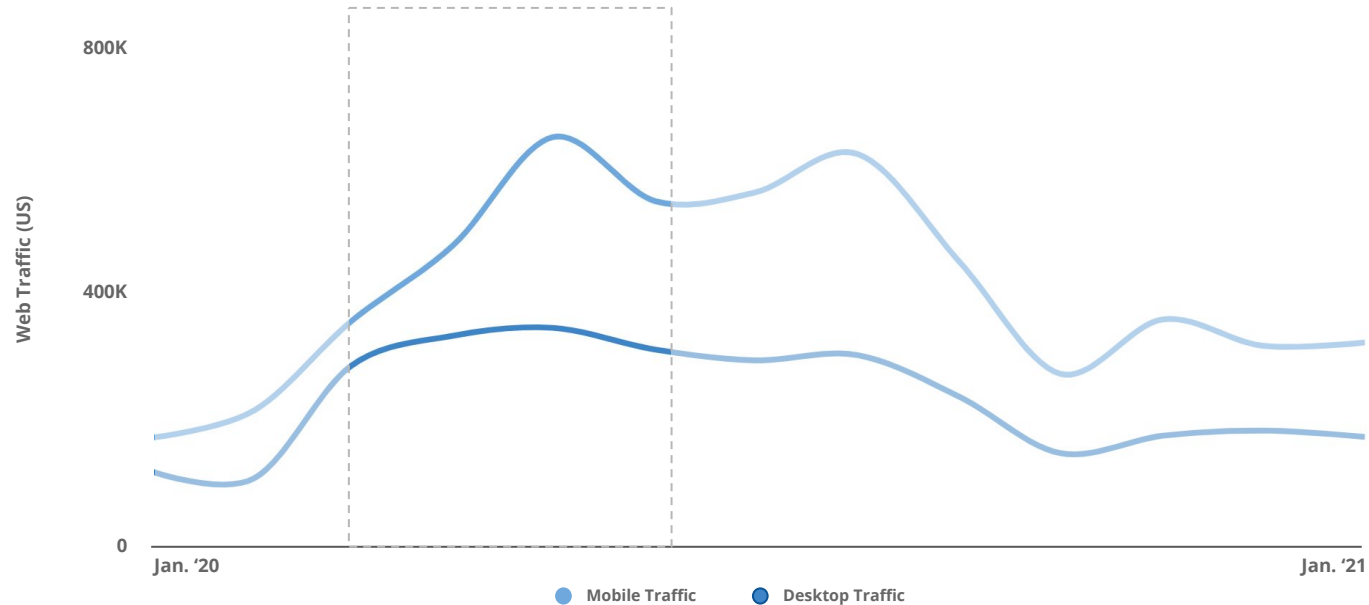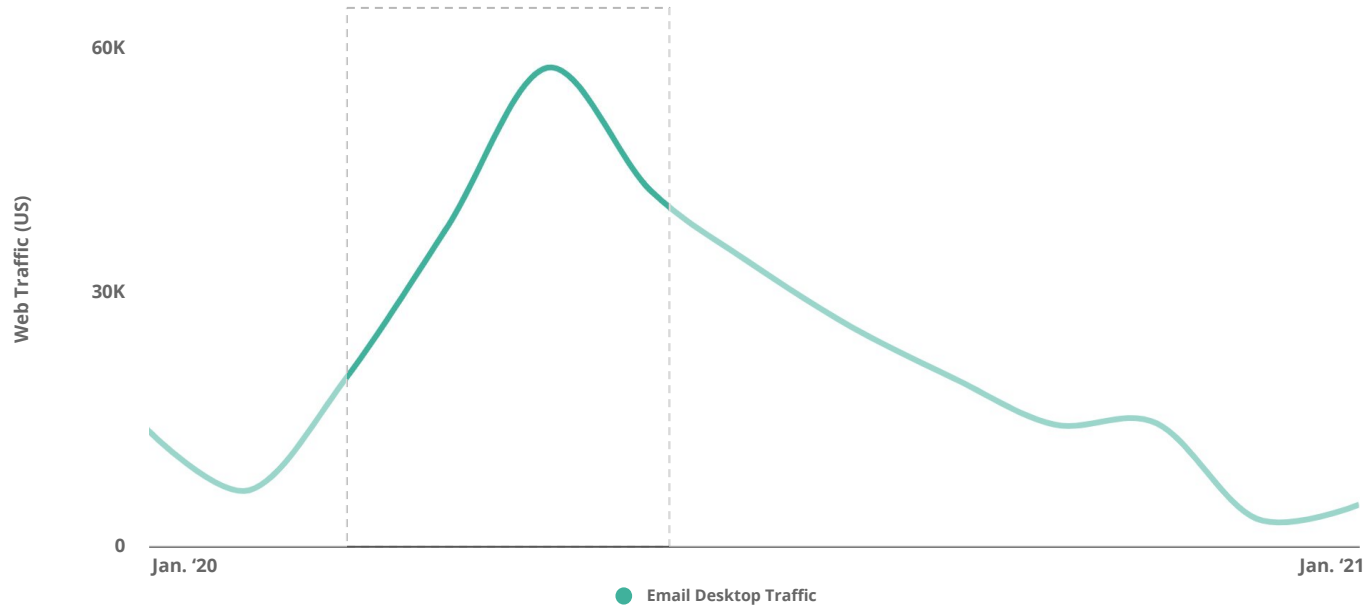# hint®

