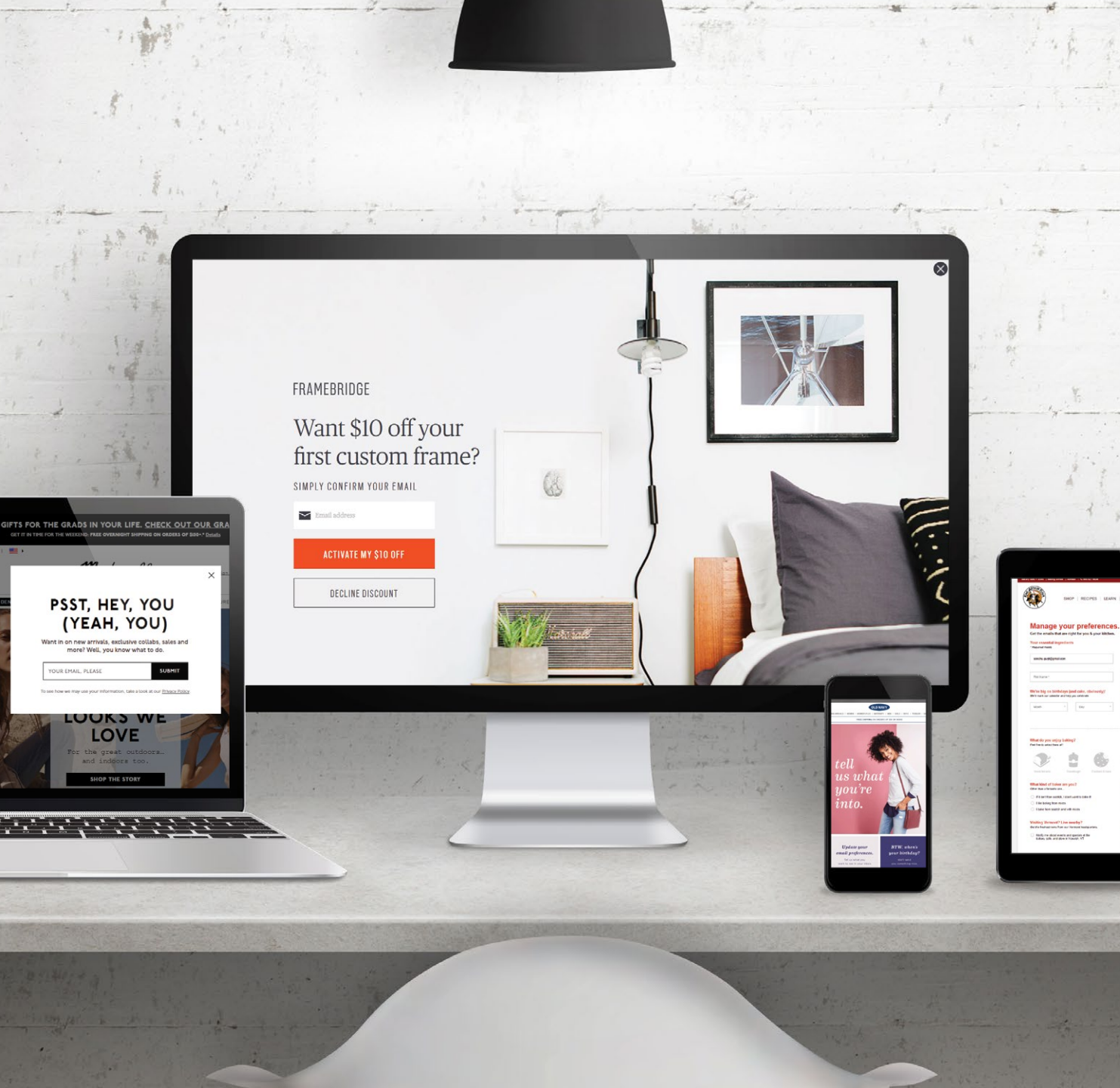


## 2017 Lookbook

Registration Programs  
that Convert



# Executive Summary

Email is one of the most effective digital marketing channels for acquiring, engaging and ultimately converting new customers. At the core of any successful email program is a healthy subscriber base. One of the best ways for marketers to grow their subscriber base and ensure its quality is through the use of web registration forms. As such, brands dedicate a lot of time and resources to optimizing registration forms to boost conversions and set the right tone for future customer interactions.

To help brands build a seamless and effective registration process, Yes Lifecycle Marketing has audited various best-in-class web registration programs from leading brands across a variety of industries to develop this first-of-its-kind lookbook focusing on:

- Examples of step-by-step registration processes that convert
- Email designs of effective welcome campaigns
- Creative samples of well-built preference centers



**Interstitial or Pop-up Window:**

A window that suddenly appears on the foreground of a website and typically contains one or more form fields for users to fill in. The window usually does not disappear until the user either enters the required information or clicks away. When executed properly and combined with other registration best practices, interstitial or pop-up windows effectively capture consumers’ attention and increase signs-ups without driving visitors away.



**Confirmed (double) Opt-in:**

After entering their information in a registration form, all new subscribers are sent a confirmation email with a verification link they must click in order to confirm their subscription. This two-step process confirms intent while also safeguards against fraudulent sign ups. For SMS marketing programs, new subscribers are sent a text message requesting that they reply with a “YES” to join the program.



**Stepped Questions:**

A phased approach to registration forms that only requires a consumer’s email address for initial sign-up. Once a user has submitted her email, the window displays an opt-in confirmation and additional form fields the consumer can fill out. Breaking up the form via stepped questions appears less cumbersome and time-consuming and guarantees that even if consumers abandon the form after the first question, their email addresses are captured and subscribed.



**On-screen Validation:**

By providing immediate feedback, this real-time email verification tool ensures new subscriber emails are properly formatted, spelled, and belong to an active domain.



**Mobile Responsive:**

All forms and fields render correctly in both desktop and mobile environments and function without the need to zoom or pinch.



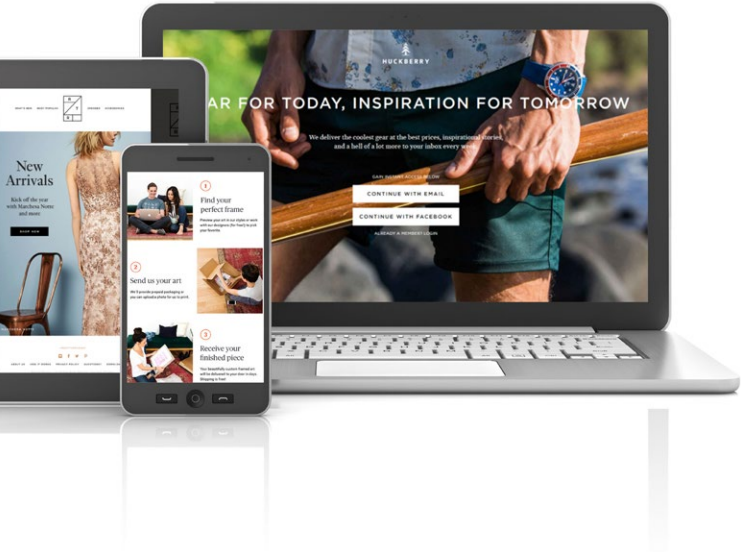
**Samples:**

Opt-in window or page displays samples of the emails new subscribers will receive when they join a brand’s mailing program. Setting expectations about future brand communications can not only encourage form completion but also reduce unsubscribe rates down the line.



**Testimonials:**

Opt-in window or page displays subscriber endorsements and/or awards received by the brand to bolster value and encourage conversion.



**Captcha:**

The use of a “captcha” or checkbox selection in the registration form prompts an action by the new subscriber. It distinguishes a human from malicious software and protects against spammers.

**Short and Sweet:**

To increase conversions and decrease abandon rates, these ‘short-and-sweet’ registration forms have a low number of fields for consumers to fill out.

**Sign-up Incentive:**

Registration windows or pages that offer a reward for opting into a brand’s email program. Incentives range from purchase discounts and free gifts to sweepstake entries or free product trials.

**Unsubscribe All Option:**

Specific to preference center pages, this option allows subscribers to instantly opt out of all brand communications instead of having to check the box for every message type.

**Frequency Management:**

This option appears in the opt-in page, preference center, or both and lets users determine how often they would like to receive brand communications.

**Content Management:**

This option appears in the opt-in page, preference center, or both and lets users select the type of communications they would like to receive.

**The Human Element:**

Sign-up and preference center pages that employ a light-hearted, conversational tone that gives a brand a human voice.

**Dedicated Opt-in Page:**

The opt-in process includes a dedicated landing page that highlights the benefits of receiving a brand’s communications, provides details about mailing frequency, and includes privacy policy information.

**Confirmation Message:**

A message that appears in the opt-in window or page upon submission of the registration form. The message typically thanks prospective registrants and confirms receipt of all information entered.

**Welcome Campaign:**

The messages brands send after a consumer has opted into their marketing program. Welcome campaigns are a way to greet new subscribers and introduce them to the brand; they can include a single email or a series of messages (typically up to 3).

**Call-out to Preference Center:**

A call-out in the registration form or within a welcome campaign that encourages new subscribers to go to a preference center page and share more details about themselves in order to receive more relevant and personalized communications.

**Social Sign-in:**

A registration form that allows consumers to sign up for a brand’s marketing program through a social media account. All the new registrant needs to do is grant a one-time permission for the brand to capture the email address associated with the respective social media account.



Interstitial or  
Pop-up Window



The Human  
Element



Confirmation  
Message



Welcome  
Campaign



Call-out to  
Preference Center



Content Type  
Management



Mobile  
Responsive



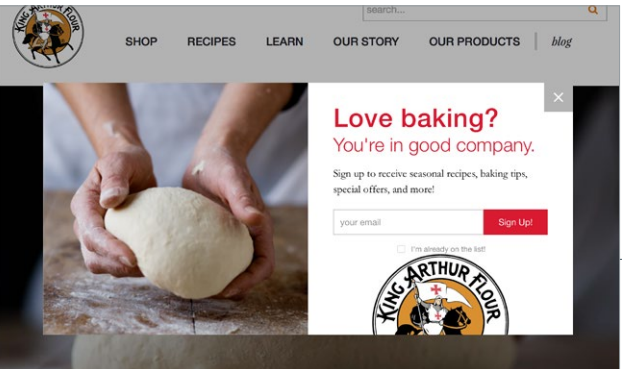
Unsubscribe  
All Option

# King Arthur Flour

With a storied history dating back to the American Revolution, King Arthur Flour is a leader in anything and everything related to baking. This passion for baking is a central theme in the email registration process. From the call-out in the pop-up window to the visually rich welcome email, both imagery and copy have been designed to cater to the interests of a wide range of bakers.

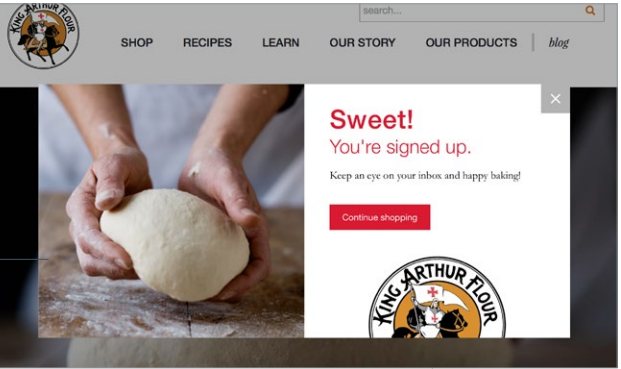
## Step #1 – Sign Up

Interstitial or Pop-up Window  
Short and Sweet | The Human Element



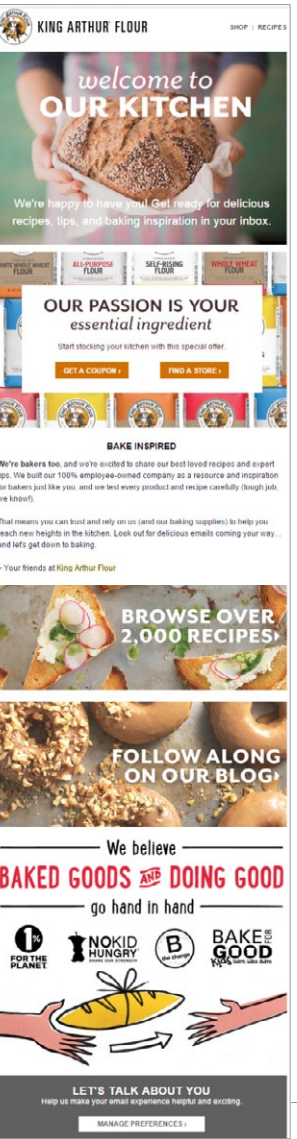
## Step #2

Confirmation Message



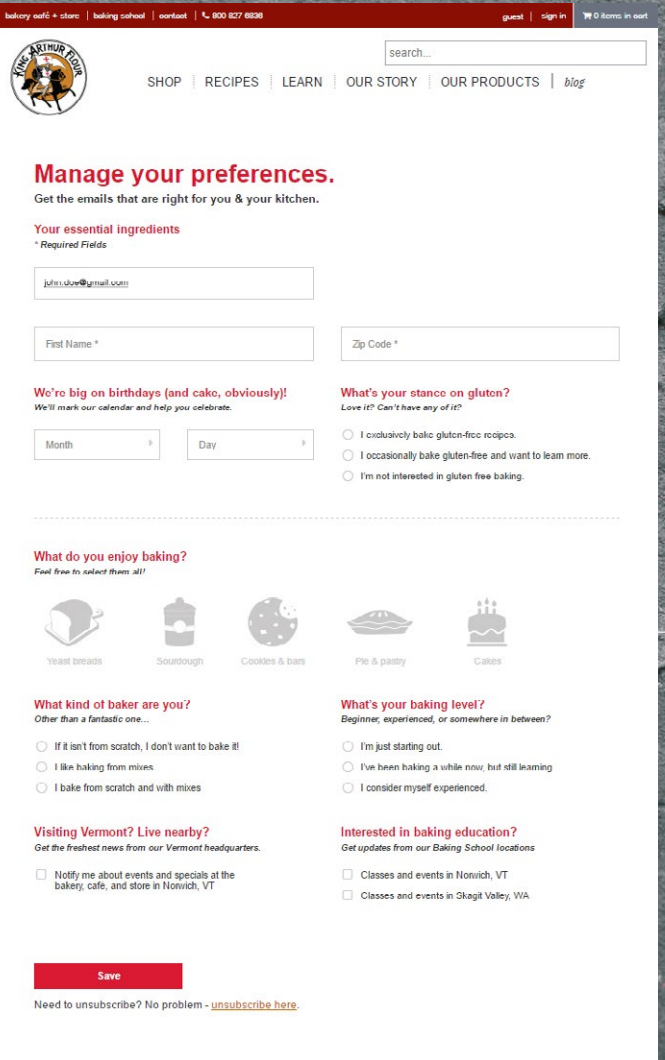
## Step #3

Welcome Campaign  
  
Subject Line:  
Welcome to our  
kitchen! Let's bake.



## Step #4 – Preference Center

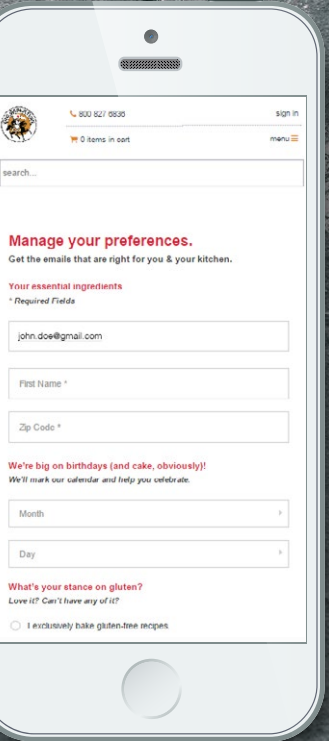
Content Type Management



# Spot On

In a great example of a well-executed preference center page, King Arthur Flour combines fun and inviting copy with strategic use of icons and color (red for headers and gray for standard copy) to provide a seamless and inviting way for subscribers to share their information and preference of baking topics.

## Mobile Responsive



## Too many emails? We understand.

What would you like to hear about?

- ☐ Classes in our Baking Education Center.
- ☐ Events and specials at our Vermont bakery/café and store.
- ☐ Special offers, baking inspiration, and recipes.
- ☐ Gluten-free ingredients, events, and recipes.
- ☐ On second thought, send everything you've got!
- ☐ Nothing – please unsubscribe me from everything.

Save

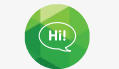
Unsubscribe All Option



Confirmation Message



Confirmed (double) Opt-in



Welcome Campaign

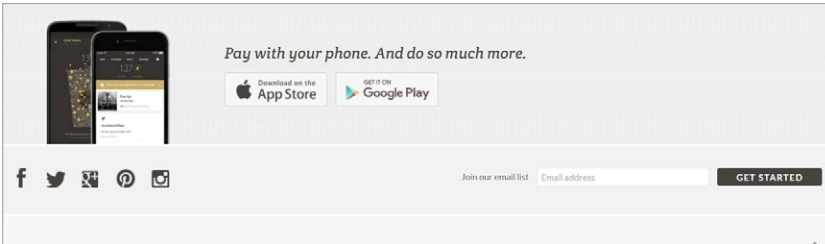
# Starbucks

Starbucks employs a clean and airy design with little copy to match the modern feel of their brand. Unlike most other brands, Starbucks features a registration form towards the bottom of their homepage which enables the brand to prominently display their latest products and entice site visitors to convert after seeing them.

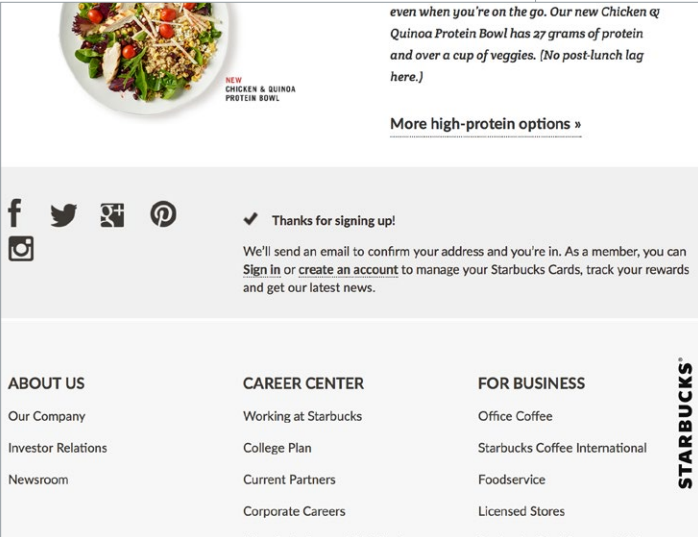
Capitalizing on the engagement new subscribers tend to exhibit when they first opt into a brand’s mailing program. Starbucks’ welcome email highlights the brand’s loyalty program and invites new subscribers to enroll right away. By focusing on their loyalty program, Starbucks gets a head start in building a valuable member community which can generate up to 18% more revenue than non-members.\*

The registration process is simple and, once consumers join, they can enjoy a number of perks including free rewards when they hit specific milestones, ability to pay with their phone, and members-only offers.

