

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	\$31751	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

☆ Product recommender

VICTOR
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.

Shipping banner



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. Sensitive: 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 Peanutz



Victor® Rodent Killer 4 lb Bag



Victor® Fast-Kill® Brand Refillable Mouse Bait Station

[Mouse Control »](#)

[Rat Control »](#)

[Mole & Gopher Control »](#)

[Snake Control »](#)

Article preview ☆

Pest categories ☆

EVALUTATION

☆ Further evaluating users' interactions

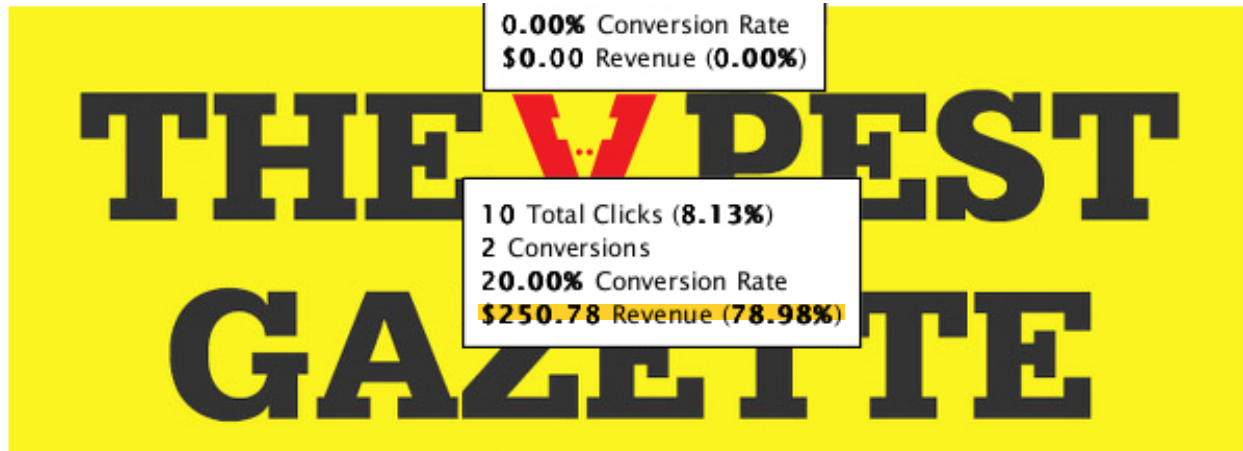
Other sections do not have enough interactions to form conclusions with

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



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

How to Mouse

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 I Dispose of a Dead

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

<p>1 Total Clicks (0.81%) 0 Conversions 0.00% Conversion Rate \$0.00 Revenue (0.00%)</p>	<p>1 Total Clicks (0.81%) 0 Conversions 0.00% Conversion Rate \$0.00 Revenue (0.00%)</p>	<p>Total Clicks (2.44%) Conversions .00% Conversion Rate 0.00 Revenue (0.00%)</p>	<p>1 Total Clicks (0.81%) 0 Conversions 0.00% Conversion Rate \$0.00 Revenue (0.00%)</p>
<p>Victor® Mole Defense Kit</p>	<p>Victor® Smart-Kill Electronic Mouse Trap</p>	<p>Victor® Multi-Kill™ Electronic Mouse Trap</p>	<p>Victor® Rat Zapper Classic Rat Trap</p>

TAKE-AWAYS

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

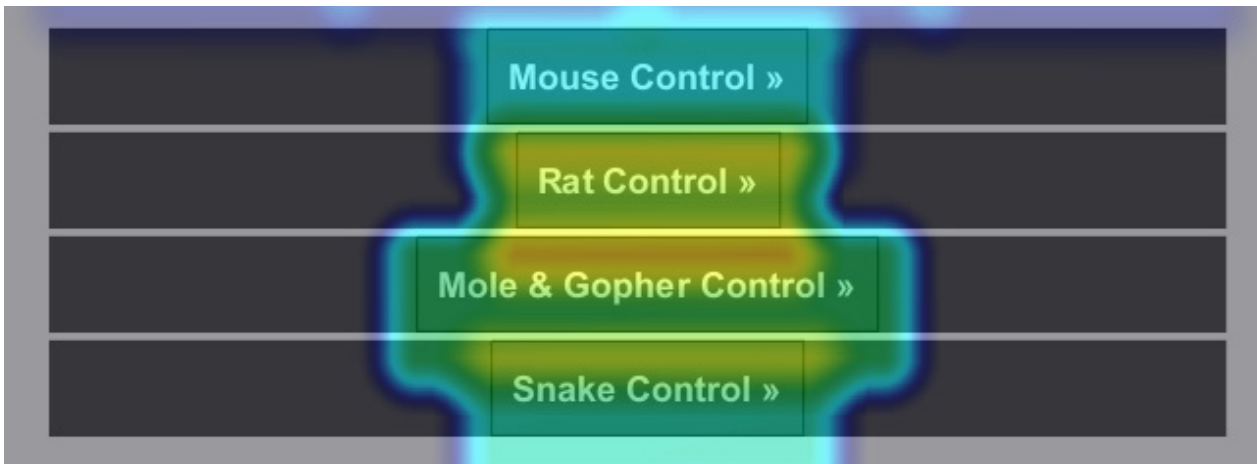
This block, in this form, could probably be left out and revenue would not be affected

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



	6 Total Clicks (4.88%) 0 Conversions 0.00% Conversion Rate	
	11 Total Clicks (8.94%) 0 Conversions 0.00% Conversion Rate	
Mole & Gopher Control »	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%)	

TAKE-AWAYS

Second most interacted, falls between article CTAs and the header

Consistently will 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?

COMPARATIVE ANALYSIS

What are other designs doing?

COMPARATIVE EMAILS

Other industry newsletters

KITCHENAID



FEATURED RECIPES



Mexican Hot Chocolate Cookies
The 7-Speed Hand Mixer perfectly mixes authentic Mexican chocolate and warm spices to bring these cookies to life.
GET RECIPE



Peppermint Crunch Bundt Cake
Bake the perfect Bundt cake this holiday season with the help of a KitchenAid® Range.
GET RECIPE



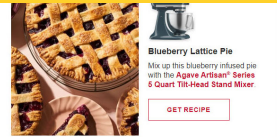
The Everyday Artisan Boule
A traditional French crusty bread, a Boule baked with the Bread Bowl with Baking Lid is the perfect partner for every meal.
GET RECIPE



Baked Brie en Croûtes with Dried Cherry Compote Filling
A Wall Oven will help you bake the tastiest pastries for your holiday party, including this decadent recipe.
GET RECIPE



Blueberry Lattice Pie
Mix up this blueberry infused pie with the Agave Artisan® Series 8 Quart Tilt-Head Stand Mixer.
GET RECIPE



Blueberry Lattice Pie
Mix up this blueberry infused pie with the Agave Artisan® Series 8 Quart Tilt-Head Stand Mixer.
GET RECIPE



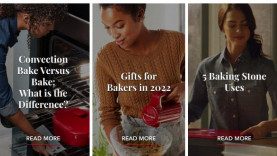
THOUGHTFULLY CRAFTED, INSIDE AND OUT

Every KitchenAid® major appliance is designed to keep up with the way you create. Take up to 16% off your purchase at checkout with promo code **DECEMBER16**!