drink water, not sugar®

Driving Email Web Traffic with A/B Testing and Segmentation
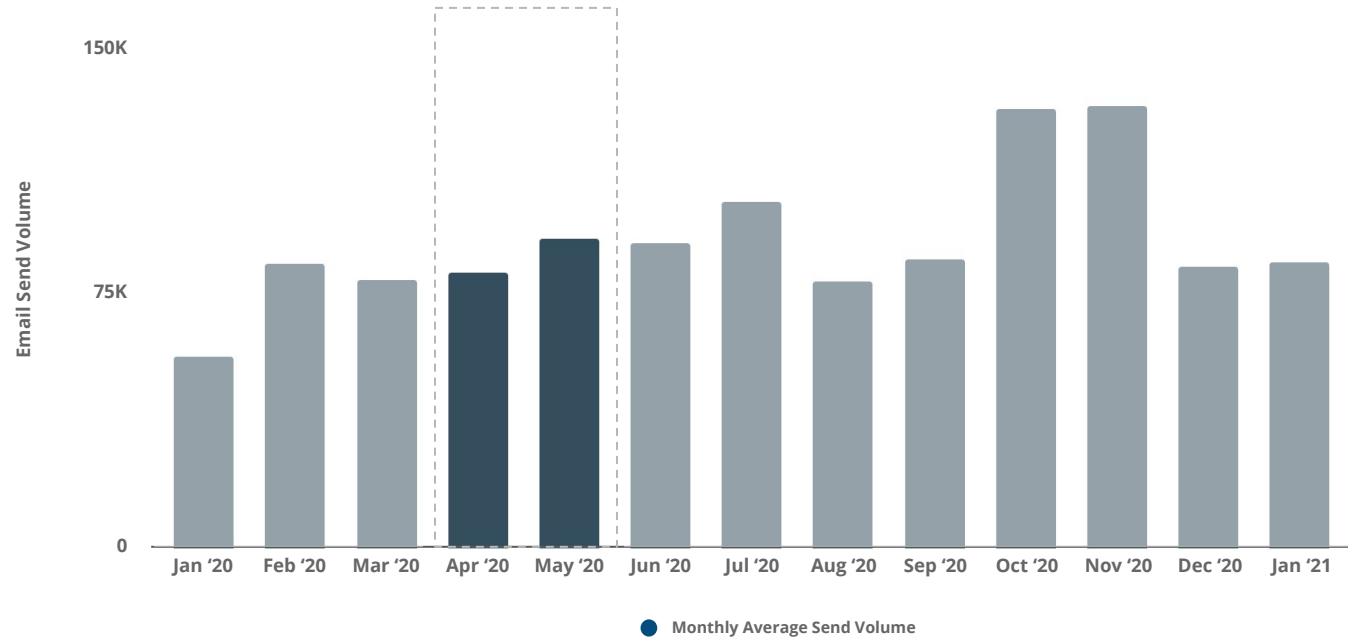
Food and Beverage

Hint experienced a surge in web traffic at the beginning of March 2020, with a traffic increase of +148% between February and May.

RightMetric

One of the main contributing factors to the web traffic growth on desktop came from email. Starting in April, email web traffic grew +259% compared to the previous months.


Web Traffic (US)

60K

30K

0

Jan. '20   Jan. '21

● Email Desktop Traffic

When looking at Hint's overall email sending volume, they were not sending more emails than usual during April and May.

Email Send Volume

150K

75K

0

Jan '20 | Feb '20 | Mar '20 | Apr '20 | May '20 | Jun '20 | Jul '20 | Aug '20 | Sep '20 | Oct '20 | Nov '20 | Dec '20 | Jan '21

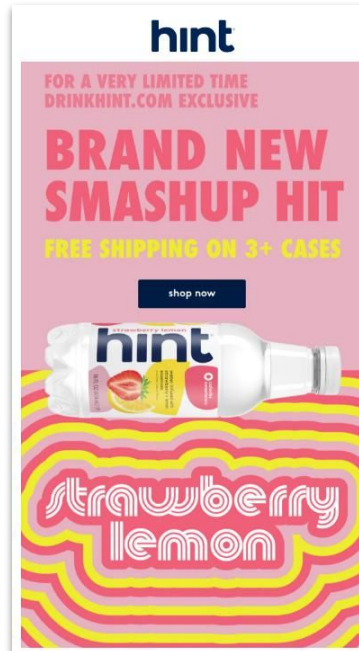● Monthly Average Send Volume

4

RightMetric

In April Hint launched a new water flavour and sent several emails announcing the new taste.

Subject Line:
Subscriber Early Access: A NEW smashup has landed – stock up while you can! 🍓🍋
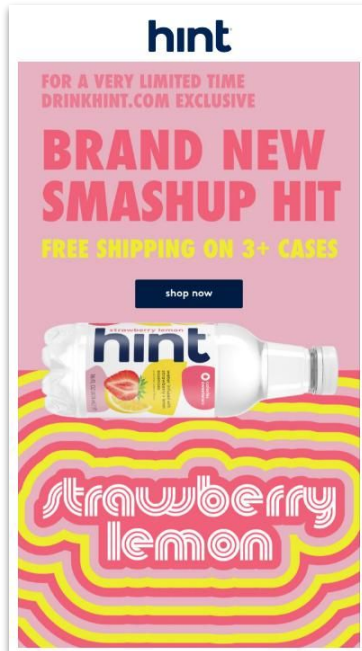
Subject Line:
A NEW smashup has landed – stock up while you can! 🍓🍋

Subject Line:
For a Limited Time: The Strawberry Lemon Smashup is Here! 🍓🍋

An email marketing best practice that Hint uses is segmenting and A/B testing their subject lines.
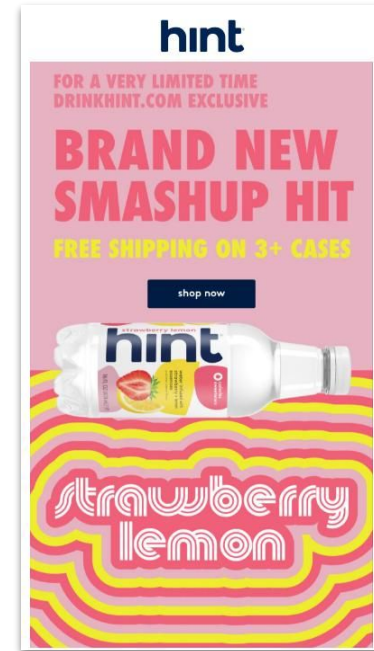
Subject Line:
Subscriber Early Access: A NEW smashup has landed – stock up while you can! 🍓🍋

Subject Line:
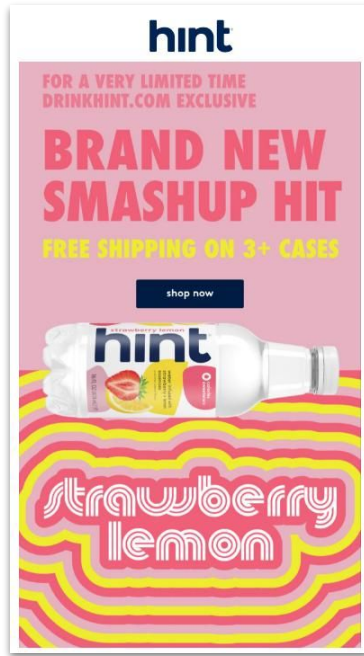A NEW smashup has landed – stock up while you can! 🍑🍋

Subject Line:
For a Limited Time: The Strawberry Lemon Smashup is Here! 🍑🍋

Send Date: **April 1, 2020**
Send Volume: **13K**
Spam Rate: **0%**

Hint sent the initial email to a small batch of subscribers (13K).

