Does using *White paper* in a subject line affect participant's perceived desire to take action?

Study focus
Test whether ITIs and BDMS will say they are more likely to open an email offering a white paper when *white paper* is mentioned in the subject line.

Hypothesis
Participants will say they are more likely to open an email with *white paper* leading the subject line.

Results
Participants did not say they were more likely to open an email with *white paper* in the subject line amongst BDM and Developer participants.

What we heard
- "The idea of a *white paper* makes me think that it would take a lot of time to read it...and that scares me off a little bit."
- "[*White paper*] makes me think of an online white board where you can share information or notes."
- "I don't think adding the kind of resource [in the subject line] makes a difference in the way I think."
- "Somewhere along the [subject] line, the type of resource should be shown."

Key takeaway
Using the term *white paper* in a subject line does not appear to have a large impact on whether a BDM or developer will want to open it.

White paper: Discover ways to do more with your data

See new ways to do more with your data

Read how to empower your team to do more with data in this white paper

Does using *Resource* in a subject line affect participant's desire to take action?

Study focus
Determine if using the word *Resources* first in a subject line prompts participants to open an email.

Hypothesis
Participants will say that they are more likely to open a subject line that starts with *Resources*.

Results
Participants did not rate themselves as more likely to open an email with *Resources* in the subject line amongst developer and ITI participants.

Additional findings
Most participants had a negative reaction to subject lines with the word *download* in them (6 out of 10 for *Download your cloud migration starter resources*; and 8 out of 10 for *Download your cloud migration savings resources*).

What we heard
- "[*Resources*] doesn't sound like you're offering anything I don't already possess in terms of knowledge."
- "If it just said *resources*...I would expect to see links to an FAQ, getting started tutorials, maybe community forums."
- "[*Resources*] makes me think it's spam. If I see a format in the first word, I'll just move on."
- "Having the explicit lead in of downloading would create apprehension on my part."
- "Usually downloading stuff [from an email] is not something I would normally do without investigating thoroughly."

Key takeaway
In subject lines to ITIs and developers, specificity versus using the word *resources* may have greater effect on them opening emails. And, including *download* may discourage them from opening an email in the first place.

- Resources: Migrate to the cloud today
- Download your cloud migration starter resources
- Get information for starting your cloud migration
- Find savings when you migrate to the cloud
- Resources: Easy ways to save with a cloud migration
- Download your cloud migration savings resources

Analysis / CTA study
Explore the channel vs *Watch videos* –
Video Channel CTA

Recommendation
When directing customers to an online video channel, instead of a single video, use the CTA, *Explore the channel.*

Study focus
Determine what CTA customers find most appealing and actionable when they are being driven to watch a streaming media channel. All participants were independently shown two versions of an email, each with a different CTA. They were then asked to choose the one (if either) that they would be more likely to click on.

Hypothesis
Participants will be most likely to click the CTA that says *Watch videos* since it short, direct, and is more in line with how they watch traditional TV.

Results
A plurality of participants (4/10) said they would be more likely to click a link that read *Explore the channel* over one that read *Watch videos* (3/10).
- **4** chose *Explore the channel.*
- **3** chose *Watch videos.*
- **3** said both options were equally effective.

What we heard
- *"Explore the channel* gives me a sense of confidence that it is directing me to a streaming platform."
- *"Explore the channel* sounds like it would be a lot more complete and useful for me."
- *"Explore the channel* gives me more freedom. If I see just videos I might say, I don't have time for videos."