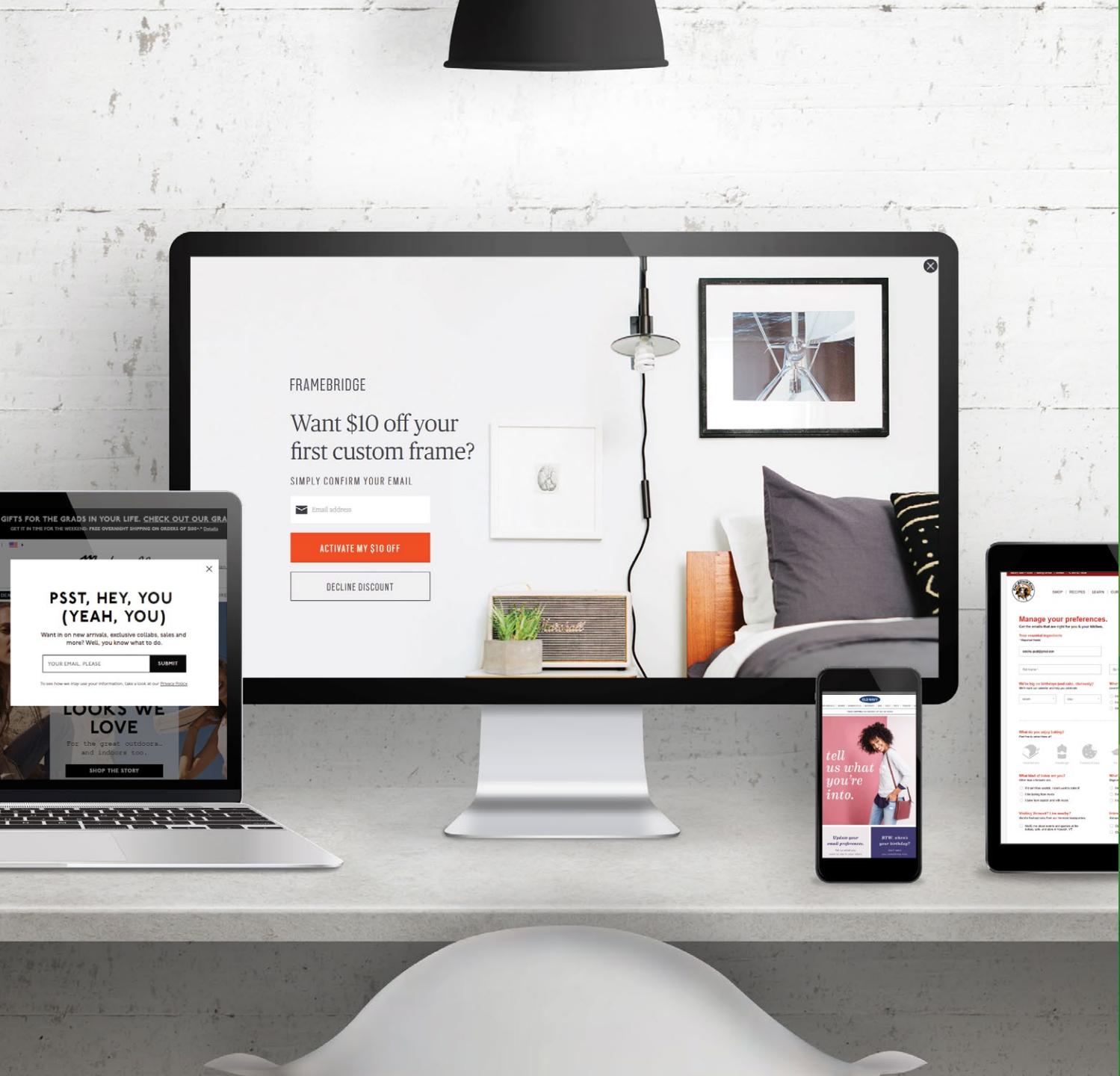




2017 Lookbook

Registration Programs that Convert

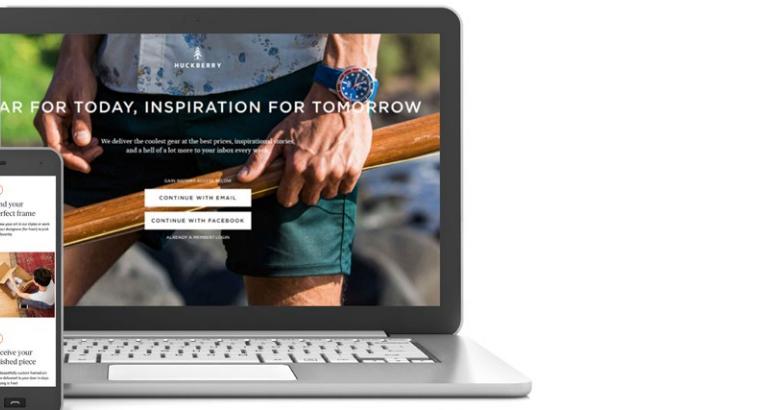


Executive Summary

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 sign-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:

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.



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:**

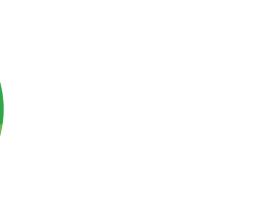
The use of a "captcha" or checkbox selection in the registration form prompts an action by the new subscriber. It distinguishes a human from malicious software and protects against spammers.

**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 sweepstakes 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.

Spot On

King Arthur Flour

Interstitial or
Pop-up Window



The Human
Element



Confirmation
Message



Welcome
Campaign



Call-out to
Preference Center



Content Type
Management



Mobile
Responsive

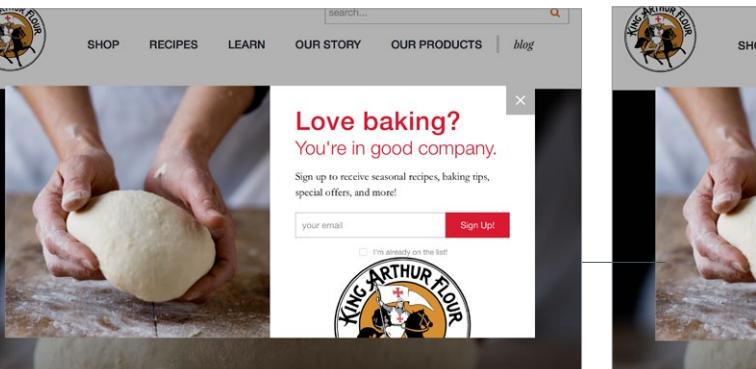


Unsubscribe
All Option

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.

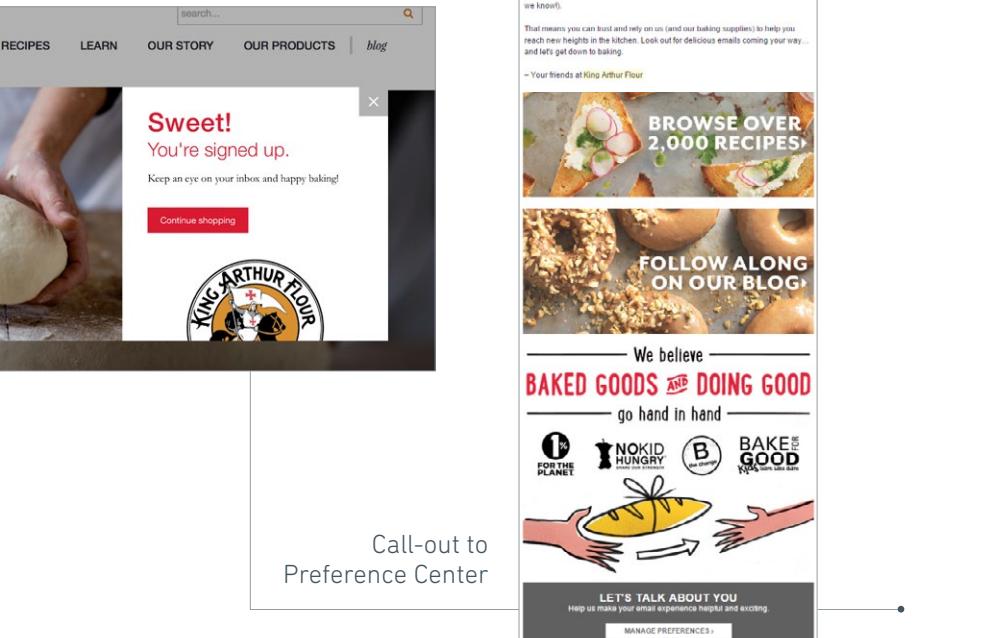
Step #1 – Sign Up

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



Step #2

Confirmation Message

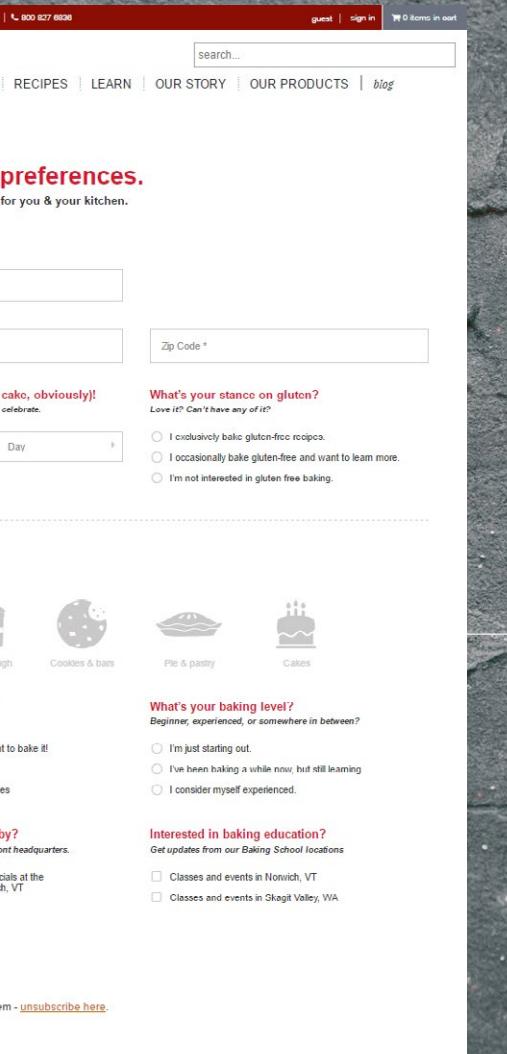


Step #3 Welcome Campaign

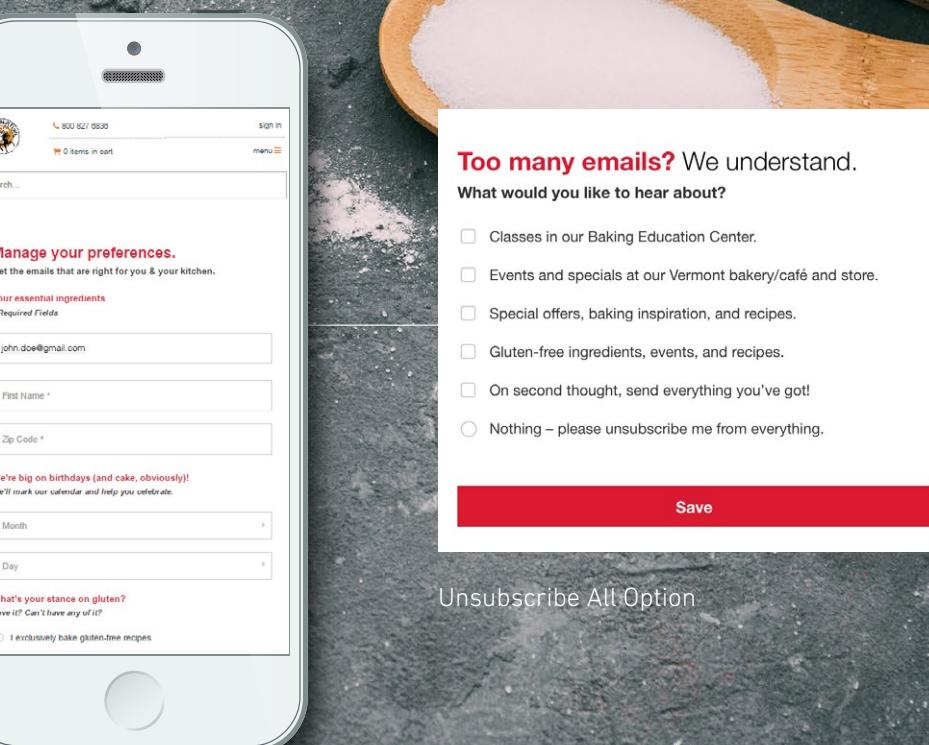
Subject Line:
Welcome to our
kitchen! Let's bake.



Step #4 – Preference Center Content Type Management



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

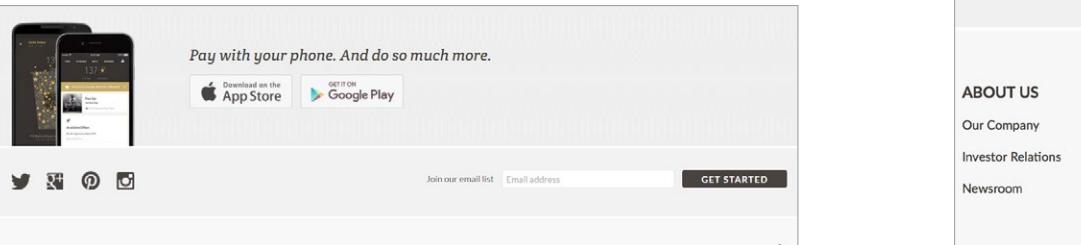
Starbucks

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



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

Step #3

Confirmation Email | Confirmed (double) Opt-in



You're almost signed up to receive Starbucks emails.

Just one more step needed...

Please [confirm your email address](#), and we'll start sending you our latest news and promotions.

[Confirm](#)

If you did not sign up to receive email, you don't have to do anything. Without confirming, we won't send you any additional emails.

Warm regards,
Starbucks

This email is sent from an account we use for sending messages only. So if you want to contact us, don't reply to this email — we won't get your response. Instead, use this [web form](#) or mail your comments to Starbucks Customer Inquiries P.O. Box 93490, Albuquerque, NM 87199. Thanks.

