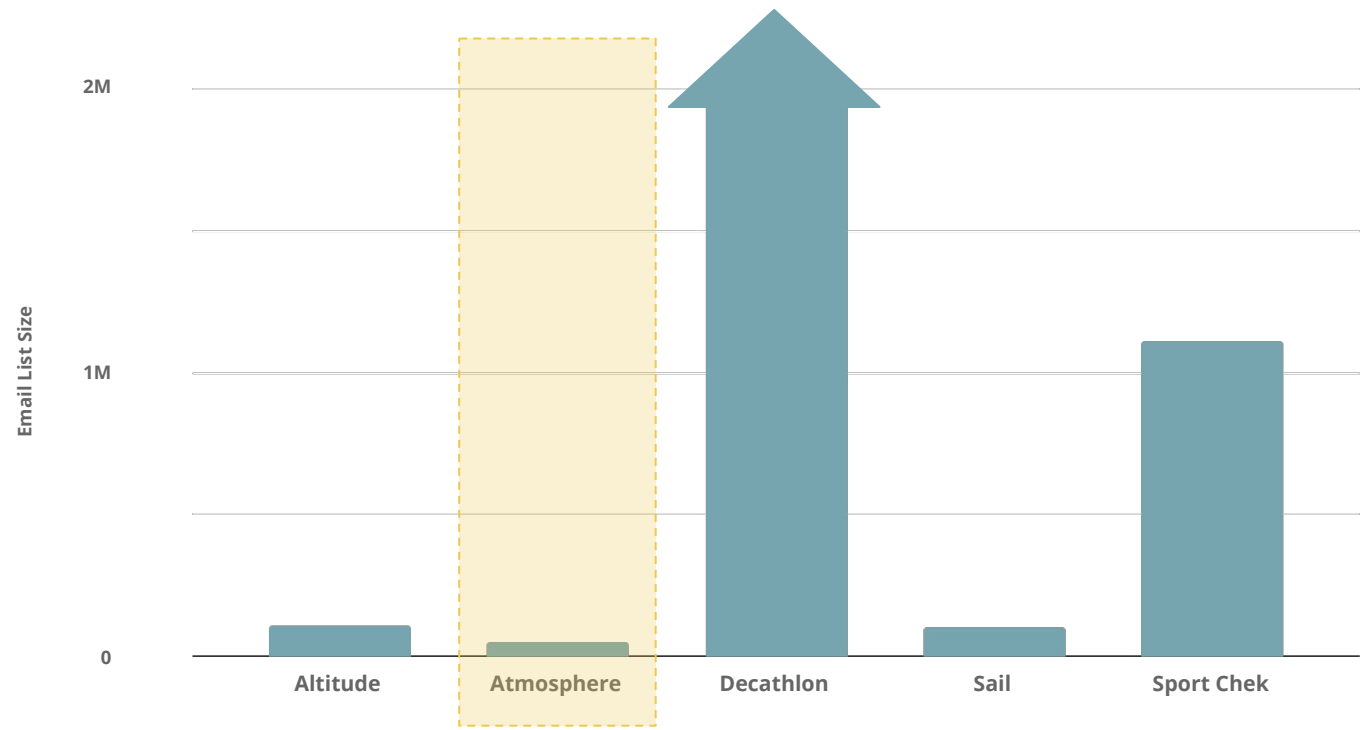




ATMOSPHERE
CAMPING • HIKING • OUTDOORS

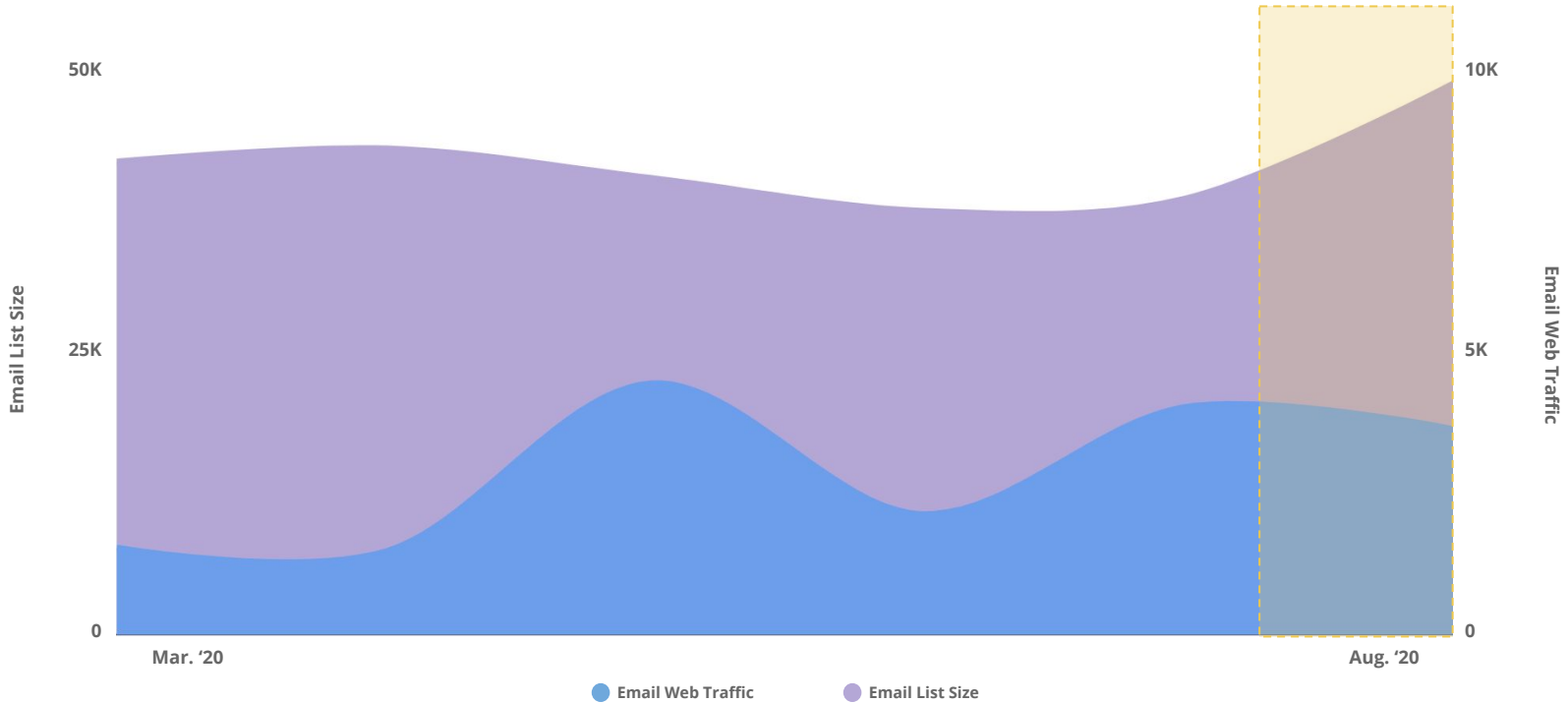
**Email Subject Lines That
Reduce Spam Rates
Activewear**

Atmosphere has the smallest list size, out of its closest Canadian competitors, at just under 50K subscribers as of August 2020.