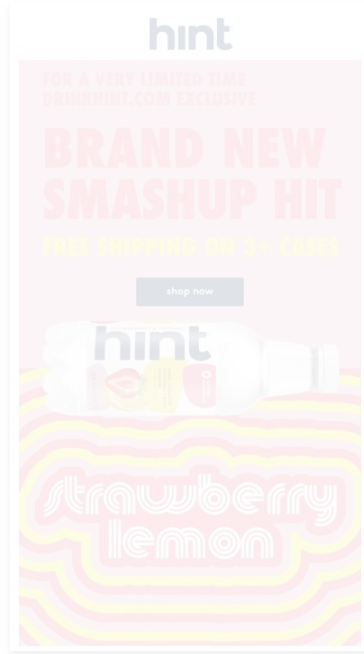The recipients of this email were likely to be loyal email subscribers, those who have
1) been subscribed for a long time and/or
2) engaged frequently with Hint's emails
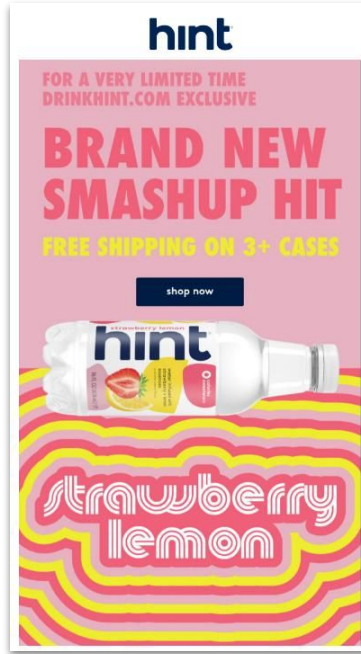
6

RightMetric

An email marketing best practice that Hint uses is segmenting and A/B testing their subject lines.
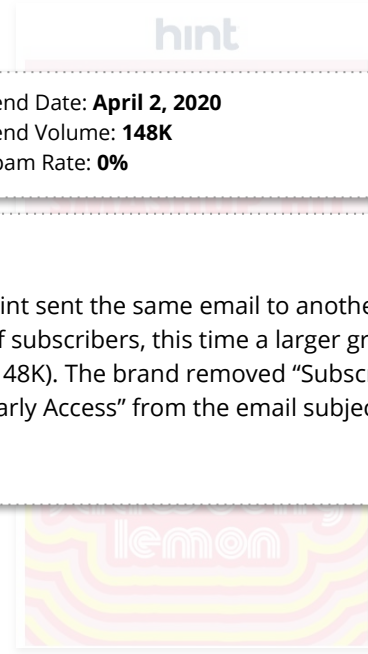
Subject Line:
Subscriber Early Access: A NEW smashup has landed – stock up while you can! 🍓🍋

Subject Line:
A NEW smashup has landed – stock up while you can! 🍓🍋

Subject Line:
For a Limited Time: The Strawberry Lemon Smashup is Here! 🍓🍋

Send Date: **April 2, 2020**
Send Volume: **148K**
Spam Rate: **0%**

Hint sent the same email to another batch of subscribers, this time a larger group (148K). The brand removed "Subscriber Early Access" from the email subject line.

RightMetric

An email marketing best practice that Hint uses is segmenting and A/B testing their subject lines.

Subject Line:
For a Limited Time: The Strawberry Lemon Smashup is Here! 🍓🍋

Send Date: **April 5, 2020**
Send Volume: **106K**
Spam Rate: **0%**

The last email in the series was sent to the similar-sized audience batch (106K) as the previous one.

This time, Hint added a sense of urgency with the "For a Limited Time" subject line prefix.

8

RightMetric
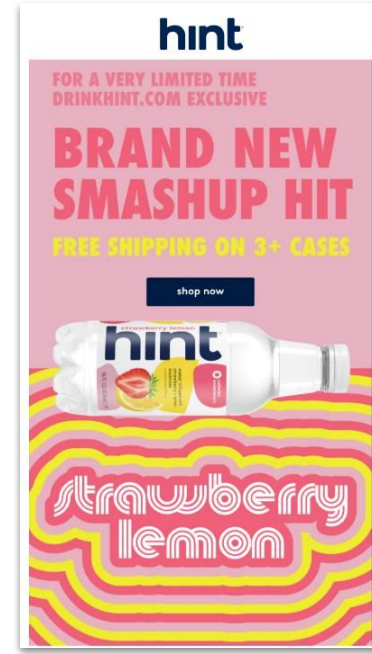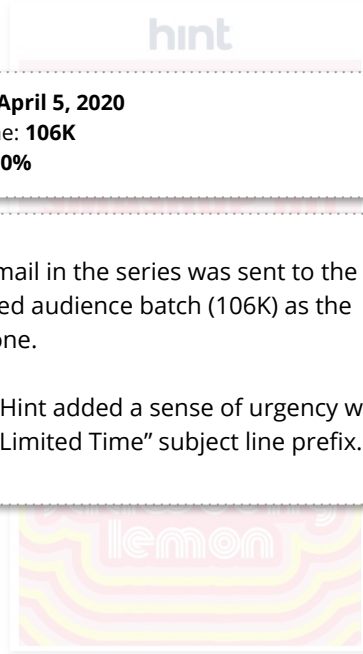
In May Hint launched two new promotions:

Promotion:
Free CASE and SUNSTICK

Promotion:
Free FACE MASK

RightMetric

Similarly to the product launch campaign in April, Hint segmented and A/B tested email subject lines.