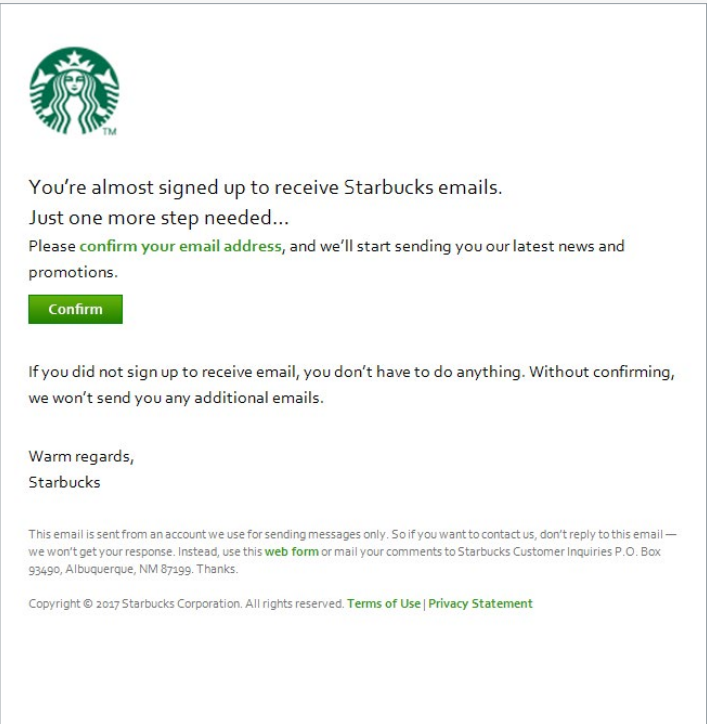
## Step #1 – Sign Up



## Step #2 Confirmation Message

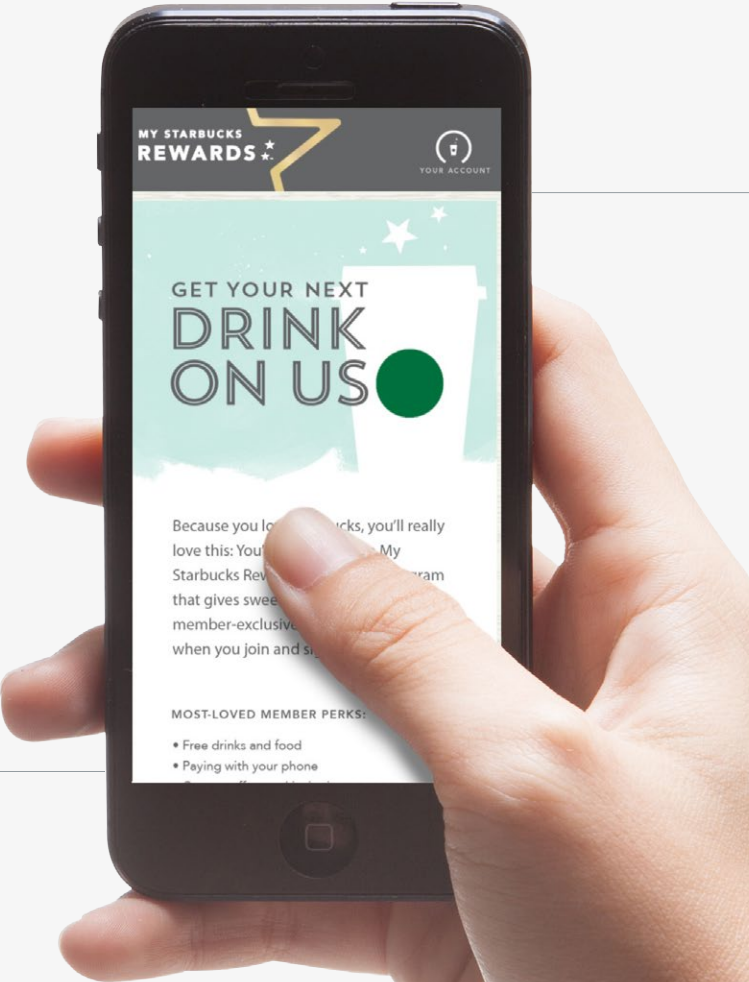


## Step #3 Confirmation Email | Confirmed (double) Opt-in



## Step #5 Welcome Campaign

Subject Line:  
Get a free drink when you join My Starbucks Rewards®



## Step #6 Loyalty Program

Registration form for Starbucks Rewards, including sections for Personal Information, Account Security, and Join Starbucks Rewards.

\*https://www.customerinsightgroup.com/loyaltyblog/loyalty-marketing/study-answers-questions-on-value-of-loyalty-program-members



Interstitial or Pop-up Window



Sign-up Incentive



Short and Sweet



Mobile Responsive



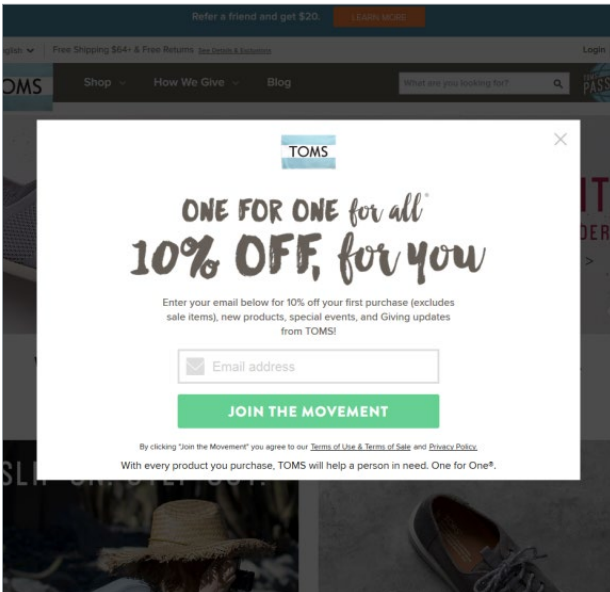
Welcome Campaign

# TOMS

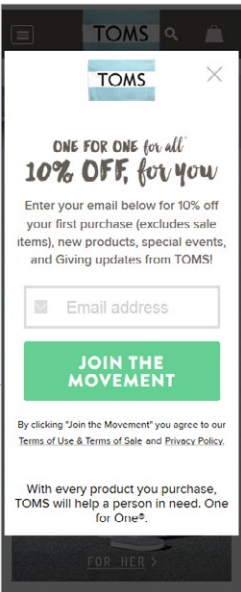
TOMS’ email registration form features several effective and unique elements. In addition to a ‘10% off’ sign-up incentive, the pop-up window highlights the brand’s signature “One for One” message and goes beyond the retail call-to-action, with the invitation for new subscribers to “Join the Movement”. This creates the sense that, by submitting their email address, consumers are not only entering an email program but also joining a cause.

## Step #1 – Sign up

Interstitial or Pop-up Window  
Sign-up Incentive | Short and Sweet



Mobile Responsive



## Step #3

Welcome Campaign

Subject Line:

Yay, you signed up!

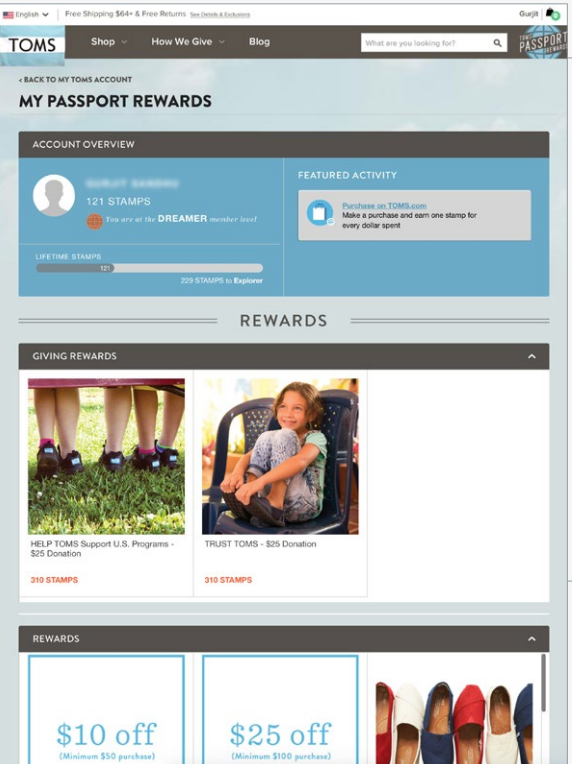
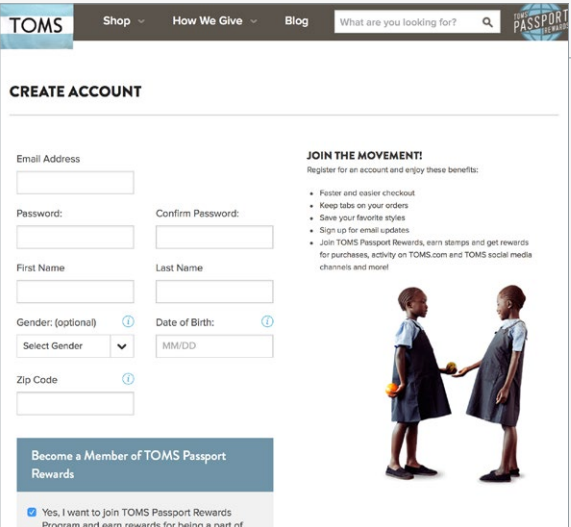
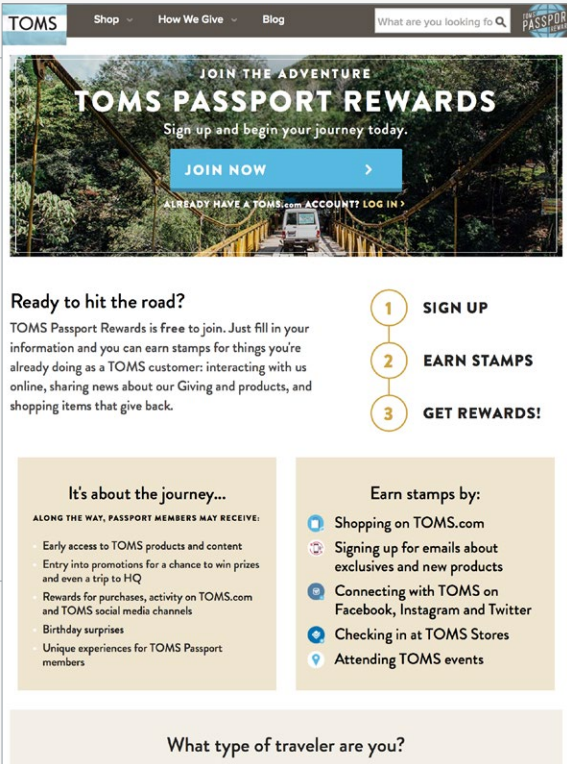


## Step #2

Confirmation Message



## Step #4 – Loyalty Program



# Spot On

TOMS runs a rewards program that emphasizes their unique focus on community and giving, and still provides a variety of standard member benefits like early access to products and content, profile and preference management, and rewards for those who interact with the brand’s email and social media content. Members can redeem rewards in the form of free products, special discounts, trip sweepstakes, or donations to a meaningful cause.



Interstitial or  
Pop-up Window



Short and  
Sweet



Confirmation  
Message



Welcome  
Campaign



Unsubscribe  
All Option



Frequency  
Management



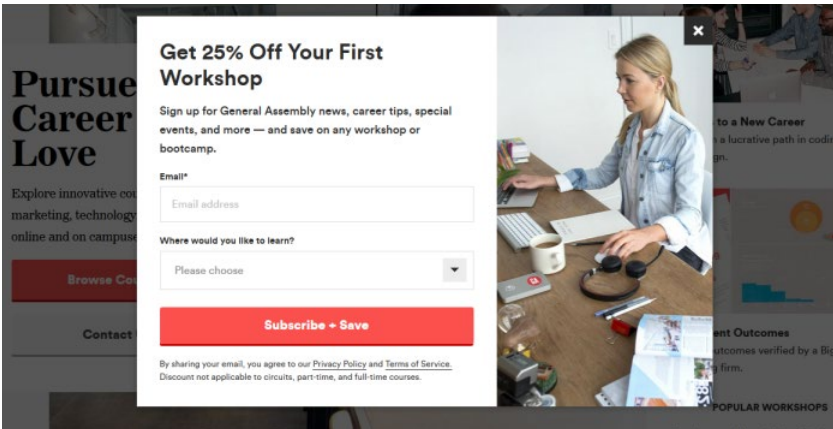
Content Type  
Management

# General Assembly

General Assembly is an education network that helps students master new skills in design, marketing, technology and data. The company's invitation to join their email program appears in a pop-up window that leads with a compelling offer for a 25% discount followed by a short and concise summary of the benefits of receiving their communications.

## Step #1 – Sign up

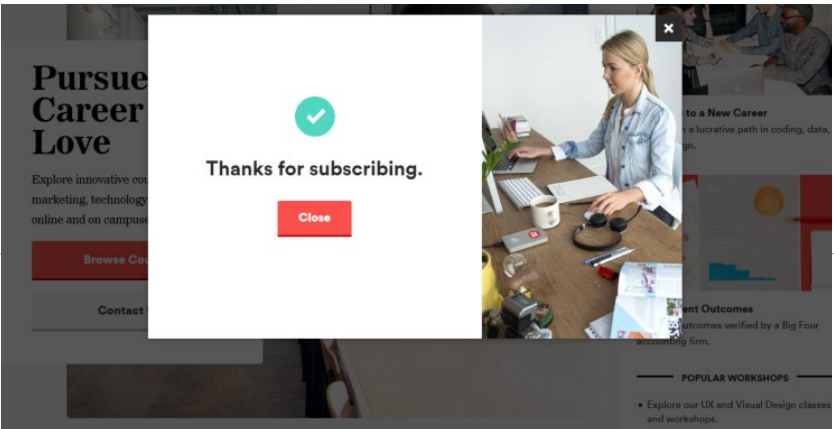
Interstitial or Pop-up Window | Short and Sweet | Sign-up Incentive



Registrants are only required to fill in an email address and location in order to start receiving content tailored to where they are and what resources are available to them in their city. New subscribers can also manage both email frequency and topics of interest in an easy-to-navigate preference center.

## Step #2

Confirmation Message

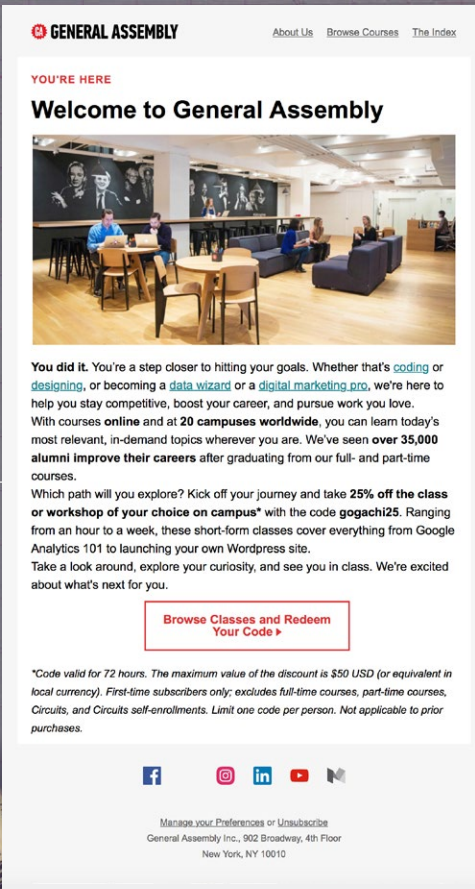


## Step #3

Welcome Campaign

Subject Line:

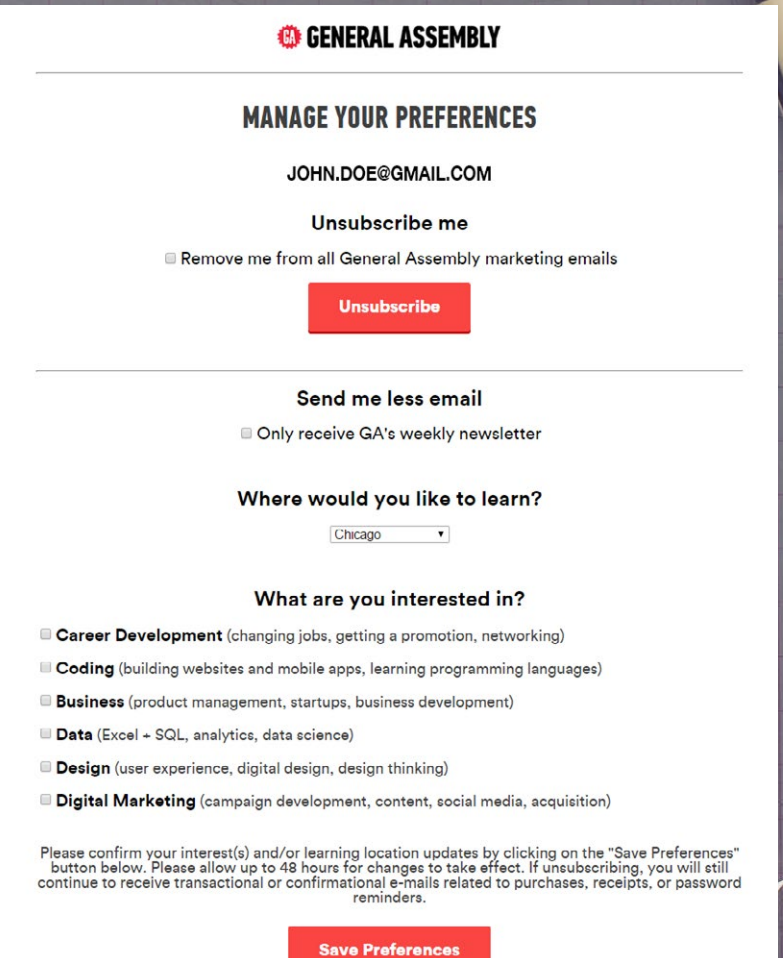
Hello there! Look inside...