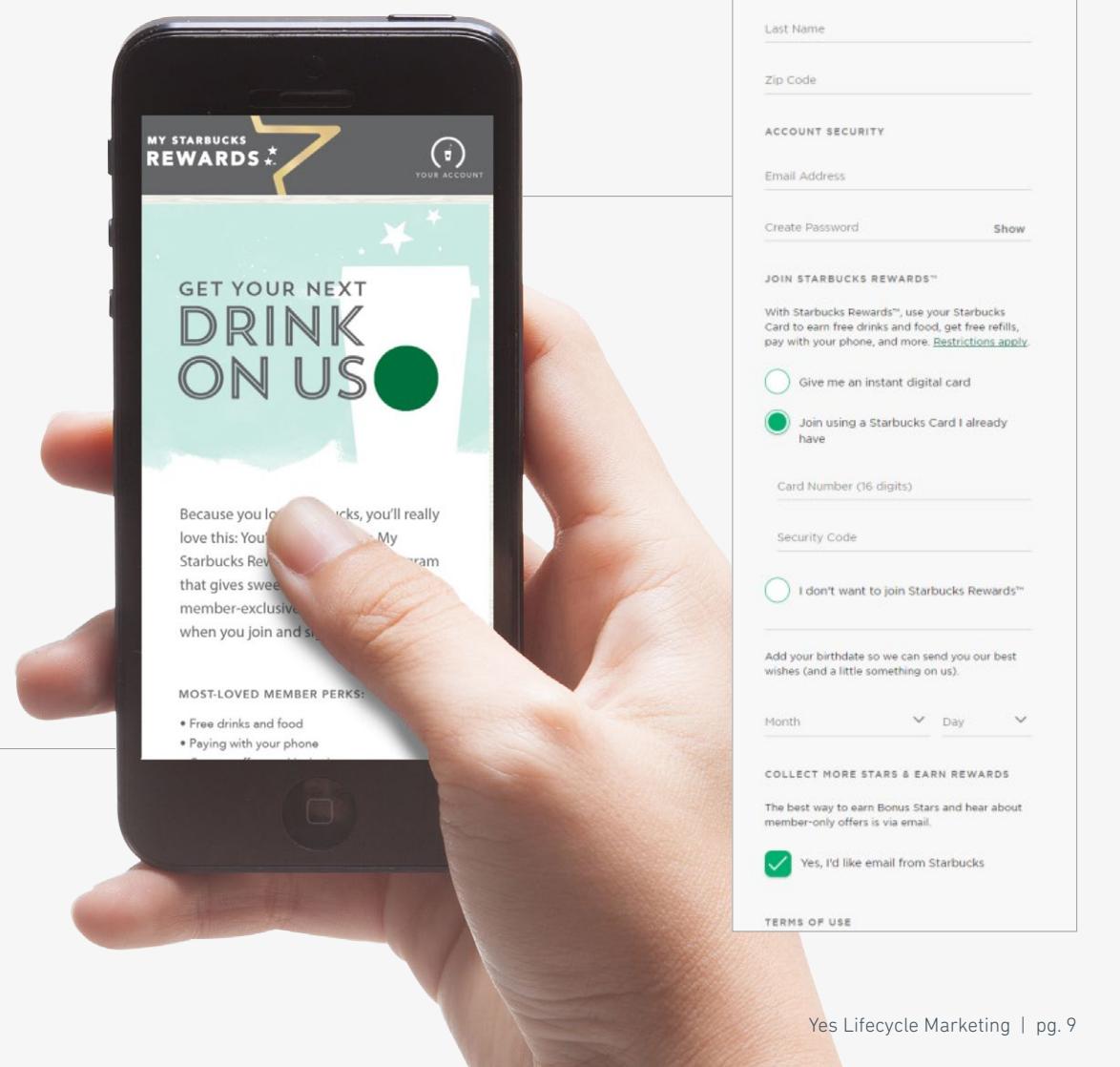
Copyright © 2017 Starbucks Corporation. All rights reserved. [Terms of Use](#) | [Privacy Statement](#)

Step #5

Welcome Campaign

Subject Line:

Get a free drink when you join My Starbucks Rewards®



Step #6

Loyalty Program

PERSONAL INFORMATION	
First Name	<input type="text"/>
Last Name	<input type="text"/>
Zip Code	<input type="text"/>
ACCOUNT SECURITY	
Email Address	<input type="text"/>
Create Password	<input type="password"/>
JOIN STARBUCKS REWARDS™	
With Starbucks Rewards™, use your Starbucks Card to earn free drinks and food, get free refills, pay with your phone, and more. Restrictions apply .	
<input type="radio"/> Give me an instant digital card	<input type="radio"/> Join using a Starbucks Card I already have
Card Number (16 digits)	
Security Code	
<input type="radio"/> I don't want to join Starbucks Rewards™	
Add your birthdate so we can send you our best wishes (and a little something on us).	
Month	Day
COLLECT MORE STARS & EARN REWARDS	
The best way to earn Bonus Stars and hear about member-only offers is via email.	
<input checked="" type="checkbox"/> Yes, I'd like email from Starbucks	
TERMS OF USE	



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

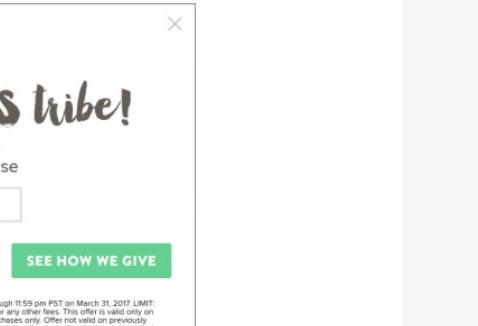
Subject Line:

Yay, you signed up!

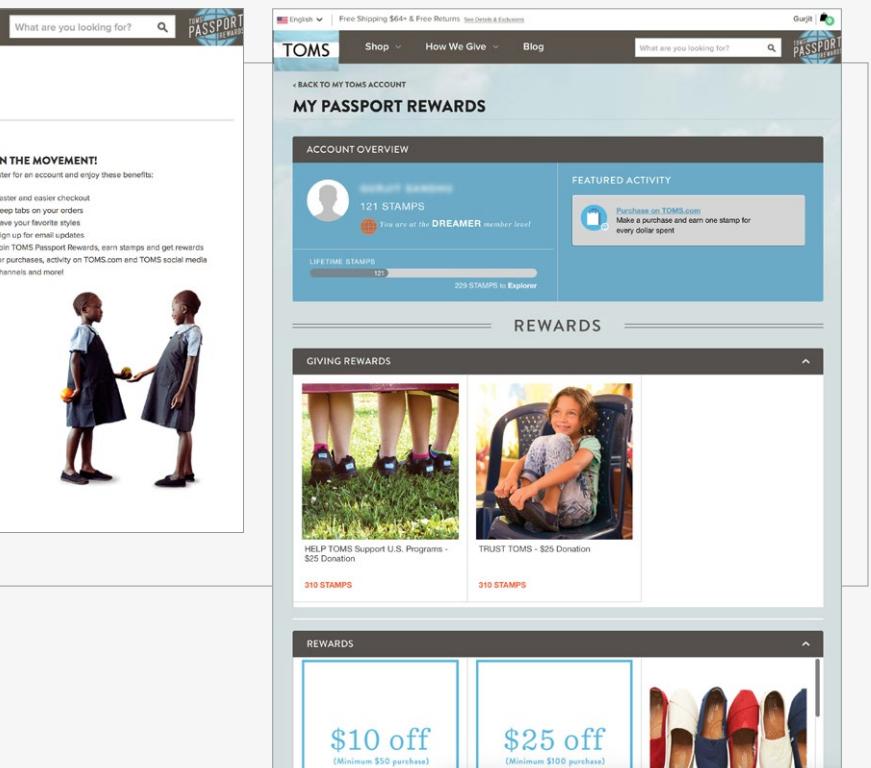
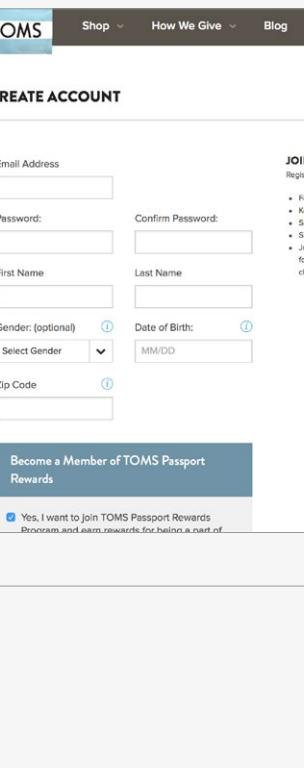
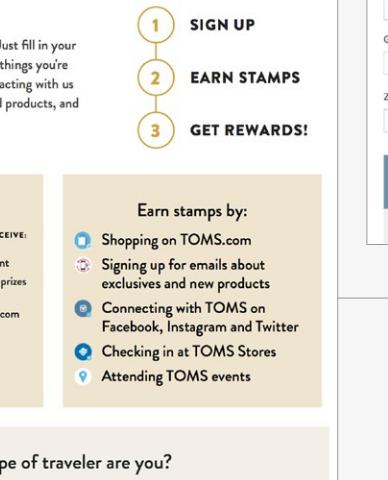
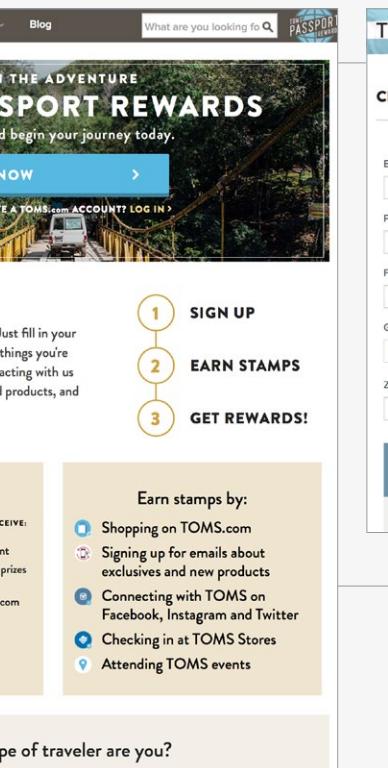


Step #2

Confirmation Message



Step #4 – Loyalty Program





Interstitial or
Pop-up Window



Short and
Sweet



Sign-up
Incentive



The Human
Element



Mobile
Responsive



Confirmation
Message



Confirmed
(double) Opt-in



Welcome
Campaign

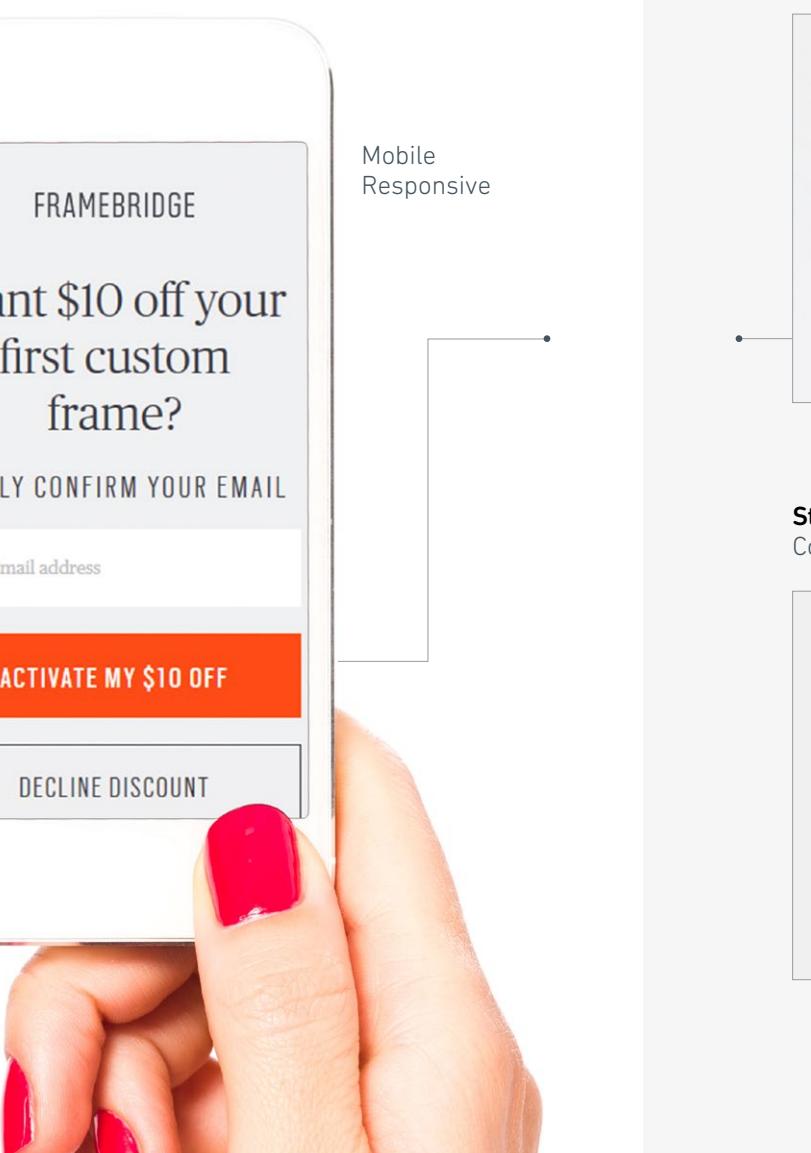
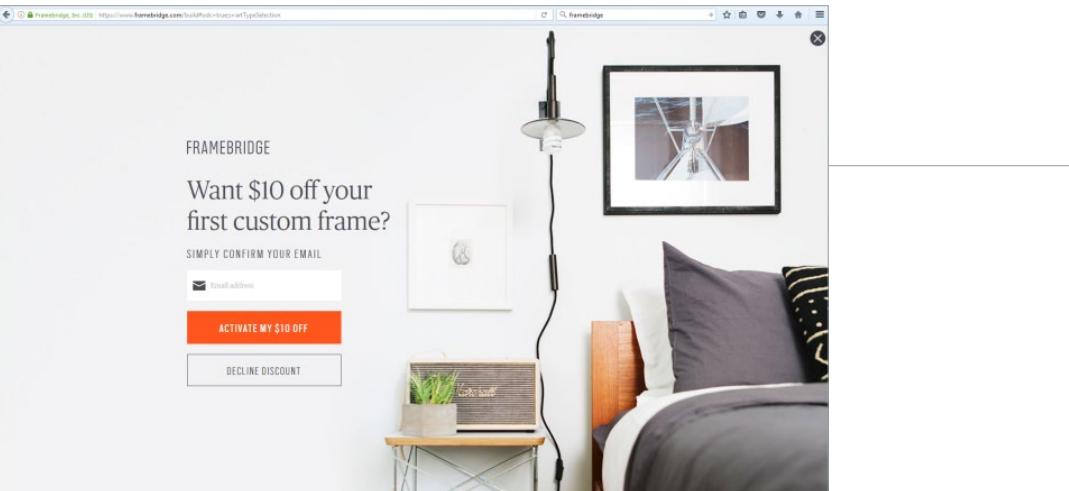
Framebridge

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.

