

WHEREOWARE

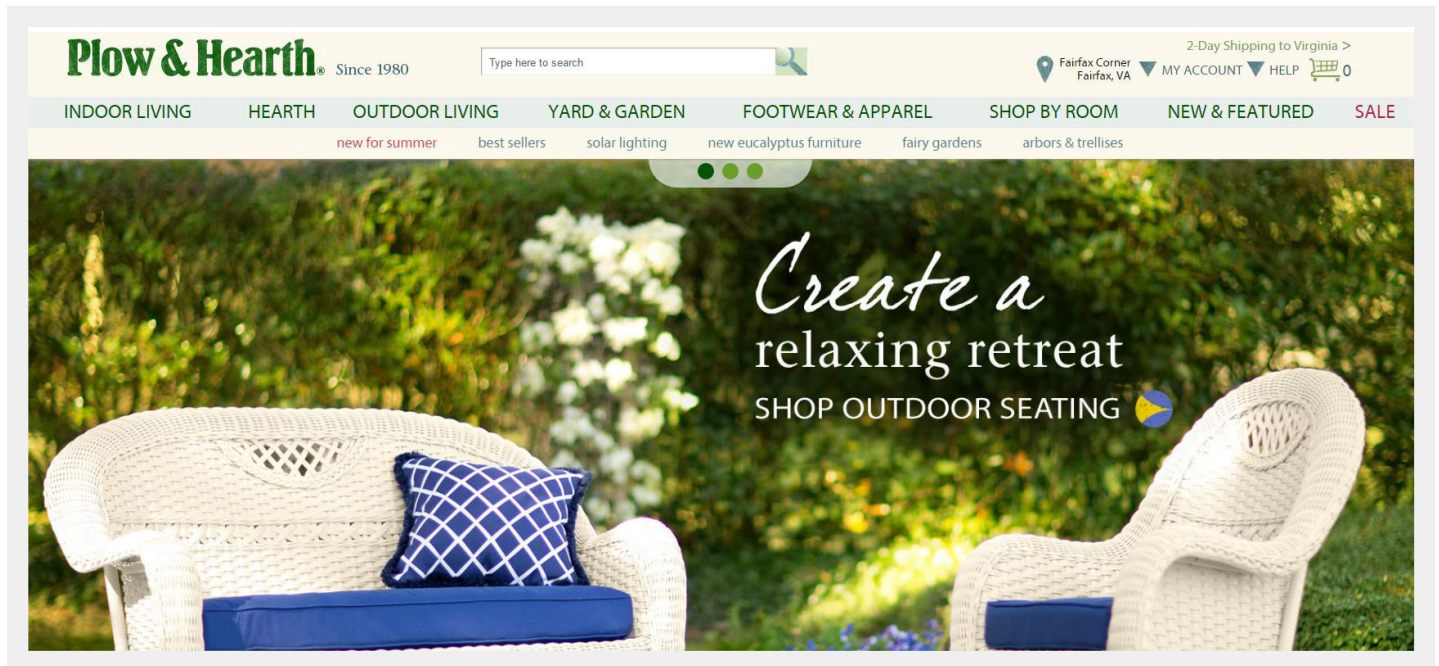
D E S I G N • D E V E L O P M E N T • M A R K E T I N G

HOW RESPONSIVE EMAIL
TEMPLATES CUT PLOW & HEARTH'S
EMAIL PRODUCTION TIME IN HALF



WHO

Plow & Hearth is a multi-channel retailer of quality hearth, yard and garden, apparel, and outdoor and indoor living products. Their broad portfolio encompassing six brands is sold through their website and catalog, and at 24 retail locations.



CHALLENGE + GOALS

In 2015, 50% of Plow & Hearth's emails were opened on mobile devices, but their emails were not mobile-friendly. The calls-to-action (CTA) buttons were small, the navigation was busy, and their product imagery struggled to stand out against competing elements.

Plow & Hearth already had a mobile-friendly website, but needed to redesign their emails to cater to mobile shoppers.