SHOP NOW

DISCOVER MORE FOR MAKING

Explore related **Stories** and the **Pinch of Help** blog to find baking tips and gift ideas for the holiday season.



STAND MIXERS
MAJOR APPLIANCES
COUNTERTOP APPLIANCES
SALE



CONTACT US | PRIVACY NOTICE | TERMS OF USE | UNSUBSCRIBE

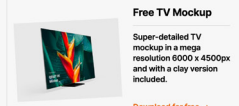
© 2023 KitchenAid. The design of the stand mixer is a trademark in the U.S. and elsewhere. All rights reserved. Viewpoint Corporation, 2001 N. 46th Street, Lincoln, NE 68504-2902.

LS GRAPHICS

Newsletter September



Free MacOS Big Sur UI Kit
Desktop UI library for building web and desktop applications. Boost up your workflow with the free neatly-organized structure of elements and styles.
Download for free



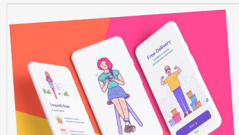
Free TV Mockup
Super-detailed TV mockup in a mega resolution 6000 x 4500px and with a clay version included.
Download for free →



UX Flow
A simple, convenient, intuitive way to create complex schemes and maps
View Presentation



Free iPad Pro Mockup
Awesome iPad Pro mockup set in 6k resolution. Everything is separated and isolated. Clay versions also included.
Download for free →

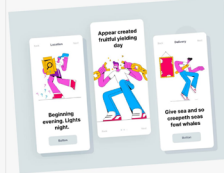


Generate an unlimited amount of stylish and high-quality illustrations for different purposes.

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3 iPhone Clay Mockups
3 beautiful clay mockups set in different positions to realistic display 3 pages of your app design at once.
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Yaay! Illustration Kit
The collection of bright and daring mix-n-match illustrations in the most popular UI subjects.
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Free Open Book Mockup
Unusual open book mockup in 6k resolution with a changeable and isolated background. 100% free.
Download for free →



Samsung TV Mockups (Q950T 8K)
12 amazing scenes of 48 highest-quality TV mockups in 4 color styles. That's what you need for the best presentation of your UI app or website project.
View Presentation

Hey, we have a 30% discount coupon code for you:

HODINKEE

THE HODINKEE NEWSLETTER

WHAT'S NEW STORES VIDEOS INSURANCE SHOP



Introducing | Audemars Piguet's Most Complicated Watch Ever: The New Code 11.59 Universelle RD#4
BY ANTHONY TRAINA
A total of 23 complications – including a perpetual calendar, minute repeater, grand and petite seconds, 60-hour chronograph, and tourbillon – show AP's prowess as a true watchmaker of ultra-complicated watches.



Introducing | The All-Titanium Audemars Piguet Royal Oak Perpetual Calendar Ultra-Thin 41mm
BY JAMES STACEY
The lightweight remix of the RDs has arrived.



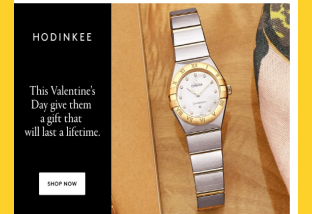
Introducing | Audemars Piguet's Newest Releases Bring The Concept And Offshore Design Closer Together
BY MARK KAUZLARICH
While the Concept's movement may be the biggest achievement, the newest tiny tourbillon chronograph might be the moment the Offshore comes into its own in a new, big way.



Introducing | Urwerk Continues To Confuse And

Introducing | Urwerk Continues To Confuse And Captivate With Their New Jumping Hour UR-112
BY MARK KAUZLARICH
The "Back to Black" is expensive, weird, and a new favorite.

EXPLORE THE VALENTINE'S DAY COLLECTION



This Valentine's Day give them a gift that will last a lifetime.
SHOP NOW

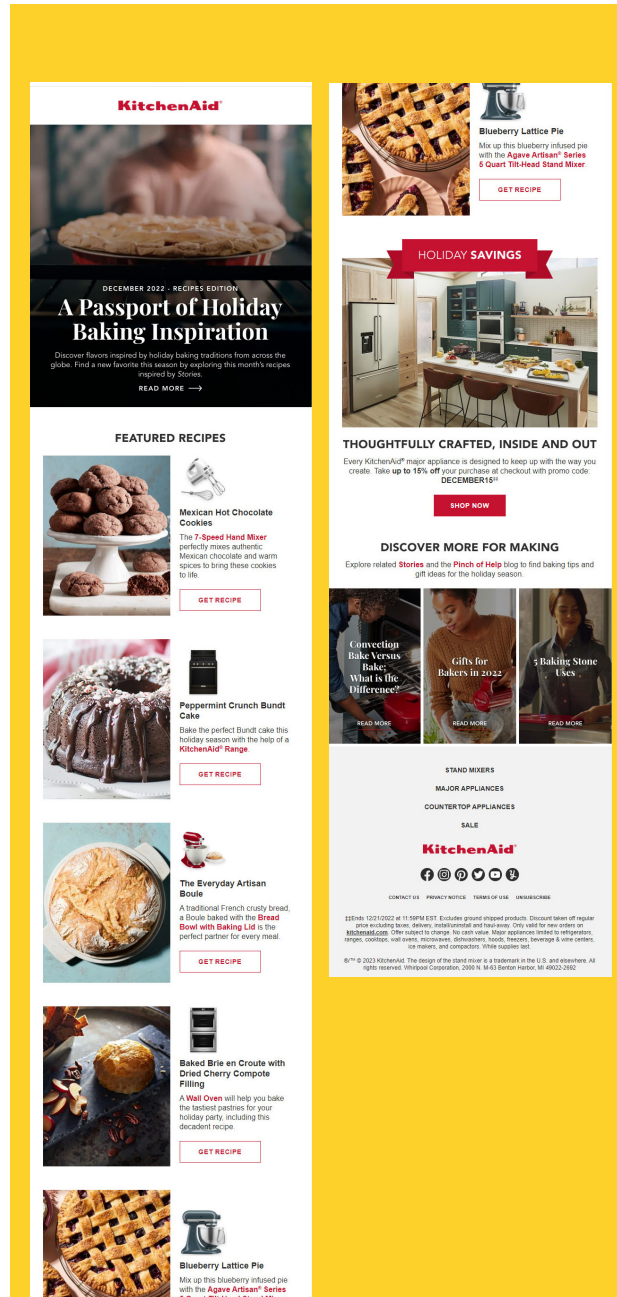
Discover new and vintage watches, incredible content and an entire community by downloading the **Hodinkee** app.