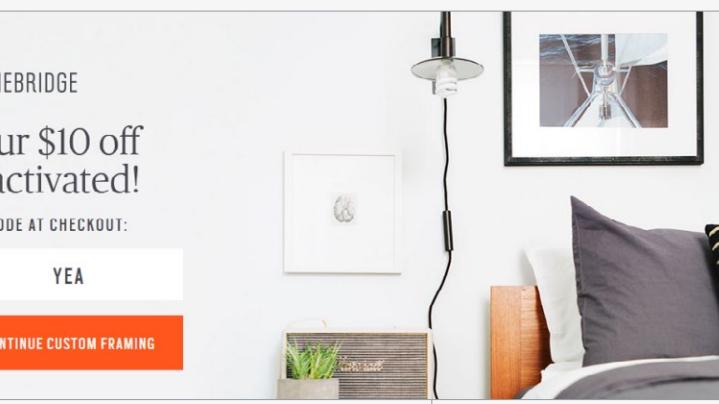
Step #1 – Sign Up

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



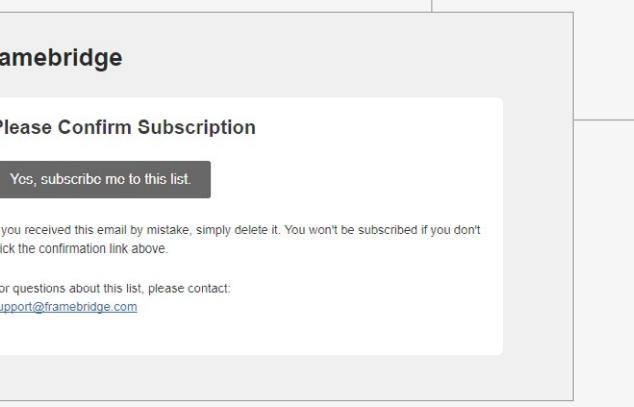
Step #2

Confirmation Message



Step #3

Confirmed (double) Opt-in



Step #4

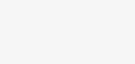
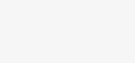
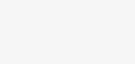
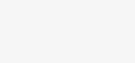
Welcome Campaign

Subject Line:

Framebridge: Please
Confirm Subscription

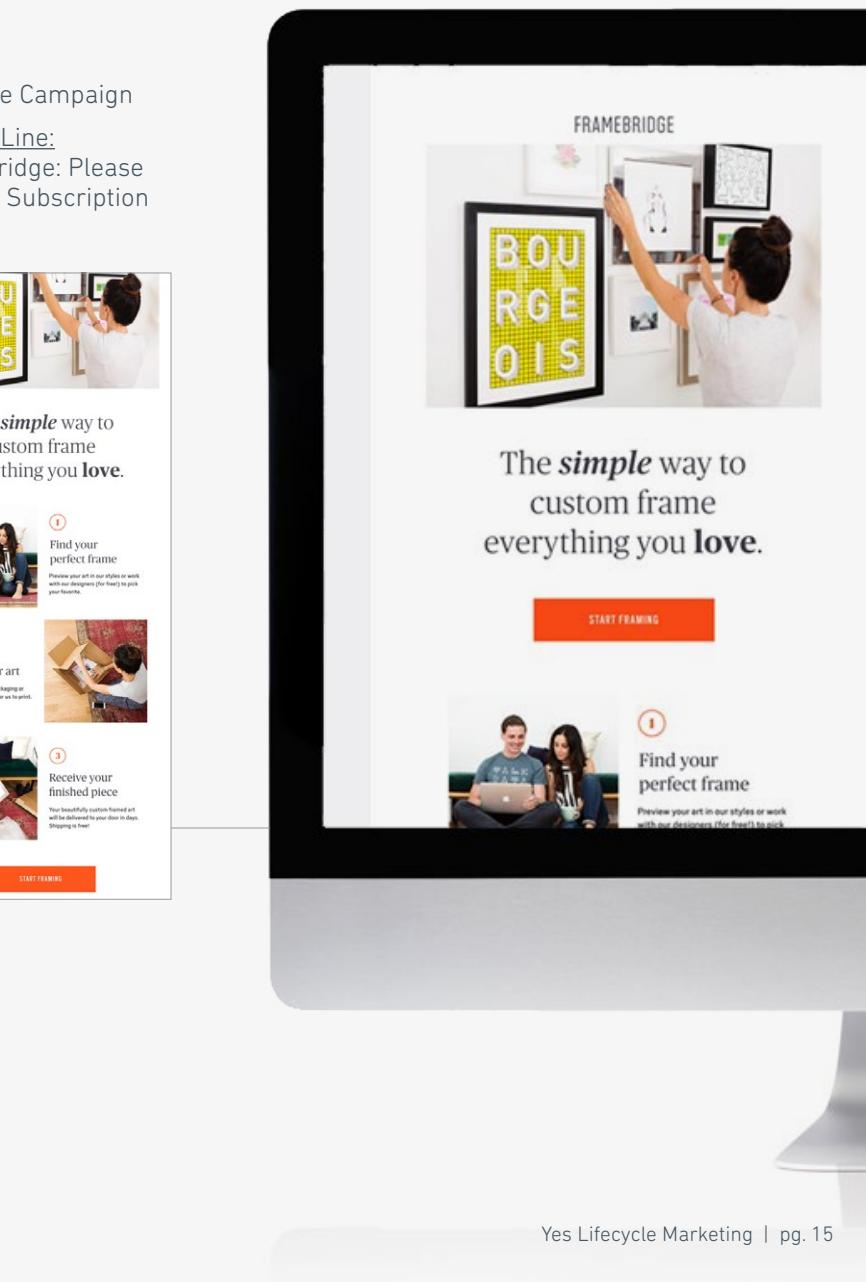


The *simple* way to
custom frame
everything you **love**.



1
Find your
perfect frame

Preview your art in our styles or work
with our designers (for free) to pick
your favorite.





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 2nd 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

COUPONS AND SPECIAL DEALS > SIGN-UP NOW!

Step #1 – Sign up

spirit LESS MONEY. MORE GO.

BOOK MANAGE TRAVEL FLIGHT STATUS CHECK-IN

LOW PRICE LIMBO!

Fares From → \$24.99* (One-way (SFC Member)) → \$44.99* (One-way (Non-Member))

Step #2 Stepped Questions

spirit LESS MONEY. MORE GO.

EMAIL DEALS

Subscribe to our email deals and other great spirit.com offers!

Fields marked with a star (*) are required.

EMAIL ADDRESS * **CONFIRM EMAIL ADDRESS ***
FIRST NAME * **LAST NAME ***
HOME AIRPORT * **SECONDARY AIRPORT ***
PORT * **SECONDARY AIRPORT ***

SUBSCRIBE

spirit LESS MONEY. MORE GO.

EMAIL DEALS

Subscribe to our email deals and other great spirit.com offers!

Already a subscriber? Enter your email address to update your account or to unsubscribe.

EMAIL ADDRESS **CONTINUE**

You may unsubscribe from future emails at any time by clicking the unsubscribe link in our emails.

Step #3 Confirmation Message

spirit LESS MONEY. MORE GO.

MAIL DEALS

Your subscription has been successfully created.

To ensure delivery of our e-mails, please remember to add deals@p.spiritairlines.com or the domain spiritairlines.com to your address book or approved senders list.

GO TO THE HOMEPAGE

PORT * **SECONDARY AIRPORT ***

spirit LESS MONEY. MORE GO.

EMAIL DEALS

Update your account or unsubscribe from our email deals.

Fields marked with a star (*) are required.

EMAIL ADDRESS * **CONFIRM EMAIL ADDRESS**
NEW EMAIL ADDRESS **CONFIRM NEW EMAIL ADDRESS**
FIRST NAME * **LAST NAME ***
HOME AIRPORT * **SECONDARY AIRPORT ***

Step #4 Welcome Campaign

Subject Line: Welcome to Spirit Airlines Email Specials!

spirit LESS MONEY. MORE GO.

Email not displaying correctly?
[View it Online.](#)

Hey there,
Thanks for signing up for Spirit Deals.

You've been added to our mailing list and should get your first e-mail soon.

Your Information
E-mail address: john.doe@gmail.com

Manage Your Subscription
You can update your subscription and e-mail address at any time.
Here's a [link!](#)

Receiving Our E-mails
Make sure you add deals@p.spiritairlines.com and the domain spiritairlines.com to your address book or approved senders list so you don't miss any awesome deals - you can unsubscribe at any time.

Thanks for signing up and we hope to see you flying with us soon.

Spirit Airlines



Interstitial
Pop-up Window



Sign-up
Incentive



Stepped
Questions



Confirmation
Message



Welcome
Campaign



Frequency
Management



Unsubscribe
All Option



Content Type
Management

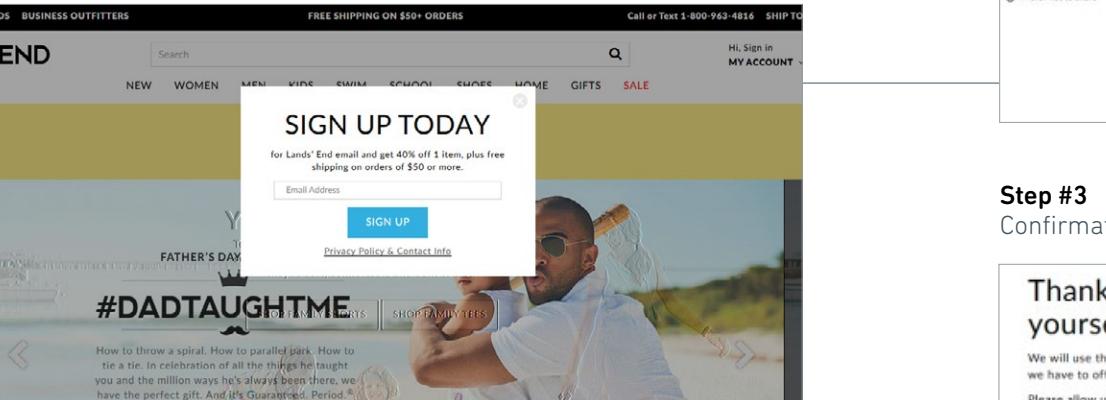
Lands' End – Email

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.

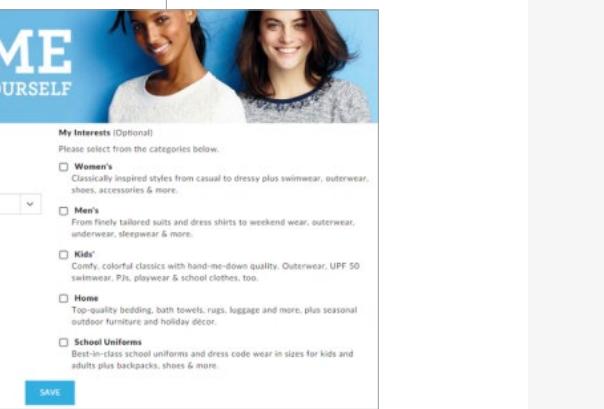
The incentive is promoted in an interstitial window that, unlike most others, does not appear as soon as a visitor lands on the brand's website. Instead, it pops up after a consumer has selected a category to browse, thus allowing time for interest to build. Once they submit their email, new subscribers 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 #2 Stepped Questions



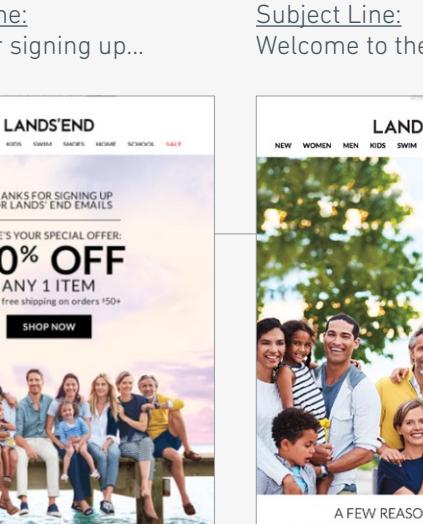
Step #3 Confirmation Message



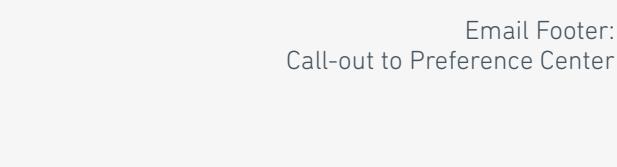
Step #4 Welcome Campaign

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.

Subject Line: Thanks for signing up...



Email Footer:
Call-out to Preference Center



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.