Subject Line:
Stock up for spring and get a FREE case on us! 🌼
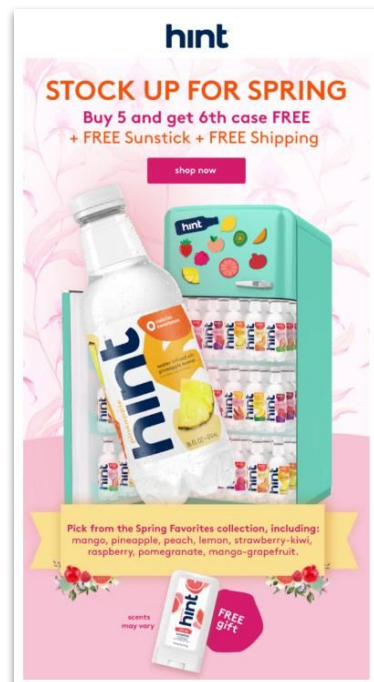
Subject Line:
Just $1 per bottle, now with a free Hint face mask!

For the free case and sunstick promotion, Hint sent emails in batches, similar to their April promotion.

Subject Line:
Stock up for spring and get a FREE case on us! 🌼

Subject Line:
Last chance to stock up for spring! 🌼

Subject Line:
Stock up for spring and get a FREE gift from us!
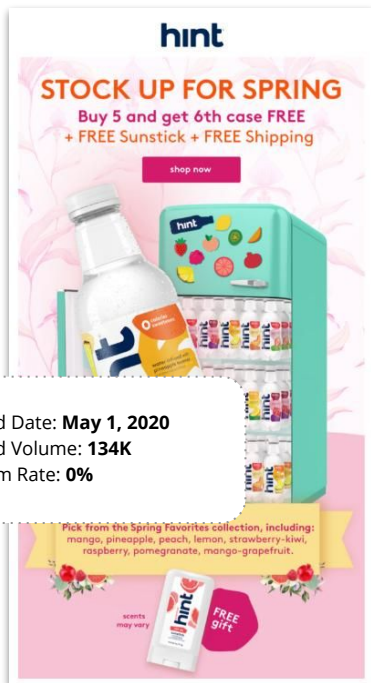
Send Date: **May 1, 2020**
Send Volume: **134K**
Spam Rate: **0%**
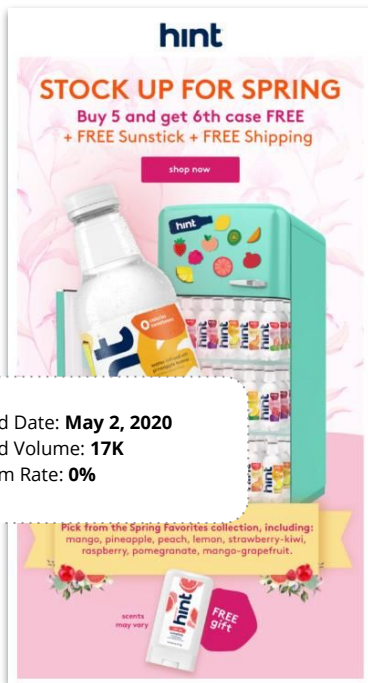
Send Date: **May 2, 2020**
Send Volume: **17K**
Spam Rate: **0%**
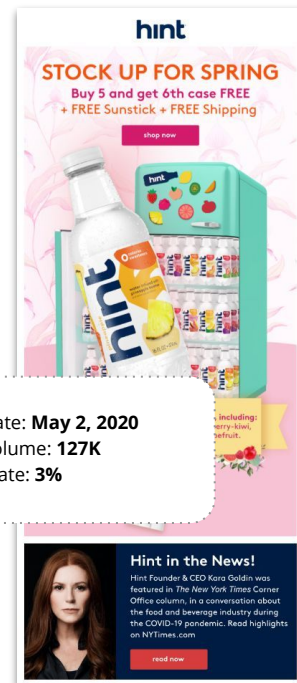
Send Date: **May 2, 2020**
Send Volume: **127K**
Spam Rate: **3%**

For the free Hint mask promotion, the company switched things up a bit by adding different email creatives as well.

Subject Line:
Get a FREE face mask and save 15% when you hydrate with Hint!

Subject Line:
Buy 3 cases and get a FREE Hint face mask!

Subject Line:
Just $1 per bottle, now with a free Hint face mask!
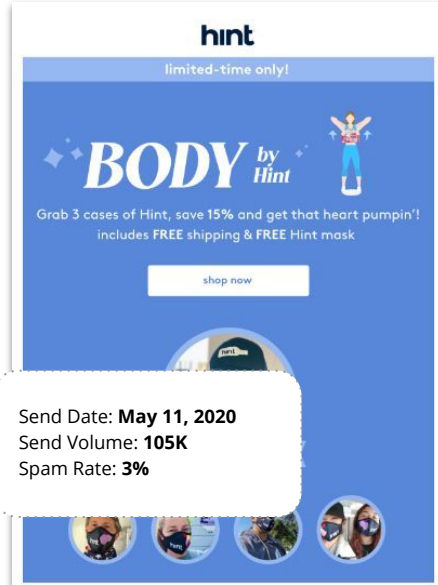
Send Date: **May 11, 2020**
Send Volume: **105K**
Spam Rate: **3%**

Send Date: **May 19, 2020**
Send Volume: **166K**
Spam Rate: **5%**
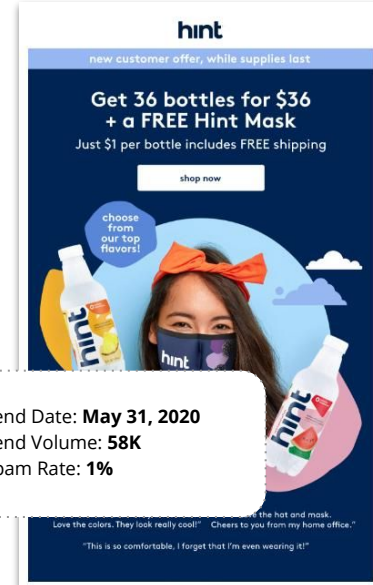
Send Date: **May 31, 2020**
Send Volume: **58K**
Spam Rate: **1%**

RightMetric

At the end of the promo period, Hint used the same email visuals to send the "last call" emails to selected audience groups.

Subject Line:
Get a FREE face mask and save 15% when you hydrate with Hint!

Subject Line:
Buy 3 cases and get a FREE Hint face mask!

