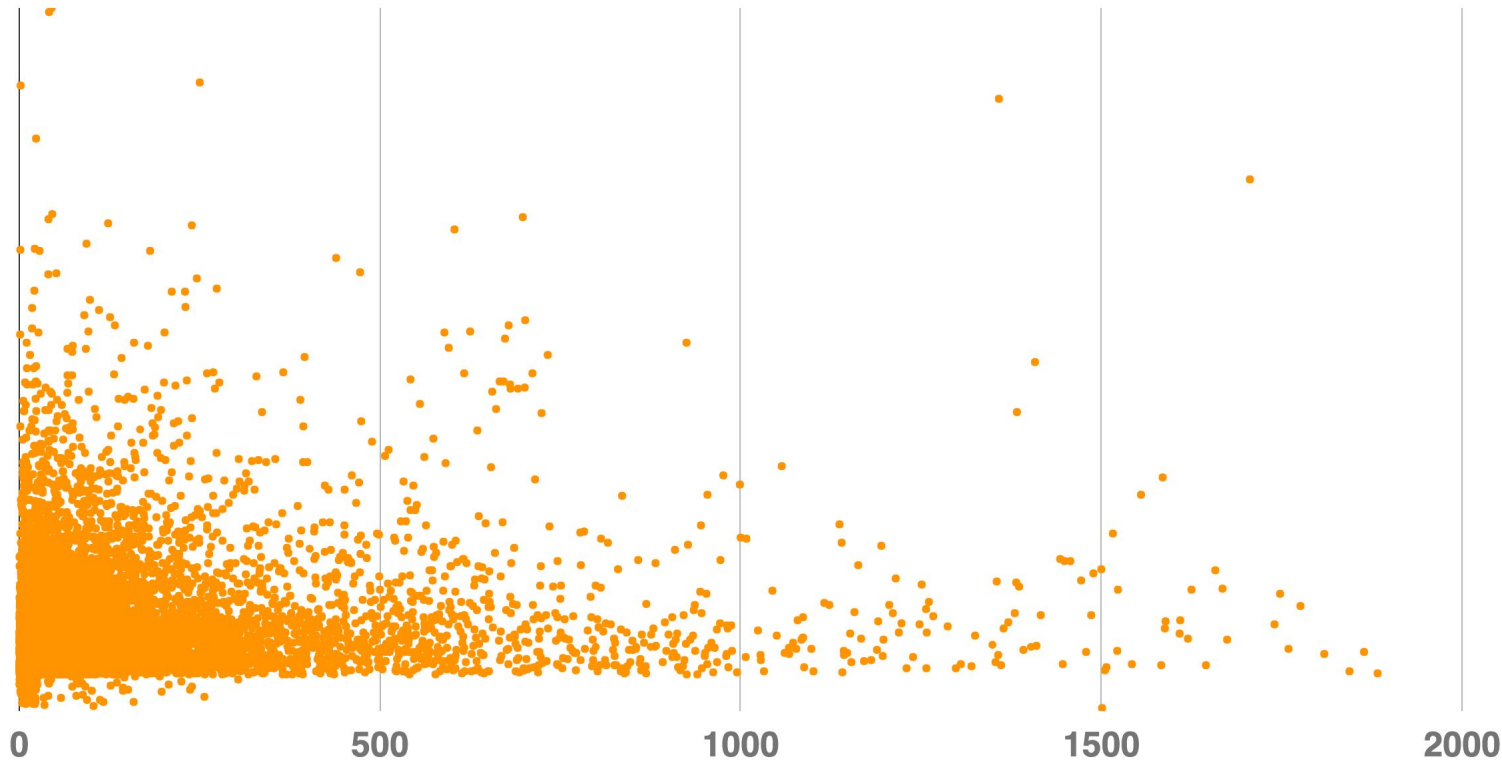
because words are hard

**95%**

200 words per image  
or less



*Click rate*



*Words per image*





# ● **What we found**

---

- Using simple layouts
- Being concise
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3

## A/B Testing

get your science on

**+73%**

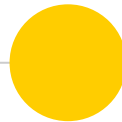
Open Rate

**+198%**

Click Rate

**+14.92%**

Revenue



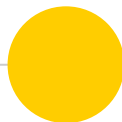
**In 2008**

**+11%**

Open Rate

**+17%**

Click Rate



**In 2008**

**+11%**

Open Rate

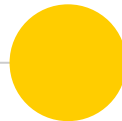
**+17%**

Click Rate

**In 2016**

**+20%**

Revenue for e-comm users



What does it  
all mean?

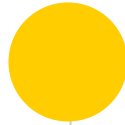
*Design is about  
context.*

“

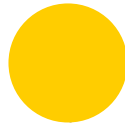
Getting The Most  
Out of **Your** Data



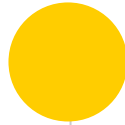
Use your own data



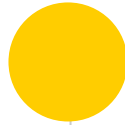
# Set goals



# Challenge assumptions



Make sure your  
data is helpful



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● **2 variable types**



Control



Response

Making it all work  
together

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# **Pull it together**

**Use your  
own data**

---

# ● Pull it together

Use your  
own data

Set goals





# **Pull it together**

---

**Use your  
own data**

**Challenge  
assumptions**

**Set goals**



# **Pull it together**

---

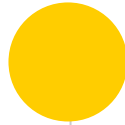
**Use your  
own data**

**Challenge  
assumptions**

**Set goals**

**Make sure  
it's helpful**

Exploit what  
you've learned



Keep testing





# Not Just Pretty Numbers

Making Data-driven Design  
Decisions

**Thank you!**

**[bit.ly/2w7RhRh](https://bit.ly/2w7RhRh)**

**@alexkellysays**