

EMAIL NEWSLETTER REDESIGN CASE STUDY

Improving engagement within an existing database via email best practices and intentional design for both desktop and mobile users.



24.7%

Increase in
click-through
rate across all
devices

19.4%

Increase in open
rate on mobile
devices

57.3%

Increase in
newsletter
traffic to
Airstream's
website from
mobile traffic

CLIENT

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make any changes, let's make only improvements," Airstream has remained a timeless classic.

SITUATION

Over the past few years, Airstream's audience has increased in both scope and breadth (by demographics and psychographics), causing their email list to grow by 70% in 2015. They soon realized that their email newsletter, "The Rivet," needed to be quickly and efficiently redesigned for a more modern look to include more featured content and to improve functionality.

SOLUTION

Element Three knew that while redesigning the template was important, focusing on technological improvement would be the most beneficial for Airstream going forward.

After adjusting the template to fit Airstream's growing audience and display more content in a clear, easy-to-digest way, Element Three designed with a mobile-first approach, as data indicated a marked increase in this category. Improving the user experience on mobile included things like upgrading content CTAs, adjusting text size, and categorizing content to make it more accessible to users.

To ensure maximum flexibility, Element Three created modules that could be added or removed at will, enabling Airstream to modify their content to fit the needs of their audience, without requiring additional development resources.

IMPACT

After launching the new email template, The Rivet saw a **24.72% increase in overall click-through rate**, with a **34.11% increase in click-through rate on mobile devices**. Mobile open rate also saw a **lift of 19.46%**, and newsletter traffic from mobile devices to Airstream's website **increased by 57.36%**.