Subject Line:
Just $1 per bottle, now with a free Hint face mask!
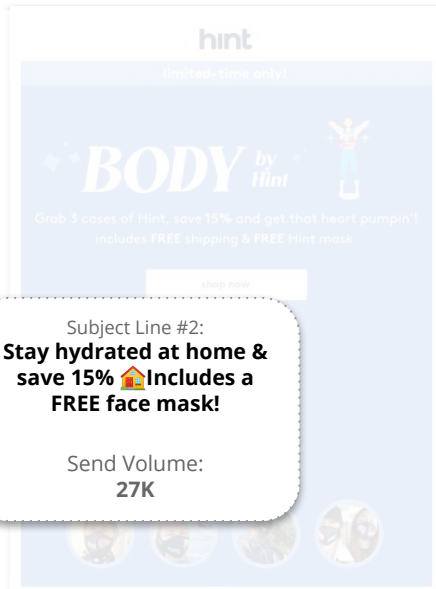
Subject Line #2:
Stay hydrated at home & save 15% 🏠Includes a FREE face mask!

Send Volume:
27K
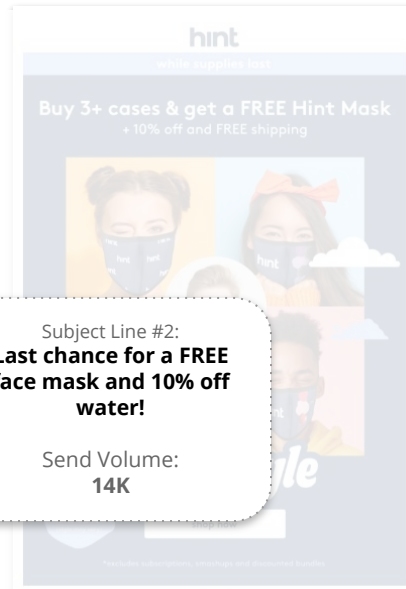
Subject Line #2:
Last chance for a FREE face mask and 10% off water!

Send Volume:
14K
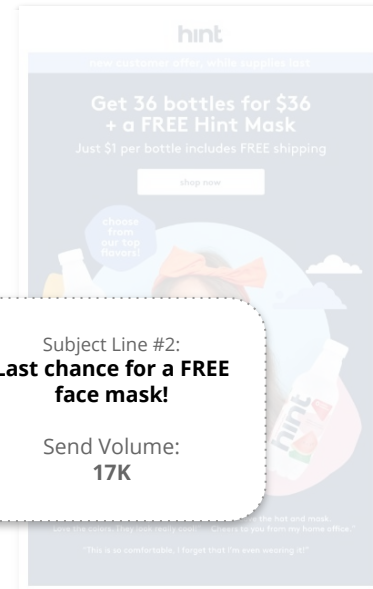
Subject Line #2:
Last chance for a FREE face mask!

Send Volume:
17K

RightMetric

In addition to their segmentation and A/B testing strategy, Hint emails also follow one particular tactic—one call to action per email.

RightMetric
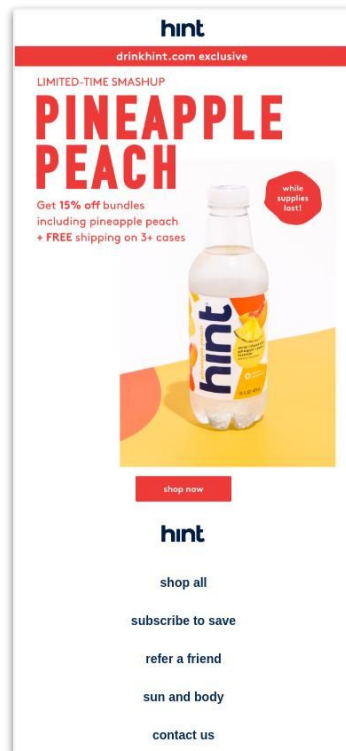
Aside from their standard email footer, all of Hint's emails contain one "Shop Now" CTA button.
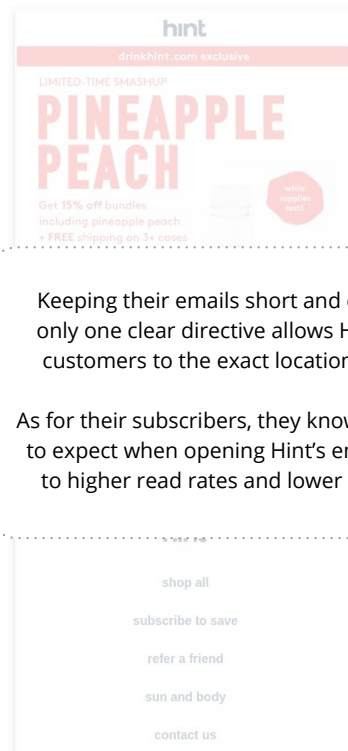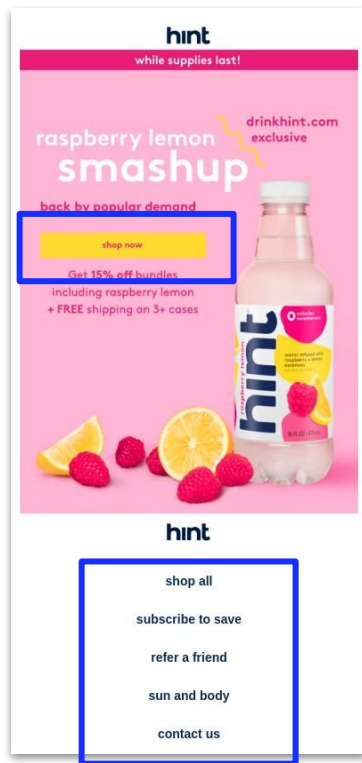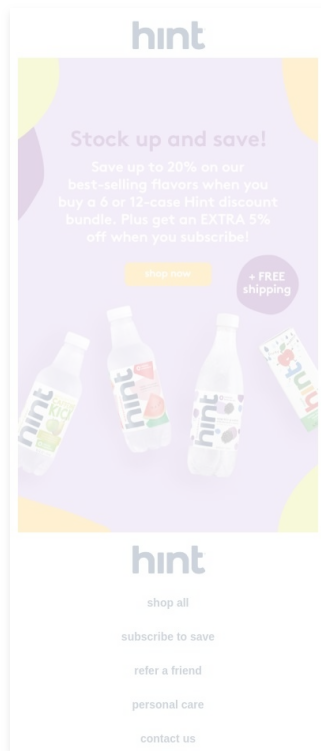
Keeping their emails short and concise with only one clear directive allows Hint to direct customers to the exact location they want.

