VICTOR NEWSLETTER

When you need to re-design it,
do it right.

CURRENT DESIGN PERFORMANCE

What is working? What isn't?

CAMPAIGN PERFORMANCE

2022

NEWSLETTER CAMPAIGNS

Campaign/ theme	Send date	Total revenue	Conversion rate	Orders
May Newsletter	5/24/22	$317.51	1.58%	3
May Newsletter	5/24/22	$0.00	0.00%	0
June Newsletter	6/23/22	$80.24	2.75%	3
June Newsletter	6/23/22	$141.87	0.23%	1

CONCURRENT PROMO CAMPAIGNS

Campaign/ theme	Send date	Total revenue	Conversion rate	Orders
Mole & Gopher	6/11/22	$208.51	2.8%	3
Mole & Gopher	6/11/22	$0.00	0.00%	0
Safe-Set	6/17/22	$297.53	1.18%	2
Safe-Set	6/17/22	$0.00	0.00%	0

RECENT PROMO CAMPAIGNS

Campaign/ theme	Send date	Total revenue	Conversion rate	Orders
PestChaser	12/17/22	$242.28	3.33%	3
PestChaser	12/17/22	$123.10	1.74%	2
Power-Kill	1/19/22	$248.64	1.87%	2
Power-Kill	1/19/22	$0.00	0.00%	0

NOTE

Samplings from 2022-2023

Focused on campaigns with 2 list sends

"Newsletter": monthly email using content from the VP article library with an unchanging layout design

"Promo": one of a kind email promoting a specified product, sale, or theme with a co-created layout design

TAKE-AWAYS

Newsletters performed on par with promo campaigns in terms of orders and revenue

They are low effort but yield big results, an easy way to bring in DTC revenue

New design should keep up with promo campaigns' orders and revenue

CURRENT DESIGN

May, 2022

LATEST DESIGN IN USE

☆ Header

Explanation

Shipping banner

Article preview ☆

☆ Product recommender

Pest categories ☆

THE V PEST GAZETTE

Free Shipping on All Orders $45+

Your Expert Pest Control Guide

From detailed plans on eliminating a current infestation to helpful tips on preventing a future one, let Victor® equip you with the knowledge you need to overcome even your toughest pest problems!

Start with these articles chosen specially for you, then find even more helpful tools and resources at VictorPest.com.

Rodent Control: Why I'm All for DIY

Wish you tried some DIY solutions before calling an exterminator? Arm yourself with knowledge for the next time you need to battle rodent infestations.

READ MORE»

Firm vs. Senstitive: Best Tips for Setting Mouse Traps

Wooden rat and mouse traps have been successfully used to eliminate rodents both inside and outside for quite some time now. You might think that you know everything about these traps, but there is one feature that is often overlooked. If you use...

READ MORE»

Repellents: Get All the Details

Whether you've beaten a rodent infestation or have never had a mouse or rat problem, your priority is to ensure they never decide to invade your home. Repellents are the perfect method to show those furry pests who's boss. Unfo...

READ MORE»

Top Picks for You

Victor® Deadset Mole Trap

Victor® Mole & Gopher Poison Peanuts

Victor® Rodent Killer - 4 lb Bag

Victor® Fast-Kill® Brand Refillable Mouse Bait Station...

Mouse Control »

Rat Control »

Mole & Gopher Control »

Snake Control »

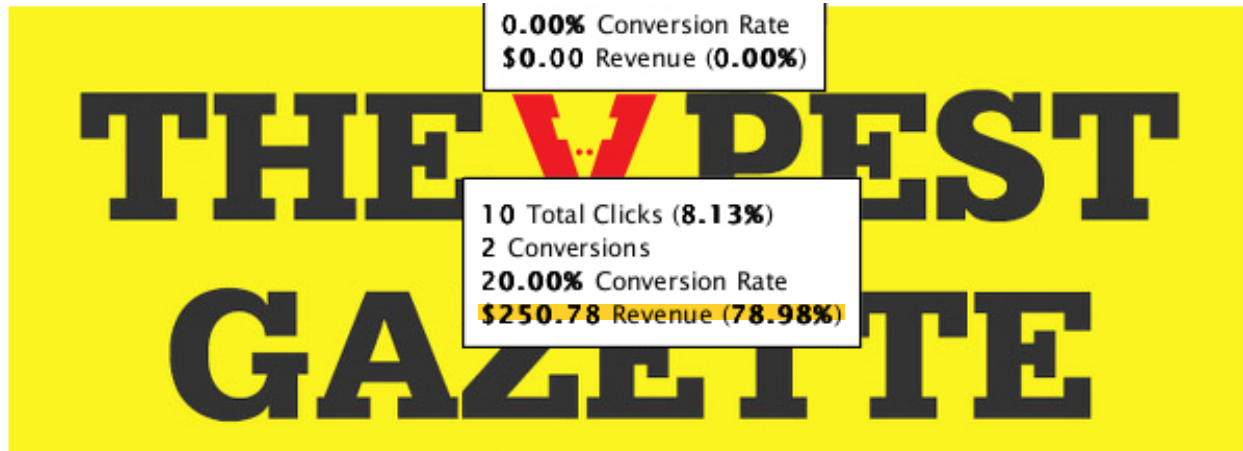## EVALUTATION

☆ Further evaluating users' interactions

Other sections do not have enough interactions to form conclusions with

Image examples from May 2022 newsletter, representative of 5+ newsletter performances from that year

DESIGN PERFORMANCE

May, 2022

HEADER

TAKE-AWAYS

Heat map indicates a medium amount of clicks, but a good amount of revenue

Links to VP homepage > as of May 2022, users were successfully completing transactions, starting at Home.

Would linking it to the store page affect the conversion rate?

New design: should keep attention-grabbing heading

DESIGN PERFORMANCE

May, 2022

ARTICLE PREVIEW

How to Clean Up After a Mouse Infestation

Due to the infectious viruses that rodents carry, it's crucial to exercise caution when cleaning rodent nests, rat droppings, or mouse poop from an infested area. Therefore, any mouse or rat infestation cleanup should only be done while wearing pr...

READ MORE »

How Do I Dispose of a Dead

How to
Mouse

1 Total Clicks (**0.81%**)
0 Conversions
0.00% Conversion Rate
$0.00 Revenue (**0.00%**)

3 Total Clicks (**2.44%**)
0 Conversions
0.00% Conversion Rate
$0.00 Revenue (**0.00%**)

Due to the infectious viruses that rodents carry, it's crucial to exercise caution when cleaning rodent nests, rat droppings, or mouse poop from an infested area. Therefore, any mouse or rat infestation cleanup should only be done while wearing pr...

13 Total Clicks (**10.57%**)
0 Conversions
0.00% Conversion Rate
$0.00 Revenue (**0.00%**)

How Do   1 Total Clicks (**0.81%**)   ed

TAKE-AWAYS

CTA is one of the hottest interactions, but little to no conversions

Few content images are clicked

People who use the CTA are not following through with a purchase

Are article pages properly leading users on to a purchase?