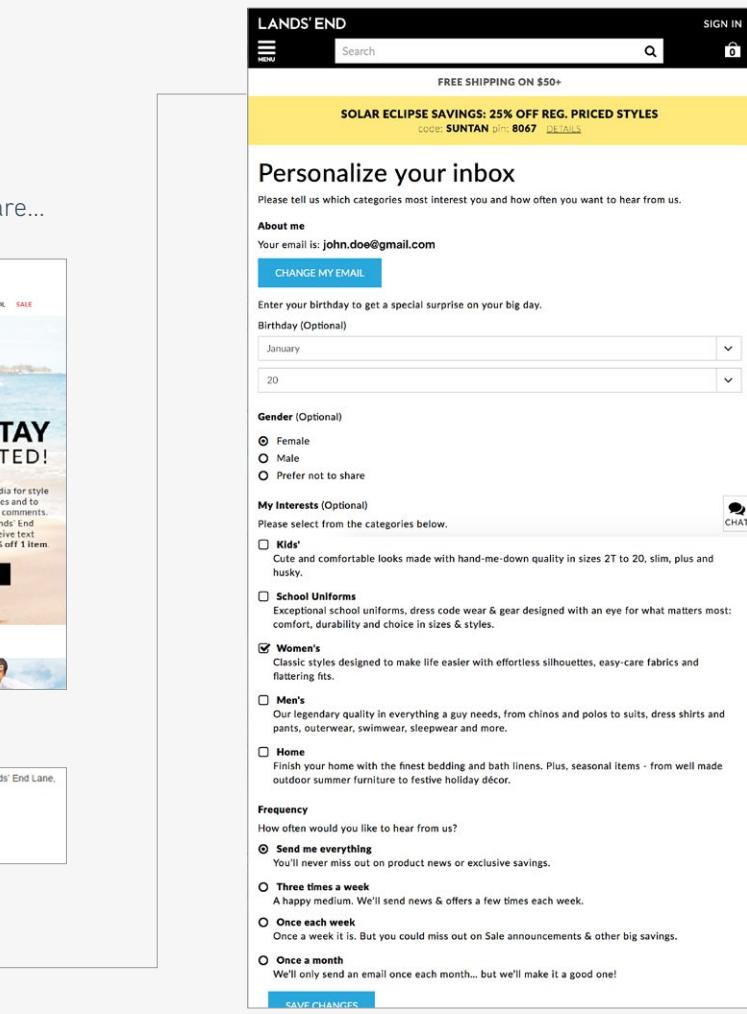
Subject Line: Welcome to the family



Subject Line: We're everywhere you are...

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.

Step #1 (option A)

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

Join our SMS texting list...

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

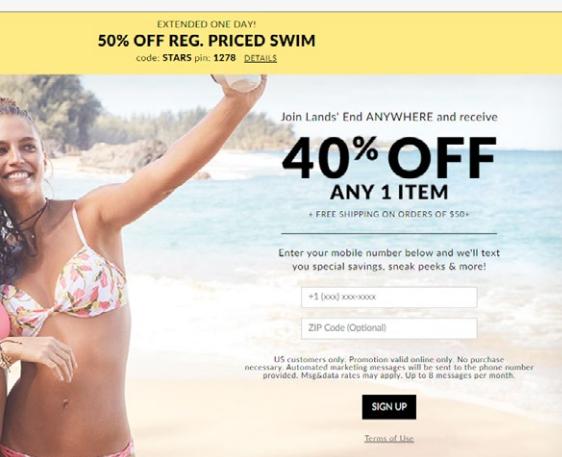
STAY CONNECTED

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

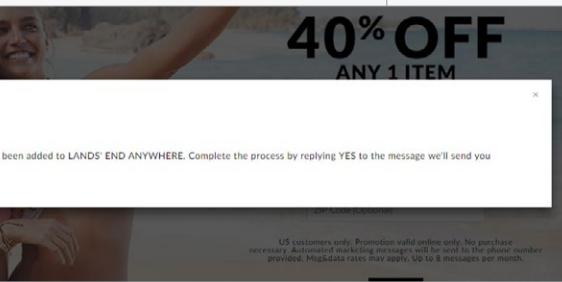
Join our mailing list...

SIGN UP FOR TEXTS

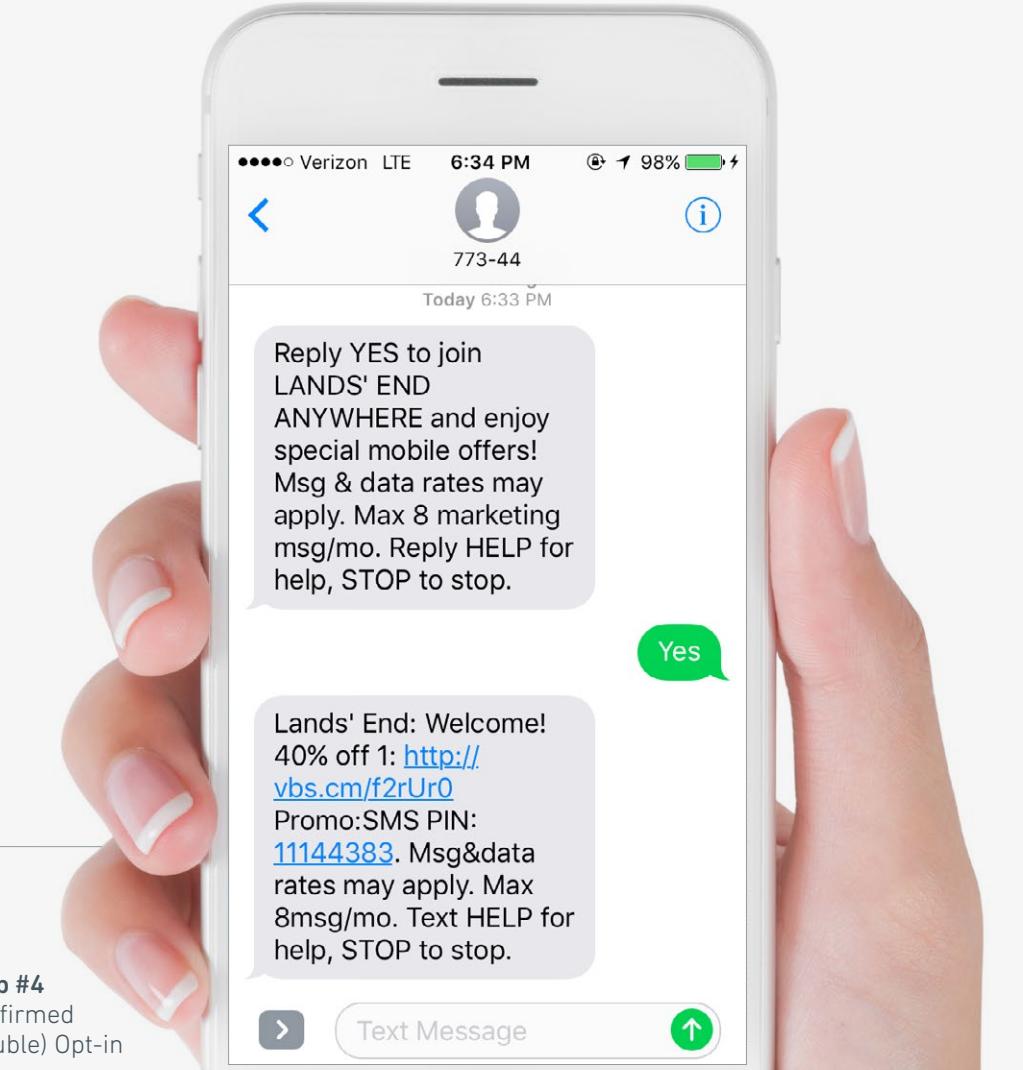
Step #2
Dedicated Opt-in Page



Step #3
Confirmation Message



Step #4
Confirmed
(double) Opt-in



The Skimm



Interstitial or
Pop-up Window



Short and
Sweet



The Human
Element



Samples



Testimonials



Confirmation
Message

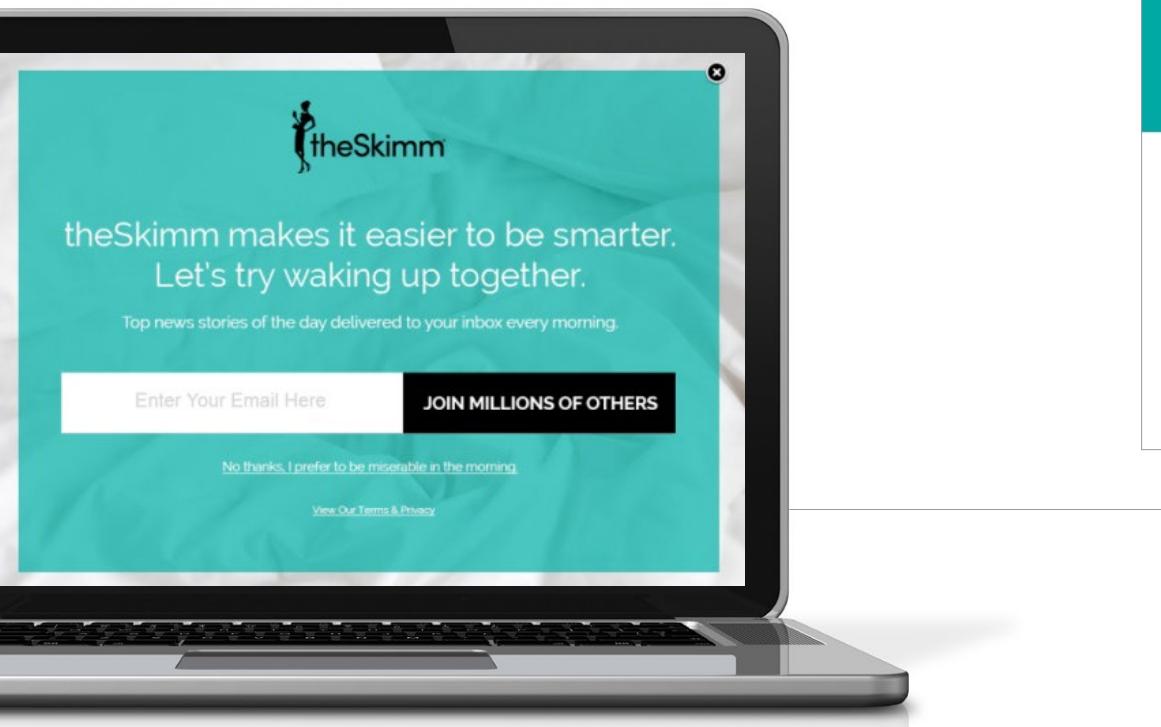


Welcome
Campaign

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.

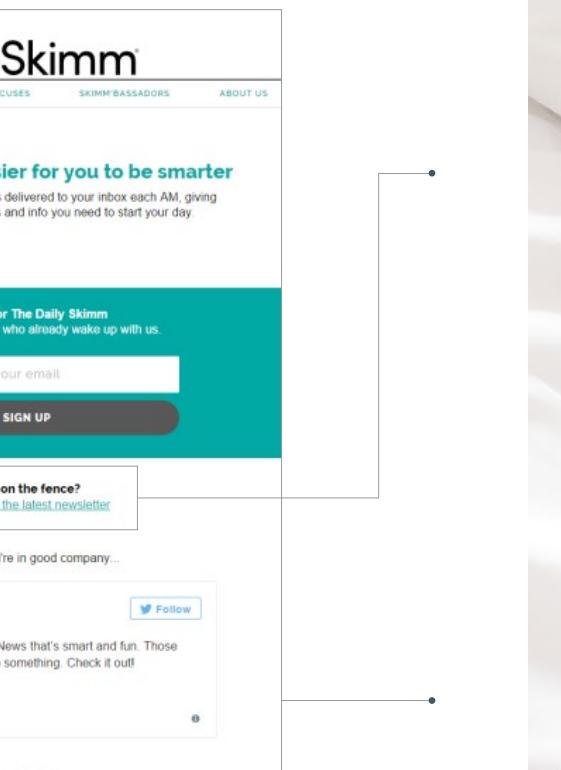
Step #1 – Sign up (option a)

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

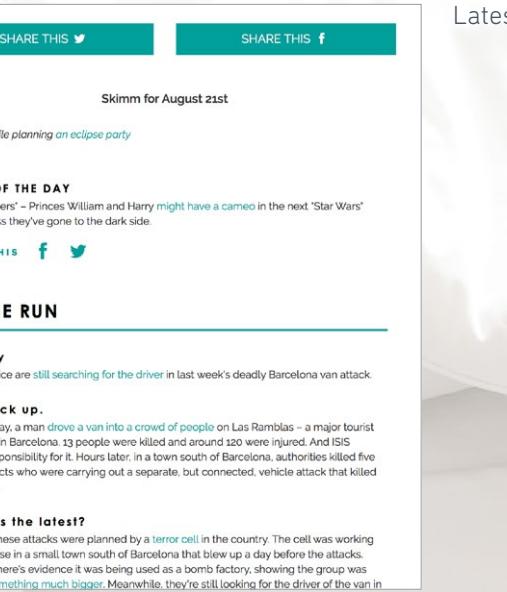


Step #1 Website Home Page (option b)

Samples | Testimonials



Latest Newsletter



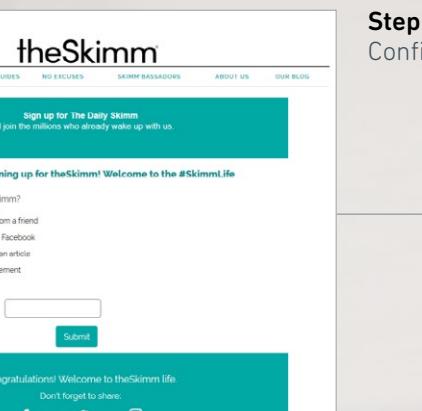
Step #3

Welcome Campaign
Subject Line:
You just got Skimm'd



Step #2

Confirmation Message



In case you forget, this is the email you gave us...
Email Address: john.doe@gmail.com

If at any time you wish to stop receiving our emails, you can:

[Unsubscribe](#)

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.



Hi! Welcome to the #SkimmLife! Here's how it's going to work:

- We'll meet you back here, in your inbox, bright and early tomorrow morning (PS if it's Friday or a weekend, you'll get theSkimm on Monday). We're a company that respects brunch, so we won't be with you on Saturday and Sunday. Can't wait? [Here's the most recent Skimm](#)
- Also, download our new app [theSkimm for iPhone](#). It has a service called Skimm Ahead that makes it easier to be smarter about the future. Never again will you miss moments like when you vote in a primary or when your favorite show is back on Netflix. Best Part? It can integrate directly into your calendar.
- Lastly, good things happen when you share theSkimm! (read: winning prizes, swag, being a [Skimm'bassador](#)). To get credit for sharing, use your unique link: <http://www.theskimm.com/?r=860c34d> OR our fancy [invite page](#) to have friends sign up. See how many people listen to you by checking [this page](#). Your morning just got better. Trust us.

Thanks!
theSkimms

In case you forget, this is the email you gave us...