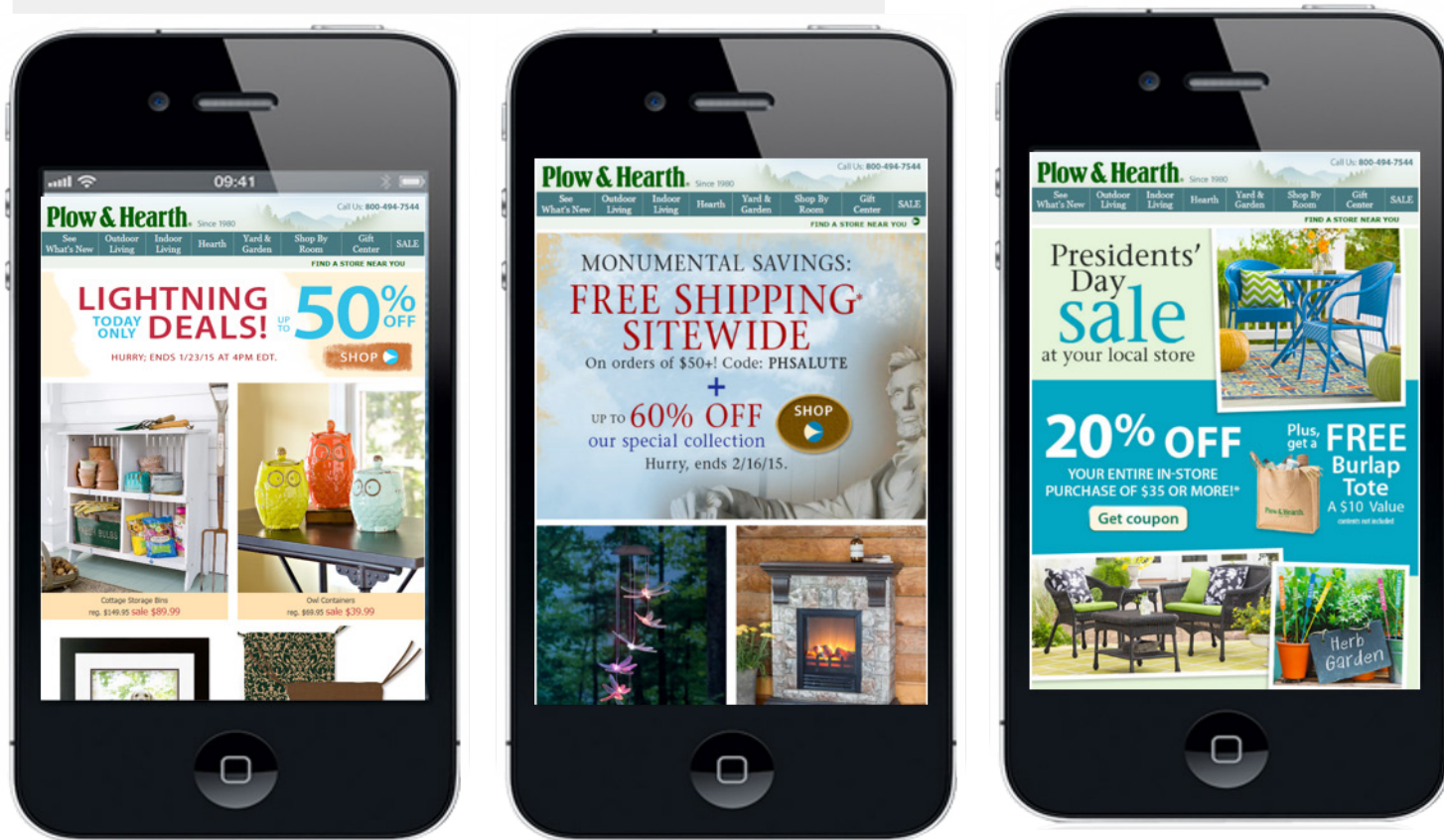
Like many retailers, they had a small team that was inexperienced in coding emails. They also had a very aggressive email schedule, sending approximately 60+ emails a week during the holiday season and 30+ emails a week during non-peak season, across 6 brands + covering 24 retail locations.

Their small team didn't have the technical skills to build new email templates and their aggressive email calendar left little room for a learning curve.

Plow & Hearth's mobile goals were threefold:

- 1) Send beautiful, mobile-optimized emails.
- 2) Ensure emails were easy to update by less experienced coders.
- 3) Keep products center stage, while incorporating a variety of layout options.