Is the goal conversion or brand interaction?

New design: must keep CTAs

DESIGN PERFORMANCE

May, 2022

PRODUCT RECOMMENDER

Victor® Mole Defense Kit | Victor® Smart-Kill Electronic Mouse Trap | Victor® Multi-Kill™ Electronic Mouse Trap | Victor® Rat Zapper Classic Rat Trap

1 Total Clicks (**0.81%**)	1 Total Clicks (**0.81%**)	Total Clicks (**2.44%**)	1 Total Clicks (**0.81%**)
0 Conversions	0 Conversions	Conversions	0 Conversions
0.00% Conversion Rate	**0.00%** Conversion Rate	**.00%** Conversion Rate	**0.00%** Conversion Rate
$0.00 Revenue (**0.00%**	**$0.00** Revenue (**0.00%**)	0.00 Revenue (**0.00%**	**$0.00** Revenue (**0.00%**

Victor® Mole Defense Kit | Victor® Smart-Kill Electronic Mouse Trap | Victor® Multi-Kill™ Electronic Mouse Trap | Victor® Rat Zapper Classic Rat Trap

TAKE-AWAYS

Users are not interacting with or making purchases from the product recommender

This block, in this form, could probably be left out and revenue would not be affected

New design: experiment with different forms of product features: a single product recommender, "Our newest innovation", tying a product to an article.

DESIGN PERFORMANCE

May, 2022

ANIMAL CATEGORIES

Mouse Control »

Rat Control »

Mole & Gopher Control »

Snake Control »

TAKE-AWAYS

Second most interacted, falls between article CTAs and the header

Consistently willl have more conversions than the prod rec

Links lead to Category pages > users look at a page of different products, then choose a product and follow through with purchase

Shows that users are scrolling down to the bottom. Did they not find what they were looking for in the body?

New design: will have the same category block, but should pest categories be included earlier in the message?

6 Total Clicks **(4.88%)**
0 Conversions
0 00% Conversion Rate

11 Total Clicks **(8.94%)**
0 Conversions
0 00% Conversion Rate

9 Total Clicks **(7.32%)**
0 Conversions
0.00% Conversion Rate
$0.00 Revenue **(0.00%)**

1 Conversions
14.29% Conversion Rate
$66.73 Revenue **(21.02%)**

COMPARATIVE ANALYSIS

What are other designs doing?