Instagram Facebook Twitter YouTube Email

COMPARATIVE EMAIL LAYOUT

KitchenAid



LIKES

- Holiday theme
- Product tied to each recipe
- Content short and sweet

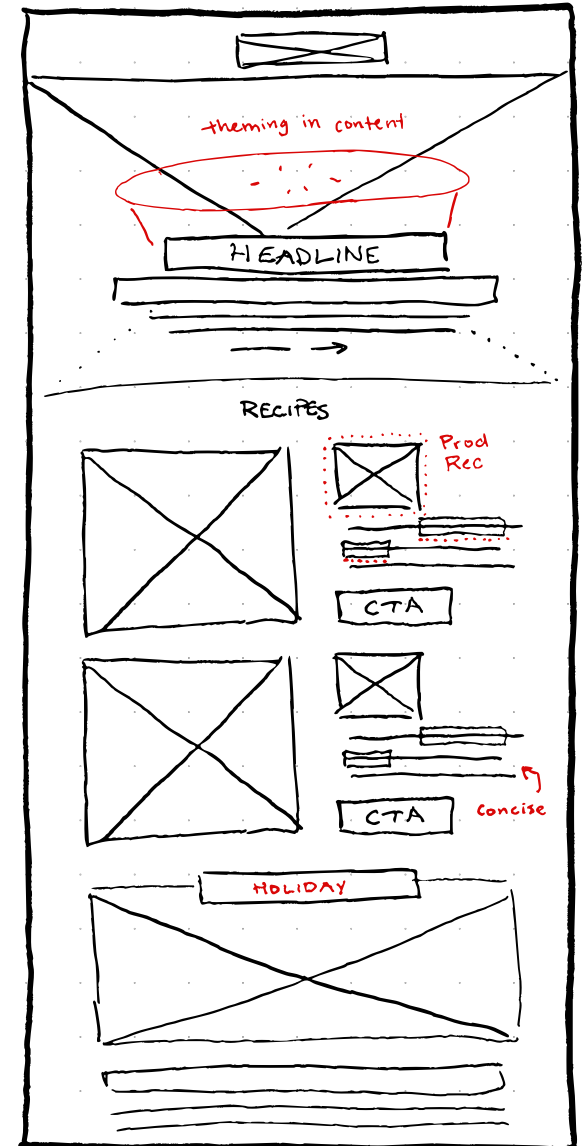
DISLIKES

- Not plug-and-play friendly

FOR NEW DESIGN

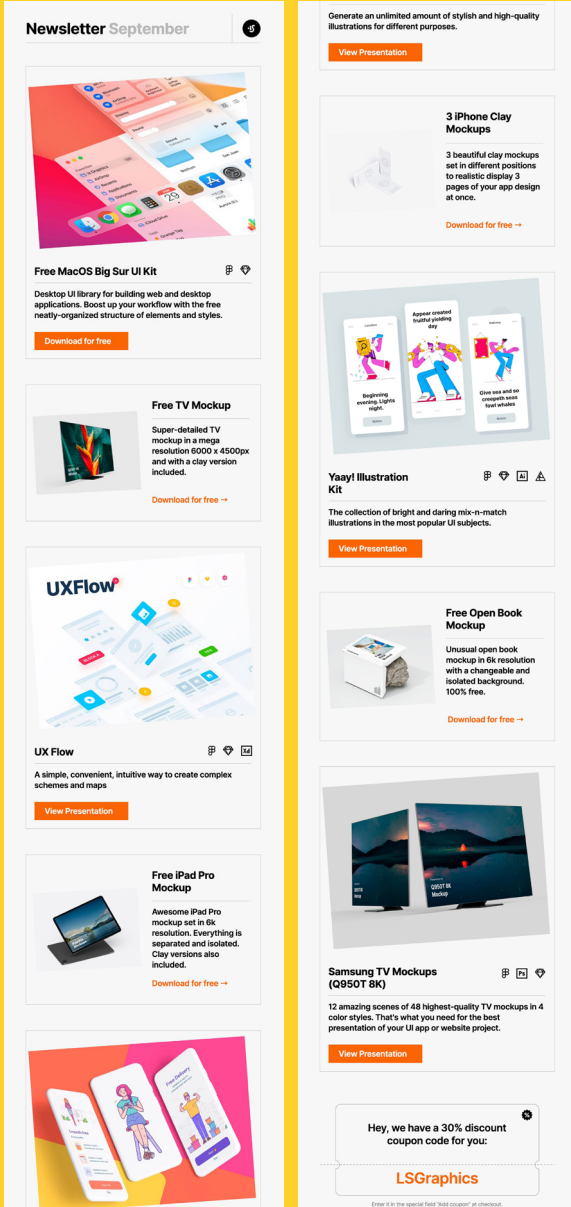
- Connecting product recommendations with resources
- Flexibility for theming
- Only as much content as necessary

WIREFRAME



COMPARATIVE EMAIL LAYOUT

LS Graphics



LIKES

- Alternate content block layouts
- Low contrast bounding boxes
- Consistent text formatting