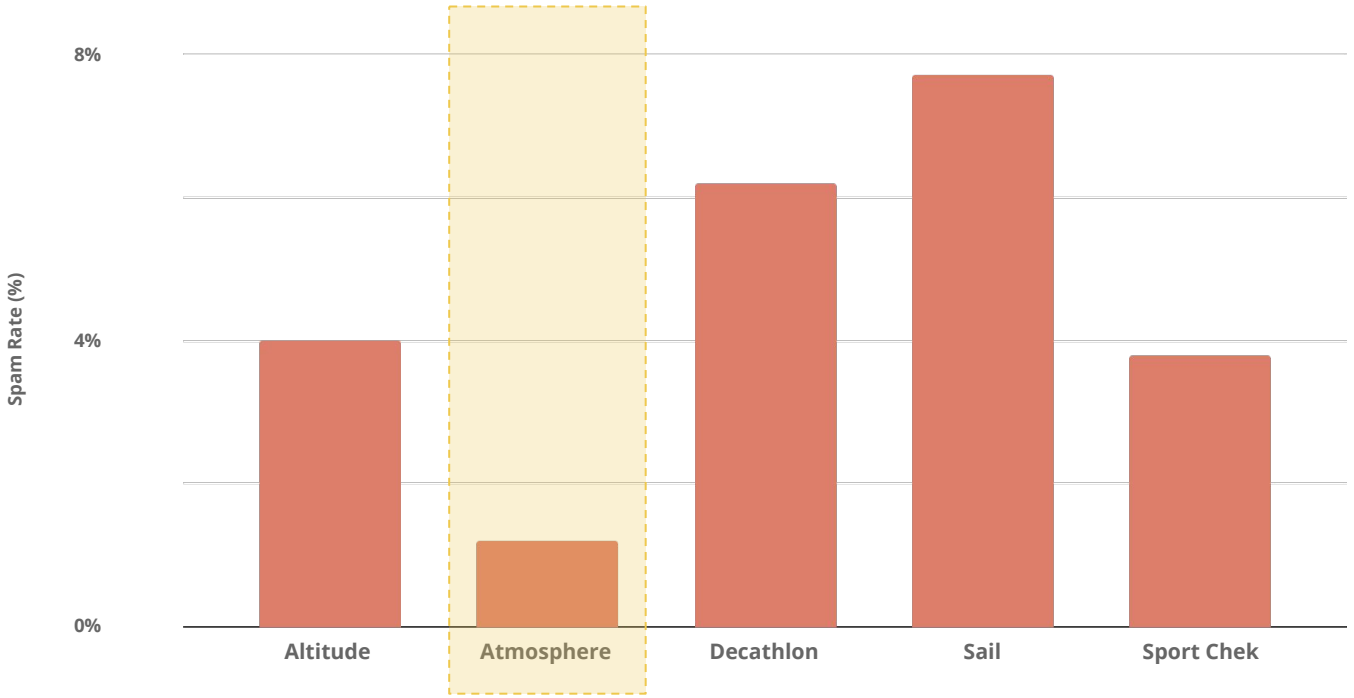


Time frame: Past 6 Months

At the same time, Atmosphere is one of the few competitors who saw an increase in email list size this month, at **+27% MoM**.

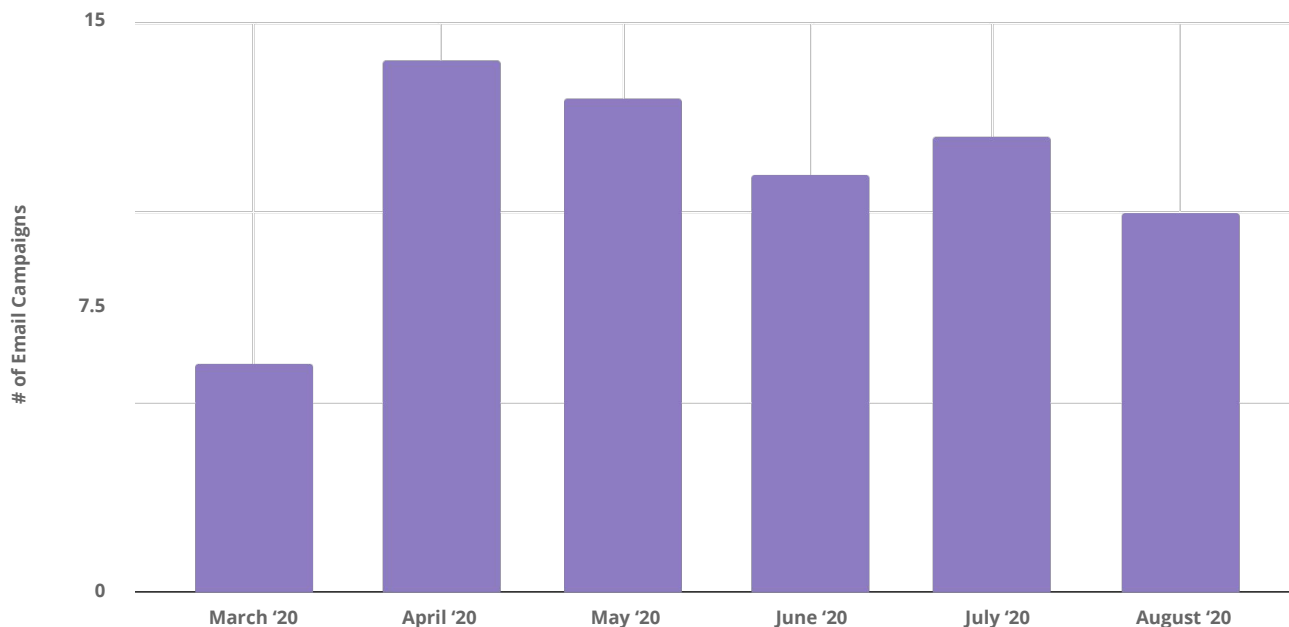


Atmosphere also has the lowest spam rate % of their competitors, with a 1.2% spam rate (average) over the past 6 months.