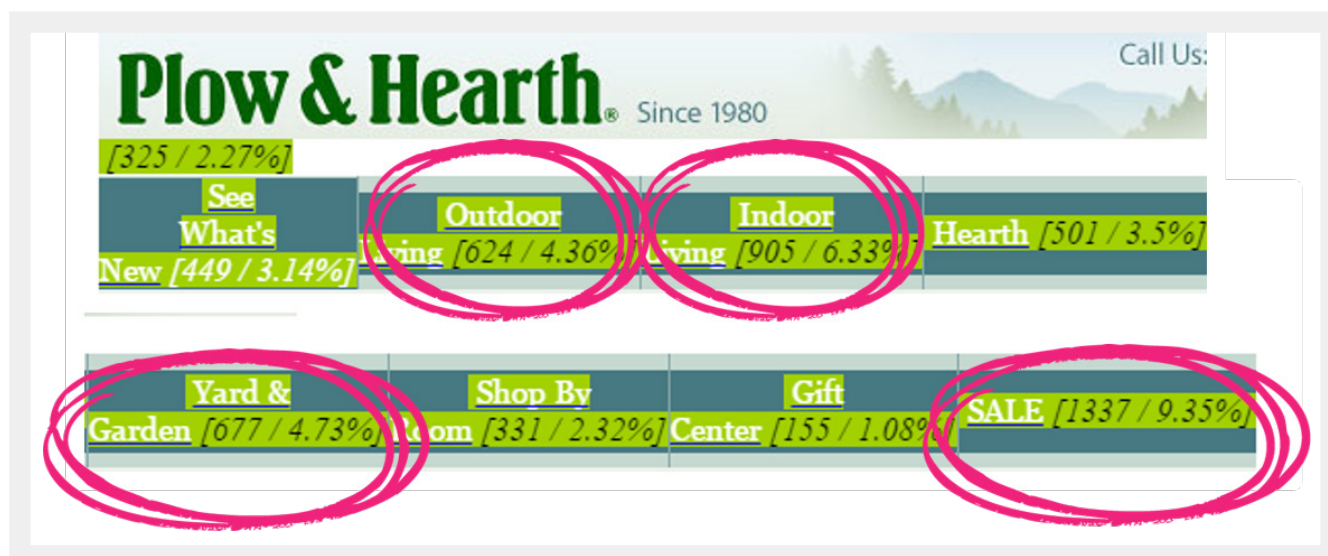
BEFORE: PLOW & HEARTH'S EMAILS ON MOBILE IN 2015



ENTER WHEREOWARE

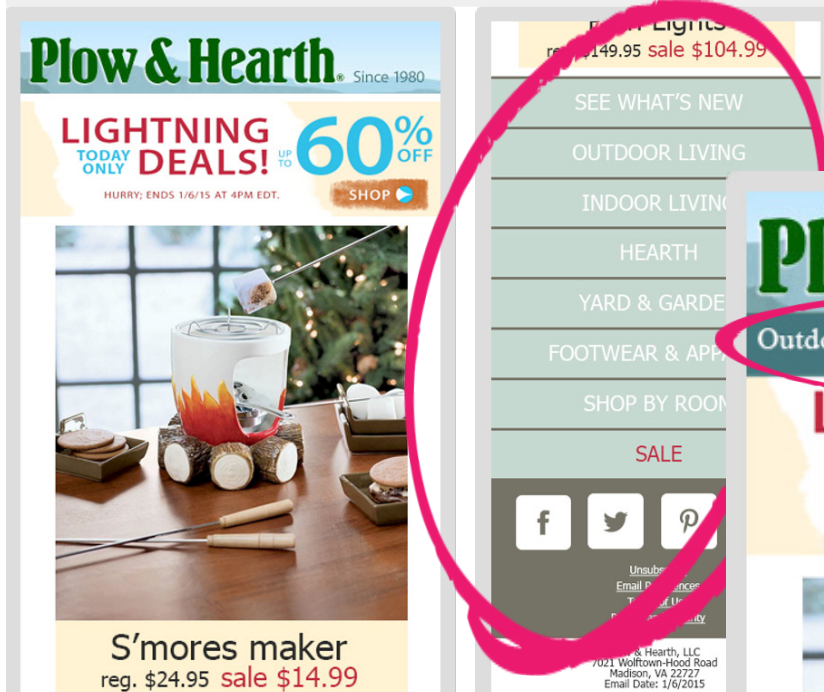
Plow & Hearth reached out to Whereoware to develop mobile-friendly email templates for their team to update and maintain ongoing.

Using Plow & Hearth's analytics, Whereoware determined which aspects of Plow's emails were most important, and which elements to skip when going mobile. They reviewed click tracking in their email service provider, IBM Marketing Cloud (previously Silverpop), and Litmus Analytics to see how recipients were interacting with their emails from mobile devices.