COMPARATIVE EMAILS
Other industry newsletters

KITCHENAID

LS GRAPHICS

HODINKEE

COMPARATIVE EMAIL LAYOUT

KitchenAid
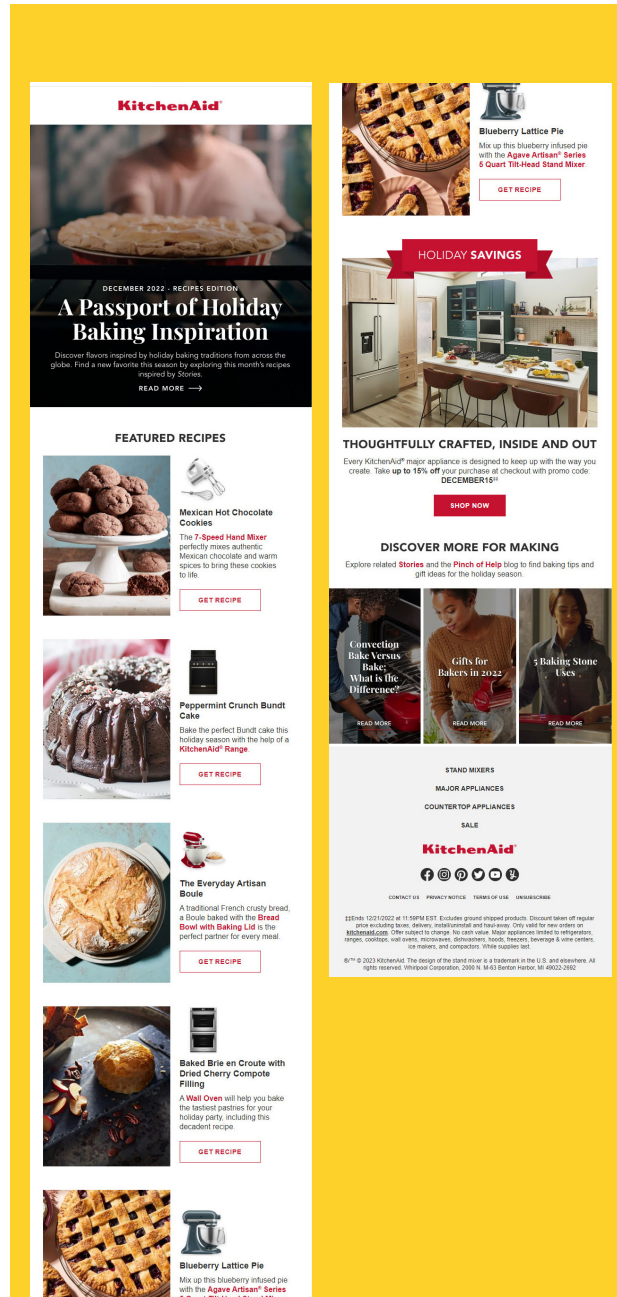
LIKES

Holiday theme

Product tied to each recipe

Content short and sweet

DISLIKES

Not plug-and-play friendly
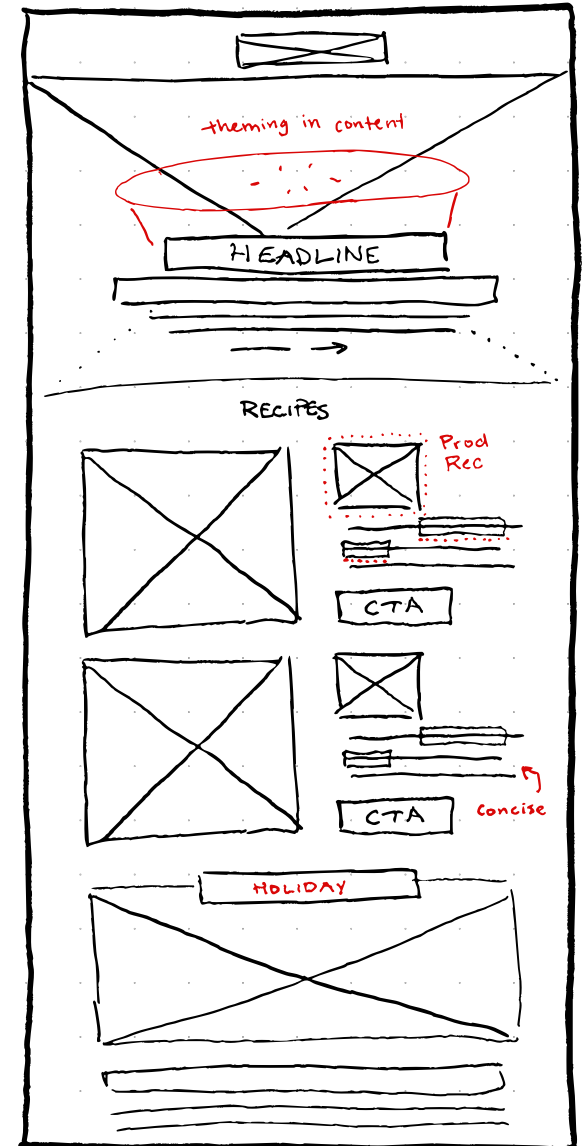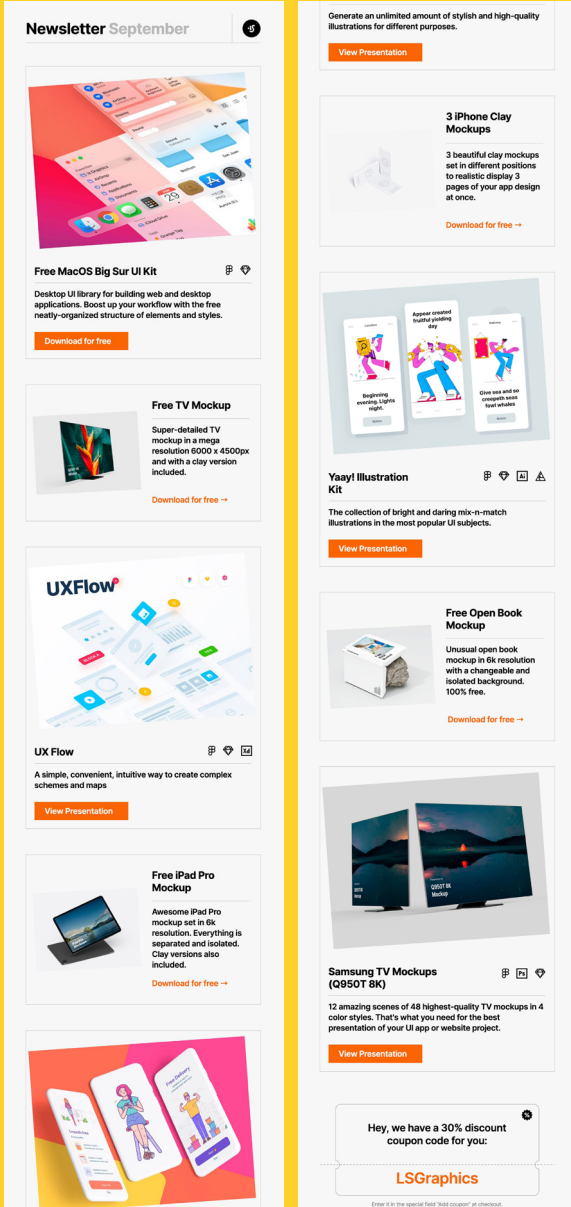
FOR NEW DESIGN

Connecting product recommendations with resources

Flexibility for theming

Only as much content as necessary

WIREFRAME

COMPARATIVE EMAIL LAYOUT

LS Graphics

LIKES

Alternate content block layouts

Low contrast bounding boxes
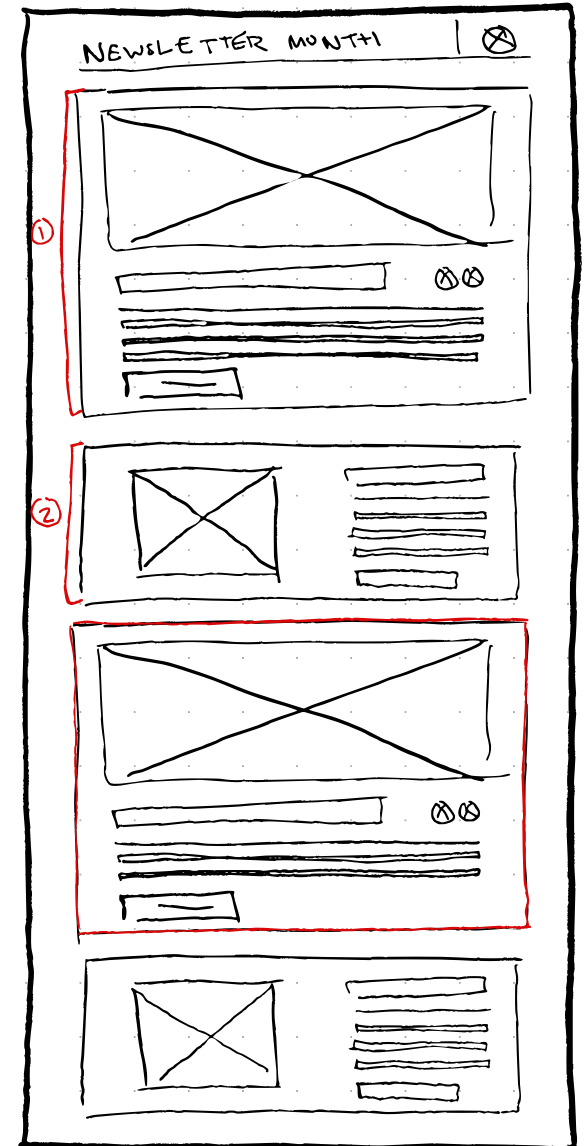
Consistent text formatting