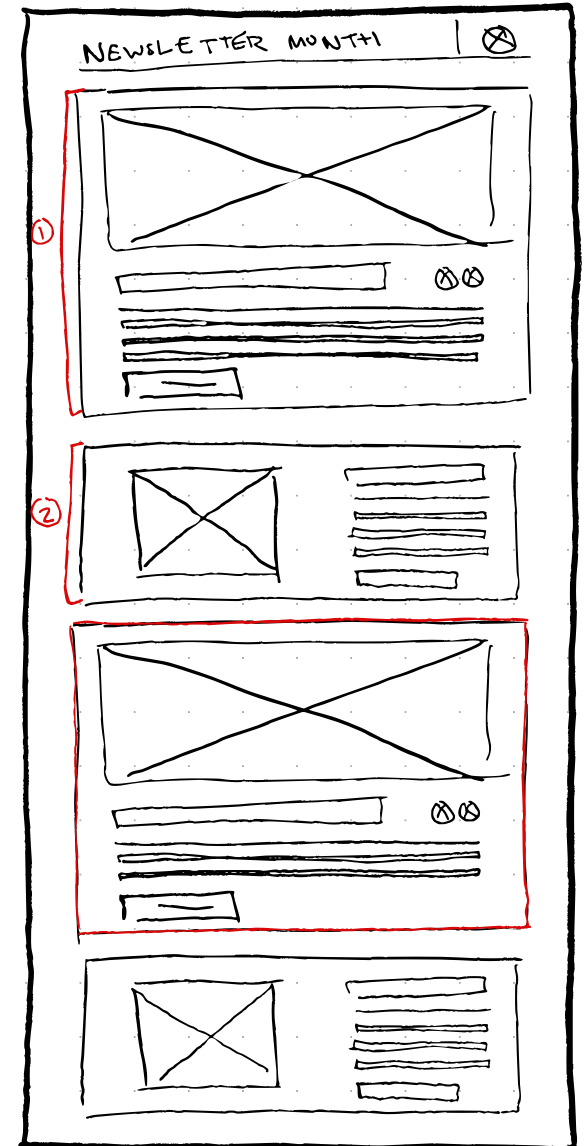
DISLIKES

- Weak brand identity

FOR NEW DESIGN

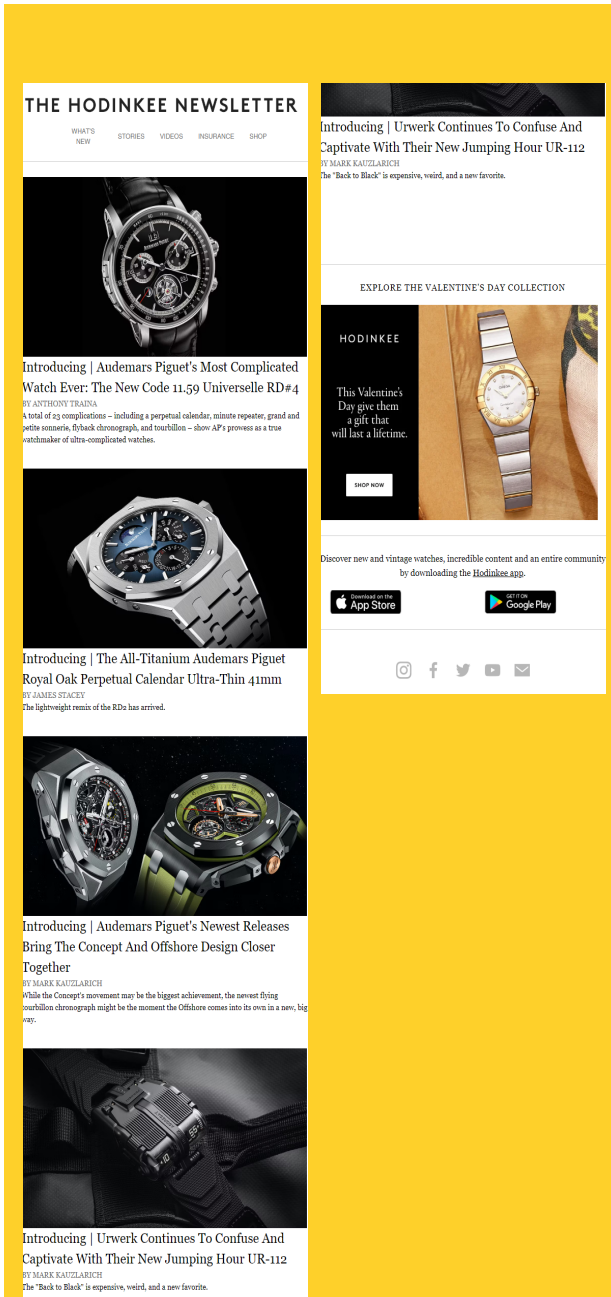
- 2 kinds of content blocks
- Inject brand identity throughout with color and imagery