Once Whereaware understood how Plow & Hearth's audience was engaging with current emails, they walked through different design options to collect Plow & Hearth's feedback. A few options included:

SHIFTING TOP NAVIGATION TO THE BOTTOM



MINIMIZING NAVIGATION



SLICING + STACKING HERO IMAGE

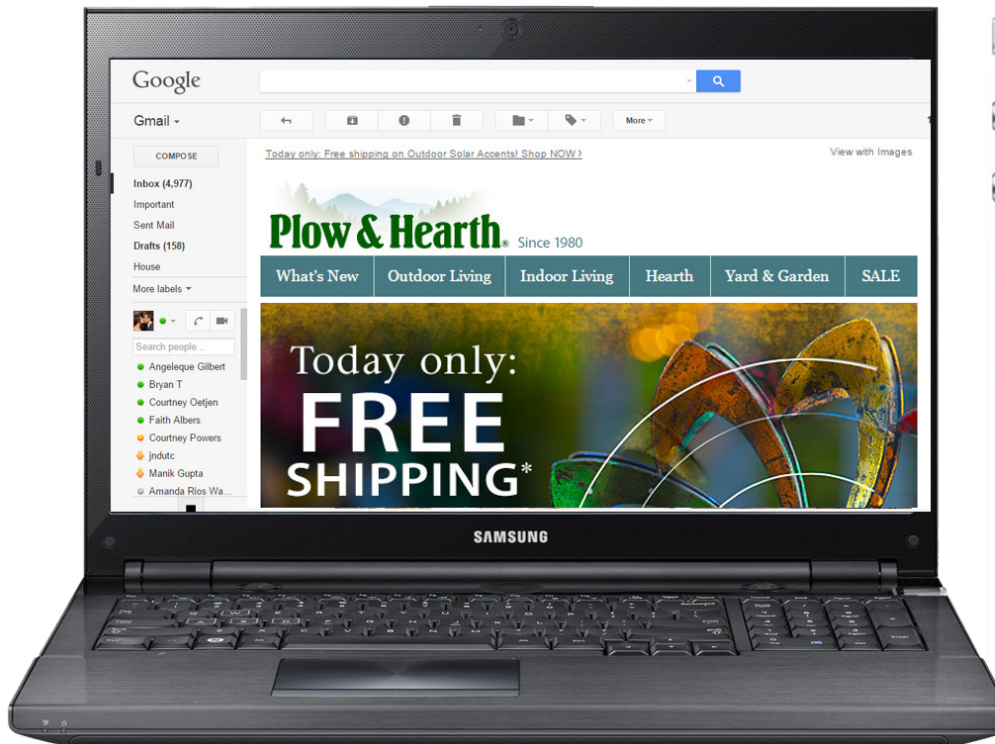


SCALING HERO IMAGE TO DEVICE SCREENS



WINNING TEMPLATE - BREAKING IT DOWN

After discussing the pros and cons of each design choice, Whereoware developed a unique, hybrid email design. To ensure layout variety, they delivered three complimentary email templates that could be updated by Plow & Hearth's team and reused with almost no coding experience.