As for their subscribers, they know exactly what to expect when opening Hint's emails, leading to higher read rates and lower spam rates.

Looking back at Hint's average email send volume, the brand sent out 1.5x more emails on average in October and November than they did in April and May.

Email Send Volume

150K

75K

0

Jan '20 Feb '20 Mar '20 Apr '20 May '20 Jun '20 Jul '20 Aug '20 Sep '20 Oct '20 Nov '20 Dec '20 Jan '21

● Monthly Average Send Volume

RightMetric
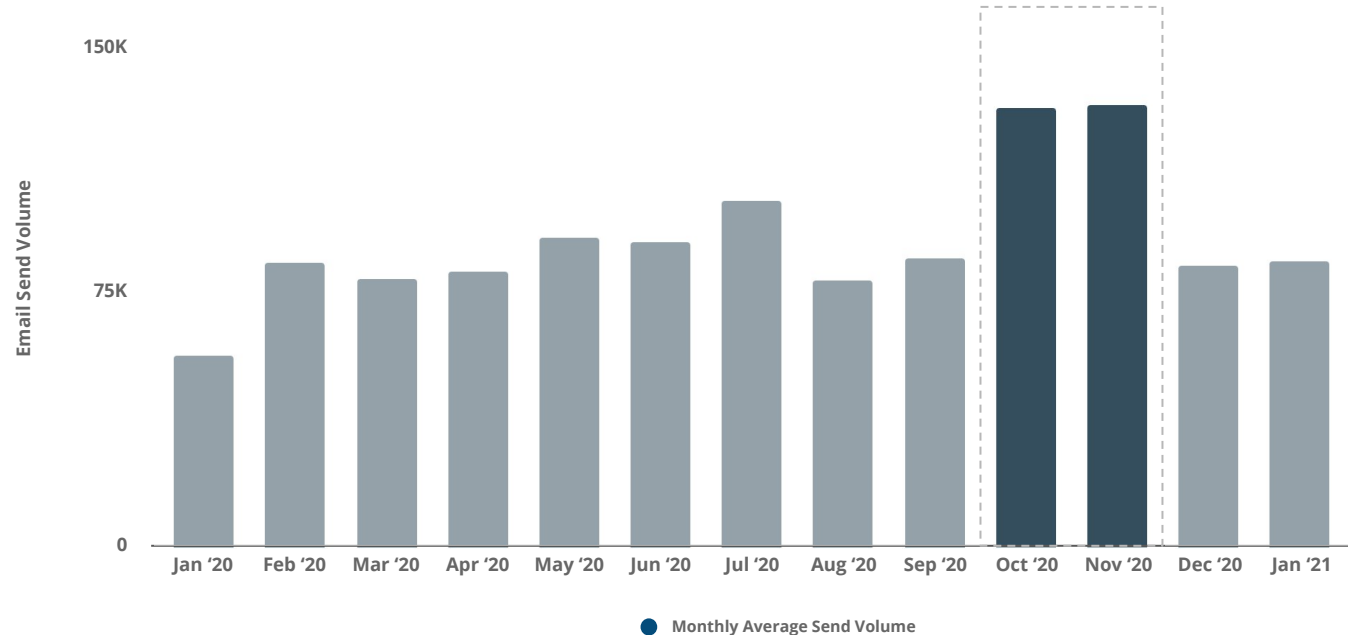
Despite the higher volume of emails, the emails did not translate to higher email web traffic (and overall web traffic) for the brand.

Email web traffic dropped **-37%** during Oct/Nov
(compared to Aug/Sep)

60K

30K

0

Web Traffic (US)

Jan. '20

Jan. '21

● **Email Desktop Traffic**
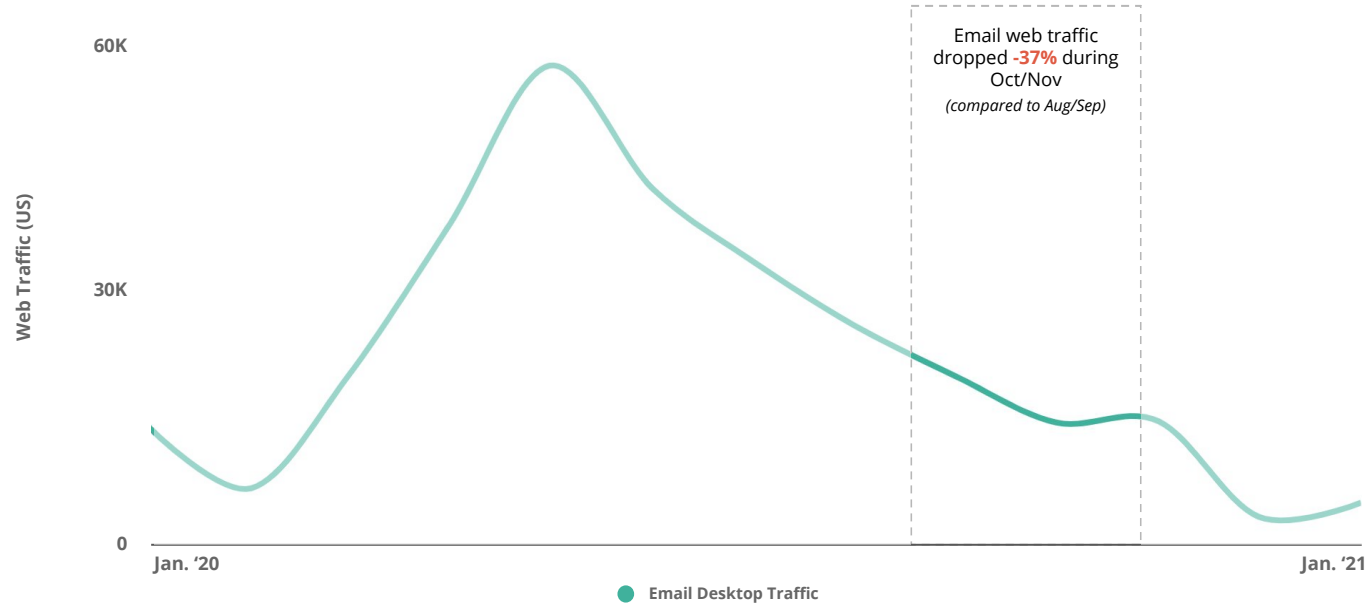
October and November resulted in the highest average spam rate (11.3%) for Hint for the entire 2020, compared to the overall average of 5.4%.