WIREFRAME



COMPARATIVE EMAIL LAYOUT

Hodinkee



LIKES

Classic newspaper feel thanks to fonts
 Jumps right into articles

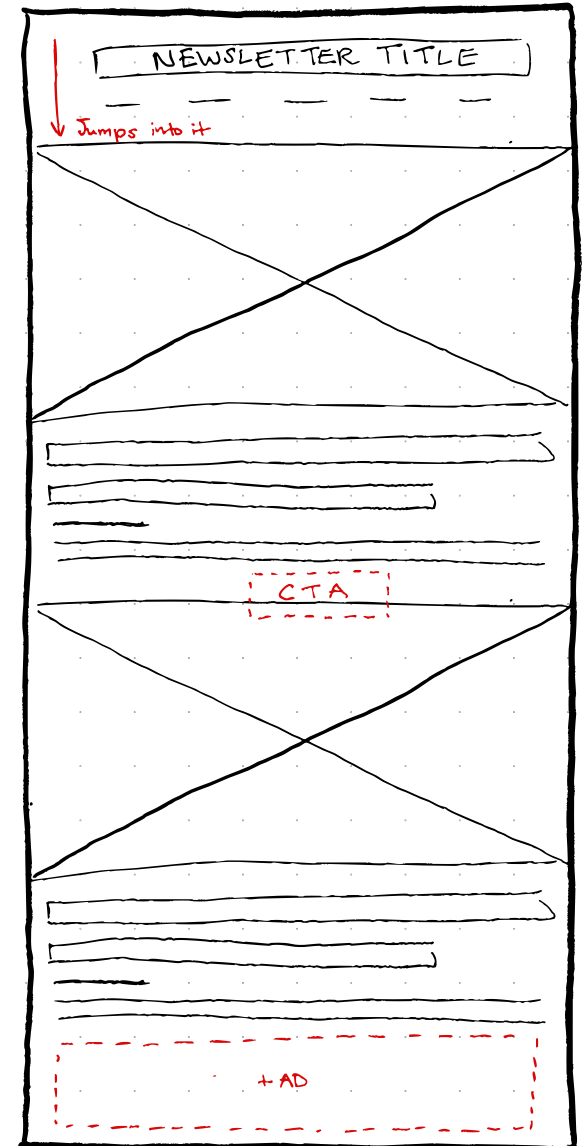
DISLIKES

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



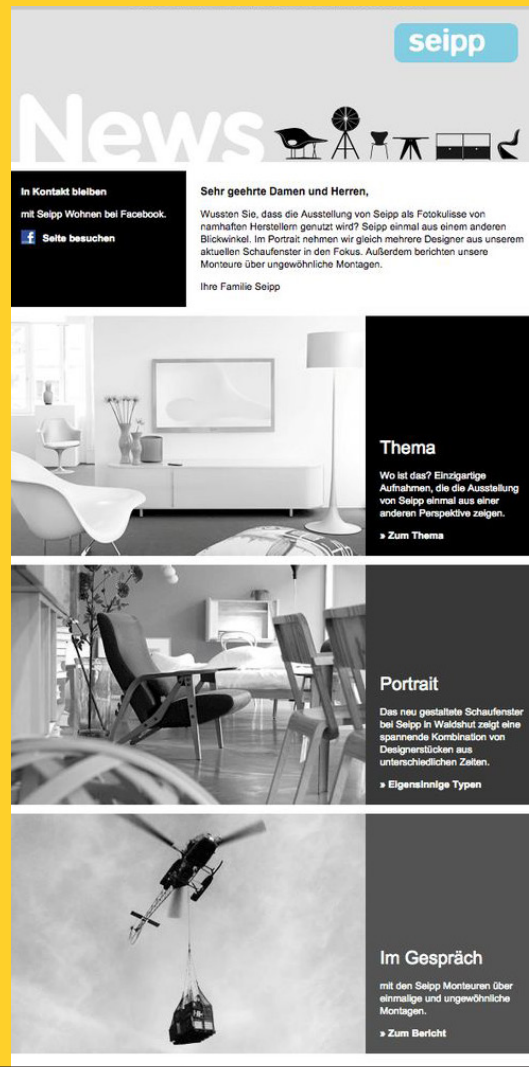
EMAIL DESIGNS

Layouts via Pinterest

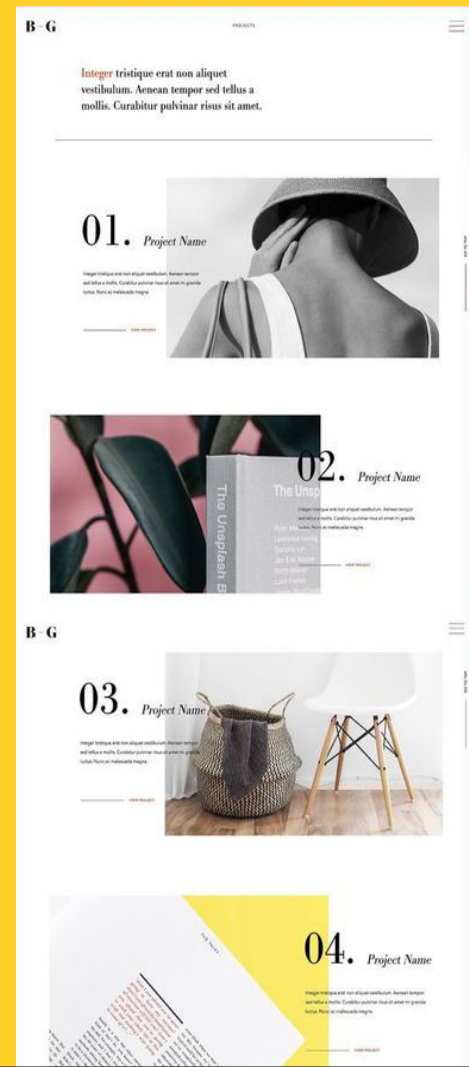
1.



2.



3.



NOTE: Unable to verify if these were put into use or just design exercises

Gartenmöbel Seip

Product of the month

Termine & Neuheiten

Wir informieren Sie über Ausstellungen, Workshops und Produktneuheiten.

Wir informieren Sie über Ausstellungen, Workshops und Produktneuheiten.

Wohnen in Tanga

Zum Produkt

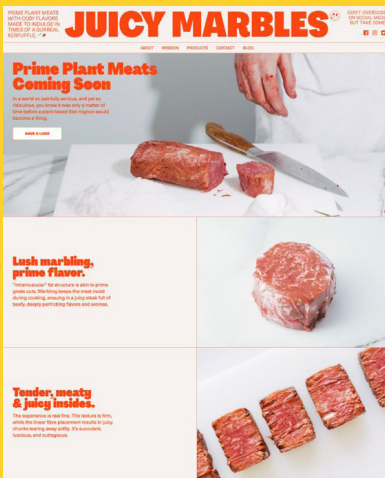
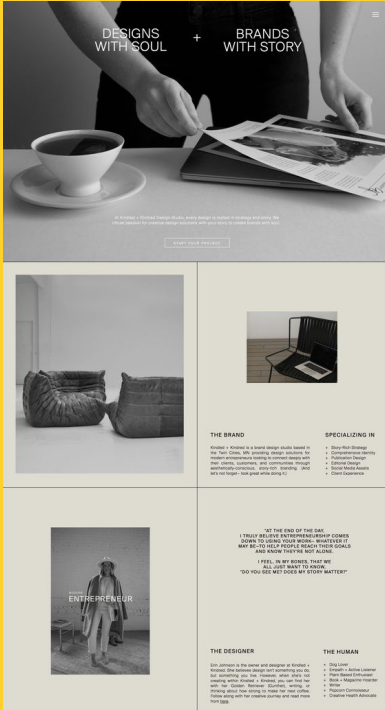
Zur Infothek

Angebote anschauen

Zur Infothek

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

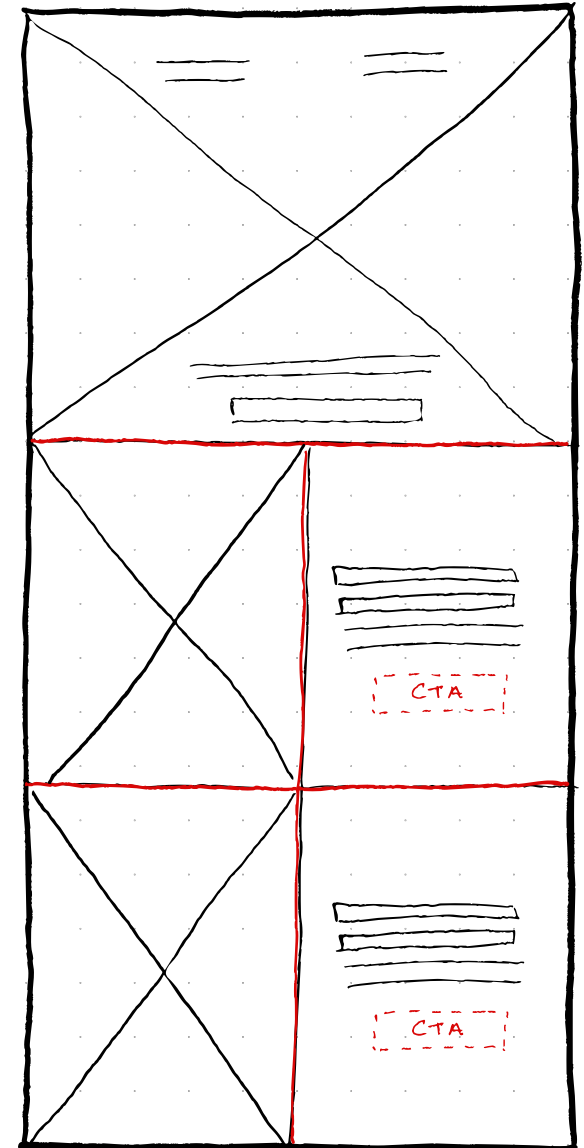
DISLIKES

Reliance on *nice* photography
 Might be too trendy to last
 Absence of strong CTA
 Text over image