SINGLE COLUMN

RESPONSIVE PRODUCT GALLERY

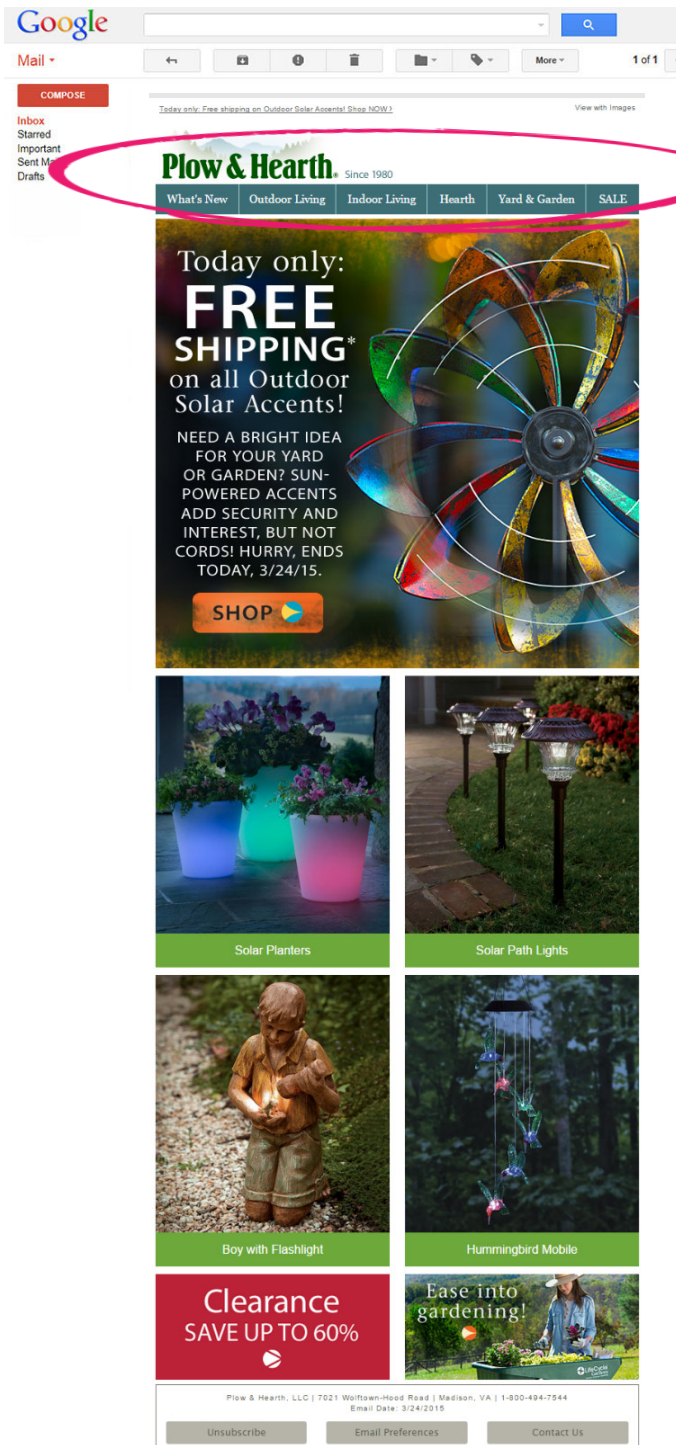
SHRINKING HERO



The templates were designed following email and mobile best practices. They showed off product imagery, had appealing layouts, and were easy to read and click.

The templates were built with responsive headers, footers, and navigation. Responsive product galleries stack the product grid vertically on mobile devices to optimize imagery. The top navigation was streamlined for desktop, based on the categories recipients frequently clicked. The top navigation was removed altogether on mobile devices and shifted to the bottom. The logo was optimized for mobile and permanent bulletproof buttons ensured CTAs were foolproof.