DISLIKES

Weak brand identity

FOR NEW DESIGN

2 kinds of content blocks

Inject brand identity throughout with color and imagery

WIREFRAME

COMPARATIVE EMAIL LAYOUT

Hodinkee
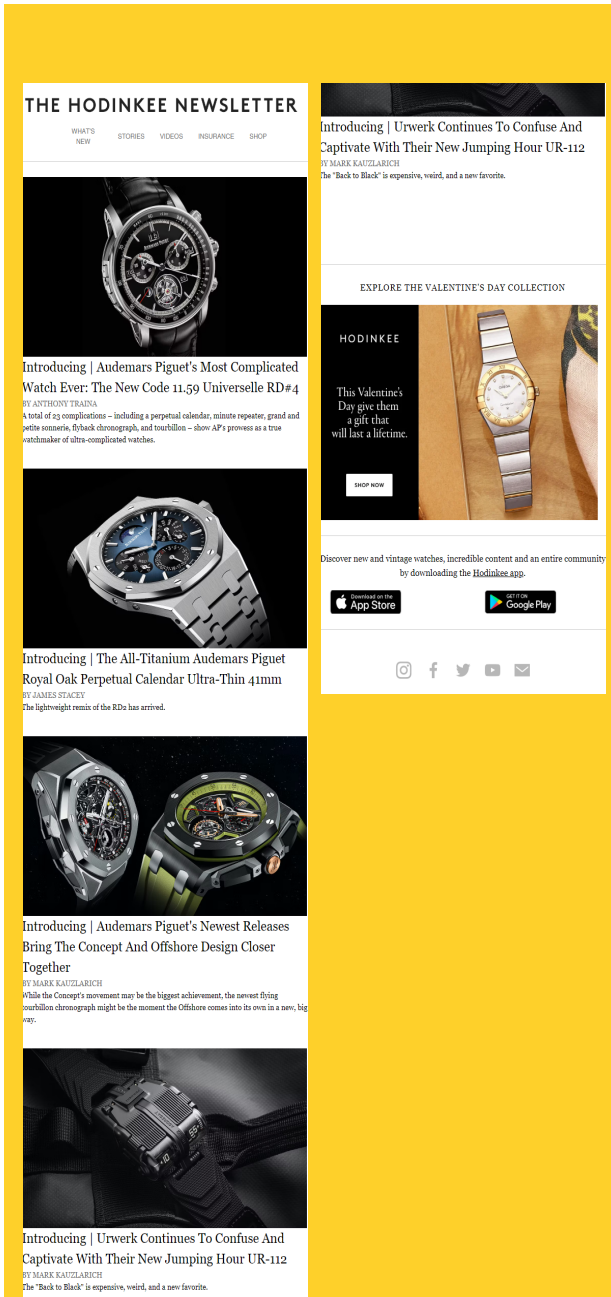
LIKES

Classic newspaper feel thanks to fonts
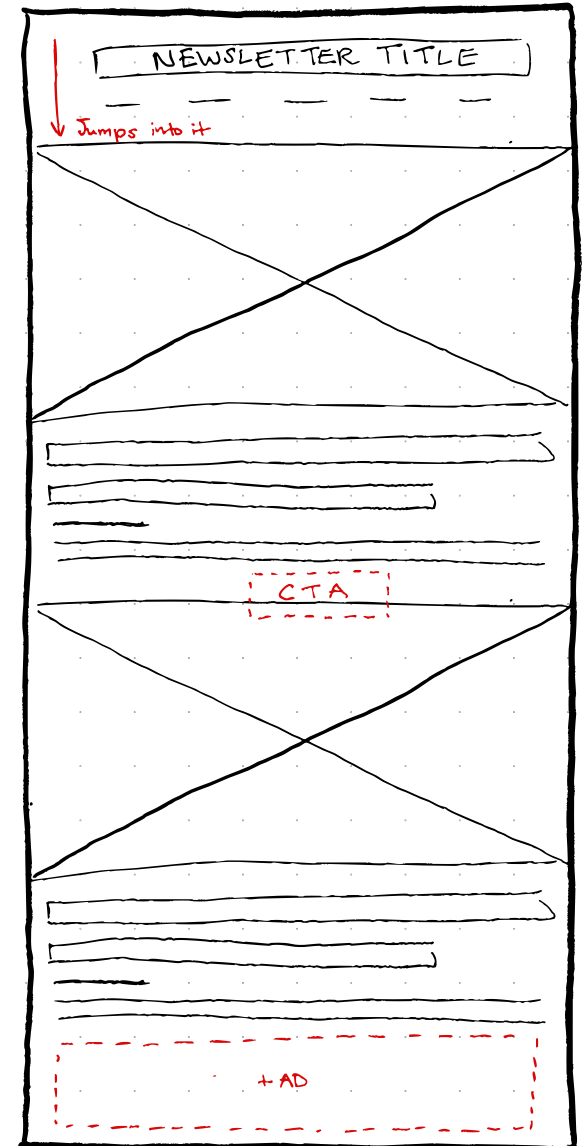
Jumps right into articles

DISLIKES

Photography reads more like ads. The ad at the bottom blends in

Missing a strong CTA

FOR NEW DESIGN

Make ads visually distinct from resources

Don't loose the CTAs
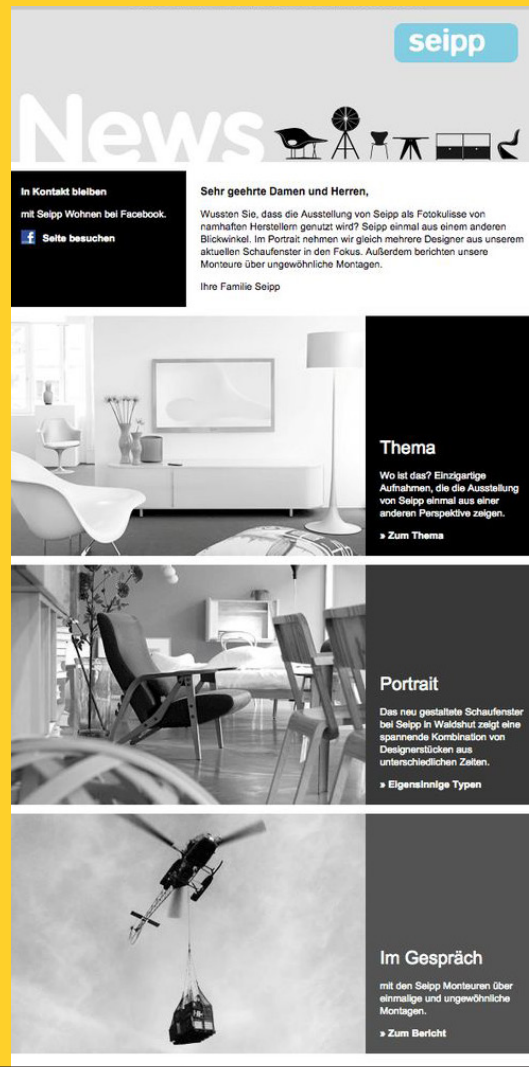
Limit the preamble

WIREFRAME

EMAIL DESIGNS

Layouts via Pinterest

1.

2.

3.
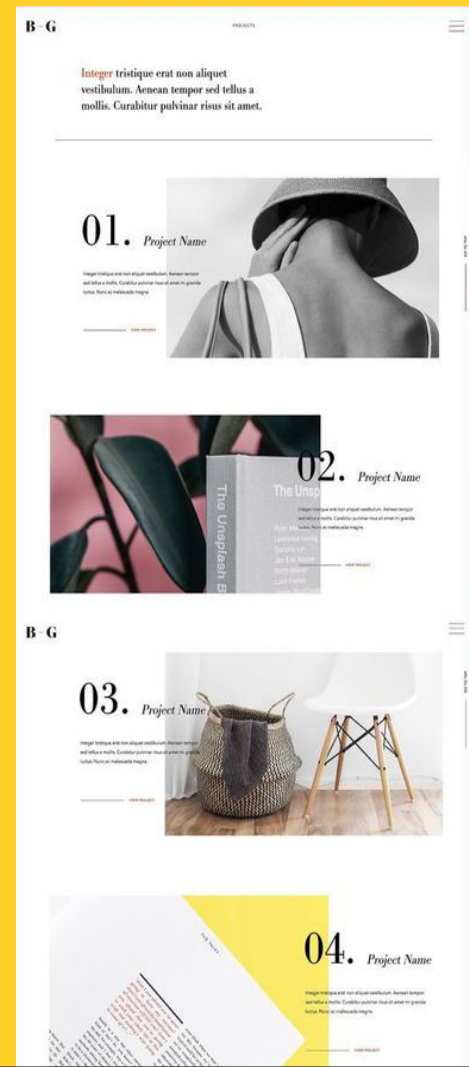
NOTE: Unable to varify if these were put into use or just design exercises