FOR NEW DESIGN

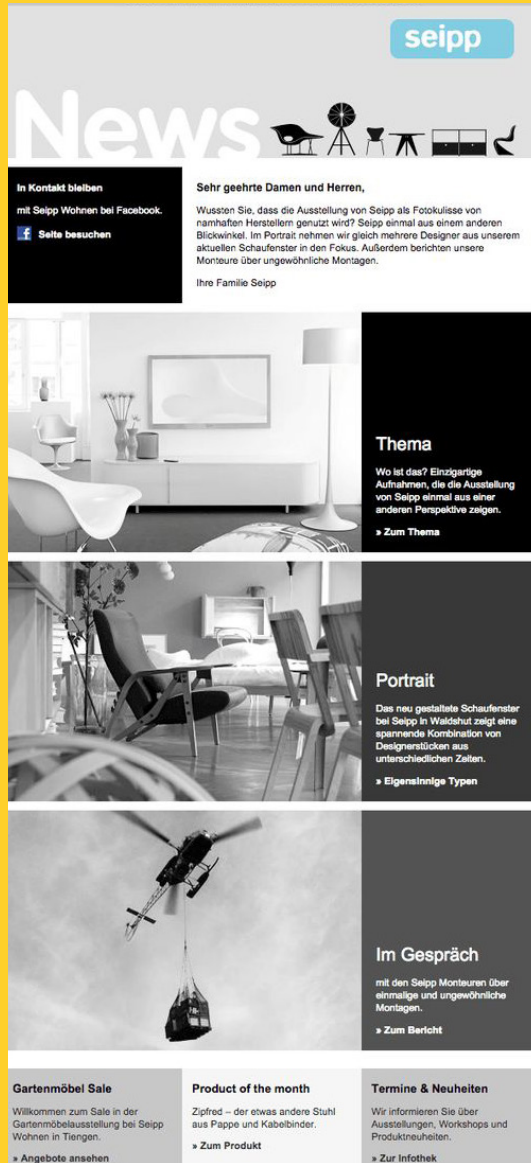
Gridded design with lots of whitespace
 Don't lose the CTA

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

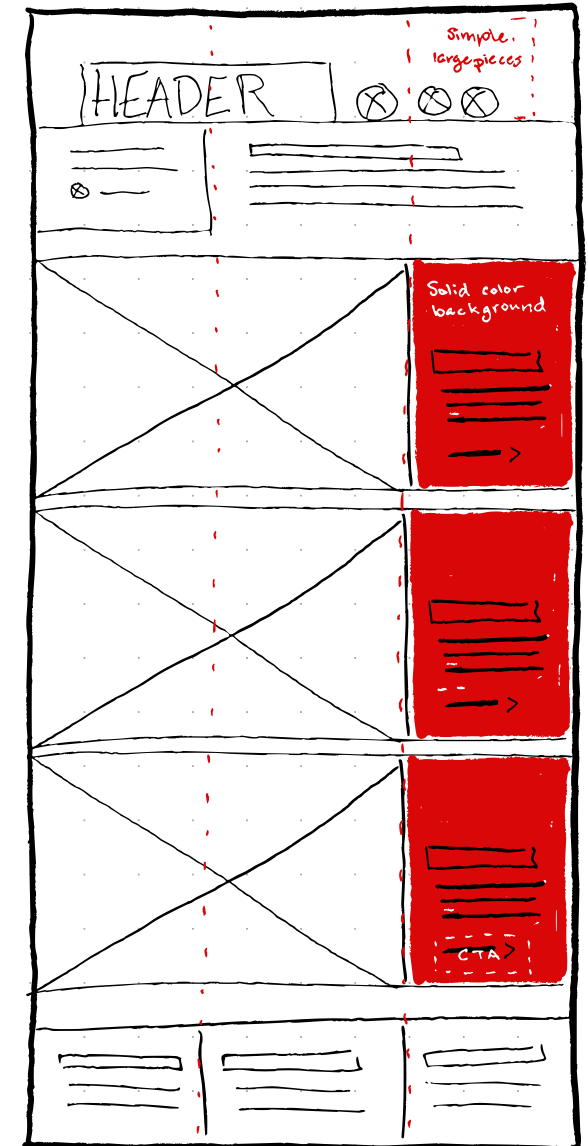
Gridded structure

Don't loose the CTA

Colored backgrounds

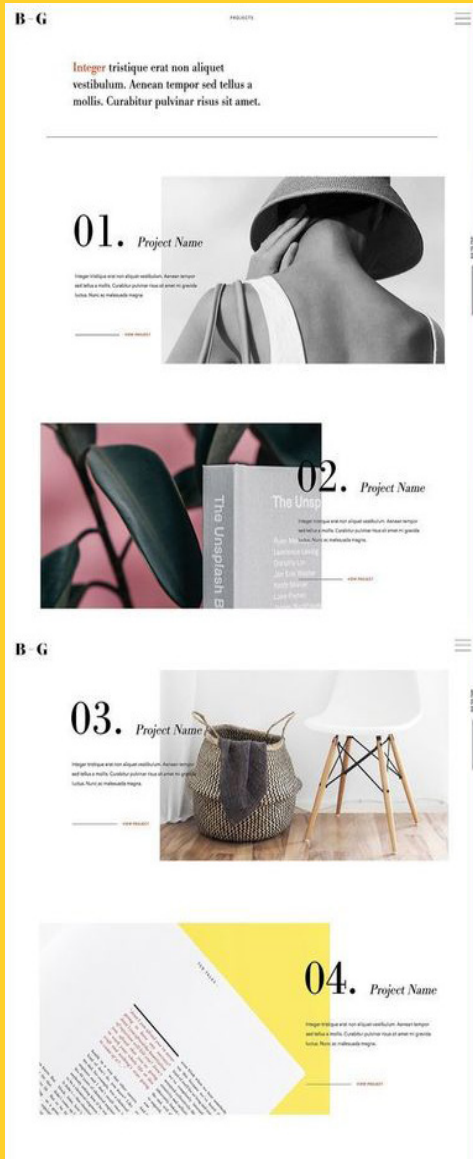
Simple hero

WIREFRAME



EMAIL DESIGN LAYOUT

3.