## Step #4 – Preference Center

Unsubscribe All Option | Frequency Management

Content Type Management





Interstitial or  
Pop-up Window



Short and  
Sweet



Sign-up  
Incentive



The Human  
Element



Mobile  
Responsive



Confirmation  
Message



Confirmed  
(double) Opt-in



Welcome  
Campaign

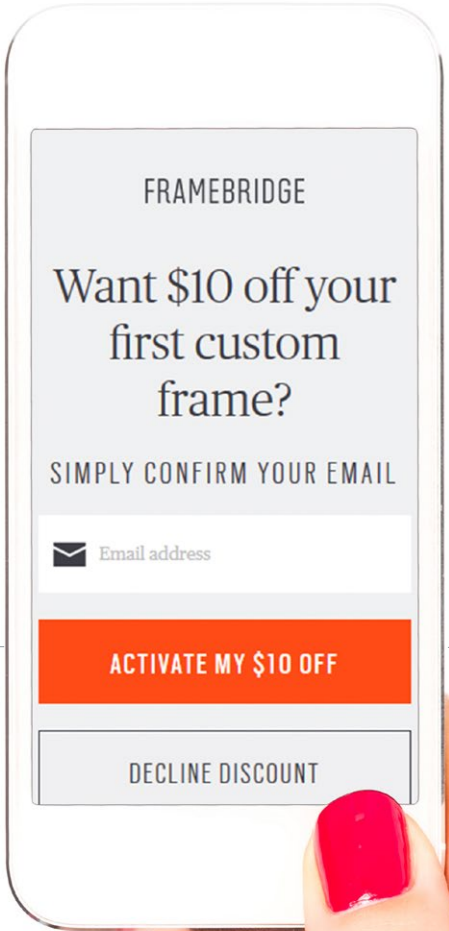
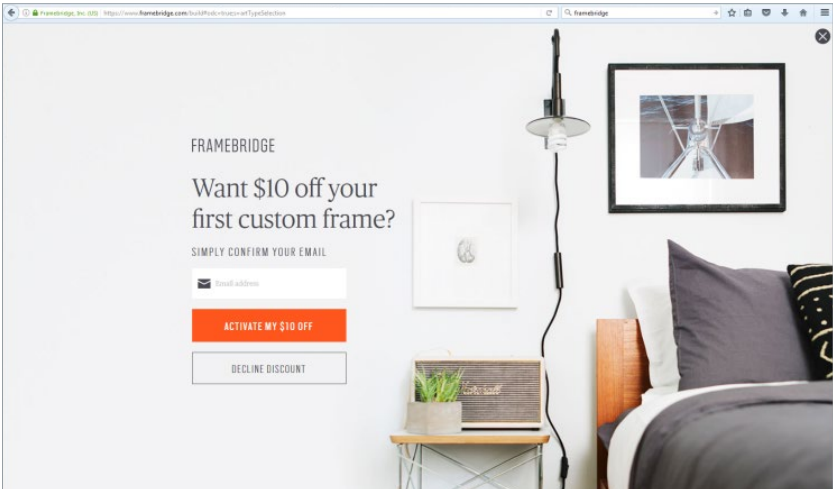
# Framebridge

Online custom framing specialist Framebridge employs an email registration process that certainly sets the stage for their purchase process; they both follow 3 easy steps. Prospective registrants are only required to provide their email address in order to instantly activate a \$10 discount.

In addition, the brand boosts the chance for conversion by using contextual language. Instead of a simple “No, thanks” option in their registration form, Framebridge uses “Decline Discount” to suggest that consumers who don’t register might be losing out on an opportunity to save.

## Step #1 – Sign Up

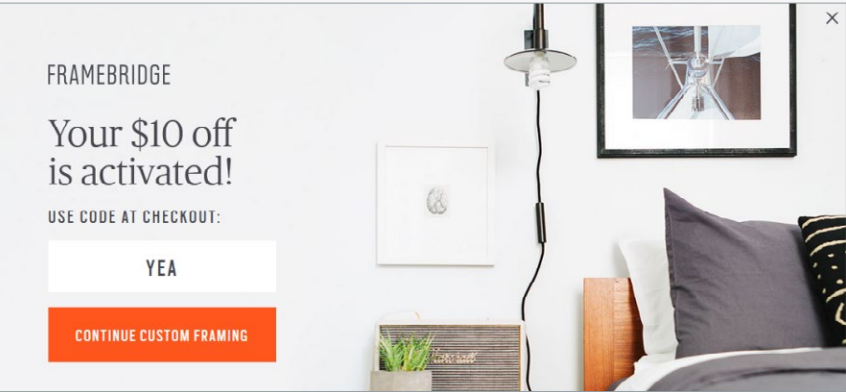
Interstitial or Pop-up Window | Short and Sweet  
Sign-up Incentive | The Human Element



Mobile  
Responsive

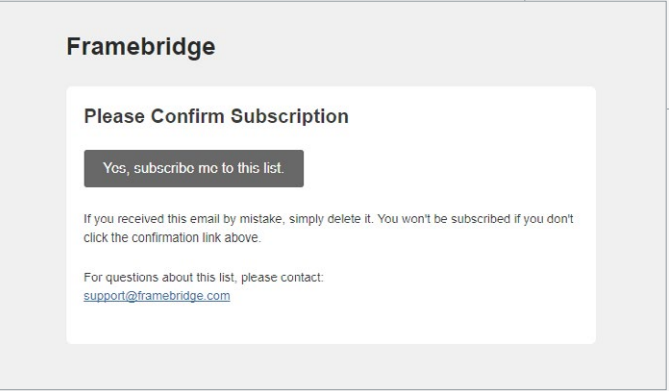
## Step #2

Confirmation Message



## Step #3

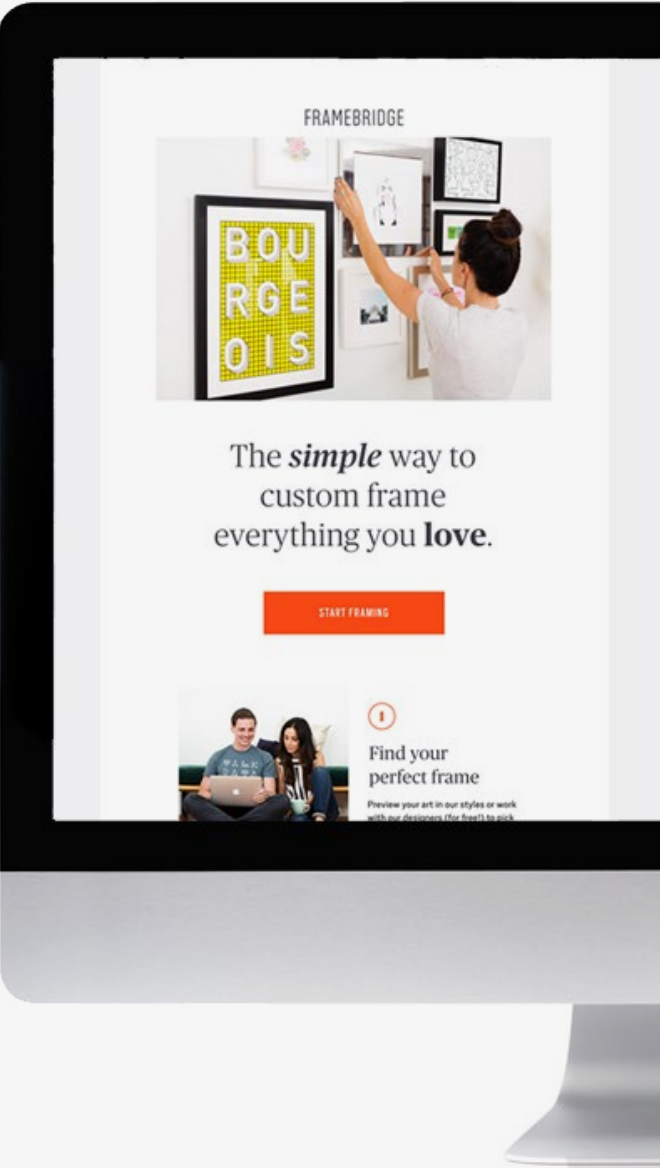
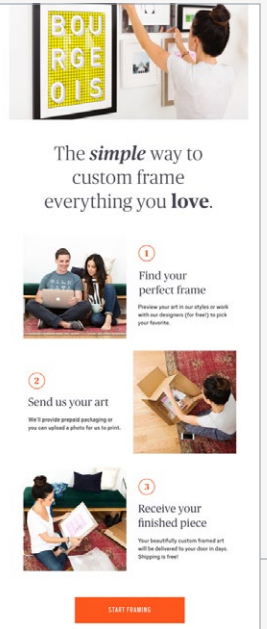
Confirmed (double) Opt-in



## Step #4

Welcome Campaign

Subject Line:  
Framebridge: Please  
Confirm Subscription





Stepped Questions



Confirmation Message

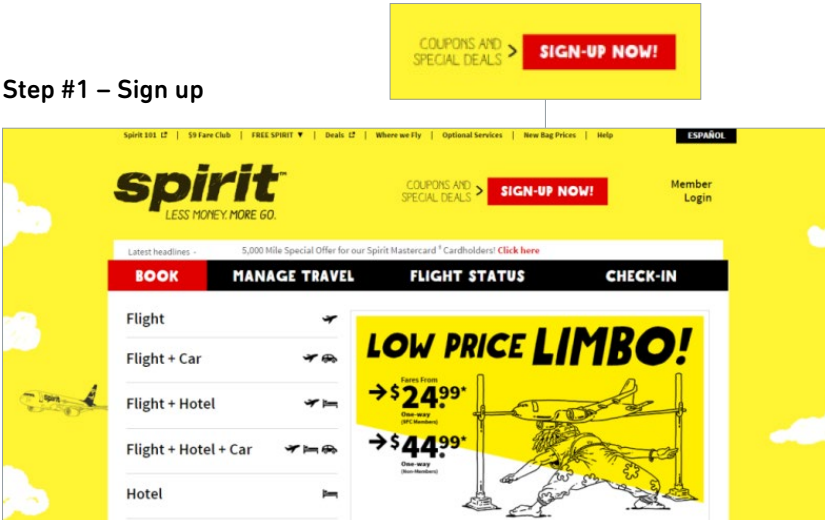


Welcome Campaign

# Spirit Airlines

Not one to shy away from publicity (good or bad), Spirit Airlines’ humorous email campaigns are a big part of their branding. To convert site visitors to email subscribers, Spirit prominently features a call-out for their email program in the header of their website, which appears on every page. Once they click on the bright SIGN-UP NOW! button, visitors are directed to a dedicated landing page that employs stepped questions with a consumer’s email address as the initial ask.

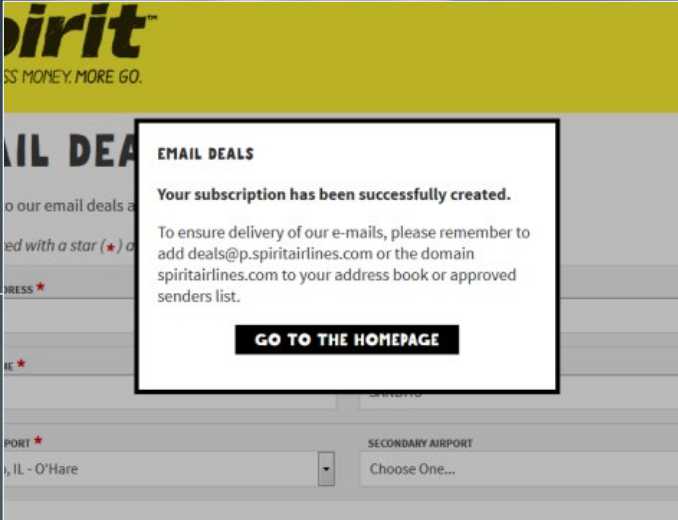
The 2<sup>nd</sup> step is a longer form prompting new subscribers to submit their first and last name as well as their home airport which enables Spirit to send communications based on geographic location. The registration form fields also utilize a helpful interactive design that bolds and highlights the field a registrant is filling out.



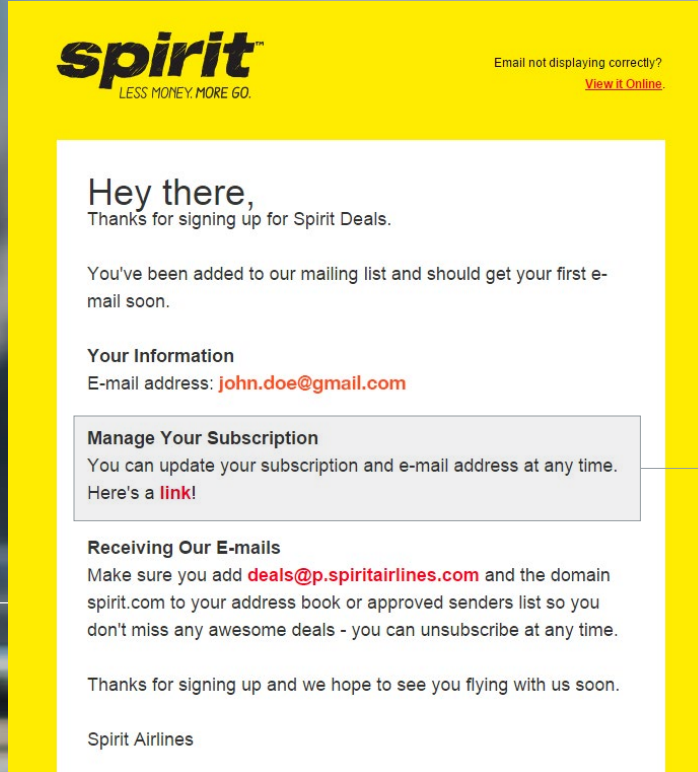
Step #1 – Sign up

Step #2  
Stepped Questions

Step #3  
Confirmation Message



Step #4  
Welcome Campaign  
Subject Line: Welcome to Spirit Airlines Email Specials!



Step#5 – Preference Center



Interstitial  
Pop-up Window



Sign-up  
Incentive



Stepped  
Questions



Confirmation  
Message



Welcome  
Campaign



Frequency  
Management



Unsubscribe  
All Option



Content Type  
Management

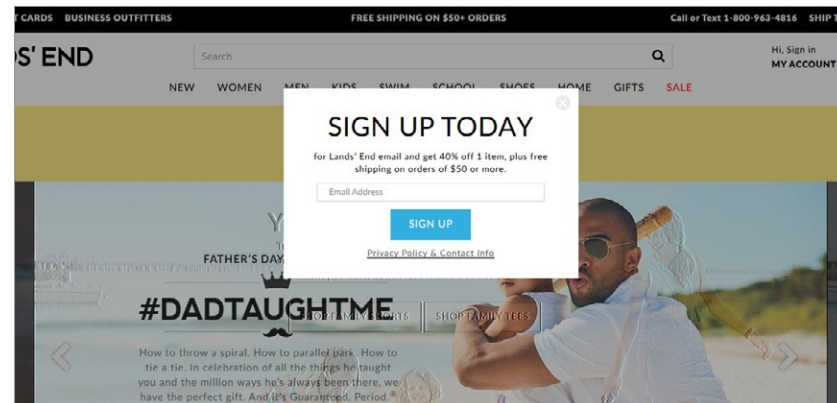
# Lands' End – Email

As an iconic lifestyle brand proud of its stellar customer service, Lands' End extends the sense of inclusion through their easy and thoughtful email registration process. The brand offers a substantial '40% off' discount for website visitors who sign up for their email program.

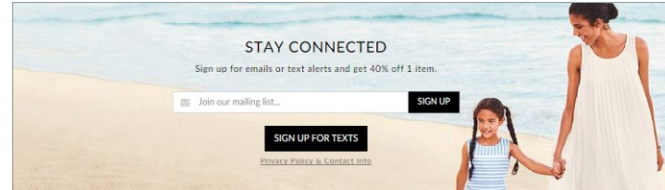
The incentive is promoted in an interstitial window that, unlike most others, does not appear as soon as a visitor lands on the brand's website. Instead, it pops up after a consumer has selected a category to browse, thus allowing time for interest to build. Once they submit their email, new subscribers are invited to share more information and preferences via a longer form which feeds into an extensive preference center where new and existing subscribers can specify their birthday, select their gender, and identify their preferred content and mailing frequency.

## Step #1 – Sign Up (option A)

Interstitial or Pop-up Window | Sign-up Incentive

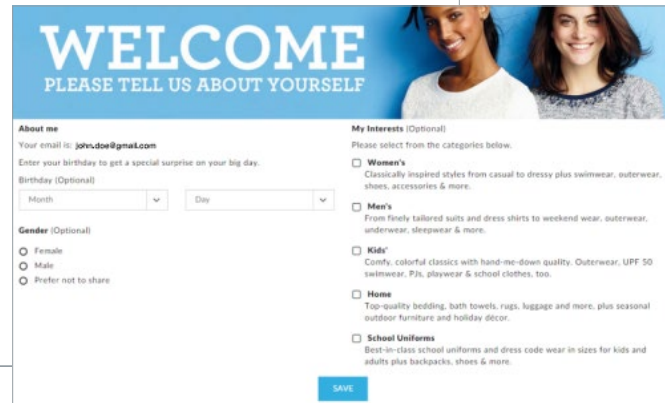


## Step #1 – Sign Up (option B)



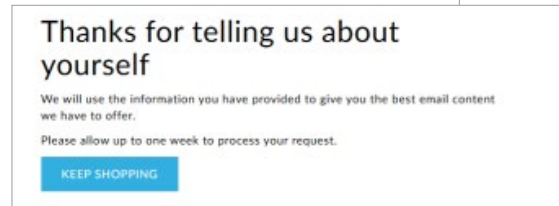
## Step #2

Stepped Questions



## Step #3

Confirmation Message



# Spot On

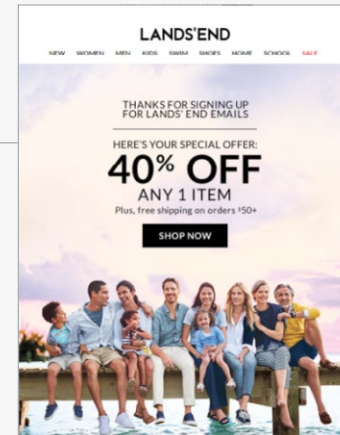
New subscribers entering Lands' End email program are greeted with a 3-email welcome series that starts off with a thank you message containing the sign-up incentive, continues with a second email reinforcing key brand differentiators, and concludes with an invitation to connect via multiple channels, including social media and SMS.

## Step #4

Welcome Campaign

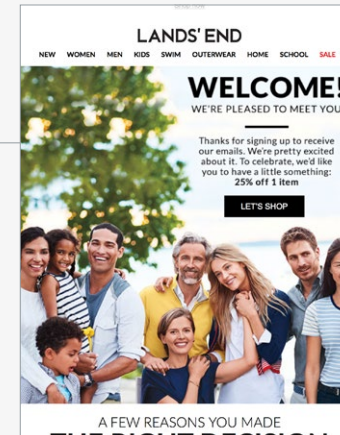
Subject Line:

Thanks for signing up...



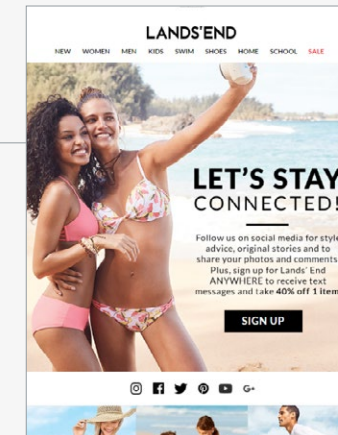
Subject Line:

Welcome to the family



Subject Line:

We're everywhere you are...