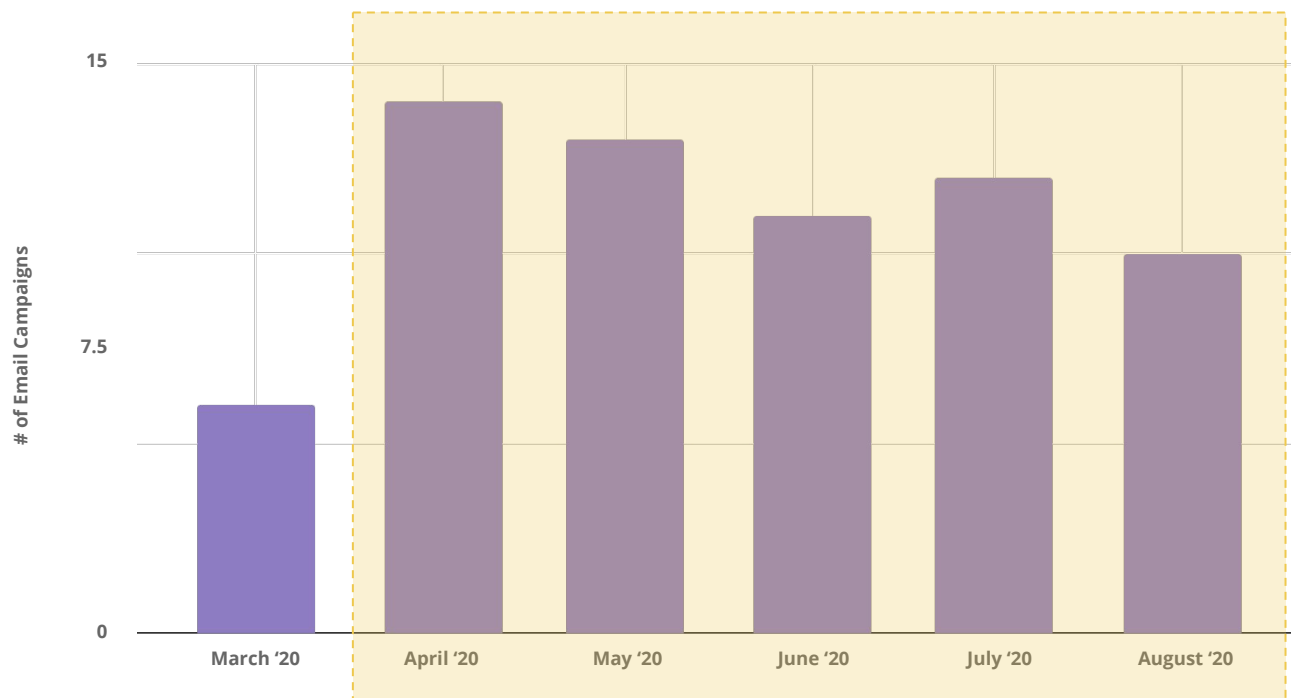


Time frame: Past 6 Months

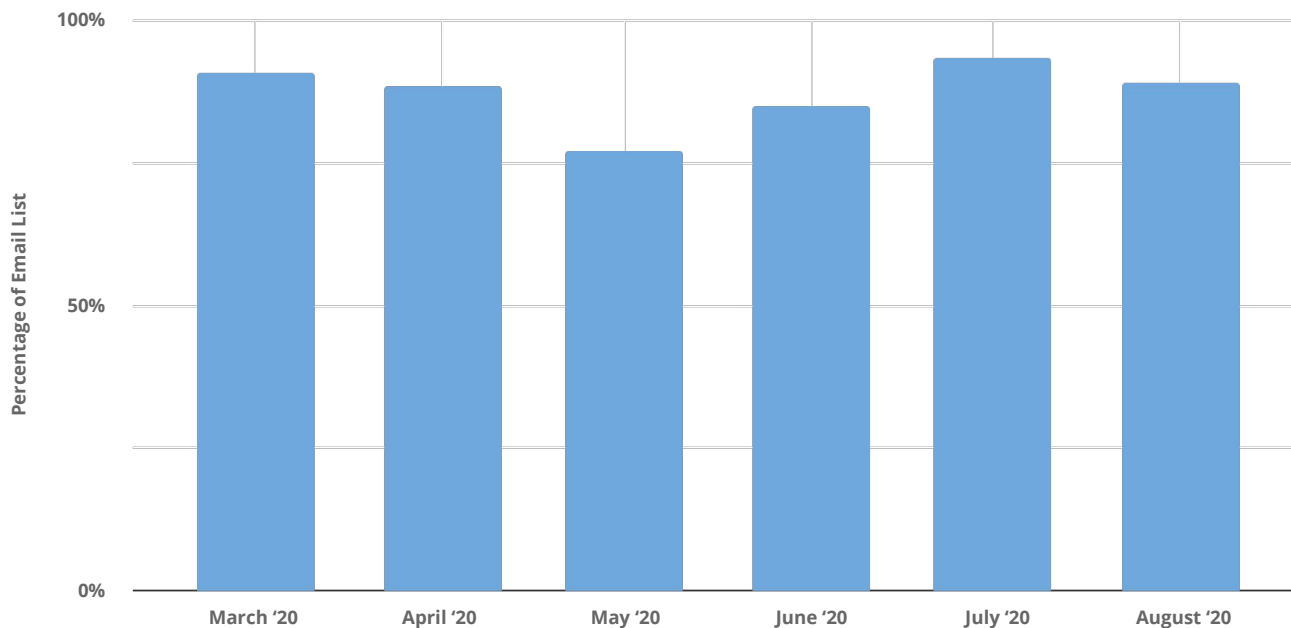
A best practice that Atmosphere follows that attributes to their healthy spam rates is their control over email send frequency.



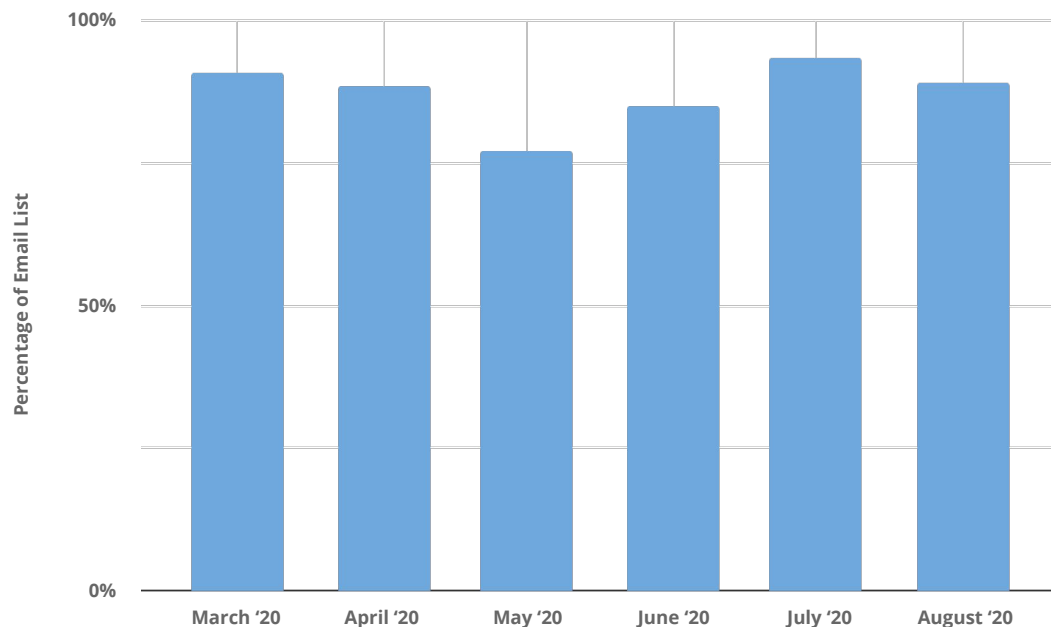
Aside from March, Atmosphere has kept the number of email campaigns they send out fairly consistent, averaging around 12 email campaigns per month.



Also, unlike brands with larger email list sizes, Atmosphere does not overly segment their audiences, sending their emails to an average of 87% of the email list each time.



Aside from March, Atmosphere has kept the number of email campaigns they send out fairly consistent, averaging around 12 email campaigns per month.