EMAIL DESIGN LAYOUT

1.
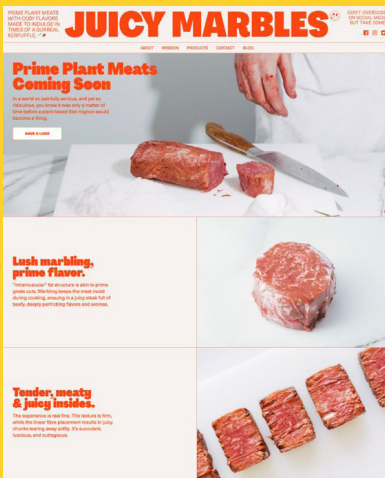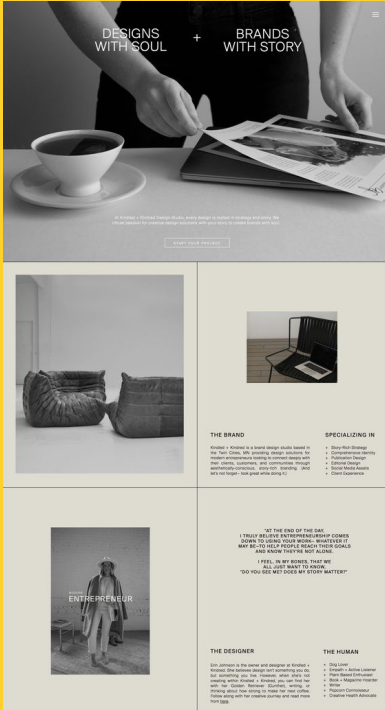
LIKES