Email Address: john.doe@gmail.com

If at any time you wish to stop receiving our emails, you can:

[Unsubscribe](#)



Interstitial or
Pop-up Window



Social
Sign-in



Short and
Sweet



On-screen
Validation



Confirmation
Message



Welcome
Campaign



The Human
Element

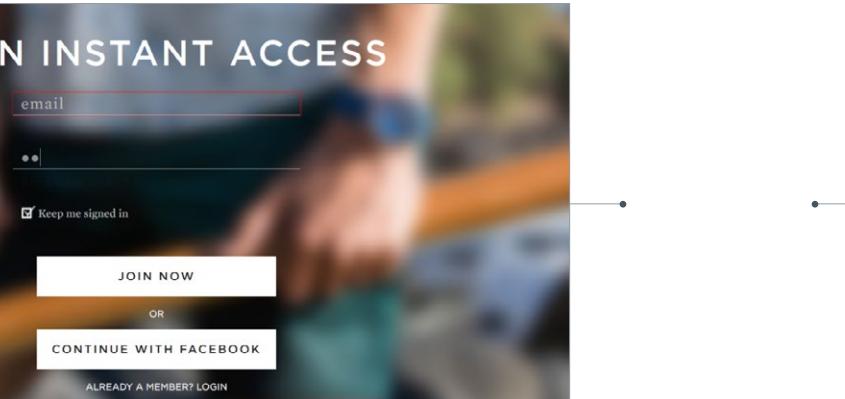
Huckberry

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 #2

On-screen Validation



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 #3

Confirmation Message



Step #4

Welcome Campaign | The Human Element

Subject Line (left):

Here's what you need to get started

Subject Line (right):

Fwd: The Rundown



Welcome

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

See you out there.
Andy

Forwarded message
From: Huckberry <info@huckberry.com>
Date: Tuesday, June 6 at 6:01 AM
Subject: The Rundown



Start the Adventure

EXPLORE



Welcome

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 will inspire you in your own life.

I wanted to personally send you my 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 6:01 AM
Subject: The Rundown



Evan Williams

GROWTH TEAM

Pun Crafter, Liverpool FC Supporter, Breakfast Food Maestro

Favorite Huckberry Purchase: I've always been a finicky sleeper — err, 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*.

Lifetack: The *Scotish 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 (literally) distraction-free focus mode.

Album I Can't Stop Listening To: *Plural*, 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 film about two engineers who accidentally discover time travel. The ensuing loops and intertwined timelines will have you scratching your head for weeks.

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





Dedicated
Opt-in Page



Samples



Mobile
Responsive



Confirmation
Message



Confirmed
(double) Opt-in



Call-out to
Preference Center



Unsubscribe
All Option

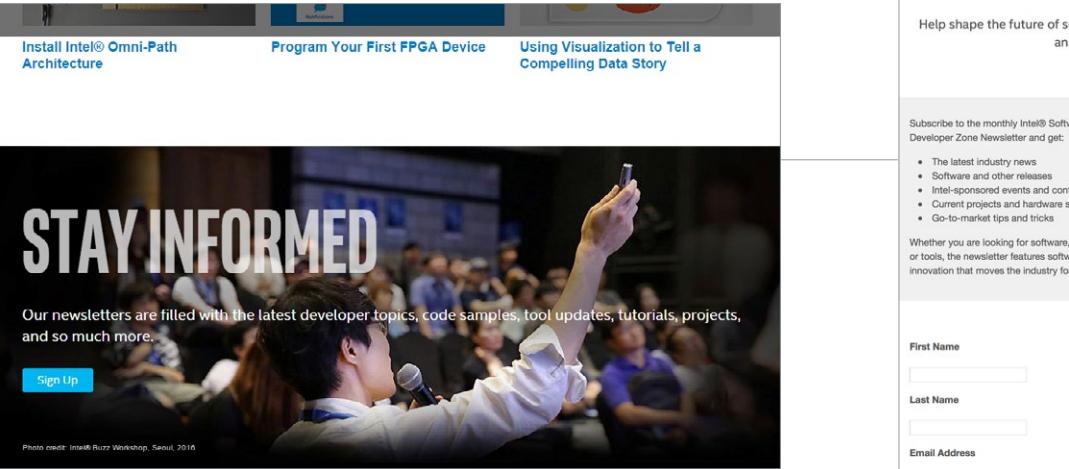


Content Type
Management

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

The screenshot shows a 'SUBSCRIBE' page with a heading 'Help shape the future of software innovation with tools and tips from Intel and other industry experts.' It features two sections: 'Archives' and 'Newsletter'. The 'Newsletter' section lists benefits like 'The latest industry news', 'Software and other releases', 'Intel-sponsored events and contests', 'Current projects and hardware support', and 'Go-to-market tips and tricks'. Below this is a form with fields for 'First Name', 'Last Name', 'Email Address', and 'Country', along with a 'Submit' button.

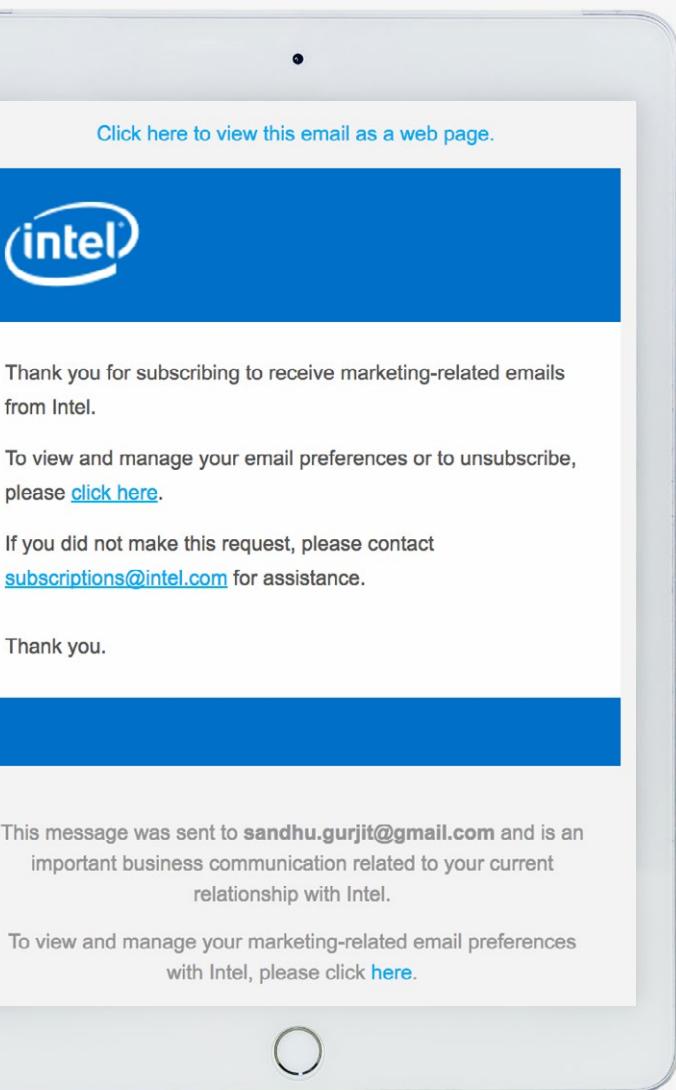
Step #3

Mobile
Responsive

The screenshot shows a mobile version of the 'SUBSCRIBE' page. It has a similar layout to the desktop version but is optimized for smaller screens. It includes a heading 'SUBSCRIBE', a brief description, a 'Newsletter' section with bullet points, and a form with 'First Name', 'Last Name', 'Email Address', and 'Country' fields.

Step #4

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



Step #5

Unsubscribe All Option
Content Type Management

The screenshot shows the Intel Developer Zone preference center. It includes a header with the Intel logo and 'USA (English)' language selection. Below is a section titled 'Global Subscriptions' with a note: '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.' It features a 'Subscribe' and 'Unsubscribe' button. The main area lists various subscription types with checkboxes: Education and Training, Events and Trade Shows, Industry Solutions, Newsletters, Offers and Promotions, Press Releases, Product Updates, Surveys, and Webinars. A 'Unsubscribe all' button is located at the bottom right. Below this is a 'Industries of Interest' section with a grid of checkboxes for various industries: Aerospace & Defense, Healthcare & Well-Being, Agriculture, Hospitality, Art, Entertainment & Media, Insurance, Automotive, Legal, Biotechnology & Pharma, Manufacturing - Chemicals & Chemical Processing, Business Consulting, Manufacturing - Computers & Electronics, Commercial Aviation, Manufacturing Operations & Industrial Machinery, Communications, Mining, Construction, Education, Not For Profit, Energy - Oil & Gas, Real Estate, Energy - Utilities, Retail - Apparel, Engineering, Retail - Operations & Merchandising, and Environmental Quality.

Spot On

Rent the Runway

Interstitial or Pop-up Window



Sign-up Incentive



Short and Sweet



Mobile Responsive



Welcome Campaign



Content Type Management



Unsubscribe All Option

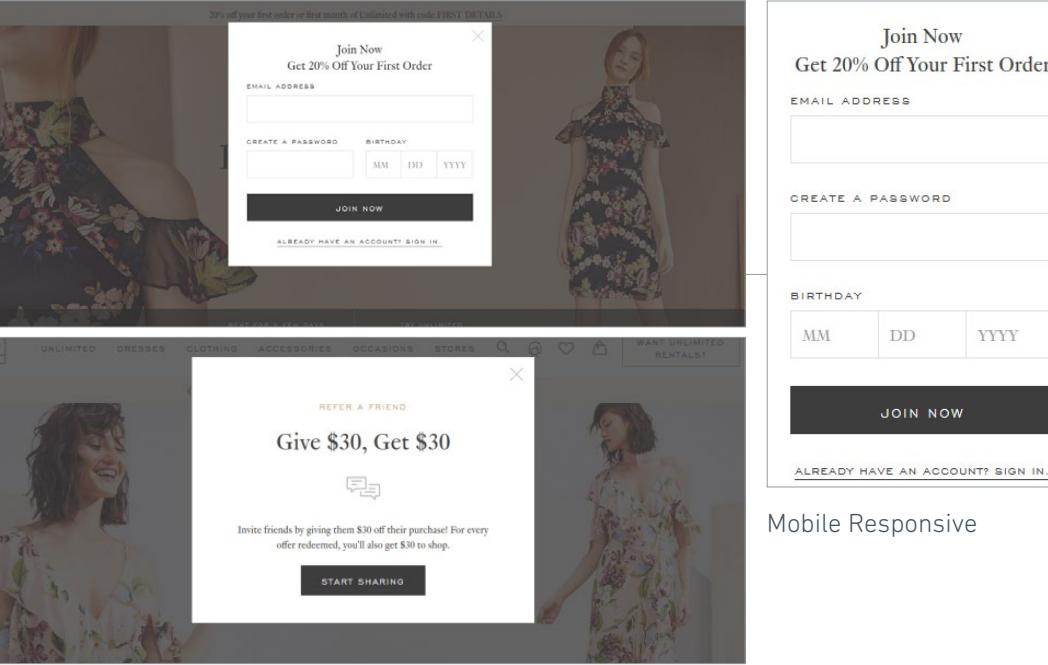


Frequency Management

Rent the Runway 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



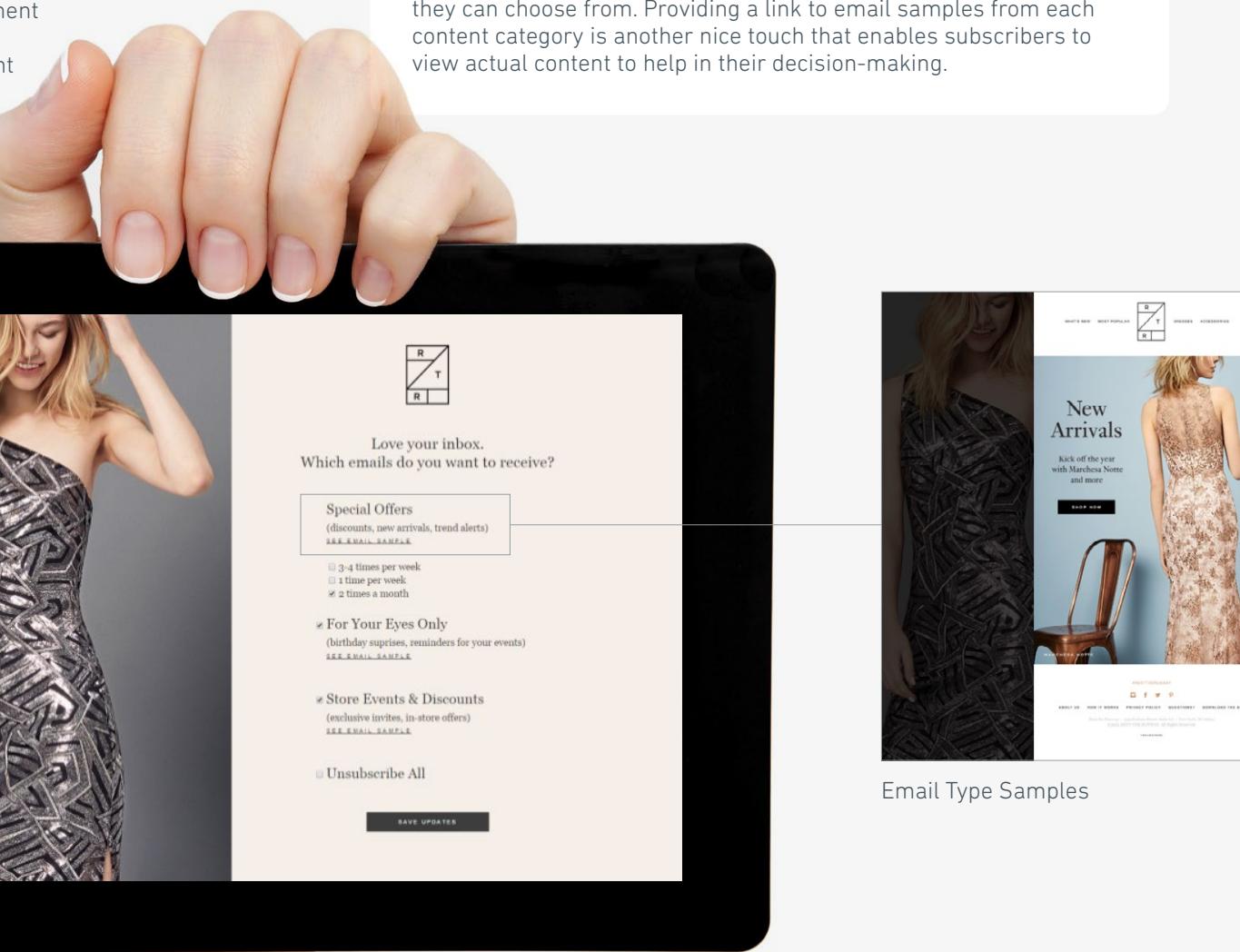
Mobile Responsive



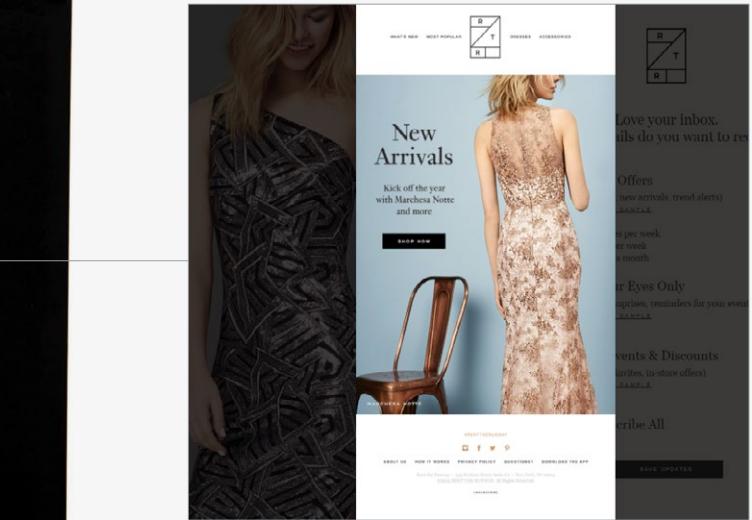
Step #2
Welcome Campaign
Subject Line:
You have everything
to wear... and 20% off.