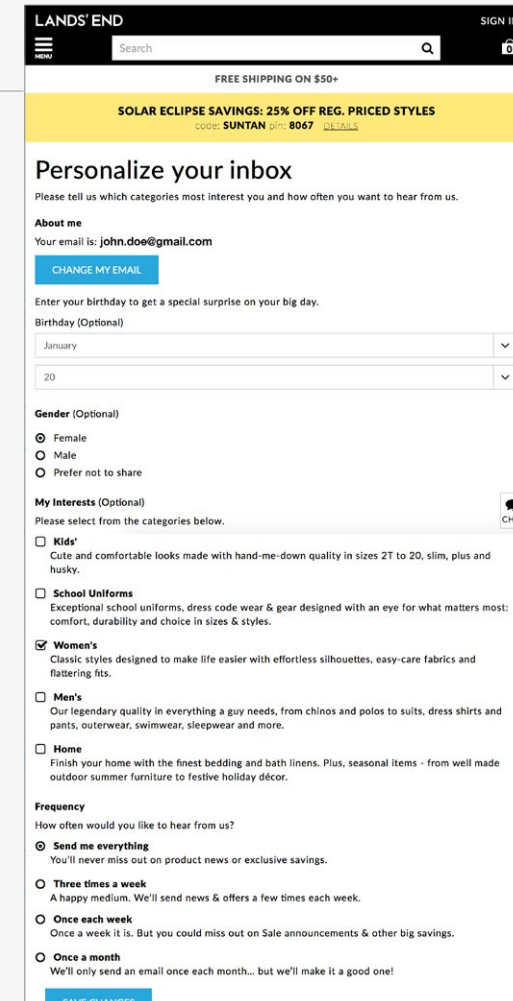
Email Footer:

Call-out to Preference Center



## Step #5 – Preference Center

Frequency Management | Unsubscribe All Option | Content Type Management





Sign-up  
Incentive



Dedicated  
Opt-in Page



Confirmation  
Message



Confirmed  
(double) Opt-in

# Lands' End – SMS

In addition to driving subscriptions to their email communications program, Lands' End prominently feature their SMS program on their homepage, thus targeting their ever-growing mobile audience. When site visitors click on the call-to-action button, they are directed to a landing page that highlights the sign-up incentive of 40% off in a large bold font, followed by a quick summary of the benefits of receiving their SMS messages.

The form is short and sweet; it requires only a phone number and a zip code. Once they opt in, new subscribers immediately receive an SMS message prompting them to confirm their subscription and complete the registration process.

## Step #1 (option A)

**Get exclusive Offers and News**  
[Privacy Policy & Contact Info](#)

→

U.S. Customers only. No purchase necessary. Automated marketing messages will be sent to the phone number provided. Msg & data rates may apply. Up to 8 messages per month. [Privacy Policy](#)

## Step #1 (option B) Sign-up Incentive

**STAY CONNECTED**  
Sign up for emails or text alerts and get 40% off 1 item.

**SIGN UP**

**SIGN UP FOR TEXTS**  
[Privacy Policy & Contact Info](#)

## Step #2 Dedicated Opt-in Page

EXTENDED ONE DAY!  
**50% OFF REG. PRICED SWIM**  
code: STARS pin: 1278 [DETAILS](#)

Join Lands' End ANYWHERE and receive  
**40% OFF**  
ANY 1 ITEM  
+ FREE SHIPPING ON ORDERS OF \$50+

Enter your mobile number below and we'll text you special savings, sneak peeks & more!

U.S. customers only. Promotion valid online only. No purchase necessary. Automated marketing messages will be sent to the phone number provided. Msg&data rates may apply. Up to 8 messages per month.

**SIGN UP**  
[Terms of Use](#)

## Step #3 Confirmation Message

**40% OFF**  
ANY 1 ITEM

**Success!**  
Your phone number has been added to LANDS' END ANYWHERE. Complete the process by replying YES to the message we'll send you shortly.

U.S. customers only. Promotion valid online only. No purchase necessary. Automated marketing messages will be sent to the phone number provided. Msg&data rates may apply. Up to 8 messages per month.

## Step #4 Confirmed (double) Opt-in

Verizon LTE 6:34 PM 98%

< 773-44

Today 6:33 PM

Reply YES to join LANDS' END ANYWHERE and enjoy special mobile offers! Msg & data rates may apply. Max 8 marketing msg/mo. Reply HELP for help, STOP to stop.

Yes

Lands' End: Welcome! 40% off 1: <http://vbs.cm/f2rUr0> Promo:SMS PIN: [11144383](#). Msg&data rates may apply. Max 8msg/mo. Text HELP for help, STOP to stop.

> Text Message



Interstitial or  
Pop-up Window



Short and  
Sweet



The Human  
Element



Samples



Testimonials



Confirmation  
Message



Welcome  
Campaign

# The Skimm

Millennial-friendly, theSkimm used their signature witty and clever language to create an attention-grabbing call-out for their email newsletter program. The invitation to join first appears on a full-screen pop-up before being prominently displayed on their homepage. In addition, the homepage provides a link to a sample newsletter and highlights testimonials from various celebrities and influencers, both of which are great ways to show the value of the newsletters and boost conversions.

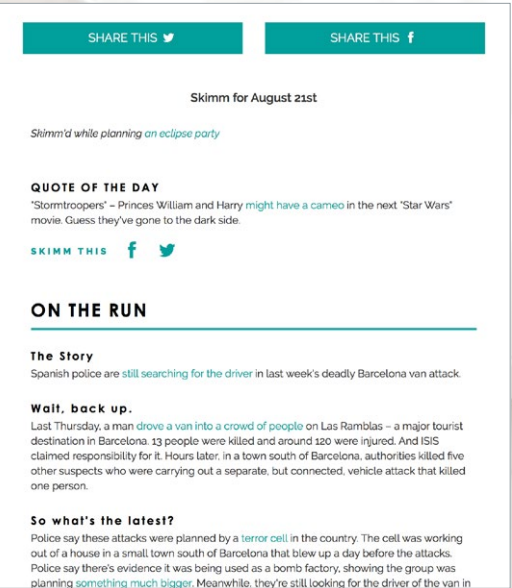
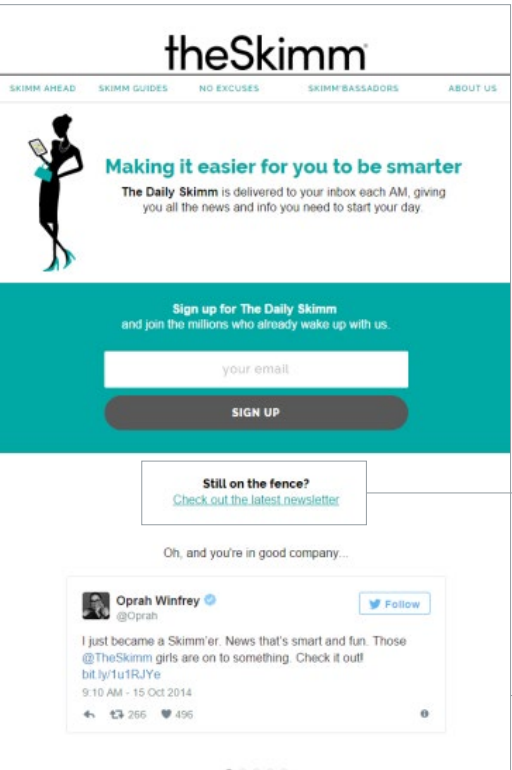
## Step #1 – Sign up (option a)

Interstitial or Pop-up Window | Short and Sweet | The Human Element

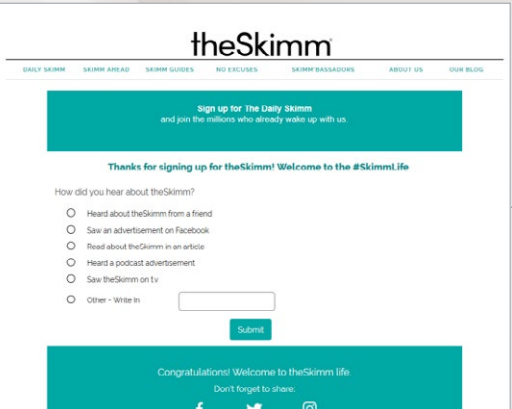


## Step #1 Website Home Page (option b)

Samples | Testimonials



Latest Newsletter



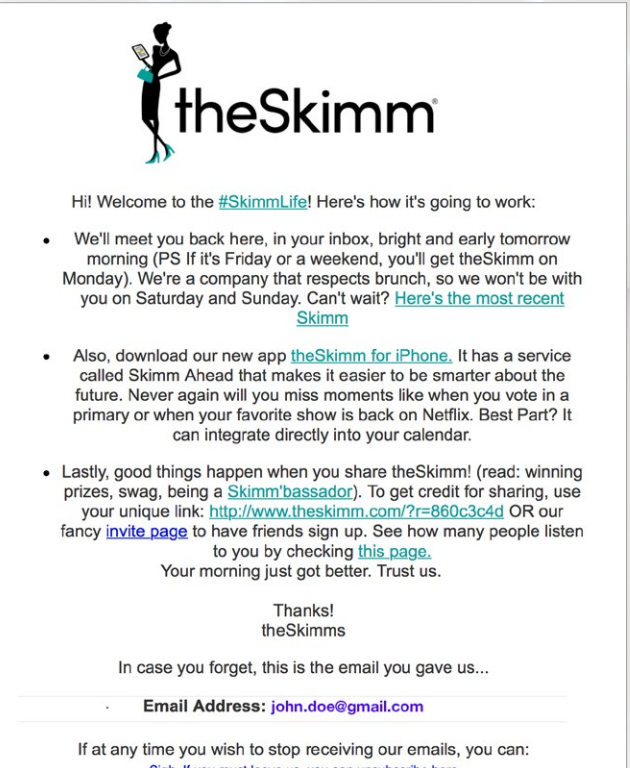
Step #2  
Confirmation Message

# Spot On

Although this approach may not be suitable for all brands, theSkimm's registration process is a great example of content developed to fit the audience. With the use of suggestive phrases like "let's try waking up together" and "I prefer to be miserable in the morning" on their pop-up registration form, theSkimm's edgy, tongue-in-cheek humor resonates well with their largely Millennial audience.

Step #3  
Welcome Campaign

Subect Line:  
You just got Skimm'd





Interstitial or  
Pop-up Window



Social  
Sign-in



Short and  
Sweet



On-screen  
Validation



Confirmation  
Message



Welcome  
Campaign



The Human  
Element

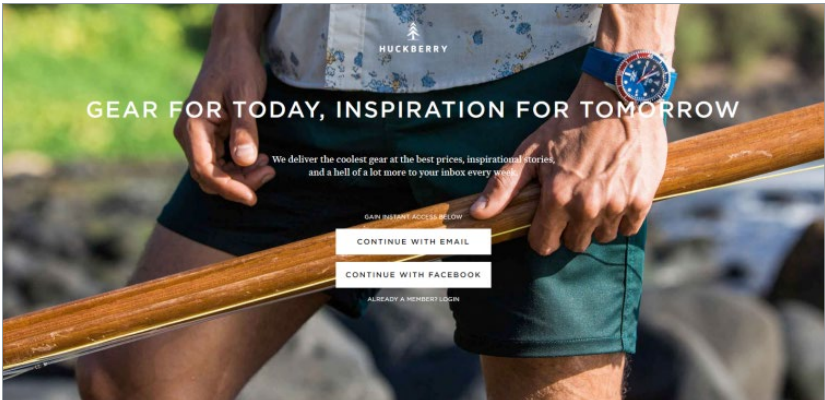
# Huckberry

Part online retailer, part lifestyle consultant and part email newsletter, Huckberry seeks to inspire more active and adventurous lives through storytelling and members-only sales. This overall theme of an all-inclusive community is evident throughout the registration process in two ways:

1. Website visitors are greeted with a full-screen pop-up window with an invitation to join their online community before being able to access the homepage. Consumers have the option to create an

## Step #1 – Sign up

Interstitial or Pop-up Window | Social Sign-in | Short and Sweet

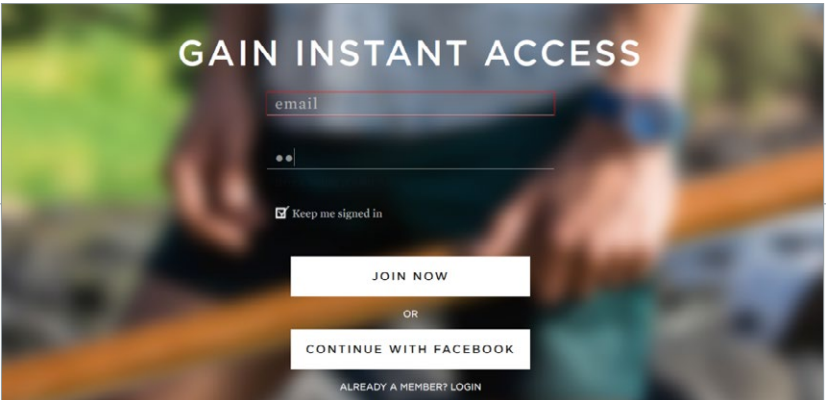


account with their email address or through their Facebook login. New members are added to an email program consisting of email promotions, curated content, and a bi-monthly lifestyle newsletter called “The Rundown.”

2. Going with its focus on storytelling, Huckberry uses witty and conversational copy in its registration forms and welcome emails. Doing so gives consumers a glimpse of the people behind the scenes, making the content more relatable and enjoyable to read.

## Step #2

On-screen Validation



## Step #4

Welcome Campaign | The Human Element

Subject Line (left):

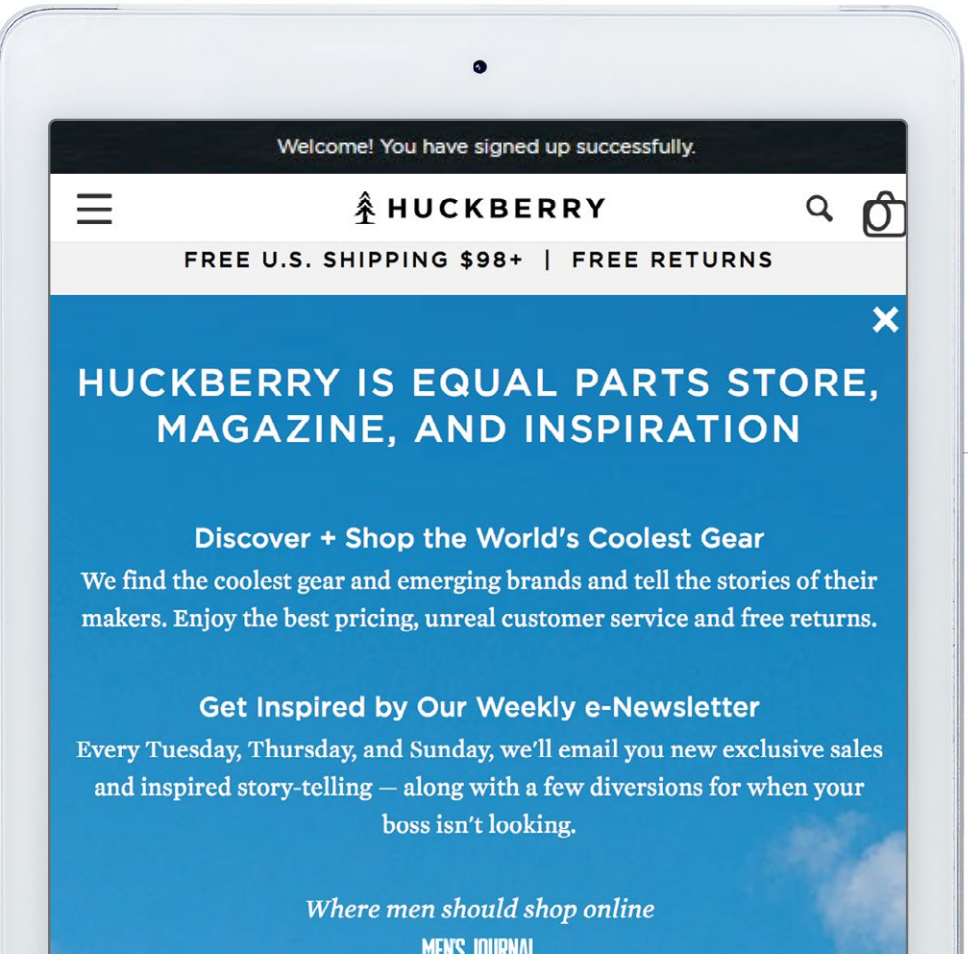
Here's what you need to get started

Subject Line (right):

Fwd: The Rundown

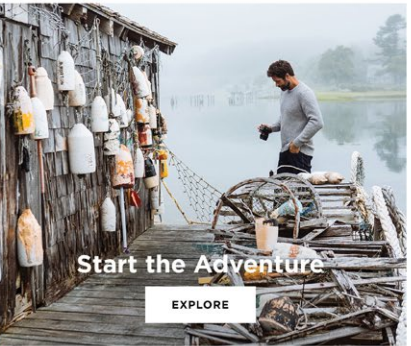
## Step #3

Confirmation Message



Welcome

Huckberry is equal parts store, magazine, and inspiration to help you suck the marrow out of life.



Start the Adventure

EXPLORE

Thanks for joining the 1-million strong Huckberry community! We started Huckberry in 2011 for people like us – those who live in the city but live for adventure. Today, we're still independent and having the time of our lives.

Enough about us, here's how to get the most out of Huckberry.

– DISCOVER & SHOP –



Check your inbox every Tuesday, Thursday, and

Hey there,  
Andy, Huckberry co-founder here.

Our sweet spot is discovery, and so twice a month we send a special email called *The Rundown* where we share a few things we and our friends are digging at the moment. It's a fun, quick guide that we hope will inspire you in your own life.

I wanted to personally send you your first *Rundown* (see below), and thank you for joining the Huckberry community.

See you out there.

Andy

Forwarded message  
From: Huckberry <info@huckberry.com>  
Date: Tuesday, June 6 at 6:02 AM  
Subject: The Rundown



Evan Williams  
GROWTH TEAM

Pan Crafter, Liverpool FC Supporter, Breakfast Food Maestro

**Favorite Huckberry Purchase:** I've always been a finicky sleeper – er, rather, I *was* a finicky sleeper before I picked up a couple of these **Zoned Dough Pillows** from **Malouf**. They're perfectly squishy and temperature regulating.

**Next Huckberry Purchase:** Warm weather's arriving (finally), which means it's time to ditch the raw denim in favor of something a little more lightweight. My pick: these laid-back **All-American Washed Jeans** with a hint of stretch from **Flint and Tinder**.

**Lifhack:** The **Scottish Shower**. Best wake-up there is. Always followed by a hot coffee, of course.

**Spring Barbecue Hack:** Grilled watermelon – just trust me on this one. Cut a nice thick wedge, pat it dry with a paper towel, then brush it with olive oil and give it a dash of salt. Drop it right on a hot grill – it's done when it gets some nice, black grill marks.