Grid theme corresponds with our key art and packaging

Lots of whitespace as an aesthetic

High-end feel with simple approach

DISLIKES

Reliance on *nice* photography

Might be too trendy to last

Absence of strong CTA

Text over image

FOR NEW DESIGN

Gridded design with lots of whitespace

Don't loose the CTA

WIREFRAME
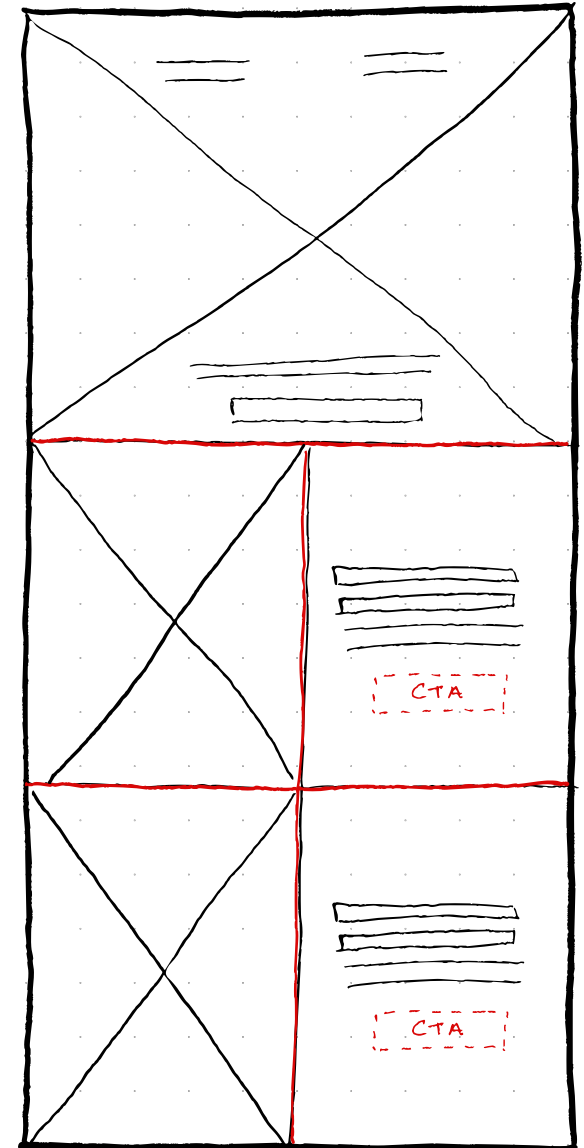
EMAIL DESIGN LAYOUT

2.
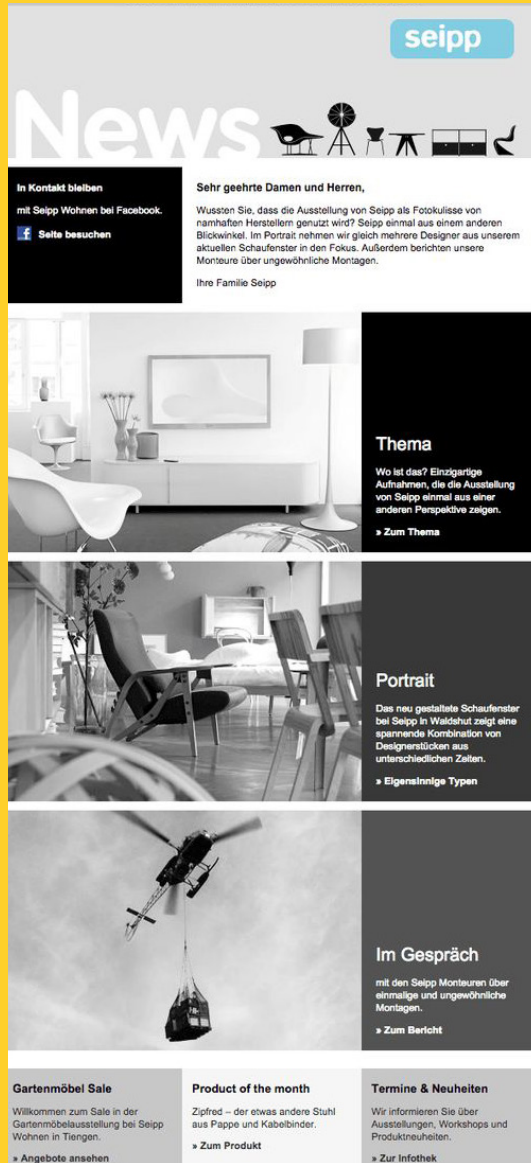
LIKES

Strong 3 column structure

Opportunity for solid color use to reinforce branding

Simple to code with HTML and Listrak tools

DISLIKES

Reliance on *nice* photography

Absence of strong CTA

Social media box feels out of place

Lack of *razzle* and *dazzle*

FOR NEW DESIGN

Gridded structure

Don't loose the CTA

Colored backgrounds

Simple hero

WIREFRAME
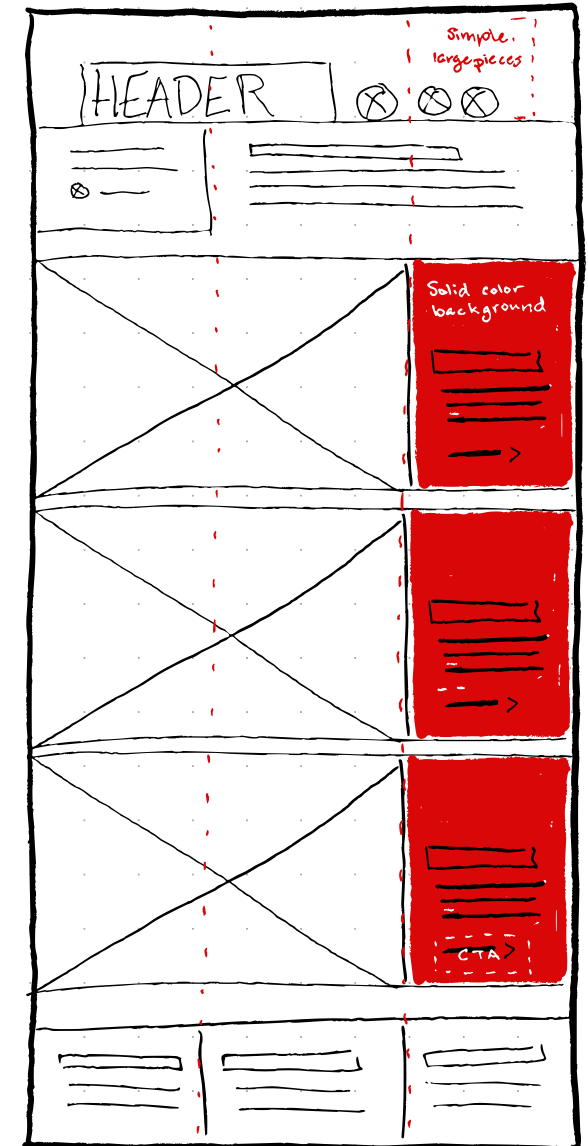
EMAIL DESIGN LAYOUT

3.
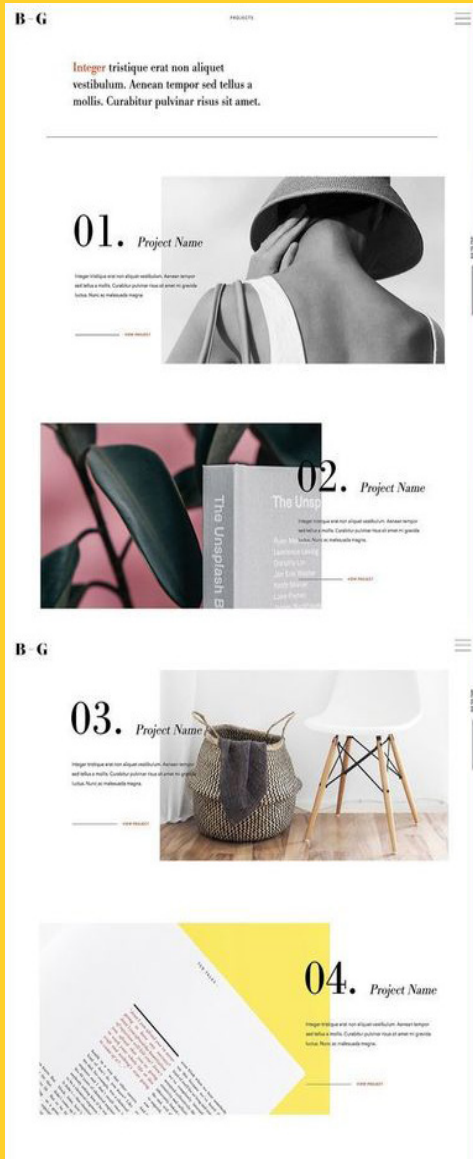
LIKES

Text overlap

Content zig zag down the page

DISLIKES

Absence of strong CTA

No ads or other alternate interactions

Photos need to have a specific tone for overlap to work

FOR NEW DESIGN

Flip images and text back and forth

WIREFRAME
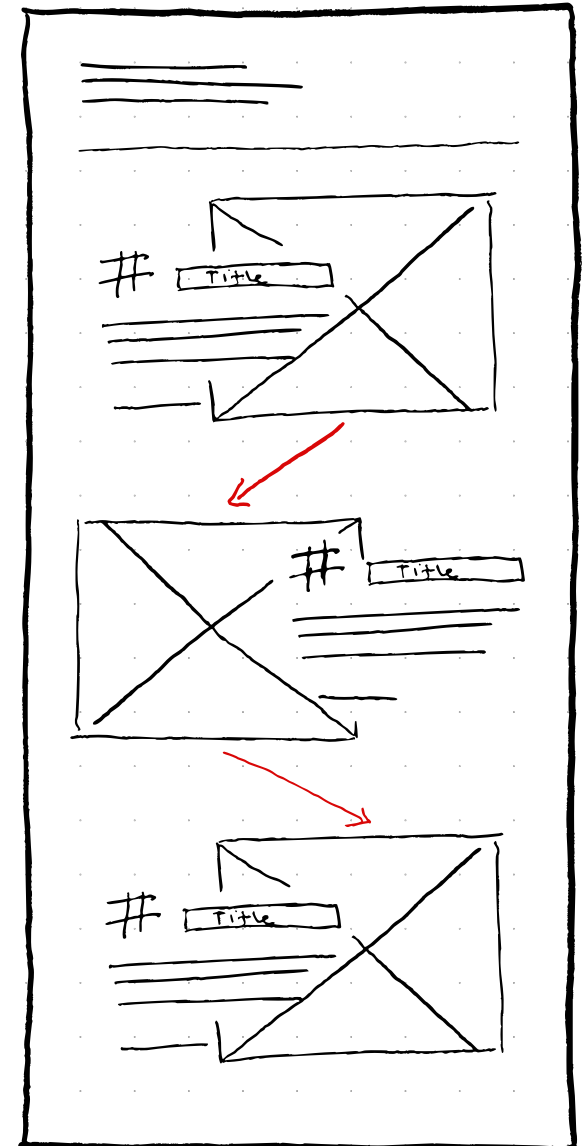
BONUS

Stutterheim example

LIKES

Effective use of grid

Easy to scan with clear hierarchy

DISLIKES

4 columns not preferred for email message

Hero lacks context and a call to action

Lots of text that isn't easy to read

FOR NEW DESIGN

Utilize the grid

Use size to create a clear hierarchy of where to look and in what order

Keep the content legible with sizing and make it feel important in it's space

Include a header for context

WIREFRAME
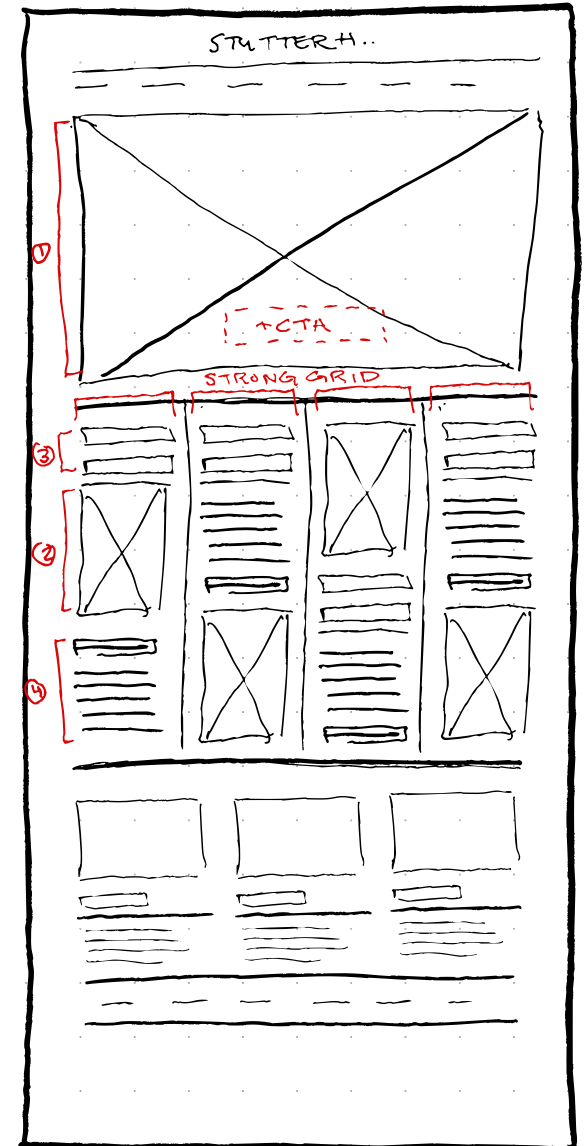
NEW DESIGN EXPLORATION

Giving it the ole *razzle dazzle*.

DESIGN CONSTRAINTS

And Listrak composer limitations

DESIGN AND DEVELOPMENT

Plug-and-play:

Designer builds out once as a template

Elliott goes in monthly to update content as needed, then schedules

All resource content leverages Listrak's predictive content capabilities

STRUCTURE

Designing in Listrak composer:

Text box vertical white space definite

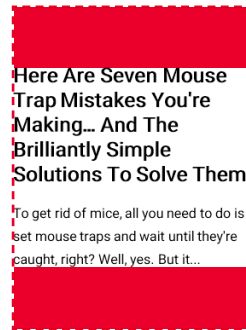**Here Are Seven Mouse Trap Mistakes You're Making... And The Brilliantly Simple Solutions To Solve Them**

To get rid of mice, all you need to do is set mouse traps and wait until they're caught, right? Well, yes. But it...

3 options for image dimensions

Image Ratio