Step #3 – Preference Center

Content Type Management
Unsubscribe All Option
Frequency Management



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

EMAIL NEWSLETTER
Simply provide us with your email and basic info to enjoy insider perks.

SANDHU.GURJIT@GMAIL.COM

Step #2 Stepped Questions

YOUR EMAIL *
john.doe@gmail.com

ZIP CODE

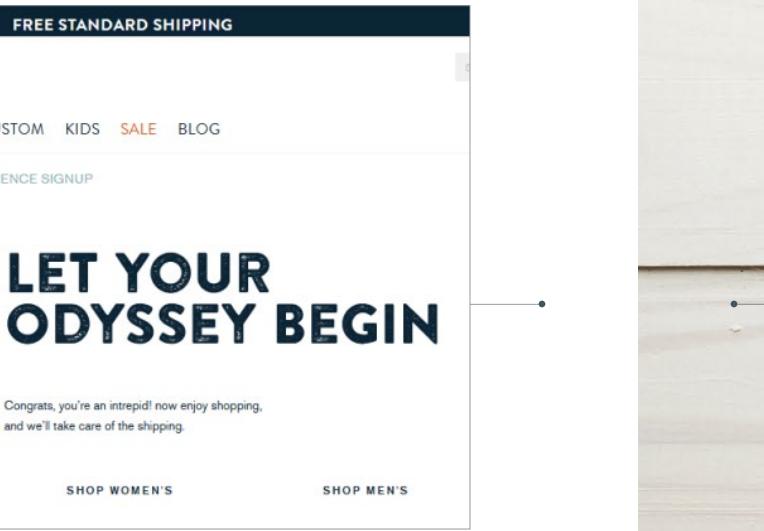
BIRTHDAY *
MM DD YYYY

I AM INTERESTED IN HEARING ABOUT
 WOMEN'S KIDS MEN

I AM OVER THE AGE OF 13 *

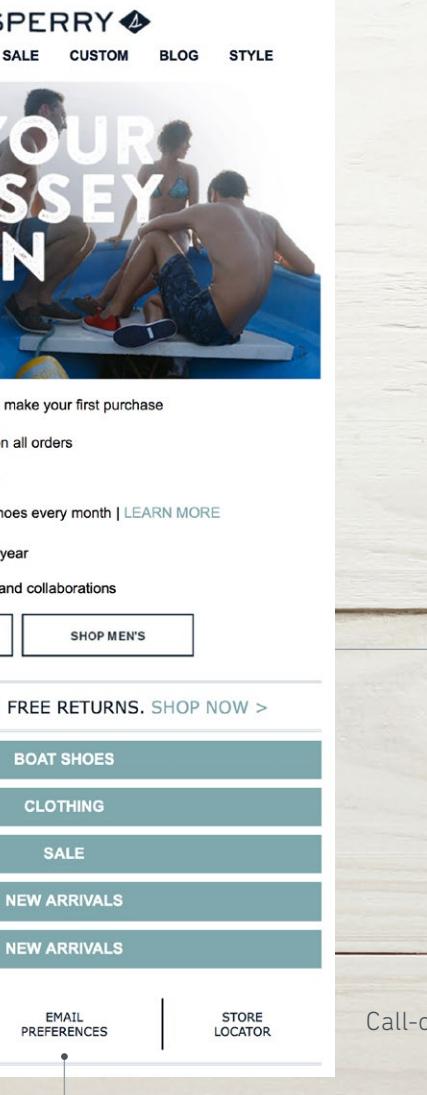
SUBMIT

Step #3 Confirmation Message

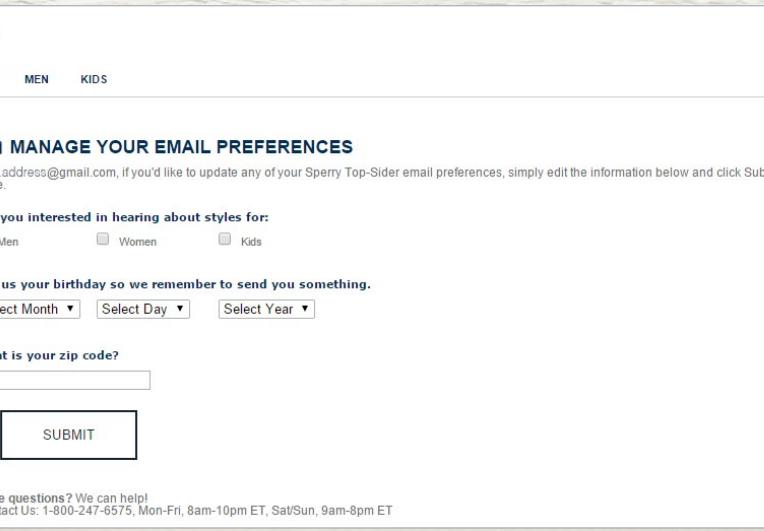


Step #4

Welcome Campaign
Subject Line:
Welcome to Sperry



Step #5 – Preference Center Content Type Management



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.



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

WARM-WEATHER DENIM: IT'S A THING WE DO WELL. SHOP NEW ARRIVALS.
FREE SHIPPING & FREE RETURNS FOR MADEWELL INSIDERS. JOIN NOW.

PSST, HEY, YOU (YEAH, YOU)
Want in on new arrivals, exclusive collabs, sales and more? Well, you know what to do.
YOUR EMAIL, PLEASE SUBMIT
To see how we may use your information, take a look at our [Privacy Policy](#).

SHOPPING BAG ↓

Step #1 – Sign up (option b)

ACCOUNT [SIGN IN / REGISTER](#) TOP SEARCHES [WOMEN'S JEANS](#)
[ORDERS](#) [CASUAL DRESSES](#) [TOTE BAGS](#)
[WISHLIST](#) [WOMEN'S SANDALS](#)
[PREFERENCES](#) [CHAMBRAY SHIRTS](#)
[MADEWELL INSIDER](#) [OVERALLS](#)
COMPANY FYI'S [LEATHER BACKPACKS](#)

GET THE SCOOP FIRST
Your email, please. SIGN UP

[Twitter](#) [Facebook](#) [Instagram](#) [Pinterest](#) [Tumblr](#) [Google+](#) [YouTube](#) [Spotify](#)

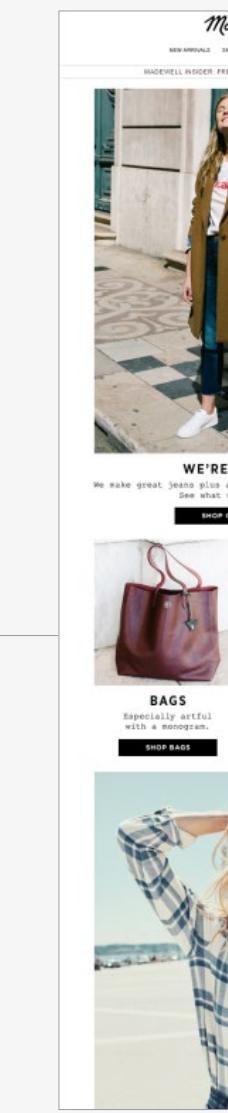
[THE MADEWELL BLOG](#)

Step #4

Welcome Campaign

Subject Line:

Hi there, we're Madewell



Step #2

Stepped Questions | Dedicated Opt-in Page

GOOD DAYS START WITH GREAT JEANS

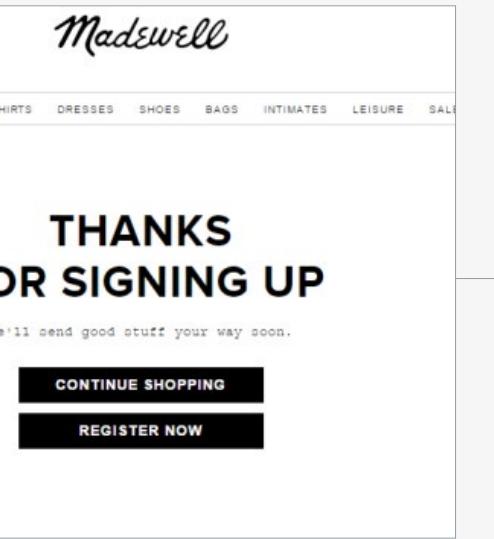
THIS IS SUCH A GOOD IDEA

A few reasons why:
1. Access to limited-edition items
2. A heads up on new arrivals
3. Invites to Madewell parties
4. Insider intel on our latest collabs
5. Special sales
6. Free express-shipping events
7. Surprises along the way

RECEIVE OUR INBOX-FRIENDLY EMAIL UPDATES
ENTER EMAIL
ENTER EMAIL AGAIN
FIRST NAME (OPTIONAL)
LAST NAME (OPTIONAL)
COUNTRY
We'll email you a special discount on your birthday
Month Day
SIGN ME UP

Step #3

Confirmation Message



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

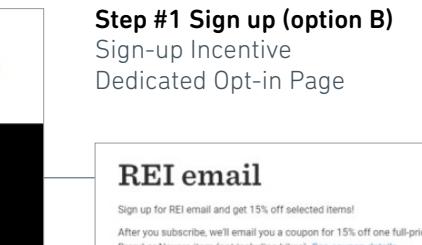
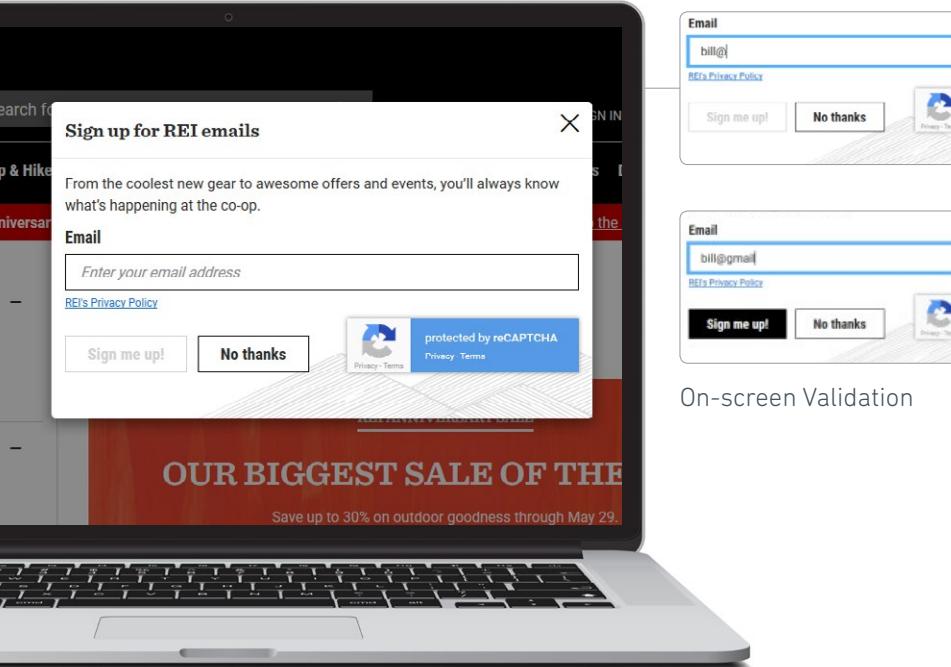
REI

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



Website Footer

Step #1 Sign up (option B)

Sign-up Incentive
Dedicated Opt-in Page

Step #2 Confirmation Message



On-screen Validation

Step #3

Welcome Campaign | Call-out to Preference Center

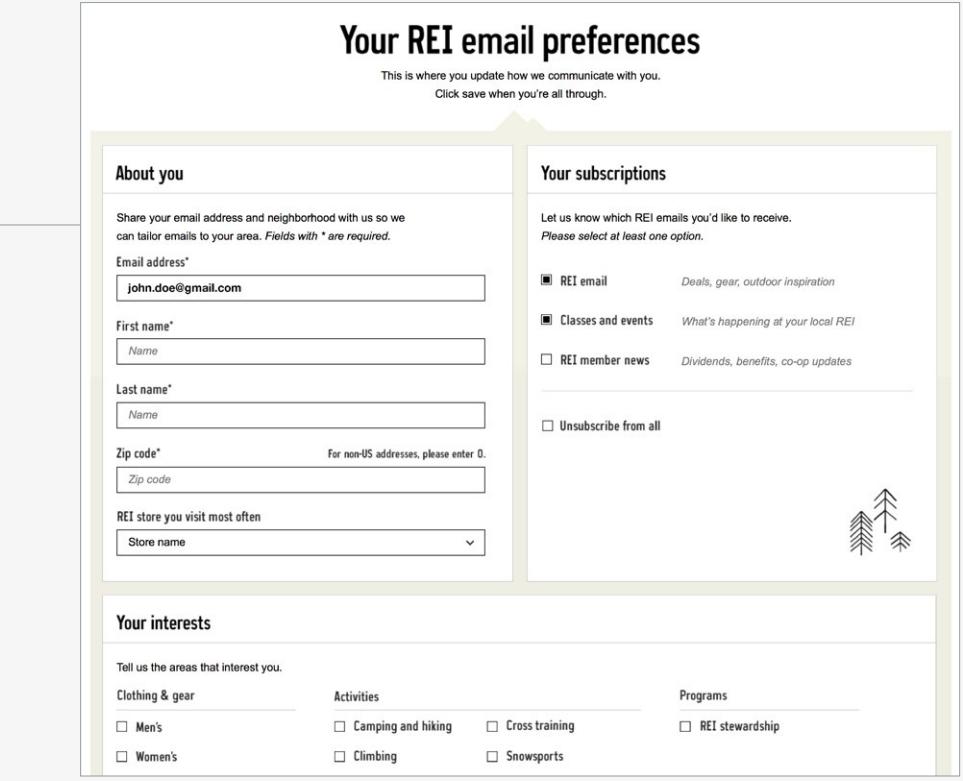
Subject Line:

REI Welcomes You With 15% Off



Step #4 Preference Center

Content Type Management | Unsubscribe All Option



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.