**Under-Appreciated App:** **Bear**: a great writing, note-taking, and task-tracking app for Mac and iOS that's easy on the eyes and packed with features like linked notes, hashtags, and a (lifesaving) distraction-free focus mode.

**Album I Can't Stop Listening to:** **Phur**, the new album from Electric Guest. Funky, soulful rock that hits all the right notes. Be sure to check out *"Oh Devil"* and *"Back for Me"*.

**Best Piece of Advice:** Write how you speak.

**Movie that Broke my Brain:** **Primer** – a super low-budget 2004 flick about two engineers who accidentally discover time travel. The ensuing loops and interwoven timelines will have you scratching your head for weeks.

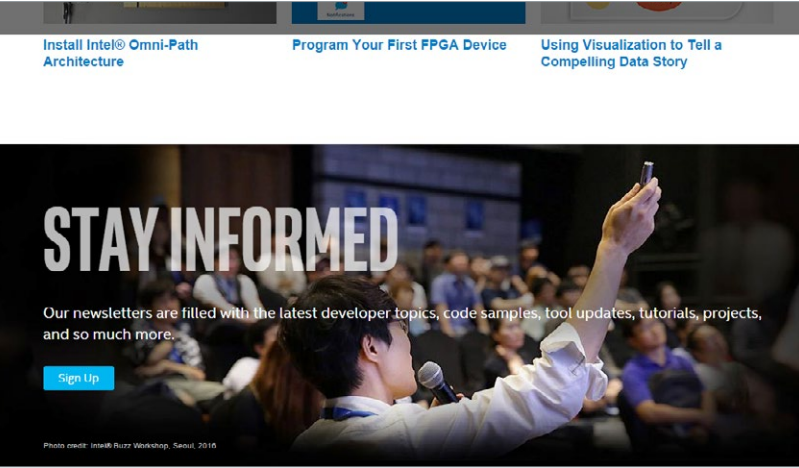
**If I had \$500 in Huckberry Credit:** I'd pick up one of the big ducky 30" x 40" framed prints from our **Print Gallery** – I'm particularly fond of **this awesome forest shot** from our own Alex Souza.



# Intel Developer Zone

Intel Developer Zone’s newsletters provide value-added content for their subscribers and include resources like tutorials, code samples, and industry news. Promoting these benefits upfront in a “Stay Informed” section of the homepage is an effective tactic to entice website visitors to convert to subscribers. When they click on the “Stay Informed” section, users are directed to a dedicated page where they can first read more details about the community they would gain access to and view sample emails before deciding whether to fill out the registration form placed at the bottom of the page.

## Step #1 – Sign up



## Step #2

Dedicated Opt-in Page | Samples

Developer Zone

Search our content

Support

Sign in

English

MENU

Share

# SUBSCRIBE

Help shape the future of software innovation with tools and tips from Intel and other industry experts.

Archives

Subscribe to the monthly Intel® Software Developer Zone Newsletter and get:

- The latest industry news
- Software and other releases
- Intel-sponsored events and contests
- Current projects and hardware support
- Go-to-market tips and tricks

Whether you are looking for software, hardware, or tools, the newsletter features software innovation that moves the industry forward.

First Name

Last Name

Email Address

Country

Please select a country.

Submit

## Mobile

Responsive

Developer Zone

Search our content

Support

Sign in

English

SUBSCRIBE

Help shape the future of software innovation with tools and tips from Intel and other industry experts.

Archives

Subscribe to the monthly Intel® Software Developer Zone Newsletter and get:

- The latest industry news
- Software and other releases
- Intel-sponsored events and contests
- Current projects and hardware support
- Go-to-market tips and tricks

Whether you are looking for software, hardware, or tools, the newsletter features software innovation that moves the industry forward.

First Name

Last Name

Email Address

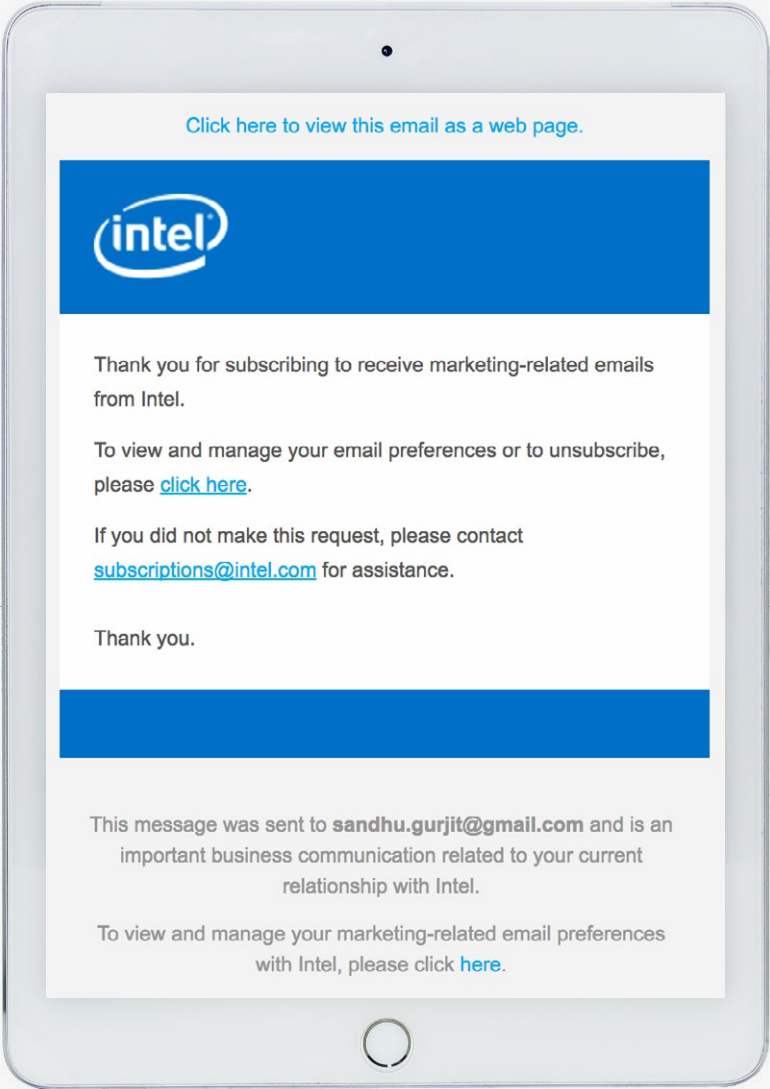
Country

Please select a country.

Submit

## Step #4

Confirmed (double) Opt-in | Call-out to Preference Center



## Step #5

Unsubscribe All Option  
Content Type Management

USA (English)

By submitting this form, you are confirming you are an adult 18 years or older and you agree to Intel contacting you with marketing-related emails or by telephone. You may unsubscribe at any time. Intel's web sites and communications are subject to our [Privacy Notice](#) and [Terms of Use](#).

### Global Subscriptions

Tell us which types of program email subscription you want to receive:

	Subscribe	Unsubscribe
Education and Training	<input type="radio"/>	<input type="radio"/>
Events and Trade Shows	<input type="radio"/>	<input type="radio"/>
Industry Solutions	<input type="radio"/>	<input type="radio"/>
Newsletters	<input checked="" type="radio"/>	<input type="radio"/>
Offers and Promotions	<input type="radio"/>	<input type="radio"/>
Press Releases	<input type="radio"/>	<input type="radio"/>
Product Updates	<input type="radio"/>	<input type="radio"/>
Surveys	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input type="radio"/>

Unsubscribe all

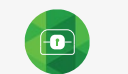
### Industries of Interest

Selecting your industries of interest can help us develop and provide more relevant content based on your preferences. To see descriptions of industries, click [here](#).

<input type="checkbox"/> Aerospace & Defense	<input type="checkbox"/> Healthcare & Well-Being
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Hospitality
<input type="checkbox"/> Art, Entertainment & Media	<input type="checkbox"/> Insurance
<input type="checkbox"/> Automotive	<input type="checkbox"/> Legal
<input type="checkbox"/> Biotechnology & Pharma	<input type="checkbox"/> Manufacturing - Chemicals & Chemical Processing
<input type="checkbox"/> Business Consulting	<input type="checkbox"/> Manufacturing - Computers & Electronics
<input type="checkbox"/> Commercial Aviation	<input type="checkbox"/> Manufacturing Operations & Industrial Machinery
<input type="checkbox"/> Communications	<input type="checkbox"/> Mining
<input type="checkbox"/> Construction	<input type="checkbox"/> Not For Profit
<input type="checkbox"/> Education	<input type="checkbox"/> Real Estate
<input type="checkbox"/> Energy - Oil & Gas	<input type="checkbox"/> Retail - Apparel
<input type="checkbox"/> Energy - Utilities	<input type="checkbox"/> Retail - Operations & Merchandising
<input type="checkbox"/> Engineering	<input type="checkbox"/> Telecommunications
<input type="checkbox"/> Environmental Quality	



Interstitial or  
Pop-up Window



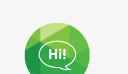
Sign-up  
Incentive



Short and  
Sweet



Mobile  
Responsive



Welcome  
Campaign



Content Type  
Management



Unsubscribe  
All Option



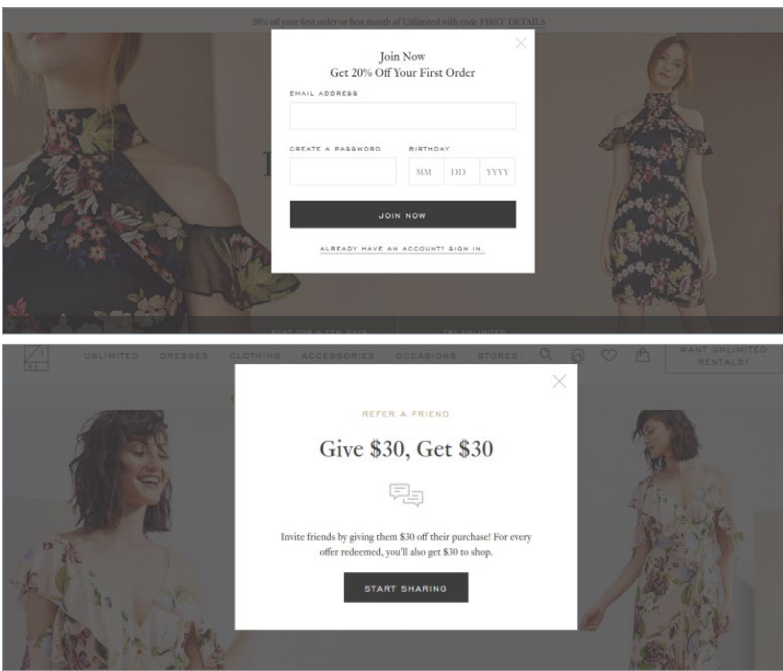
Frequency  
Management

# Rent the Runway

Rent the Runway acquires new email subscribers by opting them into their communications program as part of the account creation process. Website visitors are first greeted with a pop-up window containing a to-the-point invitation to join and a short form, paired with a strong sign-up incentive. As an added bonus, site visitors who complete the form are immediately offered another incentive for referring a friend, thus organically growing Rent the Runway's member base.

## Step #1 – Sign up

Interstitial or Pop-up Window | Sign-up Incentive | Short and Sweet



Join Now  
Get 20% Off Your First Order

EMAIL ADDRESS

CREATE A PASSWORD

BIRTHDAY

JOIN NOW

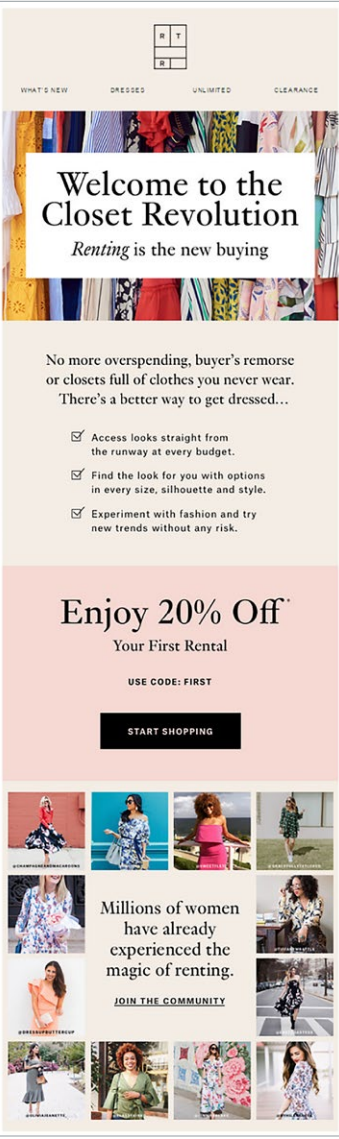
ALREADY HAVE AN ACCOUNT? SIGN IN.

Mobile Responsive

## Step #2

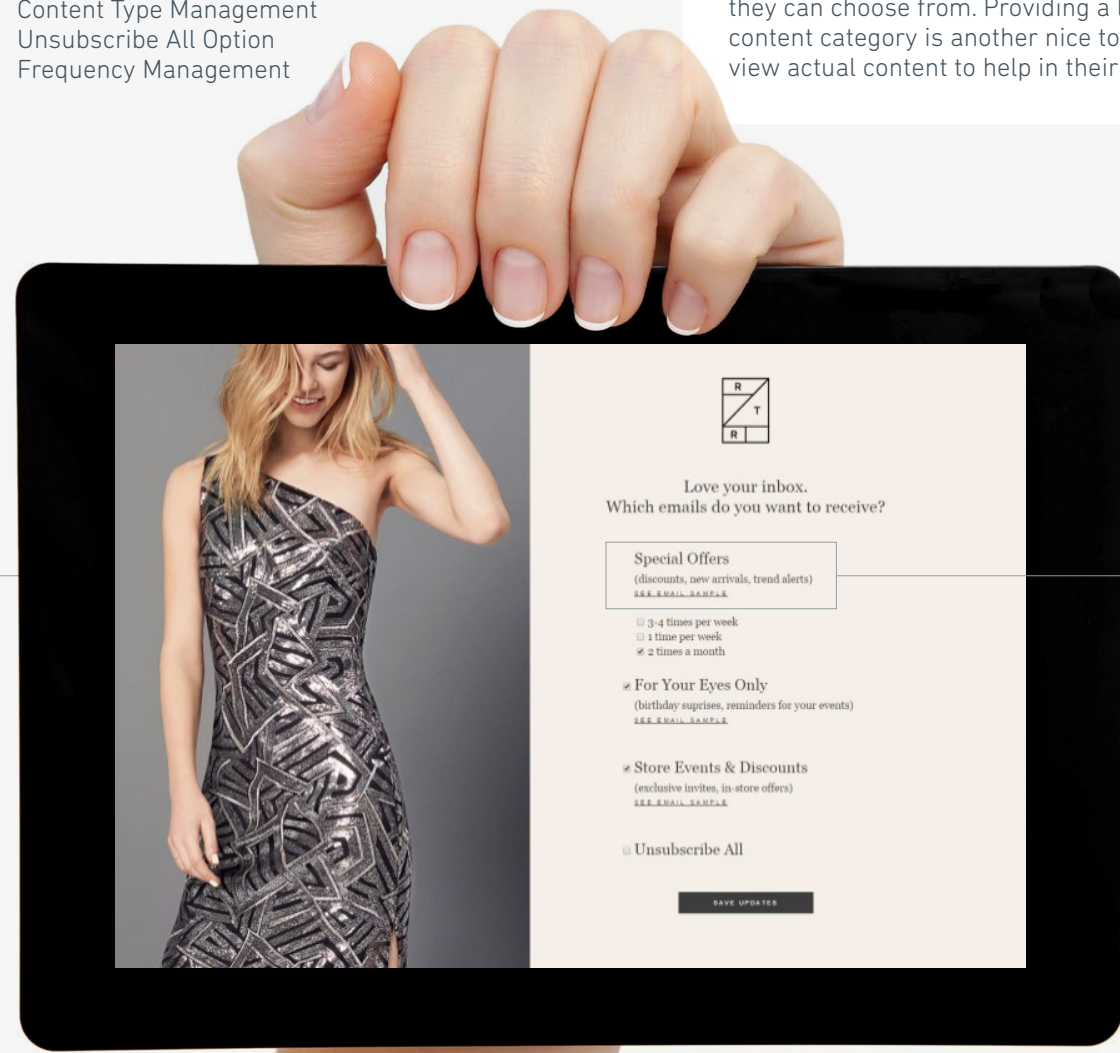
Welcome Campaign

Subject Line:  
You have everything  
to wear... and 20% off.



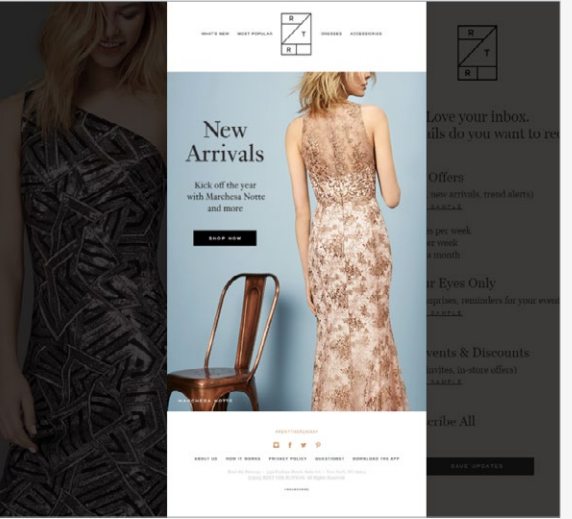
## Step #3 – Preference Center

Content Type Management  
Unsubscribe All Option  
Frequency Management



# Spot On

This straightforward and sleek-looking preference center page matches the brand's overall theme. Complete with easy-to-navigate options covering both frequency and content management, the page sets clear expectations for users on the types and number of emails they can choose from. Providing a link to email samples from each content category is another nice touch that enables subscribers to view actual content to help in their decision-making.



Email Type Samples



Stepped Questions



Confirmation Message



Welcome Campaign

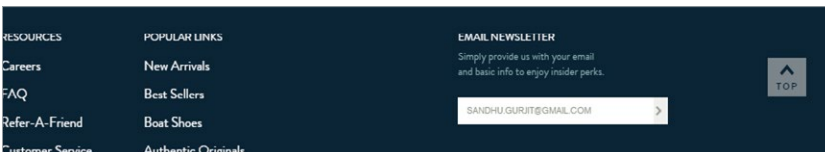


Content Type Management

# Sperry

Sperry's invitation to sign up for their email newsletter starts with a brief and inviting description of the benefits of receiving their communications. Going with the stepped questions approach, the brand only requires an email address for subscription. Once consumers have submitted an email, they are given the option to provide their birthdays and select the product categories that interest them most.