ORIGINAL	SQUARE	4:3
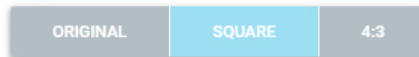
Limited font customization

Font Family

Roboto

Font Size: 18   Line Height: 1.5

Color: #000000

Style: B I U   Align
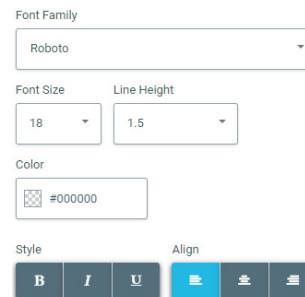
CONTENT

Pulled in from articles:

Length of titles and descriptions predetermined

Spacing can vary

Images tied to article page heroes

15 Rat Trapping Tips

Rats are one of the most unwelcome yet pervasive creatures that coexist with humanity. Even though no one wants rats around, they gravitate naturally to human dwellings.

Considering the toll rats have taken on human populations...

Feb. 2023

ROUND 1

Design

IPPING ON ALL ORDERS $45 + | FREE SHIPPING ON ALL ORDE

VICTOR® NEWSLETTER

Your expert pest control guide. Overcome even your toughest pest problems with the help of the Victor® Article Library!

Article Library
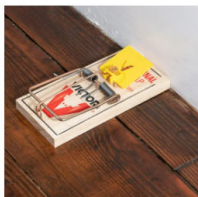
7 Mouse Trap Mistakes You're Making

Read Article

Here Are Seven Mouse Trap Mistakes You're Making... And The Brilliantly Simple Solutions To Solve Them

To get rid of mice, all you need to do is set mouse traps and wait until they're caught, right? Well, yes. But it...

15 Rat Trapping Tips

Rats are one of the most unwelcome yet pervasive creatures that coexist with humanity. Even though no one wants rats around, they gravitate naturally to human dwellings.

Considering the toll rats have taken on human populations...

Read More

What Food Sources Attract Rodents?

Out of all the members of the rodent kingdom, rats and mice are among the most adaptable regarding habitat and diet. That, in large part, is why they have managed to be a persistent nuisance from the dawn of humanity. The problem lies in the fact...

Read More

MORE ELECTRONIC SOLUTIONS

Victor® Zapper Max™ Outdoor Electronic Trap

Victor® Multi-Kill™ Electronic Mouse Trap

Victor® Ultra PestChaser® Ultrasonic Repeller

Victor® Rat Zapper® Classic Electronic Rat Trap

Mouse

Rat

Mole & Gopher
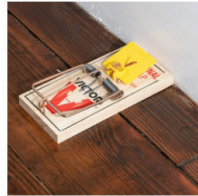
Snake

Learning Center

15 Rat Trapping Tips

Rats are one of the most unwelcome yet pervasive creatures that coexist with humanity. Even though no one wants rats around, they gravitate naturally to human dwellings.

What Food Sources Attract Rodents?

Out of all the members of the rodent kingdom, rats and mice are among the most adaptable regarding habitat and diet. That, in large part, is why they...