Email Send Volume

150K

75K

0

Jan '20, Feb '20, Mar '20, Apr '20, May '20, Jun '20, Jul '20, Aug '20, Sep '20, Oct '20, Nov '20, Dec '20, Jan '21

● Avg. Volume of Emails in Inbox   ● Avg. Volume of Emails in Spam
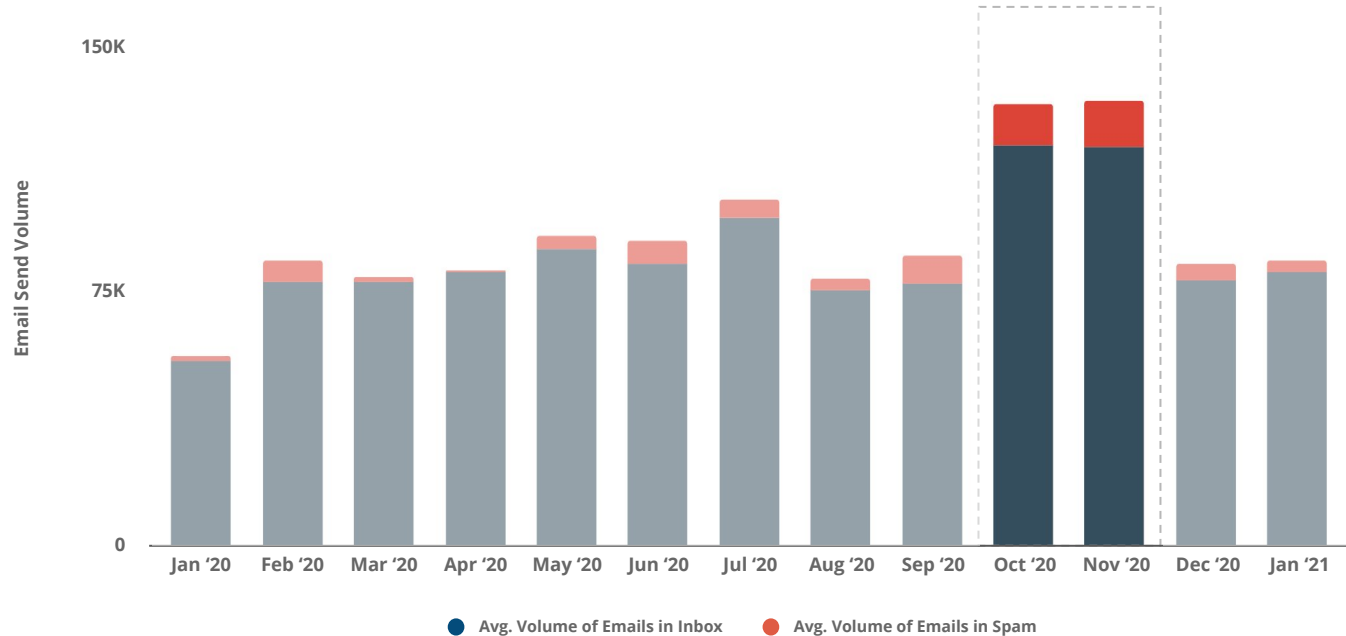
One of the most noticeable changes Hint implemented (other than the sudden increase in send volume) was the approach to email subject lines.
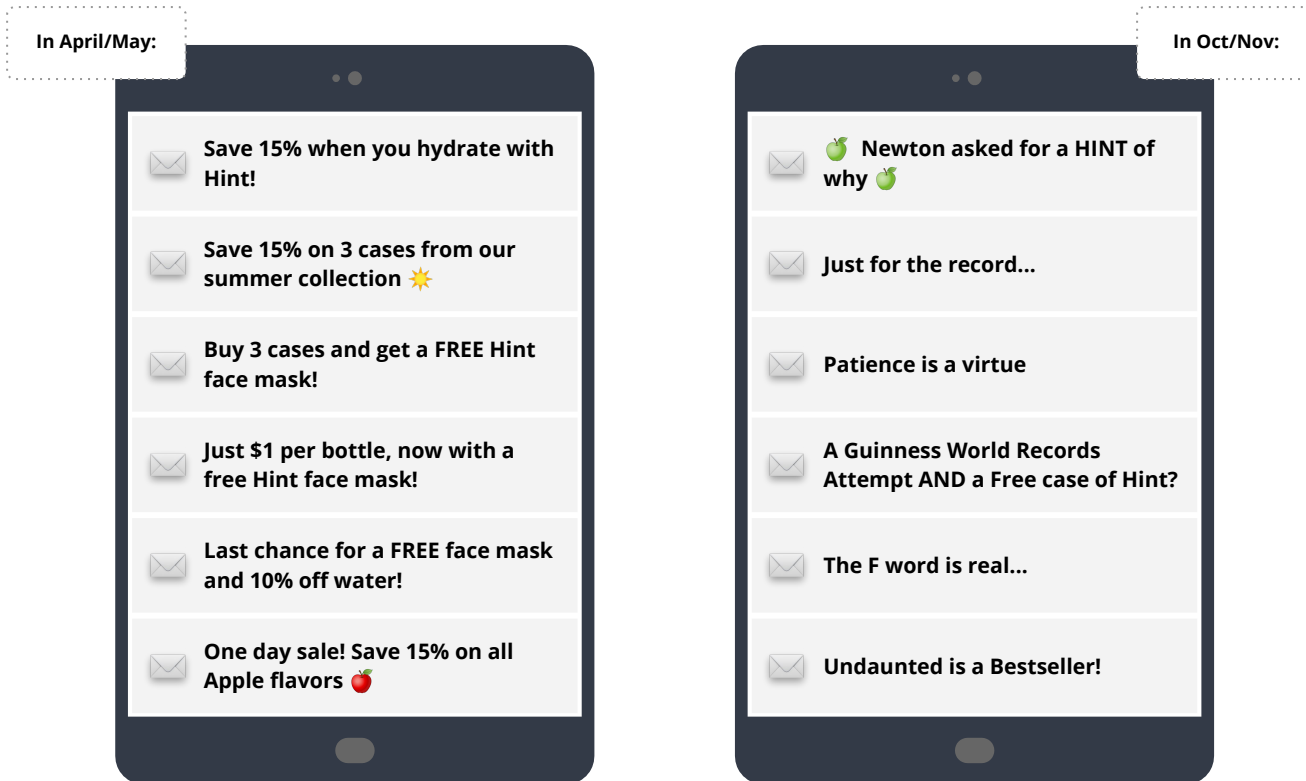
In April/May:

- Save 15% when you hydrate with Hint!
- Save 15% on 3 cases from our summer collection ☀️
- Buy 3 cases and get a FREE Hint face mask!
- Just $1 per bottle, now with a free Hint face mask!
- Last chance for a FREE face mask and 10% off water!
- One day sale! Save 15% on all Apple flavors 🍎

In Oct/Nov:

- 🍏 Newton asked for a HINT of why 🍏
- Just for the record...
- Patience is a virtue
- A Guinness World Records Attempt AND a Free case of Hint?
- The F word is real...
- Undaunted is a Bestseller!

RightMetric

One of the most noticeable changes Hint did (other than the sudden increase in send volume) was the approach to email subject lines.

Save 15% when you hydrate with Hint!

Save 15% on 3 cases from our summer collection ☀️

Buy 3 cases and get a FREE Hint face mask!

Just $1 per bottle, now with a free Hint face mask!

Last chance for a FREE face mask and 10% off water!

One day sale! Save 15% on all Apple flavors 🍎

hint

Hello, Sunshine.
Kick back with bubbles or chill with still.
3 cases for $49.99 + FREE shipping.

Includes FREE Hint sunstick!

shop now

Email subject lines were clear and direct — subscribers are not surprised about the email content and choose to read the email because it seems relevant to them (i.e. looking for updates on Hint products or upcoming/ongoing sales, etc.)

RightMetric

One of the most noticeable changes Hint did (other than the sudden increase in send volume) was the approach to email subject lines.

Save 15% wh

Email subject lines are more ambiguous — readers are less clear about what the email content will be about (is it to introduce a new product? Is it a sale email?).

hint
National Apple Day - One Day Sale!
Hydration Temptation
Mix & match any 3 cases of Apple flavors and **save over 15%** $49.99 + FREE shipping
shop now
Apple Pear Hint Kick   Honeycrisp Apple Hint   Crisp Apple Hint
Apple Hint Kids

🍏 **Newton asked for a HINT of why** 🍏

Just for the record...

Patience is a virtue

A Guinness World Records Attempt AND a Free case of Hint?

The F word is real...

Undaunted is a Bestseller!

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Hint also started introducing more newsletter-type emails (e.g., "Letter from the Founder", corporate social responsibility announcements, etc.) that strayed away from their previous product-focused emails.

In April/May:

In Oct/Nov:

Fear.

A few months ago, I asked Sheryl Sandberg, COO of Facebook and founder of LeanIn.Org to read an early copy of my book *Undaunted: Overcoming Doubts and Doubters.* A scary moment. Who knows what she would say? I can't fully express my excitement when she emailed me back with her thoughts.

"What would you do if you weren't afraid?" I've asked myself and others that question many times. Kara Goldin didn't let fear hold her back from chasing her ambitions. Undaunted is the story of how she persisted to achieve her dream of starting a company. It's a great read for any entrepreneur looking for proof that her dream, too, can come true."

Hi There,

For the record...we didn't set a record. :-)

Last week, to add a fun challenge to the launch of my new book, *Undaunted, Overcoming Doubts & Doubters*, we attempted a Guinness World Record for most simultaneous viewers of a book launch livestream on Facebook. I was sure we would get at least 100,000 viewers and totally crush the existing record, but the word "simultaneous" really tripped us up, with very few people showing up at the same time.

Despite that small disappointment, I enjoyed being interviewed by Sheryl Sandberg and since then **over 110,000 people** have watched the **interview on Facebook**. Many of them took the time to write to me, saying that my book "lifted them up" or that it "gave them much-

🍏 **Newton asked for a HINT of why** 🍏

Just for the record...

Patience is a virtue

A Guinness World Records Attempt AND a Free case of Hint?

The F word is real...

Undaunted is a Bestseller!

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Key Takeaways

From the Driving Email Web Traffic with A/B Testing and Segmentation Case Study:

Email Tactic — A/B Testing Subject Lines: Hint regularly A/B tests their subject line and segments their email list. For the launch of their new Strawberry Lemon drink, Hint sent an email to a small batch of subscribers (13K) with the subject line "Subscriber Early Access." The recipients of this email are likely to be loyal email subscribers, those who have 1) been subscribed for a long time or 2) engage frequently with their emails. Hint then sent another batch of emails to a larger group (148K) and removed "Subscriber Early Access" from the subject line.

Email Tactic — Promotions: In May, Hint ran two email promotions: "Buy 5 and get the 6th case FREE + FREE Sunstick" and "FREE Hint Mask." Both promotions also advertised free shipping. Hint generated the highest volume of email web traffic in May (58K), showing that these promotions resonated with the target audience.

For the "FREE Hint Mask" email campaign, Hint also added an additional promotion which was 15% off when you buy 3 cases.

Email Web Traffic — One CTA Per Email: Aside from their standard email footer, all of Hint's emails follow the formula of one main creative and one CTA (usually a "Shop Now" CTA). Keeping their emails short and concise with only one clear directive allows Hint to direct customers to the exact location they want. As for their subscribers, they know exactly what to expect when opening Hint's emails, leading to higher read rates and lower spam rates.

Content & Messaging — Clear and Direct Subject Lines: Hint saw the lowest spam rates when their email subject lines were clear and direct (i.e: Save 15% on 3 cases from our summer collection) rather than ambiguous (i.e: "Patience is a virtue"). Subscribers are not surprised about the email content and choose to read the email because the subject line clearly states what the email is about.

Back to Nav

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