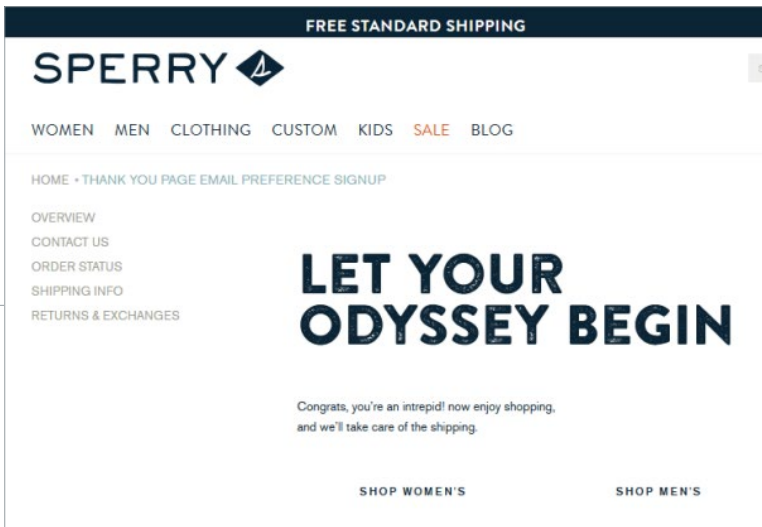
## Step #1 – Sign Up



## Step #2 Stepped Questions

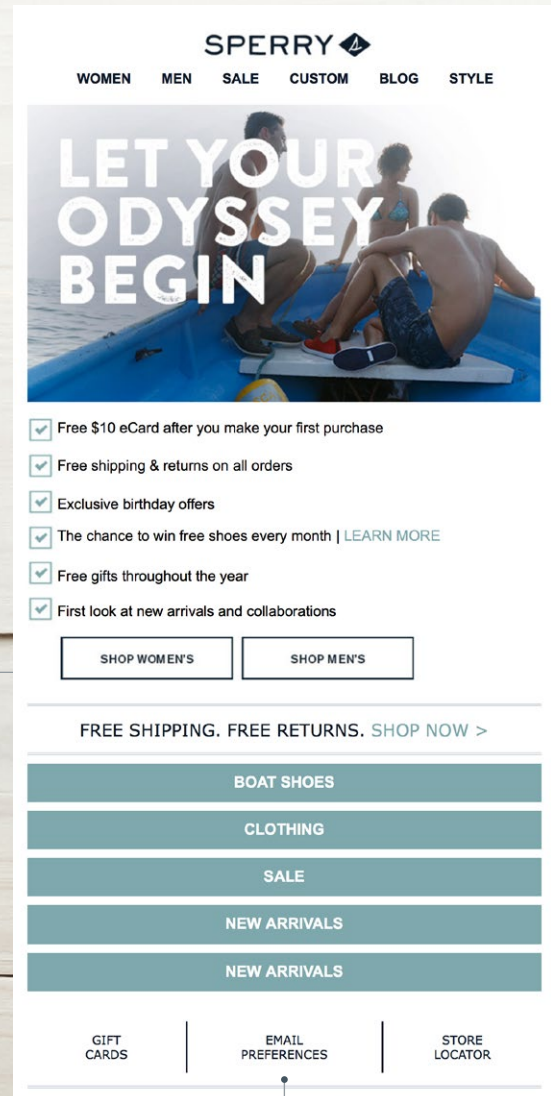
YOUR EMAIL \*  
john.doe@gmail.com  
ZIP CODE  
BIRTHDAY \*  
MM DD YYYY  
I AM INTERESTED IN HEARING ABOUT  
WOMEN'S KIDS MEN  
I AM OVER THE AGE OF 13 \*  
SUBMIT

## Step #3 Confirmation Message



## Step #4 Welcome Campaign

Subject Line:  
Welcome to Sperry



Call-out to Preference Center

# Spot On

Sperry's welcome email captures perfectly the maritime theme of the brand and enhances the consumer experience through two additional tactics:

- A prominent and easy-to-read checklist of perks for new email subscribers.
- An easy-to-locate link to the email preference center, so subscribers don't have to dig through the bottom footer to find it.

## Step #5 – Preference Center Content Type Management

MANAGE YOUR EMAIL PREFERENCES  
your.address@gmail.com, if you'd like to update any of your Sperry Top-Sider email preferences, simply edit the information below and click Submit when done.  
Are you interested in hearing about styles for:  
Men Women Kids  
Tell us your birthday so we remember to send you something.  
Select Month Select Day Select Year  
What is your zip code?  
SUBMIT  
Have questions? We can help!  
Contact Us: 1-800-247-6575, Mon-Fri, 8am-10pm ET, Sat/Sun, 9am-8pm ET



Interstitial or  
Pop-up Window



The Human  
Element



Stepped  
Questions



Dedicated  
Opt-in Page



Confirmation  
Message



Welcome  
Campaign



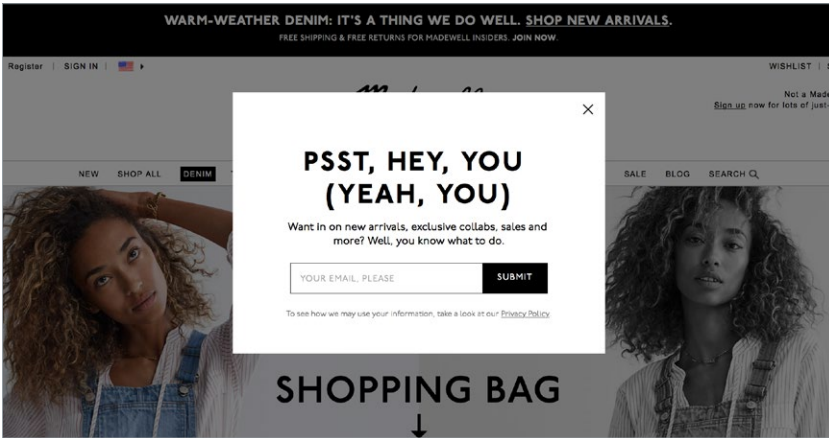
Frequency  
Management

# Madewell

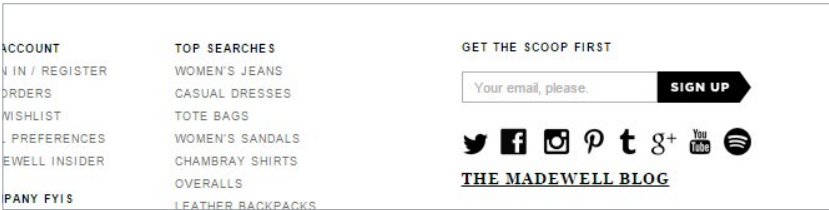
Madewell's use of attention-grabbing copy works well to boost the effectiveness of their pop-up registration form promoting their email program. Once an email address is filled in, the new registrant is directed to a dedicated opt-in page highlighting the benefits of the brand's email communications right next to a longer form. Madewell continues to employ attention-grabbing, relatable copy that can entice consumers to fill in all of their information and manage their preferences in the brand's preference center page.

## Step #1 – Sign up (option a)

Interstitial or Pop-up Window | The Human Element

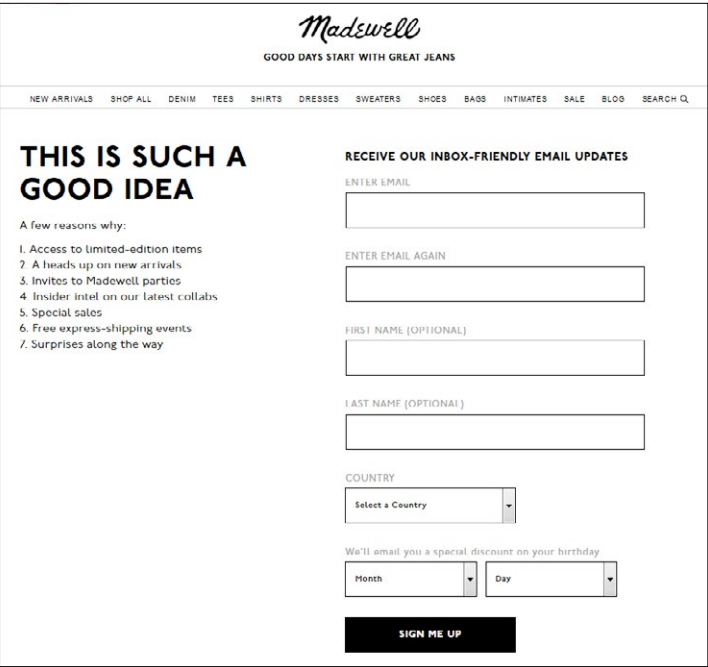


## Step #1 – Sign up (option b)



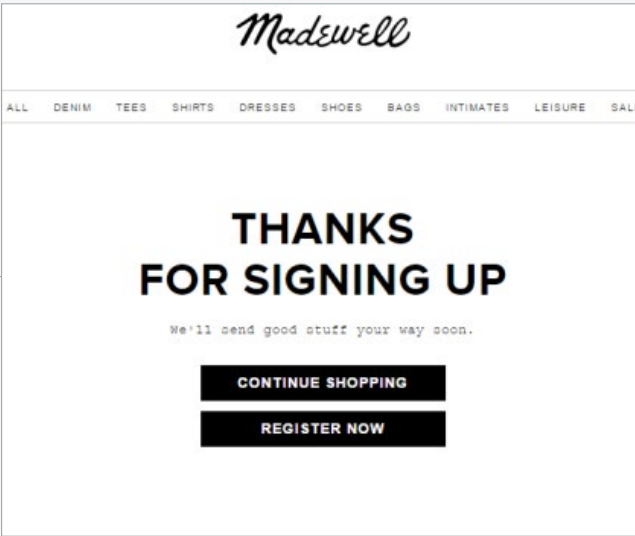
## Step #2

Stepped Questions | Dedicated Opt-in Page



## Step #3

Confirmation Message

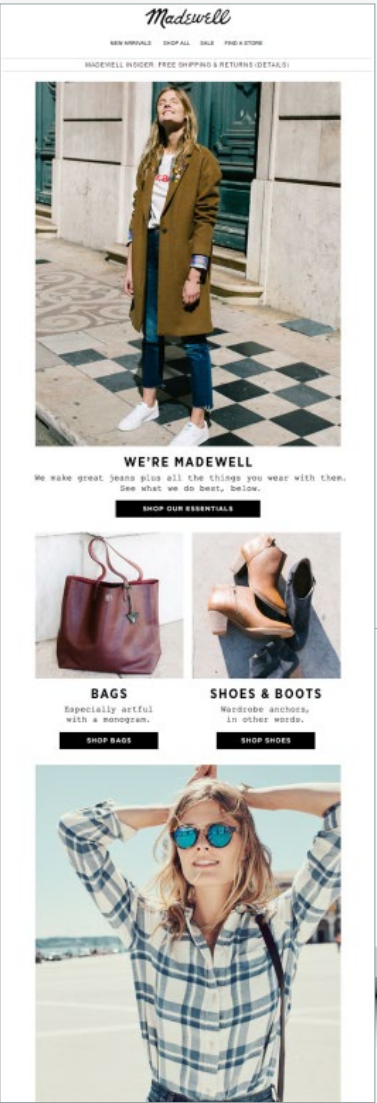


## Step #4

Welcome Campaign

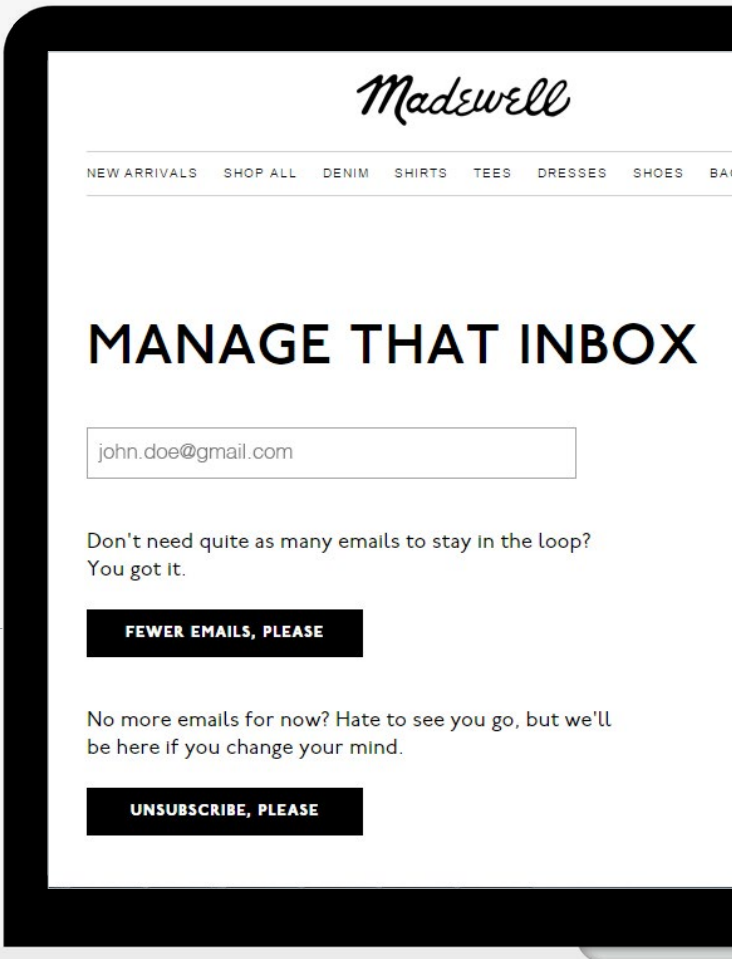
Subject Line:

Hi there, we're Madewell



## Step #5

Frequency Management





Interstitial or  
Pop-up Window



Captcha



On-screen  
Validation



Sign-up  
Incentive



Dedicated  
Opt-in Page



Confirmation  
Message



Welcome  
Campaign



Content Type  
Management

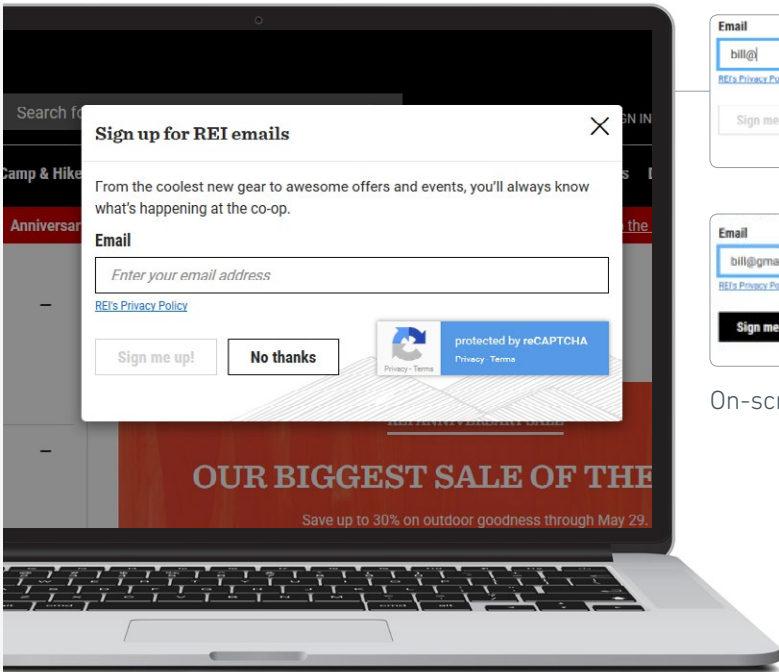
# REI

Visitors of REI's website are encouraged to sign up for the brand's email program through a well-timed pop-up window that only appears after the visitor has taken action (indicating interest in a specific product category through a click). To ensure visitors can quickly resume browsing the site, only an email address is required to subscribe to the brand's communications program.

The use of real-time email validation tool and Captcha helps REI ensure the data is valid and submitted by a real user. A secondary call-out to sign up for the brand's emails is located within the footer section of the site and it contains a sign-up incentive to capture consumer attention.

## Step #1 Sign up (option A)

Interstitial or Pop-up Window | Captcha



Email  
bill@

[REI's Privacy Policy](#)

protected by reCAPTCHA  
[Privacy Terms](#) [Privacy Terms](#)

Email  
bill@gmail

[REI's Privacy Policy](#)

protected by reCAPTCHA  
[Privacy Terms](#) [Privacy Terms](#)

On-screen Validation

Are we doing? [Give us feedback](#) on this page.

**SIGN UP FOR EMAIL.**

community to  
d, access  
back.  
is just \$20.

Know what's new. Plus, get a coupon for 15% off!

Website Footer

## Step #1 Sign up (option B)

Sign-up Incentive  
Dedicated Opt-in Page

**REI email**

Sign up for REI email and get 15% off selected items!

After you subscribe, we'll email you a coupon for 15% off one full-price REI Brand or Novara item (not including bikes). [See coupon details.](#)

Keep updated on hot products, great offers and store events.

To subscribe for REI email, please fill in the required fields:

Email\*

First name

Last name

ZIP

## Step #2

Confirmation Message

**Thank you!**

Check your inbox for your first email (and a little surprise) from REI.

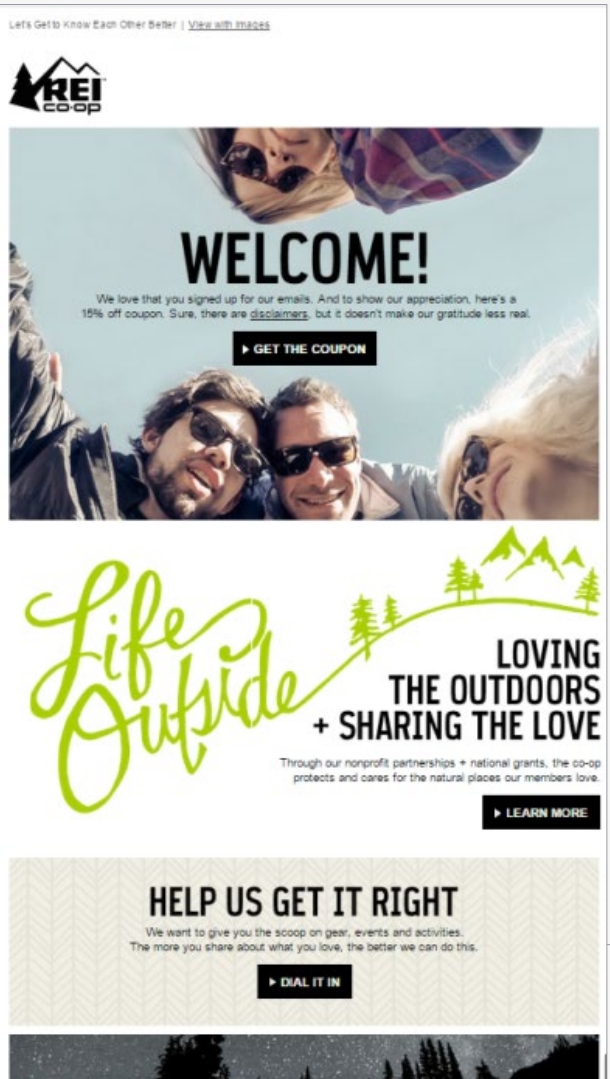
We'll send you a few emails every week. You can easily unsubscribe at any time.