LIKES

Text overlap
 Content zig zag down the page

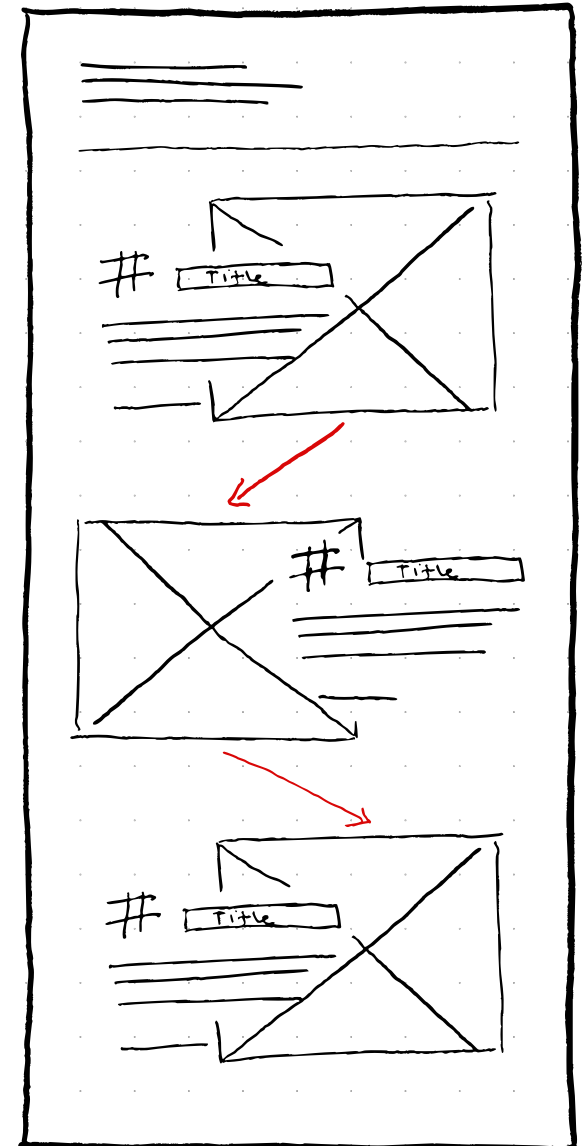
DISLIKES

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

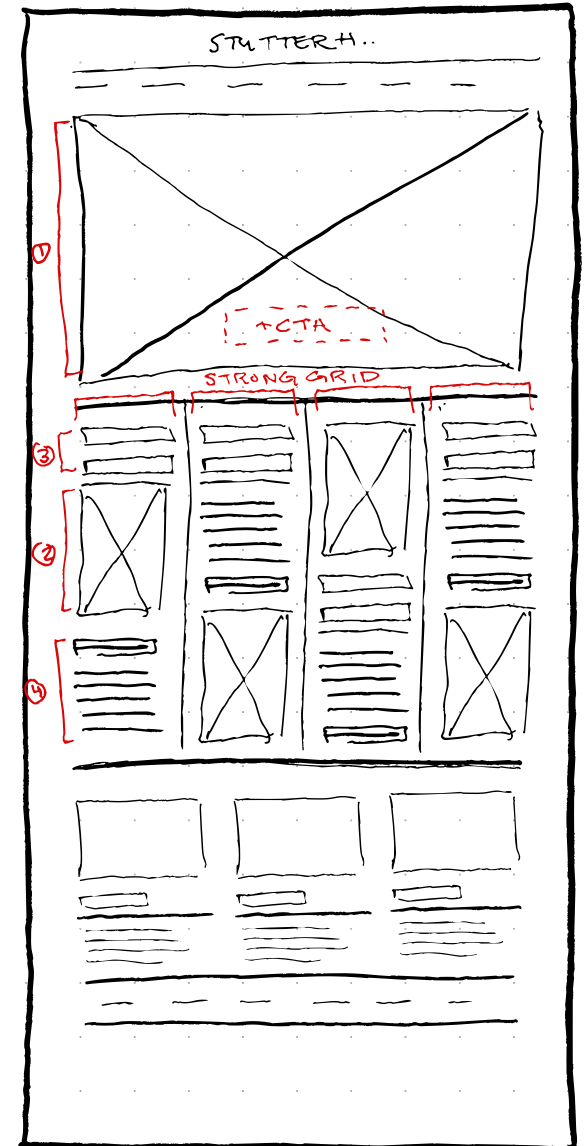
DISLIKES

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

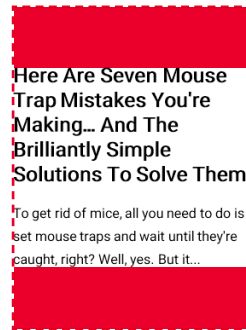
Elliott goes in monthly to update content as needed, then schedules

All resource content leverages Listrak's predictive content capabilities

STRUCTURE

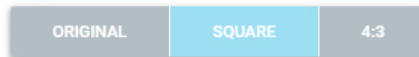
Designing in Listrak composer:

Text box vertical white space definite

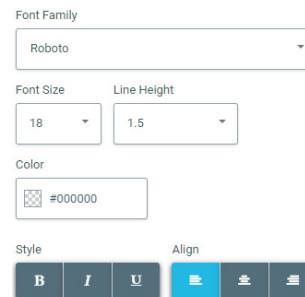


3 options for image dimensions

Image Ratio



Limited font customization



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...

ROUND 1

Design

SHIPPING ON ALL ORDERS \$45 + | FREE SHIPPING ON ALL ORDERS

VICTOR® NEWSLETTER

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

Article Library

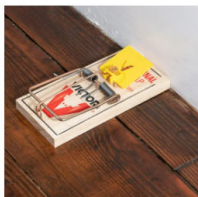


7 Mouse Trap Mistakes You're Making

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...



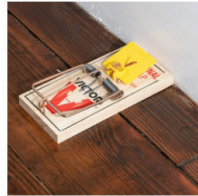
15 Rat Trapping Tips

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.



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...



15 Rat Trapping Tips

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Read More



What Food Sources Attract Rodents?