Spot On

Whole Foods Market

Interstitial or Pop-up Window

Captcha

Welcome Campaign

Call-out to Preference Center

Unsubscribe All Option

Content Type Management

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.

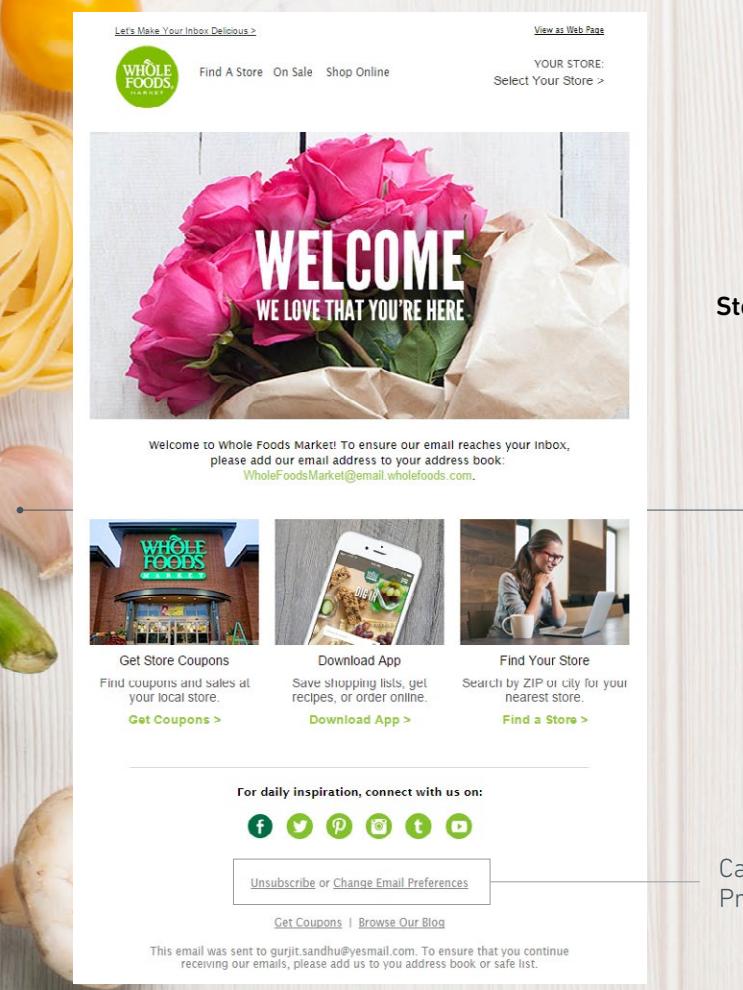
Step #1 – Sign up
Interstitial or Pop-up Window

The screenshot shows a pop-up window titled "Newsletter Sign-up". It features a "GET STARTED" button and a "SIGN UP FOR THE NEWSLETTER!" button. Below these are fields for "EMAIL ADDRESS", "SELECT YOUR LOCATION", "SELECT YOUR STORE", and a CAPTCHA section. A "SUBMIT" button is at the bottom. The background of the pop-up shows a collage of fresh fruits and vegetables.

Step #2
Captcha

The screenshot shows a "GET STARTED" button and a "SIGN UP FOR THE NEWSLETTER!" button. Below these are fields for "EMAIL ADDRESS", "SELECT YOUR LOCATION", "SELECT YOUR STORE", and a CAPTCHA section. A "SUBMIT" button is at the bottom. The background of the page shows a collage of fresh fruits and vegetables.

Step #3
Welcome Campaign
Subject Line:
Welcome to Whole Foods Market



Step #4 – Preference Center
Unsubscribe All Option
Content Type Management

The screenshot shows a "EMAIL PREFERENCES" section with the heading "Tell us about yourself". It includes fields for "First Name", "Last Name", "Email address *", "Zip/Postal Code", "Store", "Please Select a Store", "Birthday", "Month", "Day", "Gender", "Select", and a "CAPTCHA" section. Below these are sections for "Get Store Coupons", "Download App", "Find Your Store", and social media links. At the bottom, there is a "SAVE CHANGES" button and a CAPTCHA section.



Short and
Sweet



Interstitial or
Pop-up Window



On-screen
Validation



Sign-up
Incentive



Confirmation
Message



Welcome
Campaign



Call-out to
Preference Center



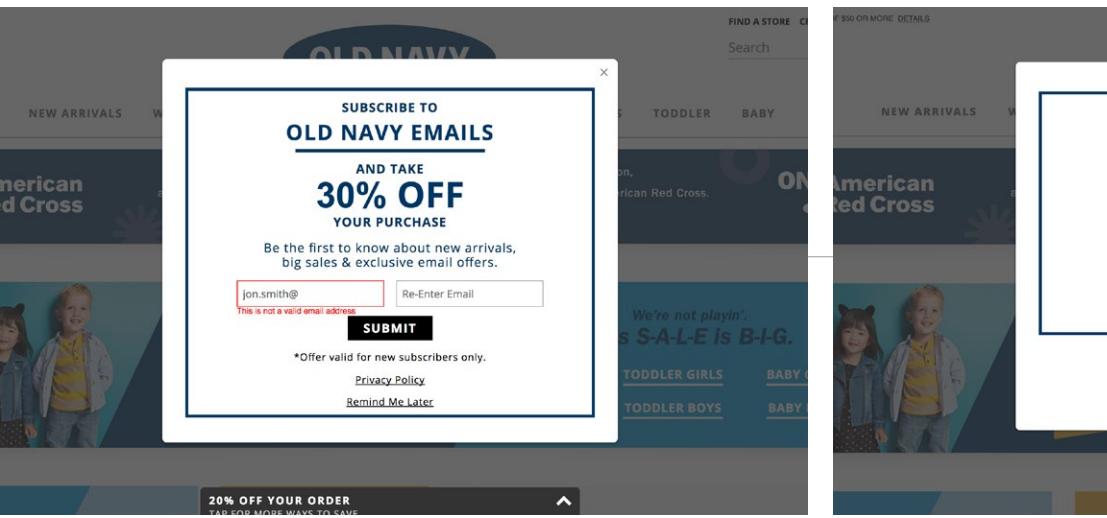
Content Type
Management

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.

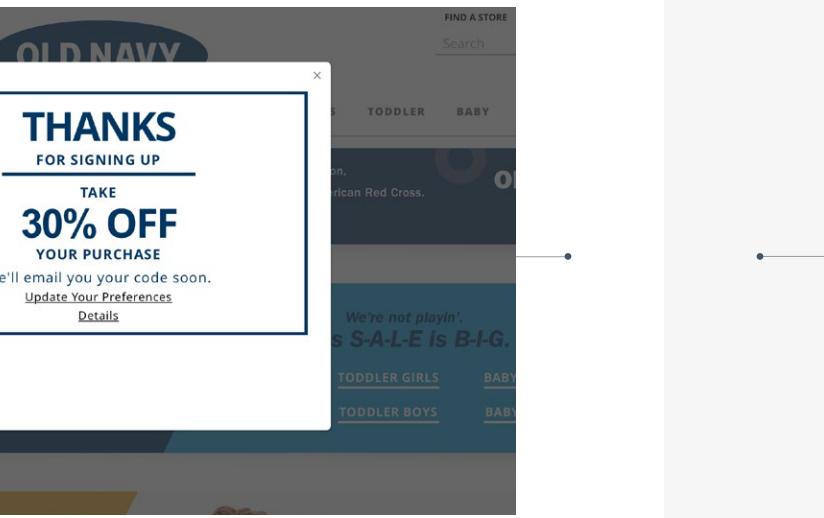
Step #1 – Sign up

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 2nd 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

UPDATE YOUR PREFERENCES

PLEASE ENTER EMAIL ADDRESS BELOW.
Required fields are marked with an asterisk(*)

WHAT CATEGORIES ARE YOU MOST INTERESTED IN?

<input type="checkbox"/> Women	<input type="checkbox"/> Girls
<input type="checkbox"/> Women's Plus	<input type="checkbox"/> Boys
<input type="checkbox"/> Maternity	<input type="checkbox"/> Toddler Girls 12m-5T
<input type="checkbox"/> Men	<input type="checkbox"/> Toddler Boys 12m-5T
<input type="checkbox"/> Baby 0-24m	

Frequency Management

Oh no! Is this the end?

It doesn't have to be! Would fewer emails do the trick?

- Unsubscribe:** I think we need some time apart. Remove me from the Old Navy mailing list.
- Once a Week:** I would like to receive just one email message per week from Old Navy.
- Update My Preferences:** I would like to receive Old Navy emails for the following categories:

SUBMIT



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

WATER SPORTS
Up to 25% Off

SAFETY
Save up to \$50

BOATS & MOTORS
Save up to \$400

FISHING
Save up to \$30

ELECTRONICS
Save up to \$200

Be the first to know! Great deals right to your inbox.
enter your email address Submit No Thanks

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

Step #1 Sign up (option b)

Let us know what you think

EMAIL SIGN UP

GIFT CARDS

CUSTOMER SUPPORT (800) 262-8464

SHOPPING EXTRAS Gift Cards

ABOUT US Company Info

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

WELCOME ABOARD!

Dear Valued Customer,

Thank you for signing up for West Marine email! You should receive an email shortly confirming your sign-up!

As a West Marine email subscriber you will receive:

- First-look access to sales, special events & Grand Openings in your area.
- Special online savings.
- New product announcements.
- Plus, earn up to 4% back on purchases when you join West Advantage Rewards.

Welcome Aboard!

EMAIL SIGN UP

GIFT CARDS

FIND A STORE NEAR YOU

CUSTOMER SUPPORT (800) 262-8464

SHOPPING EXTRAS Gift Cards

ABOUT US Company Info

Customer Service

Order Tracking

Returns

International Orders

Product Recalls

Rigging Services

Engine Parts Selector

Custom Boat Graphics

Boat Cover Fit Guide

Plus Product Protection Plan

Investor Relations

Careers

Press Room

BlueFuture®

West Marine Partners

West Marine Pro

BoatU.S.

GET CONNECTED

f t y p i

Contests & Sweepstakes

Affiliate & Sponsorship

Norton SECURED

Step #4 Welcome Campaign

Subject Line:
Sun's out, paddles up!



Thank you for making West Marine a part of your next adventure.

Our goal is to help you make the most of your life on the water. That's why we've got some great things coming your way:



Offers and discounts on the latest clothing and gear



Alerts about the products you'll love



Information about special events near you

MORE FROM WEST MARINE





Interstitial or
Pop-up Window



Dedicated
Opt-in Page



Short and
Sweet



Captcha



Mobile
Responsive



Sign-up
Incentive



Welcome
Campaign

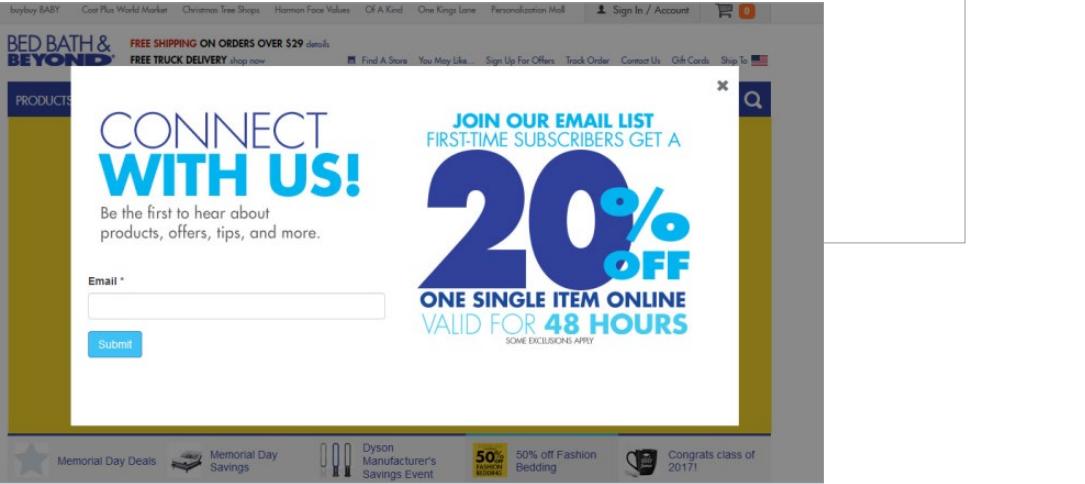


Frequency
Management

Bed Bath & Beyond – Email

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.

Step #1 – Sign up Interstitial or Pop-up Window



Step #2

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

BED BATH & BEYOND CONNECT WITH US!

20% OFF
ONE SINGLE ITEM IN-STORE
SOME EXCEPTIONS APPLY

INTERNATIONAL CUSTOMERS
click here to sign up for email

Become An Email Subscriber
Be the first to hear about products, offers, tips and more. Receive exclusive email offers and promotions from Bed Bath & Beyond and its subsidiaries.