## Step #3

Welcome Campaign | Call-out to Preference Center

Subject Line:

REI Welcomes You With 15% Off



# Spot On

From the 15% discount to the focus on their co-op program, REI's welcome email excellently explains the valuable perks their communications bring to outdoor lovers. One unique aspect of their welcome message is the emphasis on the brand's efforts to tailor their communications to the subscriber's needs. This concise yet inviting call-out is a great way to encourage new subscribers to share more details about themselves on the brand's preference page.

## Step #4 Preference Center

Content Type Management | Unsubscribe All Option

**Your REI email preferences**

This is where you update how we communicate with you.  
Click save when you're all through.

**About you**

Share your email address and neighborhood with us so we can tailor emails to your area. *Fields with \* are required.*

Email address\*

First name\*

Last name\*

Zip code\*  
 For non-US addresses, please enter 0.

REI store you visit most often

**Your subscriptions**

Let us know which REI emails you'd like to receive. *Please select at least one option.*

☒ REI email Deals, gear, outdoor inspiration

☒ Classes and events What's happening at your local REI

☐ REI member news Dividends, benefits, co-op updates

☐ Unsubscribe from all

**Your interests**

Tell us the areas that interest you.

Clothing & gear  
☐ Men's  
☐ Women's

Activities  
☐ Camping and hiking  
☐ Climbing  
☐ Cross training  
☐ Snowsports

Programs  
☐ REI stewardship



Interstitial or  
Pop-up Window



Captcha



Welcome  
Campaign



Call-out to  
Preference Center



Unsubscribe  
All Option



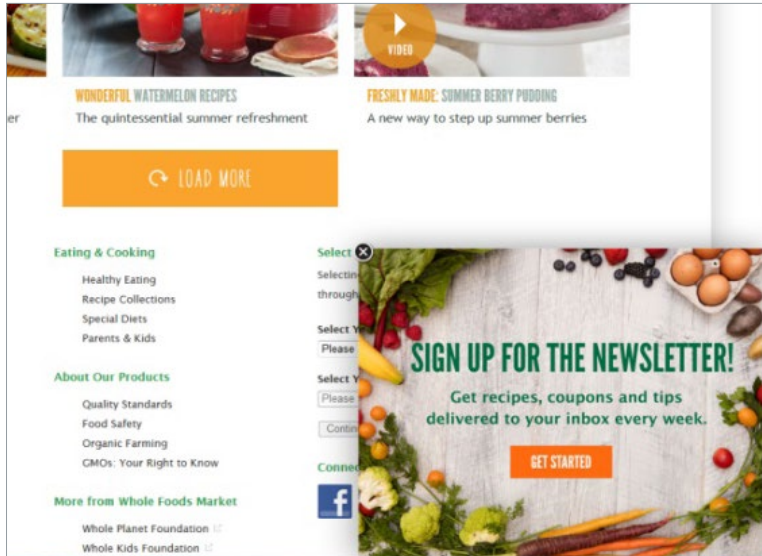
Content Type  
Management

# Whole Foods Market

America's healthiest grocery store boasts an equally healthy email registration process. Unlike most other brands, Whole Foods' colorful email registration pop-up appears at the bottom right of their website, instead of the center of the page. It does not take over the entire viewing screen so it doesn't interrupt the user experience the same way a standard pop-up tends to do. Once they click on the pop-up, prospective registrants are directed to a landing page where they can fill in an email address and select their preferred store location.

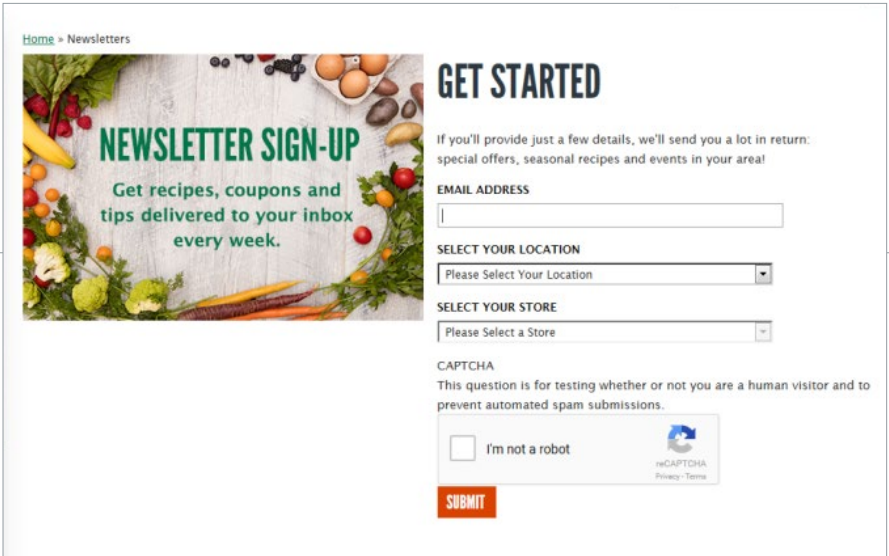
## Step #1 – Sign up

Interstitial or Pop-up Window



## Step #2

Captcha

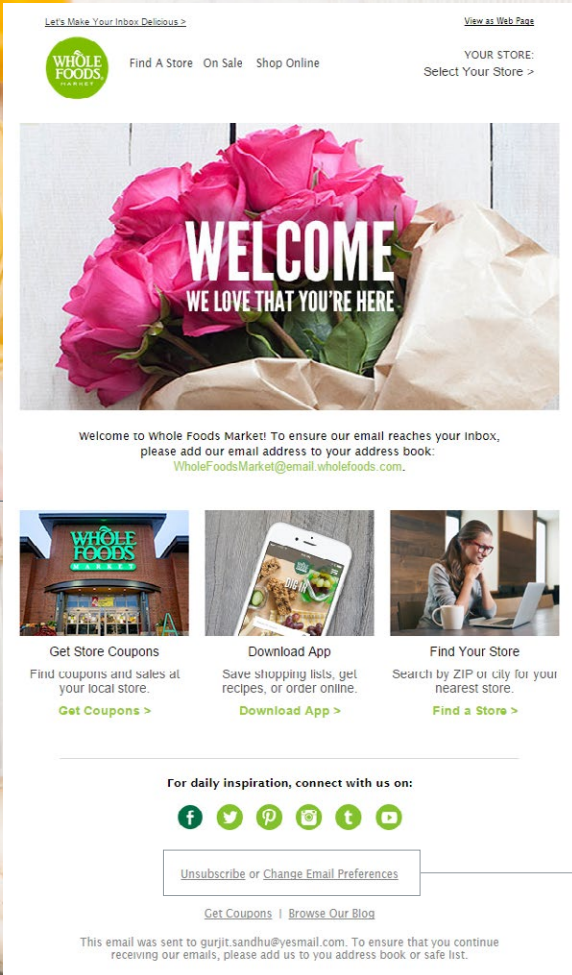


## Step #3

Welcome Campaign

Subject Line:

Welcome to Whole Foods Market



## Step #4 – Preference Center

Unsubscribe All Option

Content Type Management

Call-out to  
Preference Center

# Spot On

Whole foods hosts an extensive and visually rich preference center page that allows new subscribers to provide a variety of details ranging from personal information to lifestyle preferences like dietary restrictions and topics of interest. All types of email content subscribers can choose to receive are listed with a brief description thus allowing users to easily customize their experience.

Menu

## EMAIL PREFERENCES

Tell us about yourself

Choose from dietary preferences, shopping preferences and interests, and we'll send you what you want, when you want it! To get started, update your subscriptions and profile below.

### Personal Info

\* required fields

First Name

Last Name

Email address \*

Zip/Postal Code

Store

Birthday

Gender

CAPTCHA

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

☐ I'm not a robot



reCAPTCHA  
Privacy - Terms

SAVE CHANGES



Short and Sweet



Interstitial or Pop-up Window



On-screen Validation



Sign-up Incentive



Confirmation Message



Welcome Campaign



Call-out to Preference Center



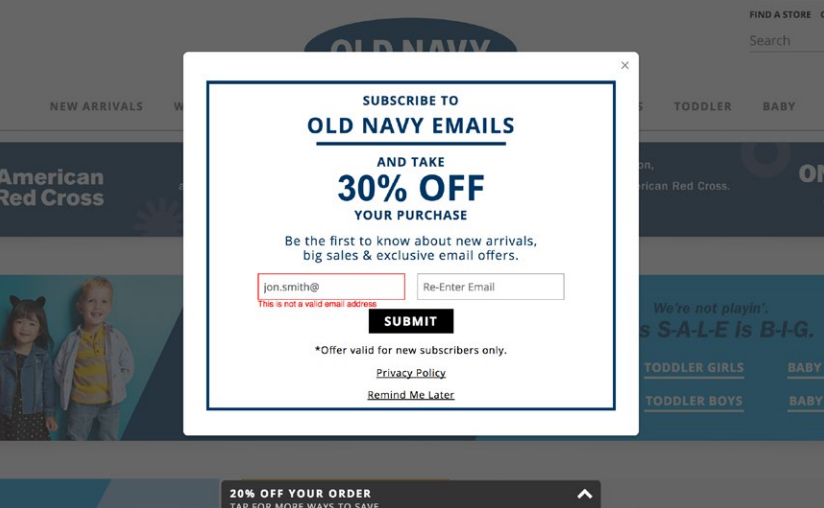
Content Type Management

# Old Navy

Affordable fashion retailer Old Navy only requires an email address from site visitors who want to join their email communications program. This minimal requirement combined with a short benefits summary and a generous sign-up incentive makes the form an effective subscriber acquisition tool. To ensure the integrity of the addresses entered by new subscribers, Old Navy has implemented real-time email validation that provides immediate feedback to site visitors and prompts them to correct any errors in the data.

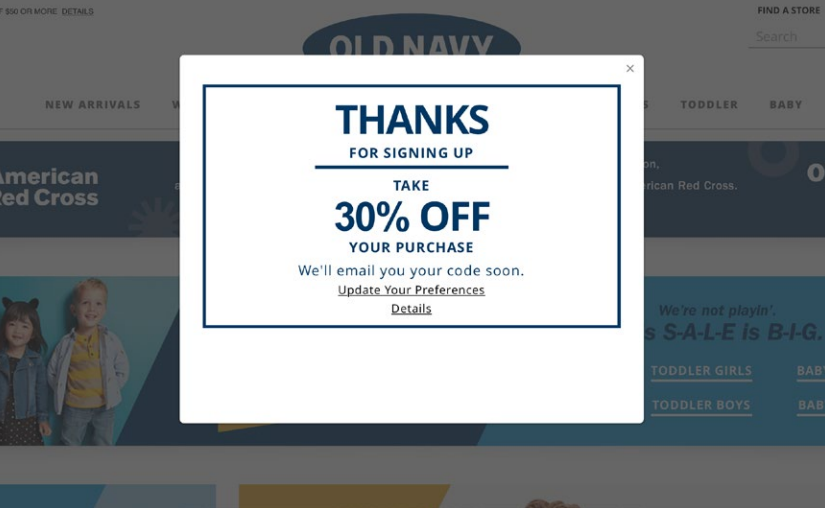
## Step #1 – Sign up

Short and Sweet | Interstitial or Pop-up Window | On-screen Validation | Sign-up Incentive



## Step #2

Confirmation Message



# Spot On

Old Navy implements a well-thought-out 3-message welcome series that starts with an introduction to the perks that email insiders can enjoy and the welcome offer code they can redeem upon purchase. On day 3, new subscribers receive the 2<sup>nd</sup> email from the series which has an overview of product offerings from various categories. The welcome series concludes with their most attention-grabbing email sent on day 5. With a subject line that beckons an open, this email subtly promises subscribers a birthday treat in return for filling out their details in their preference center.

## Step #3

Welcome Campaign

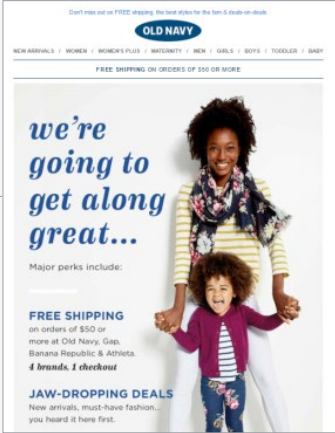
Subject Line:

APPROVED! Since you're on the list: Please enjoy this gift



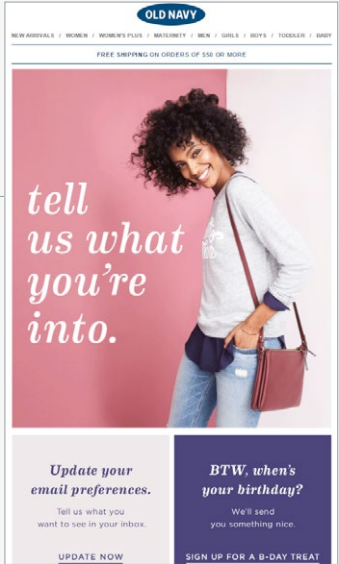
Subject Line:

Now that you're part of the family...



Subject Line:

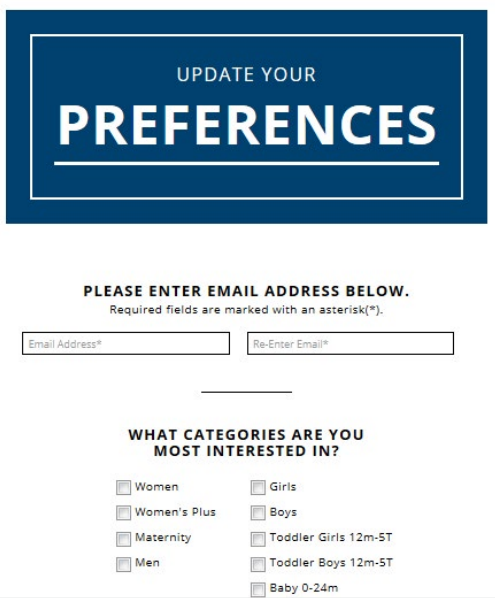
Did we miss your birthday?



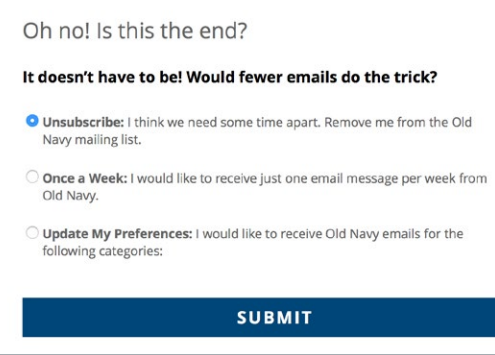
Call-out to Preference Center

## Step #4 – Preference Center

Content Type Management



Frequency Management





Interstitial or  
Pop-up Window



Dedicated  
Opt-in Page



Samples



Confirmation  
Message

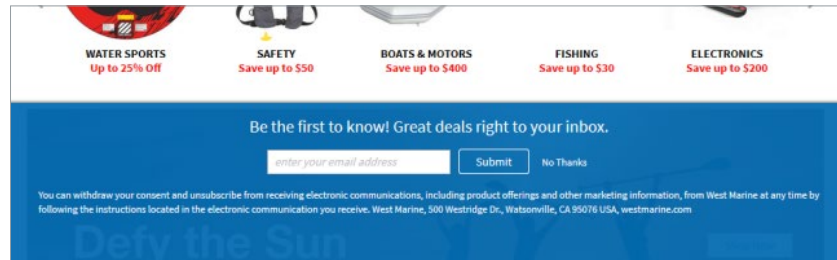


Welcome  
Message

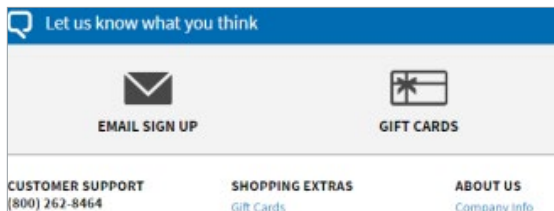
# West Marine

West Marine keeps the web user experience seamless and uninterrupted; the brand uses an email registration pop-up that only takes up the bottom portion of the viewing screen as opposed to a full page takeover. The registration form requires just an email address which helps promote conversions. There is a secondary call-out to sign up for the brand's emails; it's a prominent icon at the bottom of the page, just above the footer. Once they click on the icon, prospective registrants are directed to a dedicated landing page that promotes the benefits of receiving their communications, provides sample emails, and includes privacy policy information, all within the same page, above the form fields visitors need to fill out.

## Step #1 – Sign up (option a) Interstitial or Pop-up Window



## Step #1 Sign up (option b)



## Step #2 Dedicated Opt-in Page

**Sign up for our email list**

Staying in touch with West Marine is even easier than ever!

- Be the first to hear about the latest boating products
- Receive special offers just for subscribers
- Get advance notice of West Marine sales and events
- Expand your boating knowledge with West Advisor projects, articles and videos

Keep updated on hot products, great offers and store events.