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Read More

MORE ELECTRONIC SOLUTIONS



Victor® Zapper Max™ Outdoor Electronic Trap



Victor® Multi-Kill™ Electronic Mouse Trap



Victor® Ultra PestChaser® Ultrasonic Repeller



Victor® Rat Zappers® Classic Electronic Rat Trap

Mouse

Rat

Mole & Gopher

Snake

Learning Center

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 each other

ROUND 2

Crazy 8 Sketching

GOAL

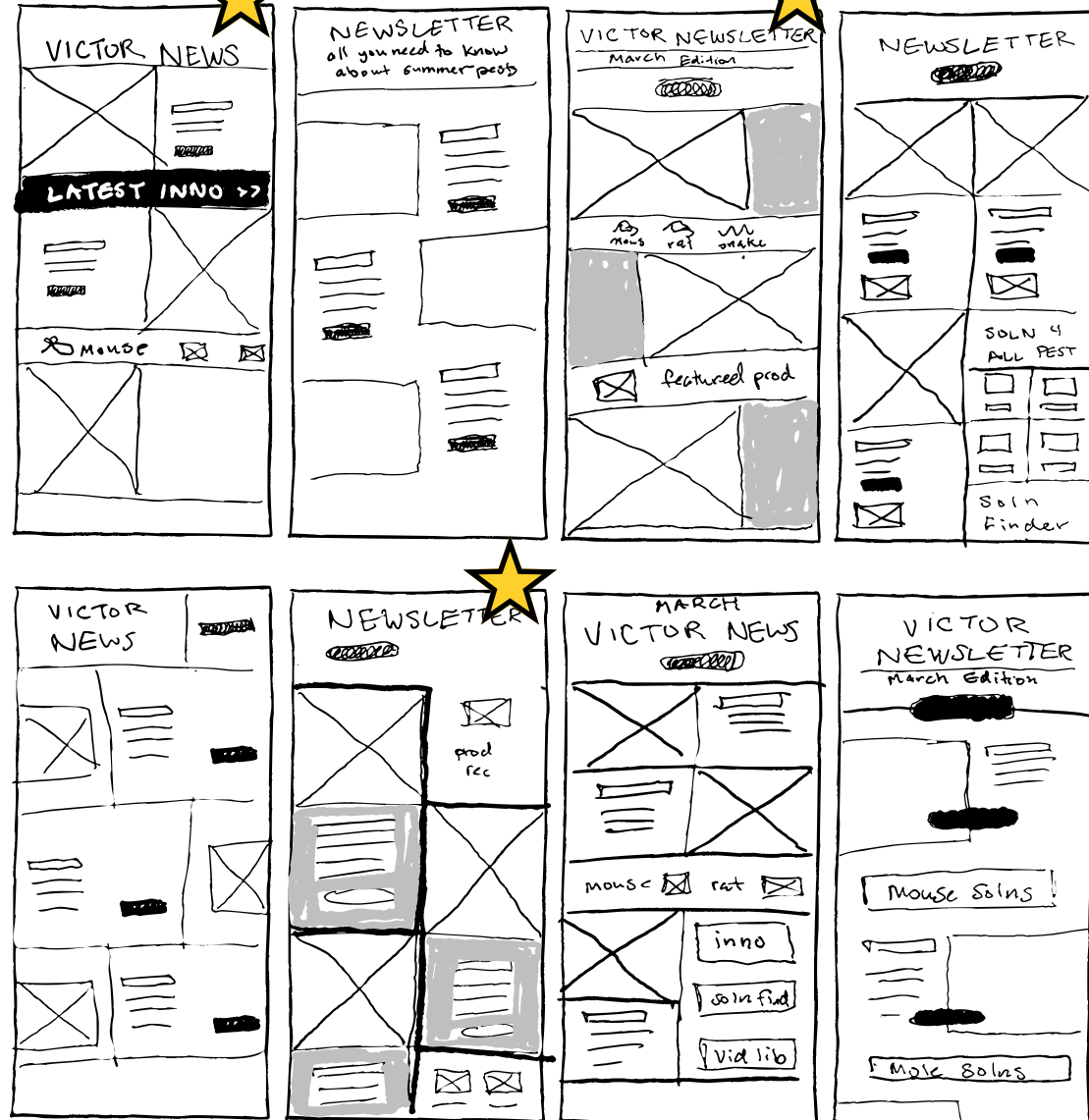
Get the creative juices flowing
Push design past my initial ideas

ELEMENTS TO INCLUDE

- Brief, typographic header with CTA
- Strong grid layout
- Individual content blocks $\frac{1}{2}$ - $\frac{1}{3}$ 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

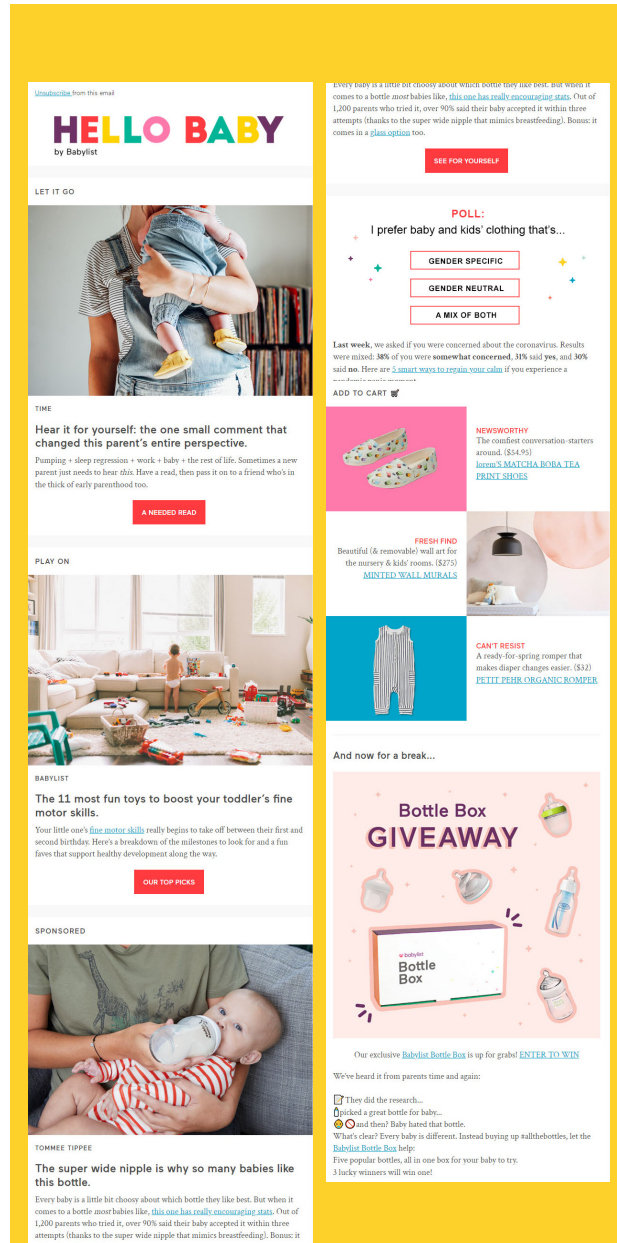
 **FOR FURTHER EXPLORATION**

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