DESKTOP

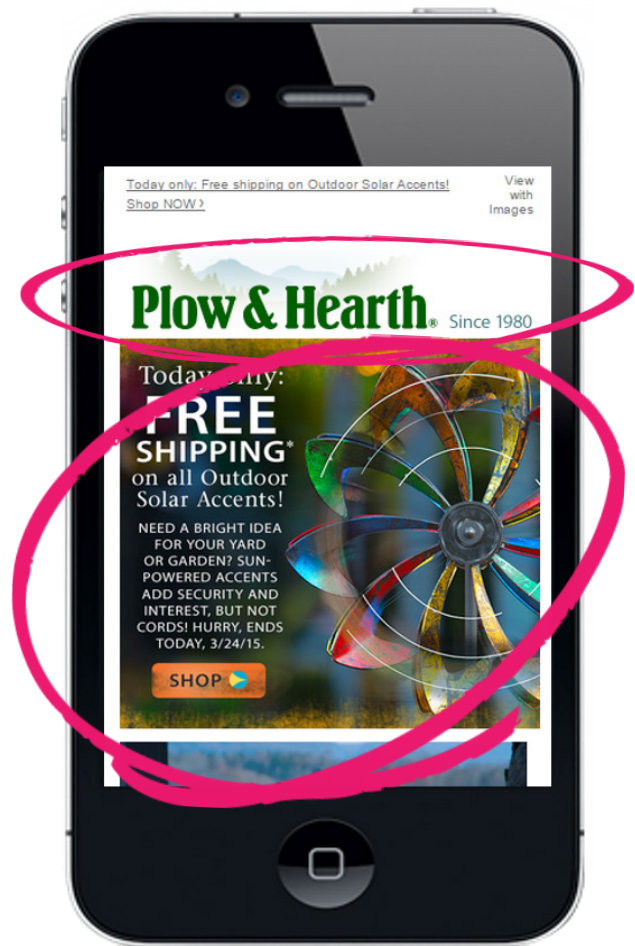


✓ Shortened navigation on Desktop

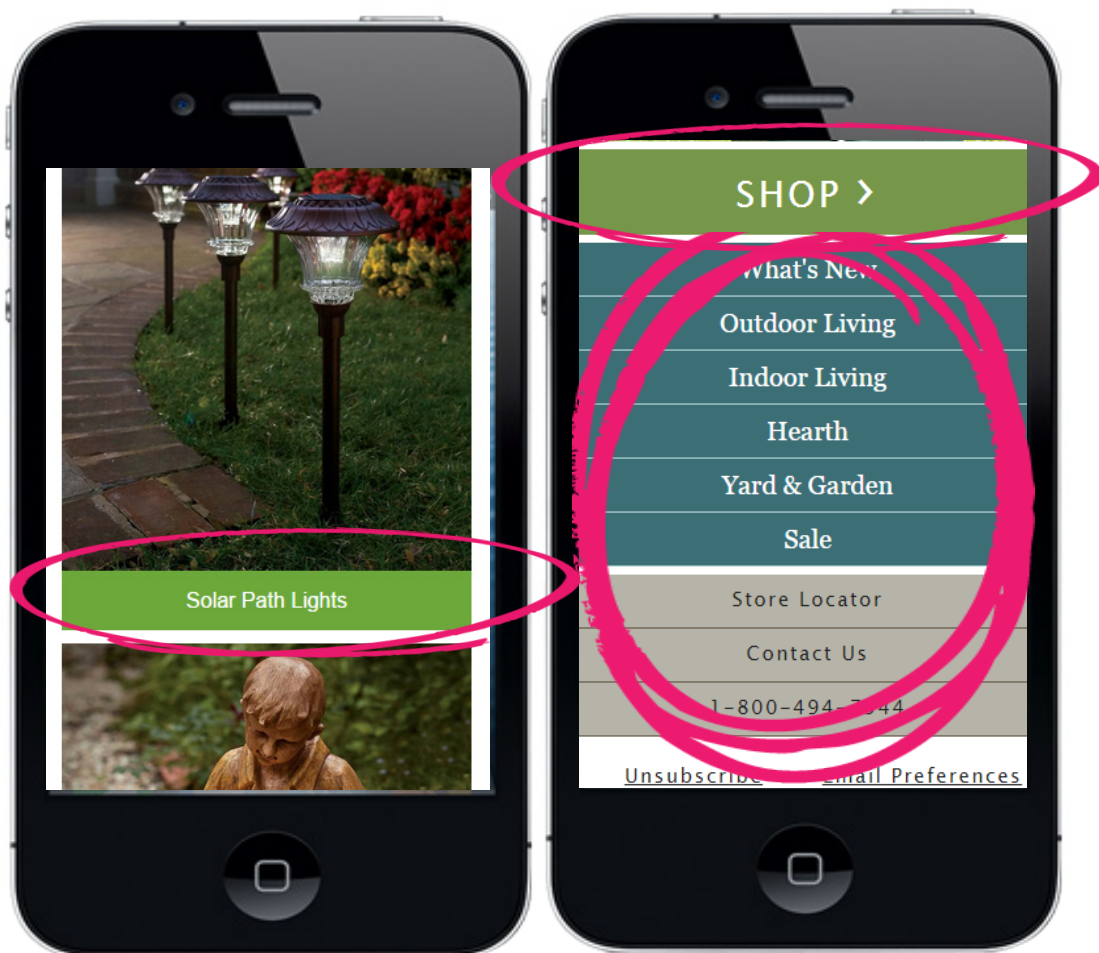
✓ Optimized full-screen logo

✓ Top navigation removed

✓ Scalable hero image



- ✓ Responsive product grid stacks images
- ✓ Bulletproof **Shop** CTA
- ✓ Full-width CTAs for easy clicking
- ✓ Top navigation moved to bottom + enlarged
- ✓ Secondary Nav



RESULTS

Whereoware trained Plow & Hearth on updating and maintaining the three email templates and transitioned email execution back to their team in three short months.

56%

increase in
mobile visits
from email

158%

increase in
mobile revenue
from email

50%

cut email
production time
in half

The Plow & Hearth email redesigns demonstrate how templates can be used by busy, resource-crunched brands to meet their goal of delivering an exceptional mobile-friendly email, while increasing quality of 60+ emails a week and cutting email production time in half.

Let's explore how email templates can boost your marketing productivity:
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