To subscribe, please fill in the required fields:

\* Email Address

\* Verify Email Address

\* First Name

\* Last Name

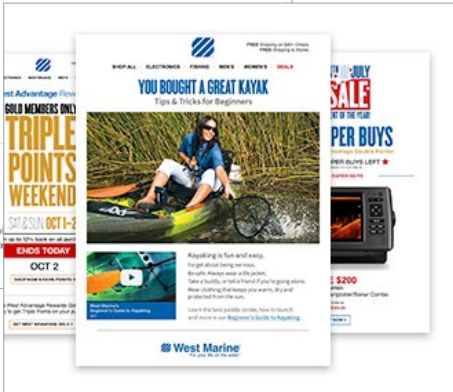
\* Zip Code/Postal Code

Submit

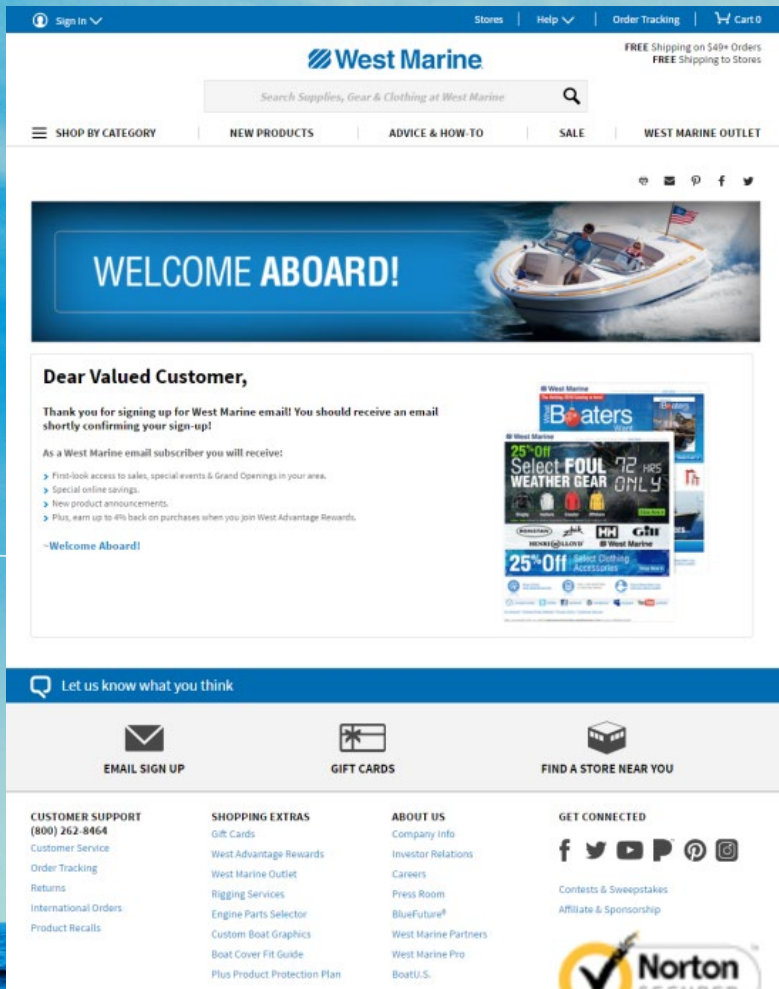
West Marine  
500 Westridge Dr.  
Watsonville, CA 95076 USA  
westmarine.com

You can withdraw your consent and unsubscribe from receiving electronic communications, including product offerings and other marketing information, from West Marine at any time by following the instructions located in the electronic communication you receive. West Marine, 500 Westridge Dr., Watsonville, CA 95076 USA, westmarine.com

Samples

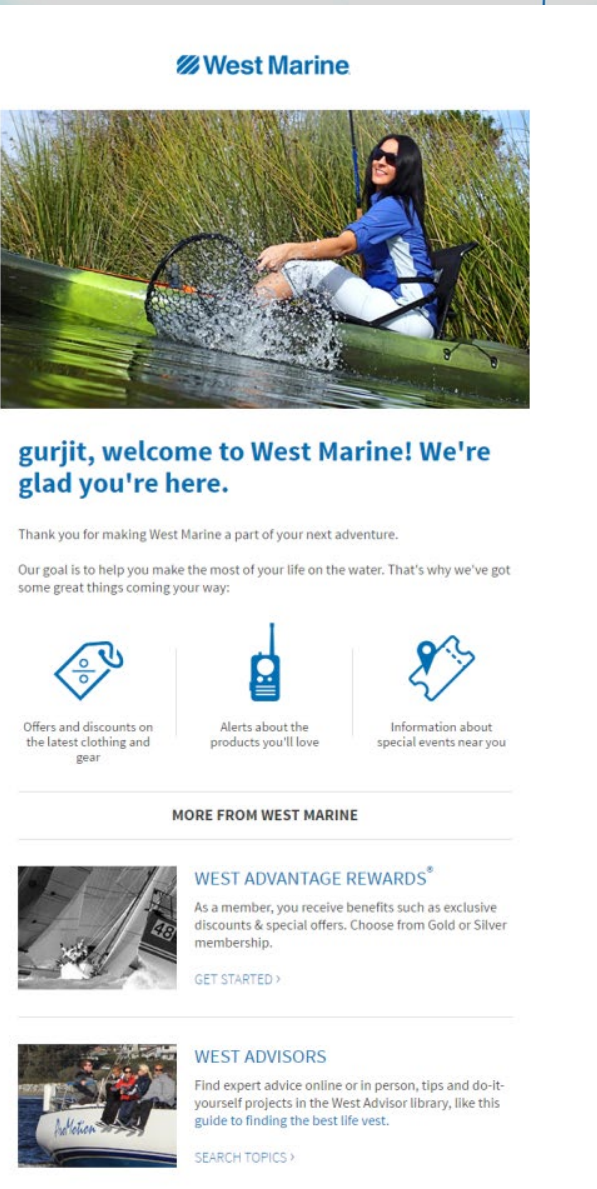


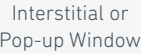
## Step #3 Confirmation Message



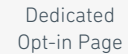
## Step #4 Welcome Campaign

Subject Line:  
Sun's out, paddles up!

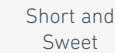




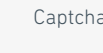
## Interstitial or Pop-up Window



Dedicated  
Opt-in Page



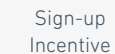
## Short and Sweet



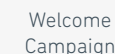
Captcha



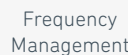
Mobile  
Responsive



## Sign-up Incentive



## Welcome Campaign



## Frequency Management

Bed Bath & Beyond provides another great example of a well-planned and user-friendly registration process. The offer for a 20% discount placed in the email registration pop-up is a persuasive incentive for website visitors to convert; at the same time, the email-only form keeps the effort to do so to a minimum. Once they submit their email, new registrants are directed to a landing page where they can share their zip code (to get relevant offers from their nearest store) and check the captcha field to complete their registration. New subscribers are greeted with a clean and playful welcome email that thanks them for signing up and reiterates what consumers can expect to receive from the brand. The email includes a link to a preference center page where subscribers can manage frequency preferences.

### Interstitial or Pop-up Window



Stepped Questions | Dedicated Opt-in Page  
Short and Sweet | Captcha  
Mobile Responsive | Sign-up Incentive

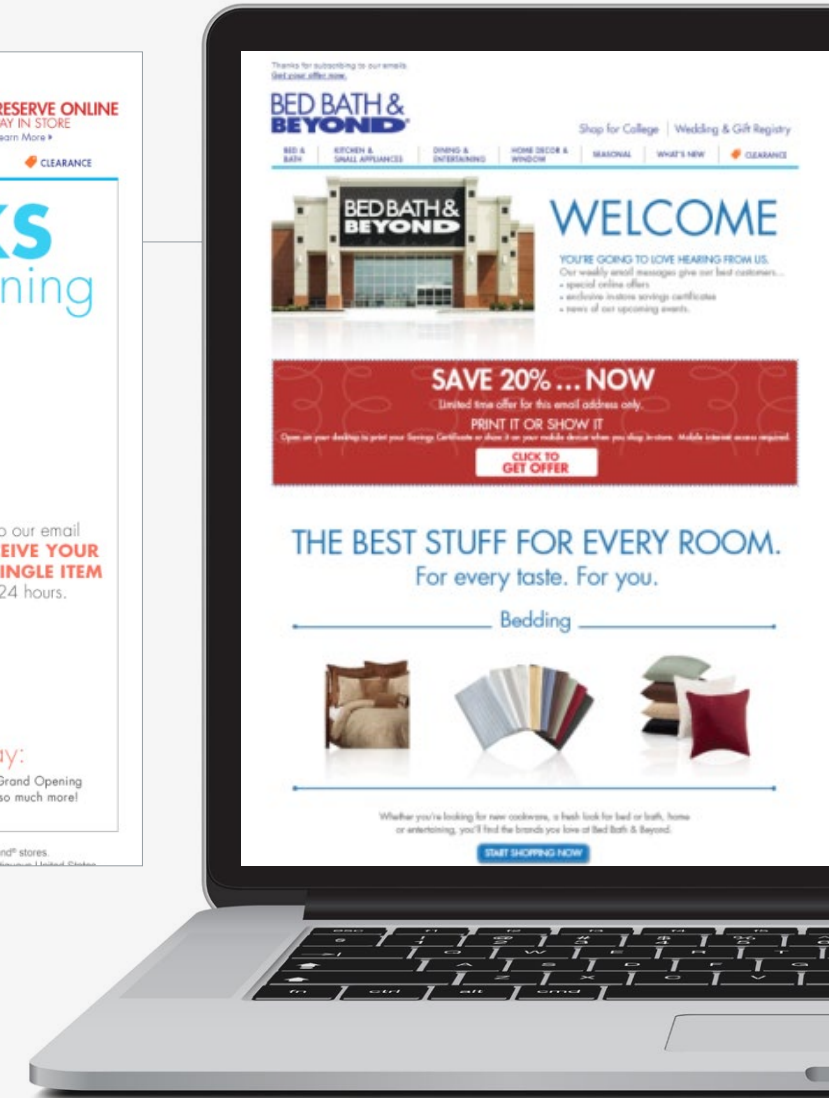
### Confirmation Message



## Frequency Management

Welcome Campaign  
Subject Line:  
Thank you and hello!

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Dedicated  
Opt-in Page



Sign-up  
Incentive



Confirmation  
Message

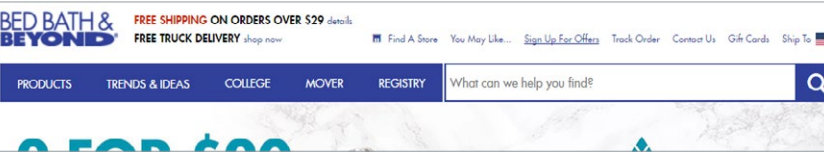


Confirmed  
(double)Opt-in

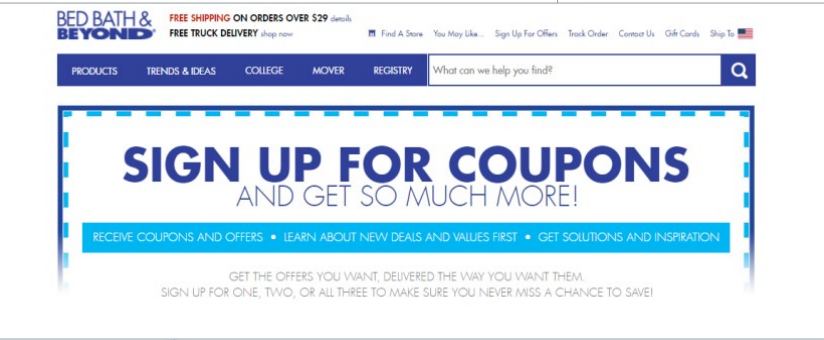
# Bed Bath & Beyond – SMS

Bed Bath & Beyond offers their popular 20% off discount to new on-the-go consumers via SMS. This enables subscribers to receive and instantly redeem the offer right from their mobile device. An invitation to register for the brand’s SMS program and receive the 20% new subscriber discount is promoted on their dedicated coupons page. Once site visitors click on the “Sign up for Mobile” button, they are directed to a second page in order to fill in their mobile phone number and zip code. Subscription is then confirmed on the mobile device and new subscribers receive their first 20% off discount within 24 hours of registration.

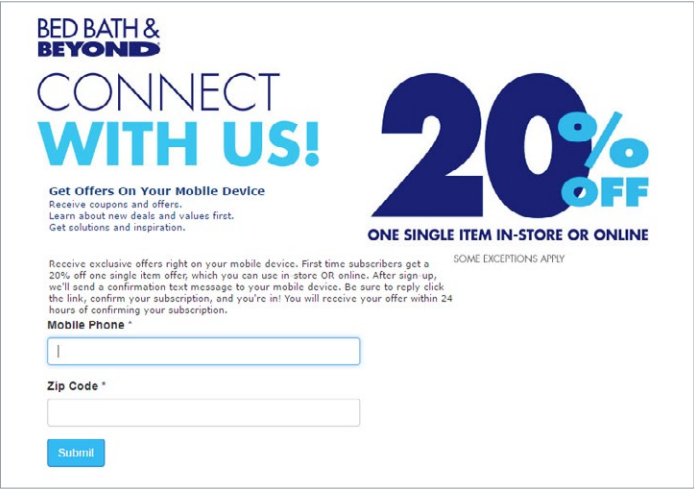
## Step #1 – Sign Up



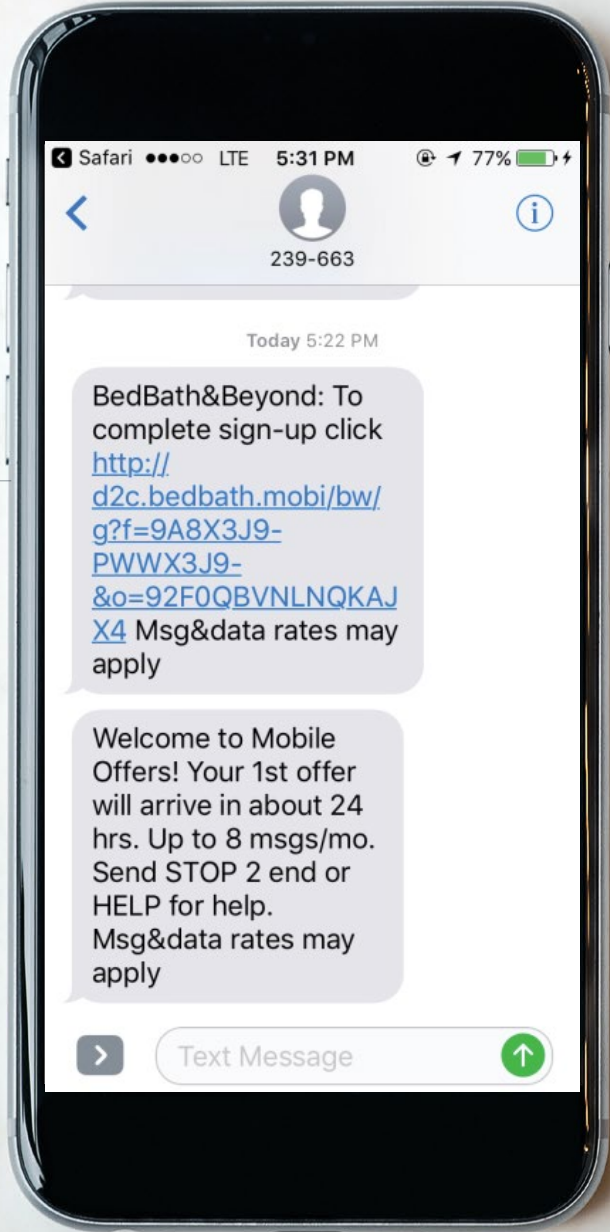
## Step #2 Dedicated Opt-in Page (#1)



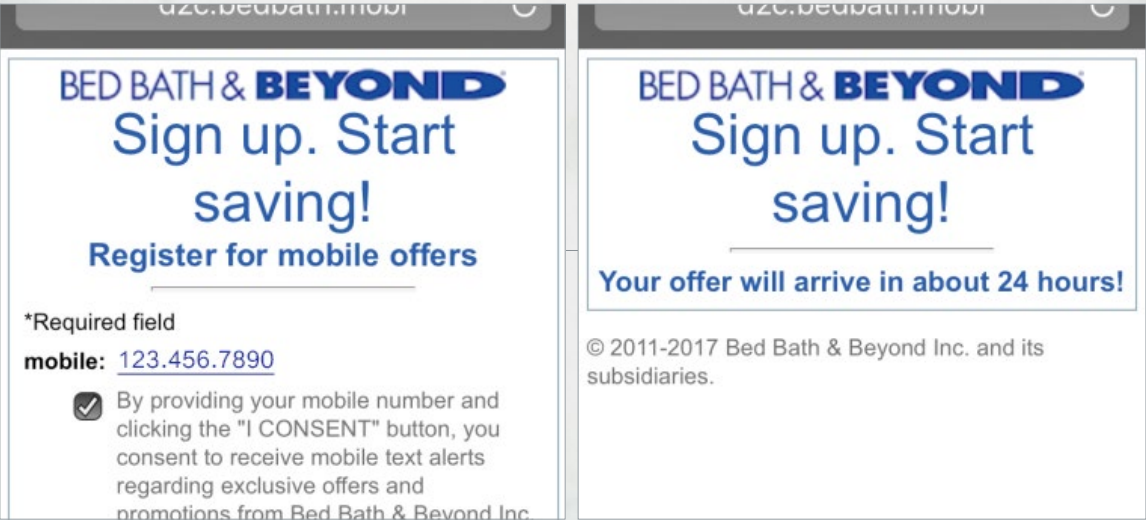
## Step #3 Sign-up Incentive | Dedicated Opt-in Page (#2)



## Step #4 Confirmation Message



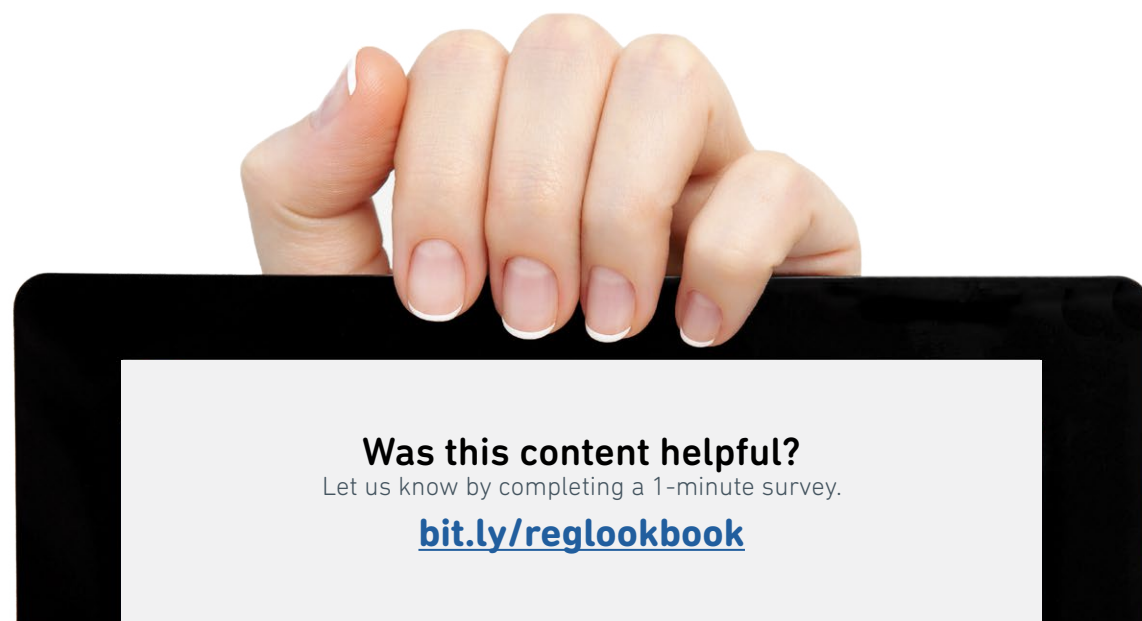
## Step #5 Confirmed (double) Opt-in



## Conclusion

Properly welcoming new subscribers is an important first step to building a lasting relationship with a brand's target audience. A well-thought-out registration process goes beyond the initial form and makes new subscribers feel welcome, informed, and rewarded.

The real world examples in this lookbook illustrate a variety of tactics covering next-generation strategies and emerging trends that focus on improving the subscriber experience. By sticking to the principle of "less is more" and incorporating the tactics highlighted in this lookbook, marketers can design a registration process that increases sign-ups and reduces page abandonment.



## About Yes Lifecycle Marketing

Yes Lifecycle Marketing provides solutions that orchestrate cross-channel marketing communications to drive results and revenue. This is accomplished by leveraging technology, data, analytics, creative, and strategy to activate and optimize insights-driven, real-time, relevant communications. This holistic approach gives marketers the ability to source a full-service offering of best-of-breed technology and solutions from a single vendor in order to achieve their desired outcomes across all on and offline channels.

To learn more:



1.877.937.6245



marketing@yeslifecyclemarketing.com



[www.yeslifecyclemarketing.com](http://www.yeslifecyclemarketing.com)

# yes