First-time email subscribers get a 20% off one item in-store Savings Certificate! You will receive your in-store offer with your welcome email within 24 hours.

Email *
gurjit.sandhu@yesmail.com

Zip *

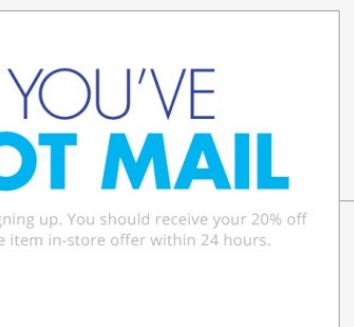
I'm not a robot

reCAPTCHA
Privacy - Terms

Submit

Step #3

Confirmation Message



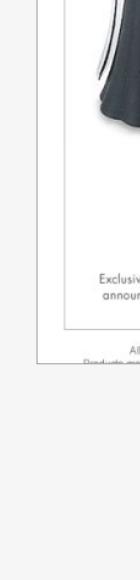
Step #4

Welcome Campaign
Subject Line:
Thank you and hello!

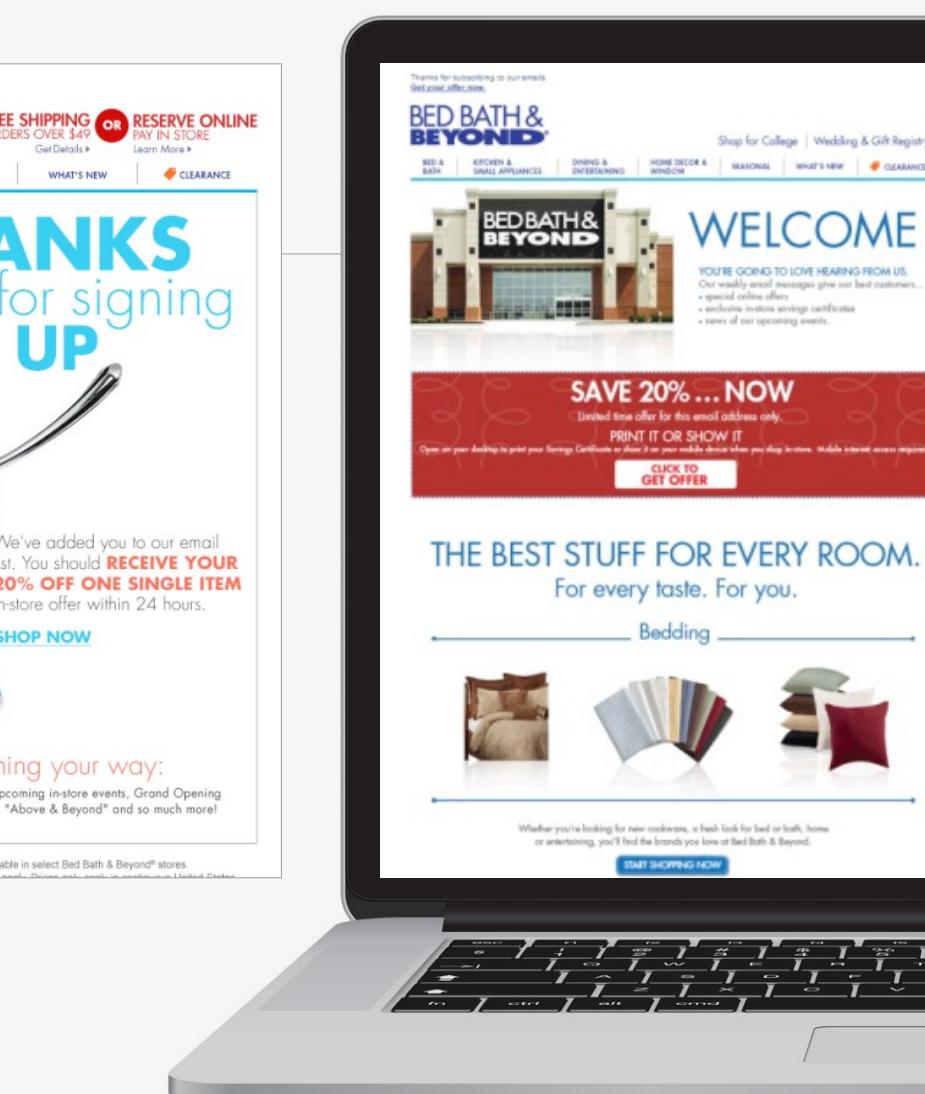


Step #5

Frequency Management



Subject Line:
Here's your 20% offer!





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

BED BATH & BEYOND FREE SHIPPING ON ORDERS OVER \$29 details FREE TRUCK DELIVERY shop now Find A Store You May Like... Sign Up For Offers Track Order Contact Us Gift Cards Ship To [PRODUCTS](#) [TRENDS & IDEAS](#) [COLLEGE](#) [MOVER](#) [REGISTRY](#) What can we help you find?

SIGN UP FOR COUPONS AND GET SO MUCH MORE!

RECEIVE COUPONS AND OFFERS • LEARN ABOUT NEW DEALS AND VALUES FIRST • GET SOLUTIONS AND INSPIRATION

GET THE OFFERS YOU WANT, DELIVERED THE WAY YOU WANT THEM.
SIGN UP FOR ONE, TWO, OR ALL THREE TO MAKE SURE YOU NEVER MISS A CHANCE TO SAVE!

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

BED BATH & BEYOND FREE SHIPPING ON ORDERS OVER \$29 details FREE TRUCK DELIVERY shop now Find A Store You May Like... Sign Up For Offers Track Order Contact Us Gift Cards Ship To [PRODUCTS](#) [TRENDS & IDEAS](#) [COLLEGE](#) [MOVER](#) [REGISTRY](#) What can we help you find?

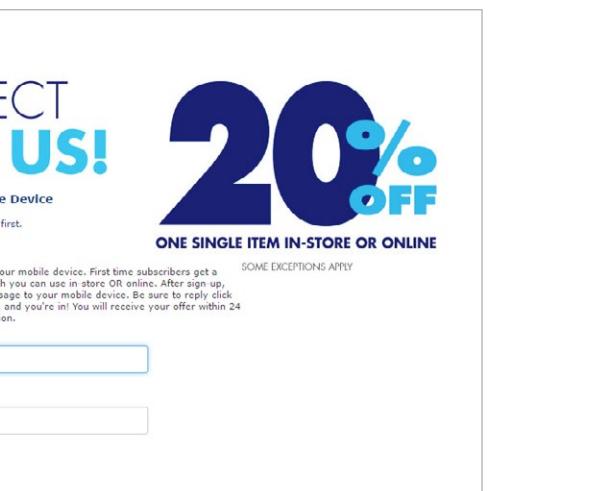
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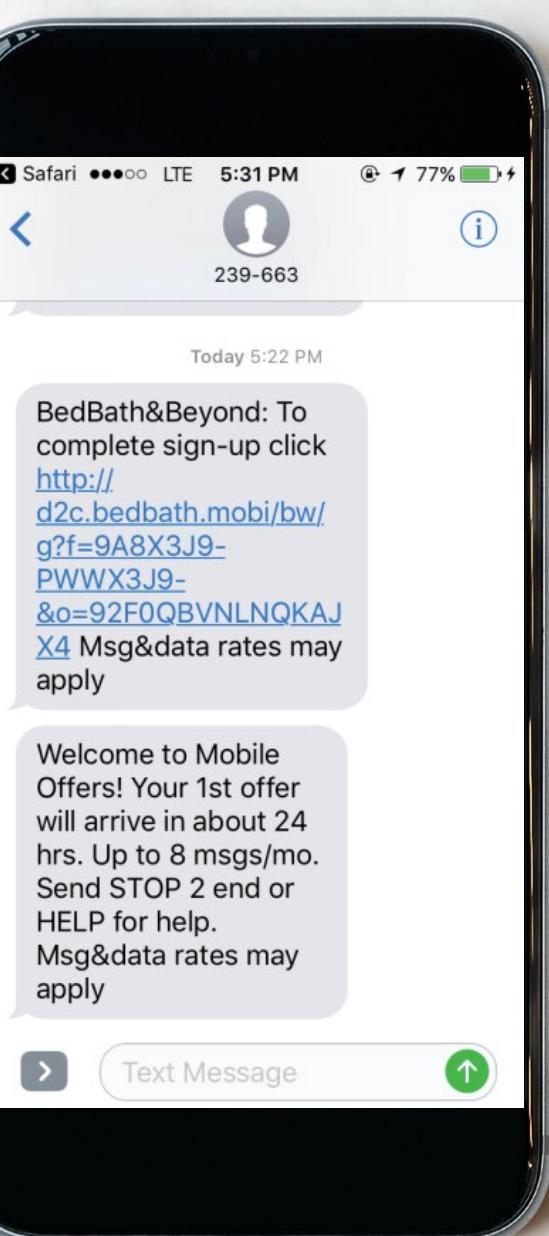
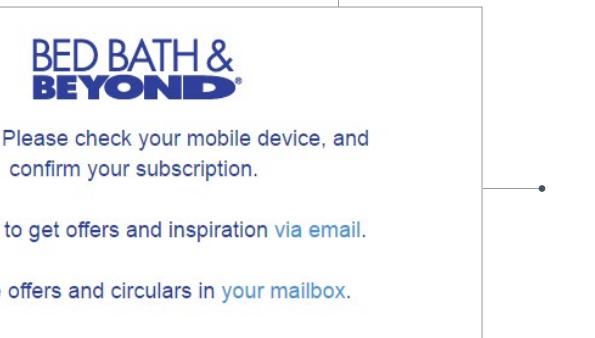
Step #3

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



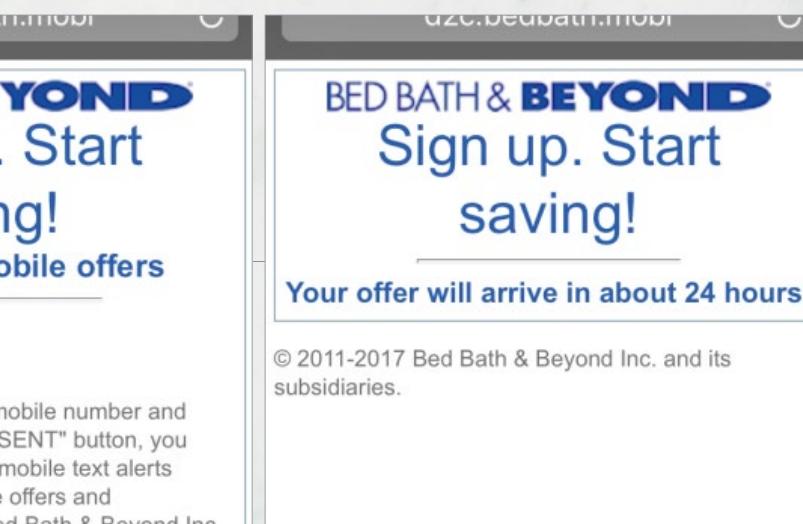
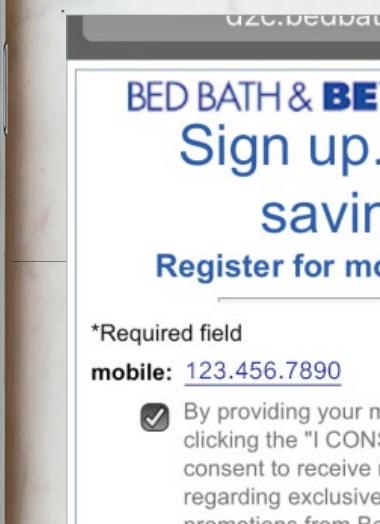
Step #4

Confirmation Message



Step #5

Confirmed (double) Opt-in

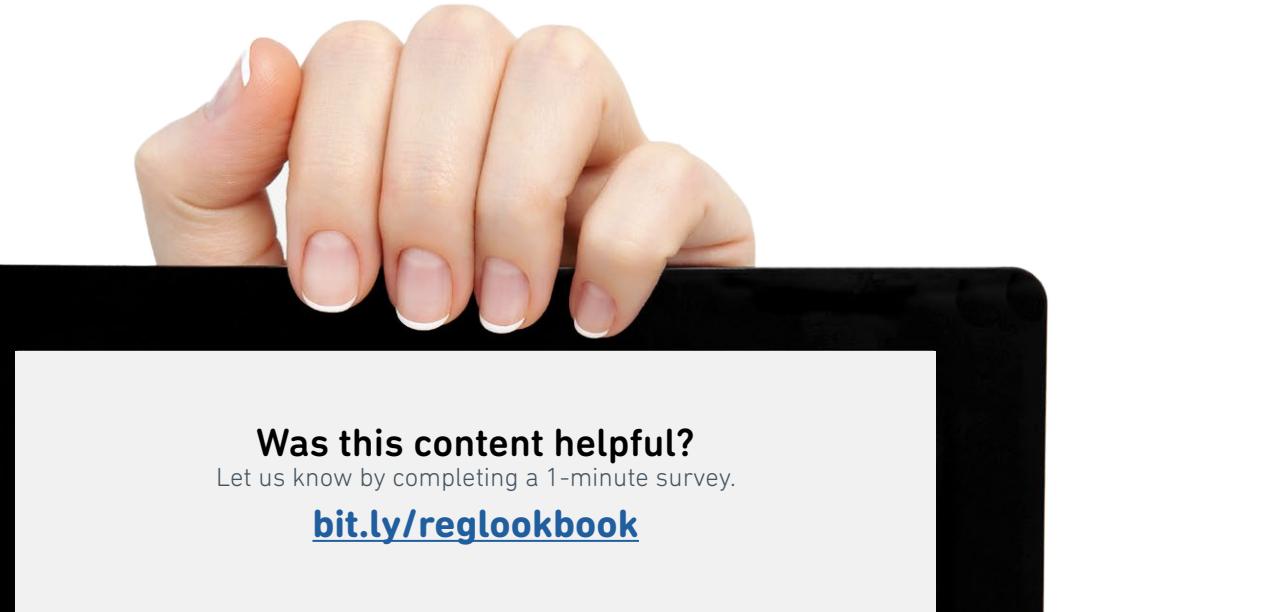




Conclusion

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:



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