Breaking Down the Strategy:

Atmosphere has roughly 40K subscribers, the lowest amount of subscribers amongst competitors (in comparison, Sport Chek has 1M while Decathlon has 9M)

Overly segmenting a small email list can sometimes lead to certain customers receiving multiples of a similar email through the day and/or week

Too many emails will eventually repel subscribers, leading to low engagement, spam complaints, and low open rates

By landing a high percentage of emails in spam, you start to breakdown your IP reputation, and in turn, lose "trust" with ISP filters, making it more likely that your emails will be auto-flagged as spam

Taking a closer look at the email campaigns, there is a common trait amongst email campaigns that have high spam rates for Atmosphere.

Subject Line: **Flash Sale On Now! Up To 55% Off Today Only**



Spam Rate: 7.7%

Subject Line: **Trek Your Way To Up To 60% Off Clothing & Jackets**



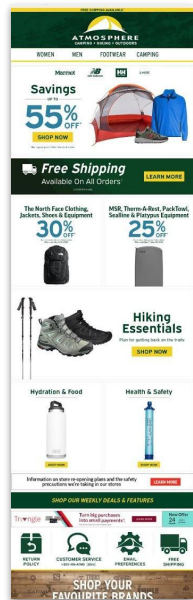
Spam Rate: 0%

Subject Line: **Paddle Through To Savings Up To 60% Off**



Spam Rate: 0%

Subject Line: **Final Day! Extra 25% Off Friends & Family Event**



Spam Rate: 11%

Subject Line: **Final Day! Extra 25% Off Friends & Family Event**



Spam Rate: 9.1%

Subject Line: **5-Day Easter Event On Now! Up To 50% Off + Free Shipping**



Spam Rate: 16.7%

Although the content of the email campaigns are similar (all sales-focused), the spam rates differ greatly.

Subject Line:
Flash Sale On Now! Up To 55% Off Today Only

Spam Rate: 7.7%

Subject Line:
Trek Your Way To Up To 60% Off Clothing & Jackets

Spam Rate: 0%

Subject Line:
Paddle Through To Savings Up To 60% Off

Spam Rate: 0%

Subject Line:
Final Day! Extra 25% Off Friends & Family Event

Spam Rate: 11%

Subject Line:
Final Day! Extra 25% Off Friends & Family Event

Spam Rate: 9.1%

Subject Line:
5-Day Easter Event On Now! Up To 50% Off + Free Shipping

Spam Rate: 16.7%

The common trait between high spam rate emails and low spam rate emails is the subject lines.

High Spam Percentage

SL: Flash Sale On Now! Up To 55% Off Today Only

Spam Rate: 7.7%

SL: Final Day! Extra 25% Off Friends & Family Event

Spam Rate: 9.1%

SL: Explore This Week's Top Deals Up To 55% Off

Spam Rate: 10%

SL: 5-Day Easter Event On Now! Up To 50% Off + Free Shipping

Spam Rate: 16.7%

Generic subject lines with lack of branding that could be applied to and sent from any retailer

These emails do not stand out and does not let subscribers know immediately which company sent these emails.

Amongst the many sales-focused emails from other retailers, these generic subject lines get lost in the fray and do little to entice readers to open the email.

Low Spam Percentage

SL: Trek Your Way To Up To 60% Off Clothing & Jackets

Spam Rate: 0%

SL: Cozy Up Under The Stars 
Marmot Camping Equipment
25% Off

Spam Rate: 0%

SL: Paddle Through To Savings Up To 60% Off

Spam Rate: 0%

SL: Explore The Outdoors 
Savings Up To 60% Off

Spam Rate: 0%

Inclusion of brand-related keywords such as "trek", "paddle", "camping", and "outdoors"

Adding in the types of products on sale (i.e. "clothing & jackets") make it easier for customers to decide whether or not they're interested in the email.

Words like "paddle" and "camping" are specific enough to Atmosphere to trigger brand recognition; including brand name products also helps encourage email reads.

Key Takeaways

From the Atmosphere Email Case Study

While segmenting email audiences typically yield positive results, do not overdo segmentation: In previous reports, we showcased the benefits of email segmentation. However, in Atmosphere's case, with their small email list size (under 50K subscribers), overly segmenting their audience could result in either very small audience segments or the chance that a customer fits in multiple segments--this could lead to them receiving multiples of similar emails and reporting your brand as spam.

Tactic — Insert enough branding into your subject lines so readers know who the email is coming from: When Atmosphere sends generic subjects with no brand-related keywords, their email spam rates is much higher than their average (1.2% vs. 11.7%). Have enough brand-related keywords (i.e. "Camping", "Explore the outdoors", "Trek", for Atmosphere) in your subject lines so readers know what to expect and who to expect the email from.