LIKES

Gridded layout

Full-width image

DISLIKES

Side-by-side content

Article link up top

FOR NEW DESIGN

CTA in hero can go

Use of large imagery

Strong use of grid

Not reliant on text boxes being top aligned to eachother

ROUND 2

Crazy 8 Sketching

GOAL

Get the creative juices flowing

Push design past my initial ideas

ELEMENTS TO INCLUDE

Brief, typographic header with CTA

Strong grid layout

Individual content blocks ½–⅓ frame width

Break up resources with product or category recommendations

Alternate image placement (left or right) down the page

Solid yellow backgrounds

Minimal written content

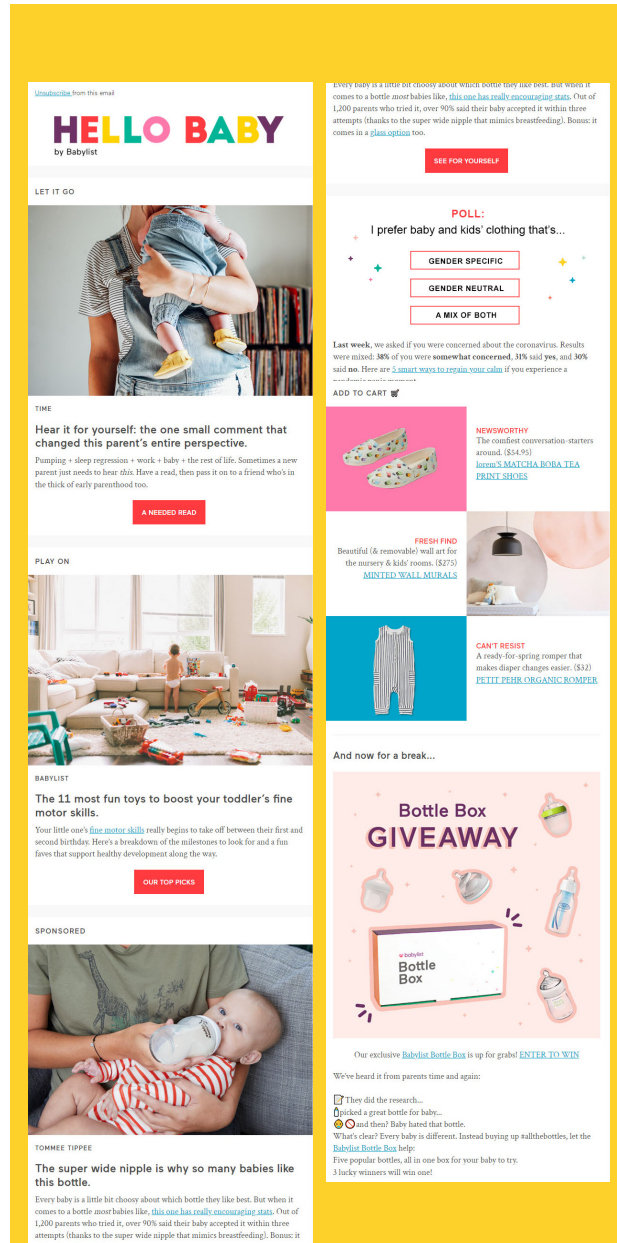⭐ **FOR FURTHER EXPLORATION**

SKETCHES
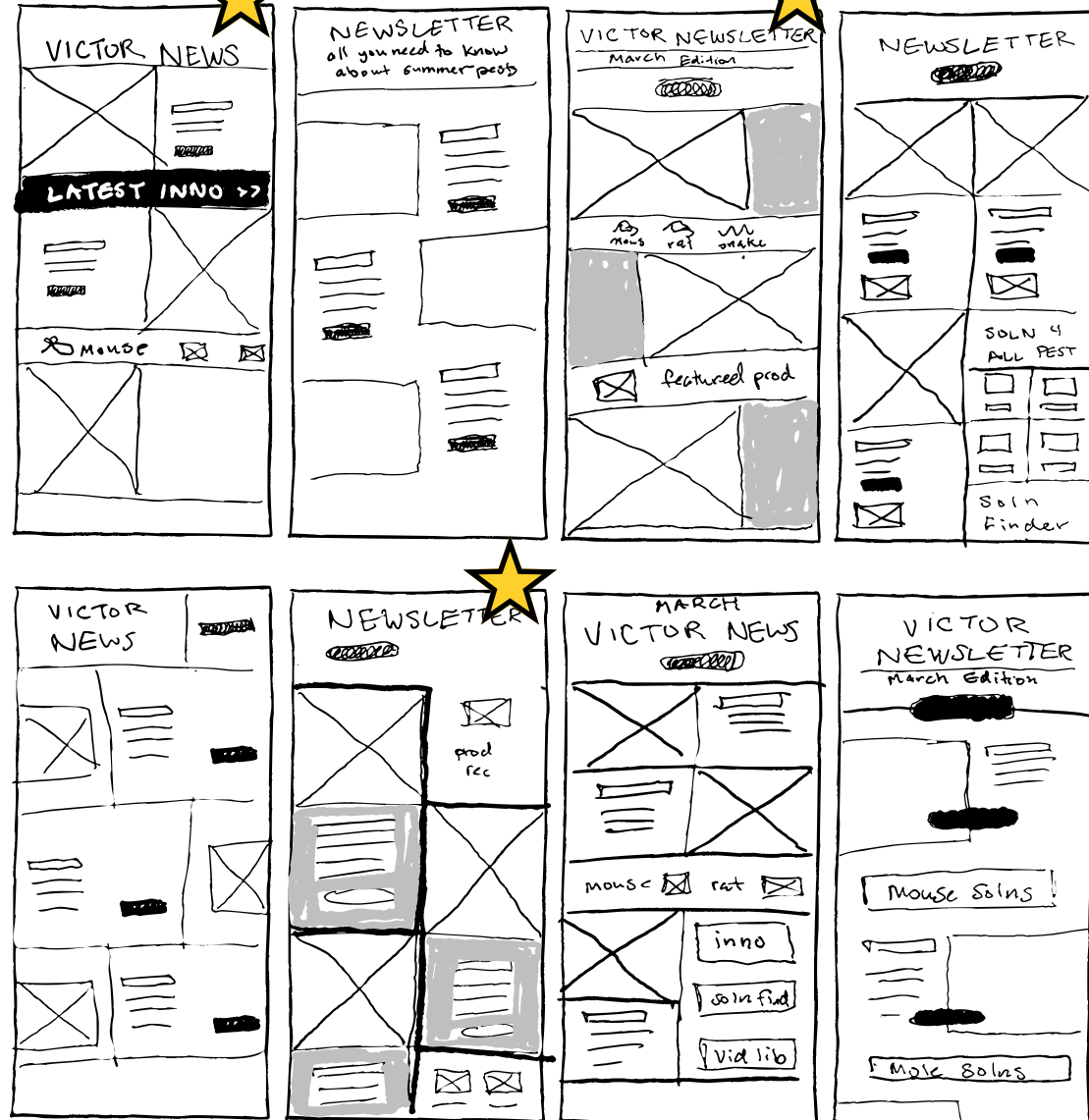
COMPARATIVE EMAIL LAYOUT

Hello Baby

LIKES

Inclusion of polls and give-aways between articles

Social media feel: large images with plain text beneath

Jumps right into articles

DISLIKES

Length, too many articles

FOR NEW DESIGN

Don't go crazy with the amount of resources

Break up the monotony with ads

Limit the preamble

WIREFRAME